



Telfer High School Workshops Winter 2022

All of the workshops below are offered by the Telfer School of Management as part of the Workshop Initiative. If you would like one of our facilitators to present to your class virtually, contact us at undergraduate@Telfer.uOttawa.ca.

Building a Good Leader's Toolbox



What are the personality traits of a good leader? Is there a link between Elon Musk, Bill Gates and Oprah Winfrey? In this workshop, students will unlock the secrets of effective communication, be able to identify what kind of leader they are, and determine the links between power, motivation and trust.

International Business: What is it really about?



International Business is the new way to invest in the growth of most businesses. This workshop introduces the main concepts of trade, international relations and cultures through a business lens. Students will learn about the different cultural dimensions and how they affect our world and our businesses today.

Understanding Digital Marketing and Big Data



In this workshop, students will interact together and with our facilitators to find innovative marketing strategies addressing the needs of connected consumers. From emerging communication channels to in-depth study of social media, students will then be invited to create digital content for their own marketing agency!

Intro to Accounting Applications: Transactions and Financial Statements



What is the difference between finance and accounting? In this workshop, students will go over important concepts of accounting through hands-on activities. They will find out about the different streams of accounting and learn more about the major financial statements through examples of transactions.

Brand Building and Visual Identity



This workshop explores the business world by examining the visual identity of various businesses. Students will learn about color psychology, study in detail examples of corporate images and create their own logo based on the concepts taught.

Ethics and Corporate Social Responsibility



What defines a smart consumer? What is the difference between cause marketing and social entrepreneurship? Students will have the chance to discuss and analyze social engagement looking at various national and multinational companies.