



A MESSAGE FROM THE DEAN

Welcome to the latest Leeds Business School newsletter. From talented students making an impact across the business sector, to academics receiving well-deserved national recognition, there has been much for us to be proud over the past few months.

Read more about the achievements of our students, graduates, and colleagues below.

Take care and stay safe,
Professor George Lodorfos
Dean of Leeds Business School

STUDENT NEWS AND STORIES

PR students claim top prize

Celebrations are in order for two final year Public Relations students who have been awarded the Grayling Prize 2021. Elettra Pomilio and Jack Snell scooped the top prize after pitching an integrated PR plan in response to a UK-wide brief for an outdoor toy brand as part of their university studies.

Shirley Beresford, Senior Lecturer said: "We are thrilled to be celebrating the Grayling prize in this the 30th Anniversary of PR Education at Leeds Beckett University. Hundreds of students have taken part in the competition during this time and benefitted from its real-world impact on their CVs and employability." [Read more.](#)

Talented teams brew up new ideas for leading kombucha producer

BA (Hons) Business and Management students have been praised by the founders of a top kombucha producer for their work on a live brief set by the company. Teams of students collaborated with Booch and Brew to develop their own strategies to launch a 'friends and family' scheme, before pitching their ideas to the company's founders.

Journalism and PR students 'meet the media'

Students from Journalism and Public Relations courses were able to connect with national media at a 'meet the media' event organised by Leeds Business School. Students were able to speak one-on-one with professionals from top media organisations including the BBC, Channel 4 and the Financial Times.



Accounting students reach national final

A team of BA (Hons) Accounting and Finance students surpassed their own expectations by reaching the final of the Chartered Institute of Management Accountants UK Business Game. Sohaib Ahmed, Mustafa Ahmed, Afsana Goffar, Hashim Sulaman and Mohammed Akudi balanced lockdown life, assignments and Ramadan to finish as runners-up in a hard-fought competition. Read from team leader Sohaib how they did it. [Read more.](#)

International Business society scoops award

A society started by students from the BA (Hons) International Business course has been recognised at Leeds Beckett Students' Union's annual awards ceremony. The International Business society claimed the Society Development Award, which is given to a new society which has adapted well to the challenges of the past year. Judges recognised the society's efforts in organising and hosting the 'FIGHT2021' fundraising campaign for mental health charity Mind.

Remote court reporting first for journalism students

First year BA (Hons) Journalism students are the first students in the region to have access to a live feed of cases in progress from Leeds Combined Court. This remote access allows students to continue live court reporting without physical access to court rooms.

How Leeds Beckett changed my mind about university

After initially not wanting to go to university, Jessica Rolph decided to study BA (Hons) Marketing & Advertising Management. Read how she adapted to her time at the university and how she made the most of her course. [Read more.](#)



Helping a retail giant to thrive post-lockdown

Students from BA (Hons) Marketing and BA (Hons) Marketing and Management courses have had the unique opportunity to collaborate with leading retailer John Lewis. Teams of students have each worked on a store window concept to help entice customers back into the store which was then pitched to representatives from firm's Leeds store. Find out more about the experience from students Danny Bhaker and Ceejay Green. [Read more.](#)

'Rising star' journalism student receives prestigious prize

Shawna Healey is hoping to write the next chapter in her promising career after scooping a prestigious journalism prize. Shawna, an MSc Journalism student, is one of a select group of talented writers to receive the Printing Charity's Rising Star award. She is the latest Leeds Business School student to win the prize, becoming the 16th winner from the university in the past six years. [Read more.](#)

ACADEMIC NEWS & EVENTS

Hundreds of PR experts attend Leeds Business School Conference

Through virtual conference series Crisis2021, Leeds Business School has hosted more than 250 people representing academics and practitioners from more than 20 countries in Europe, North and South America, and Asia. Speakers have included top researchers and practitioners in the field from around the world addressing issues of managing the pandemic to sustainability to the challenges in higher education.

Course Director gives marketing masterclass

Dr Neil Richardson used his two decades of marketing experience to give a masterclass at Leeds Business School recently. Dr Richardson's talk was focused around developing sustainable models in the global sports and luxury sectors.

Sustainability project results discussed

An online training event has been held recently to discuss the results of an Erasmus+ funded ISSUE (Innovative Solutions for Sustainability in Education) project. It featured contributions from LBS academics Dr Brian Jones, Dr Fiona Robertson and Dr Albana Rasha; LBU Sustainability Manager Mark Warner; and Kim Ansell from Advance HE. It also saw the start of a week-long online summer school for the ISSUE project.

Calderdale Businesswoman joins #WECAN

In further #WECAN news, Nicky Chance-Thompson DL, CEO of The Piece Hall Trust has been appointed chair of the initiative. [Read more.](#)



Join free female leadership sessions

Learn how to be confident at work, build positive working relationships and more through free sessions organised by the #WECAN project. The project aims to support the next generation of women leaders in the Leeds City Region by building their leadership capabilities, skills and opportunities. [Find out more.](#)

School launches government-backed scheme to upskill small business owners

Business and enterprise experts at Leeds Business School are delivering a practical management training programme for leaders of small businesses in Yorkshire – which will be 90% funded by the Government. The new 'Help to Grow' scheme is backed by £520 million from the Department for Business, Energy & Industrial Strategy (BEIS) and its aim is to boost economic recovery from the impact of COVID-19 by helping small and medium-sized enterprises (SMEs). [Read more.](#)

How to practice finance ethically and innovatively

Dr Anup Chowdury has over fifteen years of research and teaching experience in finance and accounting. Read his advice on how finance students can innovate ethically at Leeds Business School. [Read more.](#)

Read the latest from Leeds Business School

Dive deeper into what life is like at Leeds Business School by reading our blog. Read from our lecturers, keep up to date with the latest events and find hints and tips from current students about getting the most out of your course. [Read more.](#)