



Spitalfields Market Challenge

Experiential Learning from a trading
competition



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Between the City of London and Tower Hamlets





Lies Spitalfields Market

The Spitalfields Challenge





Why Buy a Hand Corsage?

Handmade corsages are a beautiful and affordable way to show your love and appreciation for someone special. They are perfect for weddings, anniversaries, birthdays, and any other special occasion. Handmade corsages are also a great way to support local businesses and artisans.

At our stall, we offer a wide variety of handmade corsages in different colors, styles, and sizes. We also have a range of other gifts and accessories available for purchase.

So why buy a hand corsage? Because it's a beautiful and affordable way to show your love and appreciation for someone special. It's also a great way to support local businesses and artisans.

SUPPORTING YOUR UNIVERSITY

By purchasing from our stall, you are supporting your university and helping to fund our programs and services. We are proud to be a part of the university community and we are committed to providing high-quality products and services to our customers.

Handmade Corsages

Royal	£9.99
Elegant	£7.99
Angel	£3.99

Preservation

Flowers are preserved in a special solution to ensure they last for up to 3 weeks. We will wrap your corsage in tissue paper and place it in a box for safekeeping.

20-21

corsage





Out of Bamboo

benefit



Spitalfields Market Challenge

The Competition

- Now in its 3rd year as part of teaching and assessment of key 20 credit module on MSc IBM, Newcastle University London.
- Students create their own retail businesses, using a start-up fund of £350 per team from the University.
- Working closely with Spitalfields Market students conduct research, produce a business plan, design and source products and trade competitively for two days in the market.
- In March 2019, 7 trading teams with 48 students participating.
- Trading profits donated to Providence Row, a charity working with more than 1600 homeless and vulnerably housed people a year in East London.

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Learning Outcomes

- One winning team in terms of profits, but students are assessed academically on both the strength of their business plans and their critical evaluation of their success or otherwise.
- The Challenge allows students to apply and develop their team-working and business management skills both practically and academically. For some it is their first real work experience.
- Challenge has forged strong links between NUL and local businesses and charities with wider interest from major City institutions, in terms of employment, entrepreneurial and research opportunities.

The Market Challenge

- Students are really trading
- It is a competition and the team with the most profit are recognised for their achievement
- Students are not graded on success in the competition but on their final report and presentation.
- An early Business Plan stage is crucial. It is used in final report, it guides the whole team, and students receive valuable feedback on viability early in the semester.
- The Challenge is NOT 'The Apprentice'. We support the students to do well, not to fail.....



Assessment

40% of the overall module result of which :

- 30% for the Team report
- 10% for the presentation