

# From WTF to



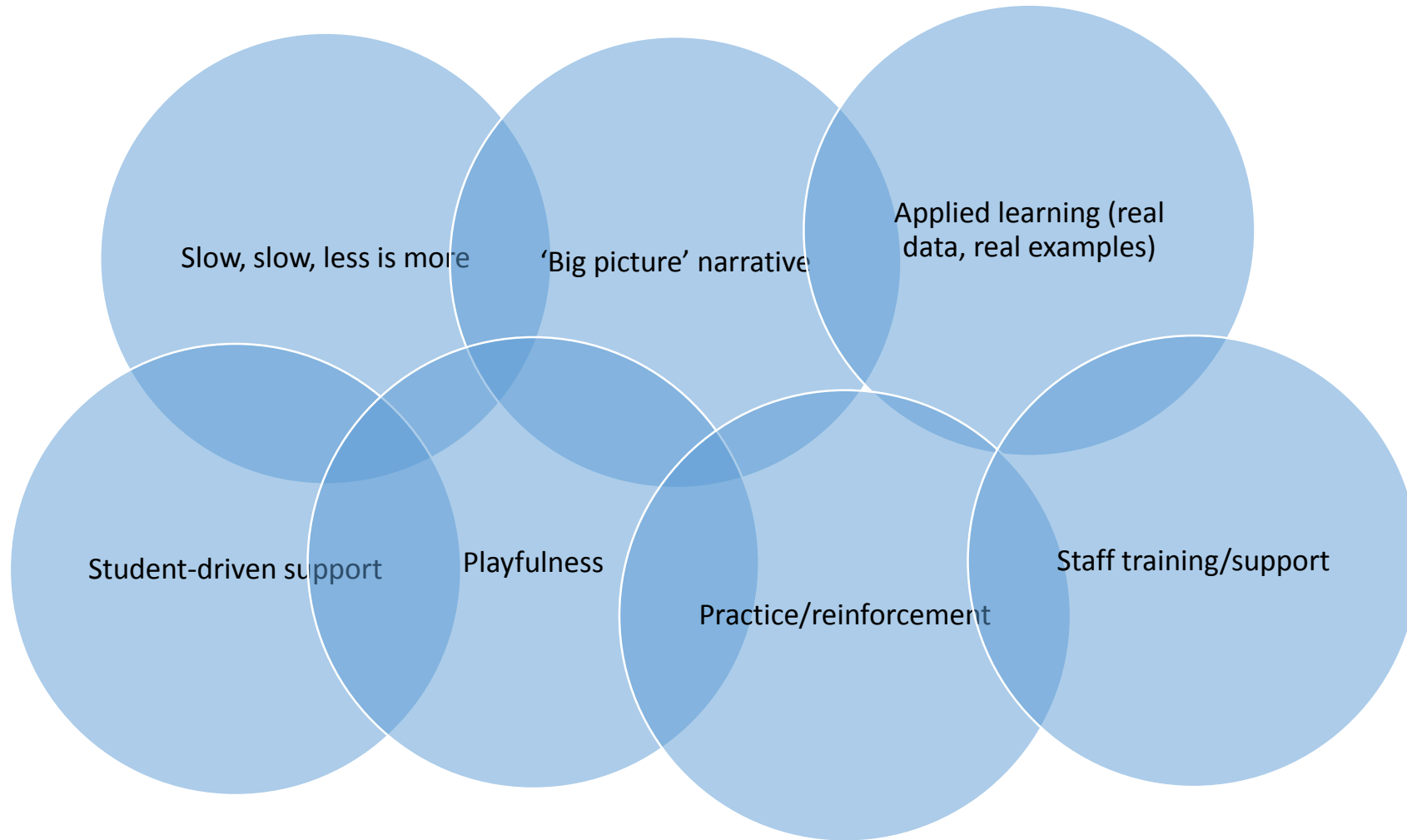
Myth? All students hate compulsory quants modules

Myth? All compulsory quants modules receive poor ratings in student surveys

Myth? Students will not opt to pursue quants modules

# Building a sustainable model....

- Generalists vs Specialists
- Ideal – recruit new route from yr 1 BUT...
- Conversion model + Incentivisation strategy
- #1 Know your barriers to learning.....



# What works?

# Sustainability

- Embedded within programmes; got to be core
- Credit-bearing placements
- Fitting into institutional narratives
- ‘sometimes you have to fight the same battle more than once’.....