



BU


Bournemouth
University

Business
School

Service
Excellence
Award

2011

Awards



From the moment you graduate, you automatically become a lifetime member of the Bournemouth University Alumni Association. No matter what you go on to do, or where you are in the world, you will always be a valued member of the BU community.

Our alumni benefits and services include:

- Free careers advice and guidance up to three years after graduation
- Opportunities to network
- Professional development events
- Discounts on further study
- The latest news and developments from BU
- Continued access to campus facilities, including the library and SportBU membership at a reduced cost.

After graduating you'll automatically become part of BU's Alumni Association, but you'll need to register your details to stay connected and make the most of your membership. Sign up at: www.bournemouth.ac.uk/alumni-signup

Being part of the alumni network helps you to stay in touch with your department and your lecturers, update your knowledge, recruit from the new talent, support consultancy projects, access career advice and develop your professional skills.

www.bournemouth.ac.uk/alumni
alumni@bournemouth.ac.uk

Citizenship

A

Daniel Cook

BS (H) S & P
C - S

S & P

Award



Financial Impact

A

Jordan Marsh	BA (Hons) Business Studies	UK Politics
Harry Page	BA (Hons) Business Studies	Accounting & Principles of Marketing
Molly Patton	BA (Hons) Economics	Marketing Communications



Jordan Marsh

BA (Hons) Business Studies

Placement organisation: Champions UK Politics

During my time at Champions, I was tasked with creating proposals for potential clients. These sales decks were then sent to the prospective clients in order to show Champions resources and abilities to attract business. Whilst working at Champions, I have successfully onboarded multiple clients totalling over £150,000 of revenue for the business.

I was tasked with a personal project to own and work on, my assignment was to create a business proposal to attract private equity firms and investors to allow Champions to work with their portfolio companies. This is entirely out of the realm of my job role and responsibilities in a marketing agency, yet the MD decided I was perfectly capable of completing a project that he held in such high regard. I presented my proposal to the Bank of America's finance for M&A team along with other corporate finance firms paving the way for Champions' future.



Harry Page

BA (Hons) Business Studies

Placement organisation: Principles of Marketing

I have exceeded expectations and continuously hit my chargeable utilisation target on a monthly basis. My role at Acora is a Project Coordinator and because of this my utilisation target is 25%, this essentially means that 25% of my time should be spent doing chargeable work for our customers. In March 2021 through to June 2021 I maintained a chargeable utilisation of 30% and above. My highest month came in April 2021 where I almost doubled my target by hitting 44%. This automatically had a positive impact on the business as I was bringing in considerably more chargeable activity, especially as my margin is dramatically larger than the likes of the Senior Project Managers. My ability to stay on top of my Coordinator tasks alongside this did not go unnoticed as I continued to assist the Project Managers with their projects and ensuring that lead times were kept minimal by spinning up the new work in an efficient and timely manner.



Molly Patton

BA (Hons) Economics

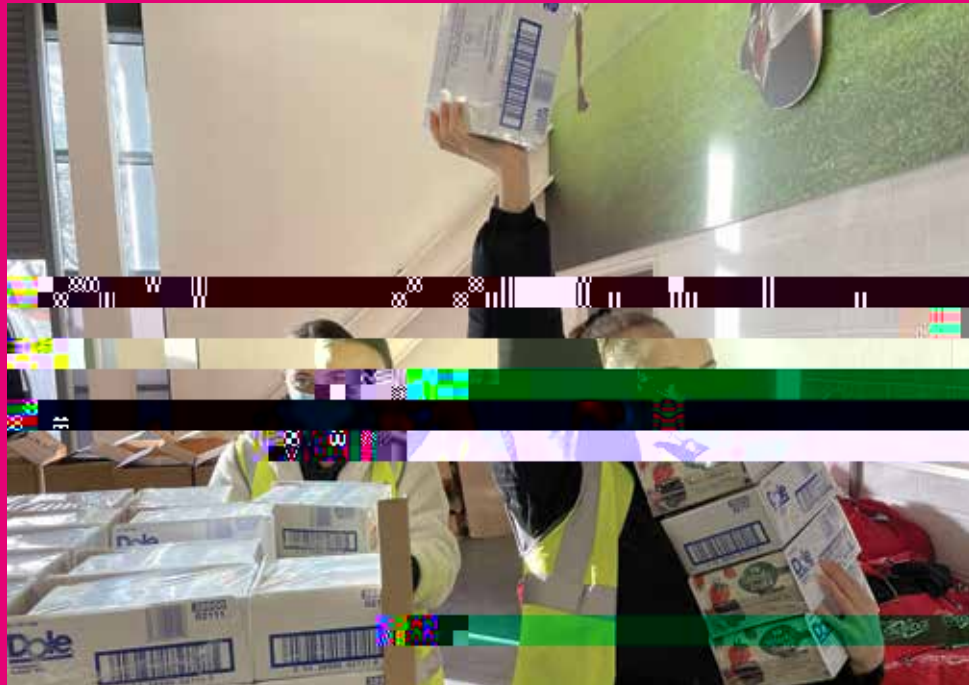
Placement organisation: Champions UK Politics

Through sales, I have raised £11,360, in doing so I have created relationships in the local business community for the school. Whilst gaining money, the school has also gained from multiple offers e.g. access to specialist resources. Using my marketing and general creative skills, I have designed a new school banner, created a LinkedIn page (which will save on job advertising costs) and worked with one other staff member, to boost their Instagram page. When I joined, they had 75 Instagram followers and they are now up to 403. I advertised the premises on the site which gained interest and they no longer have hiring availability in the pool. I believe that the new banner and our social media presence has played a part in raising our community presence. This is shown by our year 7 application numbers. In 2020 we had 68 new students and September 2021 we are expecting 117, which will significantly increase revenue.

Global Engagement

A

Georgia Hartley	BA (Hons) Business Studies, Marketing, Economics, History
Andrea Maglione	BA (Hons) International Business Studies, History
Thomas Riley	BS (Hons) Sports Management, Sports Coaching



Georgia Hartley

BA (Hons) Business Studies, Marketing, Economics, History

Placement organisation:

Eurochem



Andrea Maglione

BA (Hons) International Business Studies, History

Placement organisation:

H&M



Thomas Riley

BS (Hons) Sports Management, Sports Coaching

Placement organisation:

Sportscotland

When I was asked to design flyers for the B2B account managers for their trade stories and pitches to customers, I reached out to the Global B2B Manager to ask for her approval and thoughts. She quickly trusted me and saw my potential as my flyer was effective in both informing and engaging customers. The final artwork got uploaded to the global portal, and was not only utilised in the UK, but also France, Italy, Spain and many more.

The Global B2B Manager later requested my assistance on tasks outside of my job description. I was asked to assist on creating some materials for B2B which would be useful for multiple markets, including developing markets. I helped to translate the materials from French-

Innovation

Connie Dayman	BS (H) S & P & C	St F Ct.
Halya Greeslamirya	BA (H) I & M	H C
Georgia Hartley	BA (H) Bt & M	E H I
Heidi Martinez	BS (H) S & M	S -D P
Daniel Matthews	BS (H) M	K C
Harry Page	BA (H) Bt & P I & M	A
Nathan Shepherd	BS (H) S & M	NHS P (NHSP)
Kasey Kaur Uppal	BA (H) E & M	S -D P



Halya Greeslamirya

BA (H) I & M
H C

Placement organisation:
H C

I started out from not being able to find a placement, to creating a small business on my own in the middle of a pandemic. I'm very proud that I was able to donate 100% of a week's worth of orders to a COVID-19 Relief Fund.

I created Hal's Cookies because I wanted people to be able to opt for a dessert healthier than usual. People have the tendency to think that desserts are bad for the body and that they should avoid eating them if they want to be healthy. I wanted to change that mindset. Creating a conjoined idea of healthy food and a simple, yet indulgent dessert like a cookie can break that idea.



Nathan Shepherd

BS (H) S & M

Placement organisation:
NHS P (NHSP)

My role within the company was to create a team that could utilise the bank staff who are in the process so that the NHS had staff available during these uncertain times. To understand the process, I had to communicate with various stakeholders within the company so that I had the fundamentals and knowledge to teach the team. After a few weeks it was concluded that the initial trial was a success and therefore a team of 12 colleagues could band to form the customer engagement team. After two months of the project, it was confirmed that the team had saved £200,000+ just by recruiting bank staff from NHSP rather than agency workers outside of the organisation. As the pandemic progressed, the government introduced the Nightingale Hospitals, this was a contract that NHSP agreed to supply bank staff to these hospitals, we assisted in providing the staff, it was an honour to be part of this and especially proud that it was my team that helped deliver during a very difficult time for everyone.



Kasey Kaur Uppal

BA (H) E & M

Placement organisation:
S -D P

I chose to fuse my passions with this placement to make this time more beneficial for my career. This method resulted in me starting my own sustainable and ethical small fashion business, as I have always been drawn to the fashion industry but believe that it has become one of the largest businesses surrounded by modern-day slavery and waste. Creating this business allowed me to pursue my passion whilst also creating products that are not associated with the issues in the garment production industry. I did this by sourcing deadstock fabrics and materials made in Europe as these areas provide a living wage and safer environments for their workers. Part of marketing my business involved posting about these issues on my business's social media accounts, mainly Instagram. I began to create unique posts that contained important information on the fast fashion industry in a fun and innovative way. These posts gained momentum on social media and resulted in many people sharing and following my page.



