

Business Vital to Learning Model!

Agreeing to assist the University of Worcester in the production of an educational DVD was the clear choice for Redditch based Oakland International Limited.

A multi-temperature supply chain specialist, Oakland is active in the support and promotion of business interaction with education and jumped at the opportunity of helping support a key learning initiative being rolled out across the Midlands by Business and Learning Connection and funded by Advantage West Midlands.

Oakland's Managing Director, Dean Attwell, said: "We believe educational involvement with industry is the key to bridging the gap between students and business. Providing educationalists with an insight into business methods and employee skill requirements in this way has a direct and positive impact on teaching.

"The use of commerce material via DVDs is incredibly flexible both inside and outside the classroom for students and educationalists alike, creating a multitude of learning scheme possibilities."

The programme utilises a range of bespoke learning material encompassing video, multi-media tools and the production of DVDs, directed at specific industries and business disciplines, all designed to benefit the exchange of information and the learning process; often influencing and redirecting subject curriculum.

Business and Learning Connections project manager, Joe McConnell, promoting the programme said: "The Project relies on the support of professional and forward thinking businesses such as Oakland. Their input means students can learn about the real world of work alongside their

academic theory and participating businesses can profile their expertise and good practice to hundreds of students, and potential employees, around the region."

The production team, Aston Media, captured Oakland's complete operation on film. Said Dean: "The day was fast, furious and a great success thanks to the help, support and valuable input from our team. We would highly recommend this method of educational interaction and encourage other industries and business sectors to get involved in the grassroots of business education."



Image details: Oakland MD, Dean Attwell, during filming.

Editor's note: Oakland International Directors are first-rate media speakers and are happy to be contacted.

Contact details: Oakland International Limited, tel: (01527) 596222
email: sales@oakland-international.com
www.oakland-international.com

Issued on behalf of Oakland International by:

Evopr.com on
t/f: 01562 754071 m: 07970 547469
e: enquiries@evopr.com w: www.evopr.com