



STUDENTS AS CO-CREATORS

A Curriculum Design Collaboration

Co-creating a Panel Discussion, “Vision 2025: Insights from Business Giants” with students.

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Academic Partners: Nwe Zin Thein Shaung, Dr. Carla Gibbes, Dr. Koko Kondo

School of Management and Marketing

Academic Year 2024-2025

VISION 2025: INSIGHTS FROM BUSINESS GIANTS

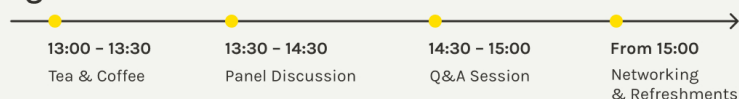
Industry experts in:

- Financial Management & Investment
- Marketing & Brand Management
- Leadership Skills Development
- AI's impact on management

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AND STEP INTO
YOUR FUTURE!**



Agenda:



VISION 2025: INSIGHTS FROM BUSINESS GIANTS

Tuesday, 25 February 2025

13:00 – Networking from 15:00 onwards

Chiltern Hall, 35 Marylebone Road, London, NW1 5LS

Farah London

Entrepreneur,
political figure,
philanthropist

**Chandani
Radia Bola**

Strategic
Leader & Visionary,
McKinsey & Co.

Matt Collins

Tech Leader, CTO,
Head of Product

Taha Kaawan

Global Strategy
Team, Citi

Amit Patel

Creative Director
Experience Haus

Stephanie Easton

Executive coach
& HR Consultant

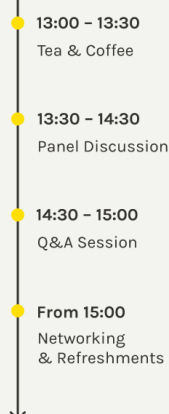
Maxim Cramer

Digital Technology
Strategist, Founder

DON'T MISS OUT!
Discover career
strategies, future
trends, and
actionable insights.

Agenda:

Join us for an exclusive
student-led conference



Industry experts in:

- Financial Management & Investment
- Marketing & Brand Management
- Leadership Skills Development
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1. Where did the inspiration to do this project come from?

The inspiration for "Vision 2025" – Co-creating a Panel Discussion with Students – emerged from a clear desire to elevate our students' experience and better connect academic learning with real-world application. We recognised the value in fostering a

stronger sense of community among our postgraduate students and providing them with more opportunities to engage with professionals and peers.

A significant driver for this project stemmed from the feedback we've received, particularly from students who are new to the UK. They often express challenges in navigating the professional landscape and connecting with individuals in their chosen fields. There was a palpable need to create accessible platforms that would facilitate these crucial interactions. This led us to conceive of a panel discussion that would not only offer valuable insights but also showcase diverse career paths.

Therefore, "Vision 2025" was designed to feature seven external speakers from a range of professional fields, including finance, business, entrepreneurship, and marketing, all from reputable organisations. Crucially, some of these speakers are alumni who once studied at Westminster, achieving incredibly successful careers. Their presence offers a powerful testament to the opportunities available to our students. By inviting students to actively participate in shaping and delivering this high-level discussion, we're not only providing invaluable experience in event organisation and professional networking but also ensuring the content is highly relevant and inspiring for their peers. Ultimately, this initiative aims to create a more integrated and enriching educational environment, equipping our students with both the insights and connections necessary to thrive in their future careers.

2. What did you set out to achieve?

We set out to achieve several key objectives, all centred on enriching the student experience and bridging the gap between academia and the professional world.

Firstly, a primary goal was to enhance our postgraduate students' sense of community and belonging. We aimed to create a vibrant platform where students could connect not only with each other but also with accomplished professionals. This was particularly crucial for those new to the UK, who might otherwise feel isolated.

Secondly, we wanted to provide tangible opportunities for students to engage directly with industry leaders and successful alumni. By inviting seven external speakers from diverse fields like finance, business, entrepreneurship, and marketing – many of whom are Westminster alumni – we sought to offer invaluable insights into various career paths and real-world challenges. This direct exposure was intended to demystify different professions and inspire students with relatable success stories.

Finally, a core ambition was to empower our students through active participation in the event's co-creation. By involving them in the planning and execution of "Vision 2025," we aimed to foster practical skills in event management, professional networking, and content development. This experiential learning approach was designed to deepen their understanding of their chosen fields and equip them with the confidence and connections necessary to thrive in their future careers. Ultimately, we wanted to deliver an event that was not just informative but genuinely shaped by and for our students, offering both inspiration and practical takeaways.



3. How did students and staff work together on this project?

An initial meeting (hybrid) was arranged on 8th November 2024 with the students' partners, where we discussed clarifying the objectives. Students' partners created a WhatsApp group where they can openly discuss and share important information, documents, and answer queries/questions. The timeline for the group meeting, including ideas, task allocations, and deadlines, was discussed among students and staff during the initial meeting.

The second meeting was held on 29th November 2024 (hybrid), staff confirmed on supporting students with room booking and event arrangements, especially for dealing with the university approval and administration process. Tasks were now clearly allocated among students, such as creating a poster, marketing content, channels to advertise the event, and choosing and inviting experts and professionals. In the last meeting on 14th February 2025, the event details were confirmed, and staff checked and supported students with last-minute ad hoc tasks as required.

Vision 2025 was on the 25th of February 2025. During the event, student co-creators and staff worked together in dealing with event management activities such as room, IT set up, time keeping, meet and greet speakers, meal arrangements, etc. All students' partners were involved during the event, supporting each other as required.



4. What kind of impact do you anticipate that your work may have on learning and teaching going forward (specific to your course module or in a broader context)?

The "Vision 2025" panel discussion, as the inaugural phase of our Next-Gen Business Leaders project, is poised to significantly impact learning and teaching at Westminster Business School, both within individual modules and across our broader educational philosophy. Firstly, we anticipate a decisive shift towards more current and industry-relevant curriculum content. By bringing together seven prominent external speakers from diverse fields – including finance, marketing, and technology – who shared insights on topics like AI's impact, leadership, and workplace preparation, we've demonstrated the power of direct industry engagement. This will encourage academics to continuously refresh their teaching materials, ensuring that students are exposed to the very latest trends and challenges shaping the global business landscape, moving beyond theoretical frameworks to practical, actionable knowledge.

Secondly, this event has set a new benchmark for integrating experiential learning and professional development into our pedagogical approach. The lively Q&A session, where students posed practical career-related questions, underscored their hunger for real-world advice and networking opportunities. Going forward, we expect to see an increased emphasis on inviting more guest speakers, facilitating mentoring relationships, and embedding professional skills development more explicitly within module learning outcomes. By showcasing successful alumni and industry leaders, "Vision 2025" empowers students with confidence and a clearer sense of direction, reinforcing that patience, continuous learning, and strategic career moves are just as vital as academic knowledge. This holistic approach to student preparation, aligned with SDG 4: Quality Education, will undoubtedly lead to a more dynamic, engaging, and career-focused learning environment across the Business School.

5. Any lessons learned from working in partnership?

Working in partnership to co-create "Vision 2025: Insights from Business Giants" with our students offered some incredibly valuable takeaways. A key lesson was the immense power of student involvement and leadership. By actively engaging students in shaping and delivering such a high-profile event, we not only fostered a profound sense of ownership and excitement amongst them but also ensured the discussion topics and format truly resonated with their peers. This direct collaboration brought fresh perspectives and energy, proving that when students are empowered to lead, the outcomes are far more impactful and engaging for everyone involved.

Naturally, coordinating schedules for everyone was often the most challenging part, with some partners occasionally missing meetings. On the bright side, our students' consistent communication via WhatsApp groups, catching up on missed discussions and working closely with staff, truly shone through. This project also proved to be a fantastic opportunity for our student partners to use their talents and significantly enhance skills like public speaking, people management, event planning, and problem-solving. This collaborative synergy, blending academic rigour with practical insights and student innovation, truly underscored the mutual benefits of integrating diverse expertise, yielding a far richer and more impactful event than any single party could have achieved alone.

Please follow link below for more information about “Vision 2025: Insights from Business Giants”

<https://www.westminster.ac.uk/news/westminster-business-school-students-gain-insights-from-business-giants-in-panel-discussion-and-networking-event>