

Cohort 11 Schedule – 7 January to 25 March 2027

Part 1: Strategies for Growth & Innovation

Module	Date	Session type	Times	Venue
Onboarding	Thursday 7 January 2027	Induction and getting started	1600-1730	On campus Hatfield
		Teaching - M1 Strategy & Innovation	1800-2000	
1: Strategy & Innovation	Tues 12 January	Peer group meeting	1700-1800	Teams
2: Digital Transformation	Thurs 14 January	Webinar - M2 Digital Transformation	1600-1800	Teams
	Tues 19 January	Peer group meeting	1700-1800	Teams
3: Winning New Markets	Thurs 21 January	M1 and M2 consolidation and M3 case study No peer group on following Tues, 26 Jan	1600-2000	On campus Hatfield

Part 2: Engaging with Customers

Module	Date	Session type	Times	Venue
4: Vision, Mission & Values	Thurs 28 Jan	Webinar - M4 Vision Mission & Values	1600-1800	Teams
	Tues 2 Feb	Peer group meeting	1700-1800	Teams
5: Developing a Marketing Strategy	Thurs 4 Feb	Webinar - M5 Marketing Strategy	1600-1800	Teams
	Tues 9 Feb	Peer group meeting	1700-1800	Teams
6: Building a Brand	Thurs 11 Feb	M4 and M5 consolidation and M6 case study No peer group on following Tues, 16 Feb	1600-2000	On campus Hatfield

Part 3: Building a Sustainable & Agile Business

Module	Date	Session type	Times	Venue
7: Organisational Design	Thurs 18 Feb	Webinar – M7 Organisational Design	1600-1800	Teams
	Tues 23 Feb	Peer group meeting	1700-1800	Teams
8: Employee Engagement & Leading Change	Thurs 25 Feb	Webinar M8 – Employee Engagement & Leading Change	1600-1800	Teams
	Tues 2 Mar	Peer group meeting	1700-1800	Teams
9: High Performance Workplace	Thurs 4 Mar	M7 and M8 consolidation and M9 case study No peer group on following Tues, 9 Mar	1600-2000	On campus Hatfield

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Part 4: Operations & Financial Strategies				
Module	Date	Session type	Times	Venue
10: Efficient Operations	Thurs 11 Mar	Webinar - M10 Efficient Operations	1600-1800	Teams
	Thurs 16 Mar	Peer group meeting	1700-1800	Teams
11: Finance & Financial Management	Thurs 18 Mar	Webinar – M11 Finance & Financial Management	1600-1800	Teams
	Tues 23 Mar	Peer group meeting	1700-1830	Teams
12: Implementing Growth Plans	Thurs 25 Mar	Programme consolidation workshop, Growth Action Plans and next steps/opportunities	1600-2000	On campus Hatfield
Growth Action Plans Workshop	Thurs 6 May TBC	Growth Action Plans revisited	1700-1900	On campus Hatfield

What does the course consist of?

Webinars

A 2-hour online teaching session with a subject expert, for the whole cohort.

Held on MS Teams - links will be available to click into on the Help to Grow Canvas Virtual Learning Environment (VLE) and a calendar invite sent to participants. Webinars are recorded.

Peer Group meetings

A smaller group meeting of 4-8 students, led by a business coach, to discuss the week's teaching and actions arising.

Held on MS Teams - links will be available to click into on the Canvas VLE and a calendar invite sent to participants. Peer groups are not recorded.

On-campus workshops

An opportunity for the whole group to get together in person, discuss and consolidate the previous teaching with the subject experts, and examine a case study. Workshops are not recorded.

Full details for the on-campus workshops will be available on the Canvas VLE and a calendar invite sent to participants. Workshops will be held on the University of Hertfordshire de Havilland campus, Hatfield AL10 9EU. Refreshments and a buffet supper are provided. On-campus events are shaded in grey above.

Growth Action Plans workshop

A follow-on opportunity to get advice and feedback with the development and implementation of your Growth Action Plan, and to reconnect with your group. On campus with food provided.