



An e-Newsletter from the Business, Management, Accountancy
and Finance Subject Centre

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Goodbye from BMAF

This Bulletin marks the end of “operations as usual” for the BMAF Network. From today the prospect for colleagues is redundancy and the search for new employment. Some will move to new roles within the HE Academy, for some the job search begins in earnest, and a small team will remain until the end of the calendar year, the so-called “transition period”. In this period we will support the publication of one more issue of the BMAF magazine and the next issue IJME, maintain our web site and other e-communications, oversee the completion of the critical reviews of contemporary practice in learning and teaching which we have commissioned - as well as one or two other developmental initiatives, and provide some support for the work of our Special Interest Groups.

I am delighted that, rather than winding down in our final months of operations, our soon to be published annual report will evidence a high level of activity in areas of importance to business education. In fact, we have probably been more productive than ever before! My grateful thanks, therefore, to my colleagues here in Oxford for their professionalism, their commitment and enthusiasm, and their good spirit during what has been a difficult time. I am sure you will wish to join me in thanking the BMAF team and to convey all good wishes to them for the future.

I am happy to report that negotiations to transfer ownership of IJME to Elsevier are making excellent progress. The Association of Business Schools has agreed to support the continuation of an annual Learning and Teaching conference as well as maintaining input from the business education community to a number of other initiatives in which BMAF has been involved. Our thanks to ABS for the support and encouragement they have given to BMAF.

Finally, a big thank you to all of you who have worked with us over the past several years. Your commitment to enhancing the learning experiences and opportunities available to students has stimulated, shaped and validated our work, and been an invaluable asset. There are many challenges in a rapidly changing context for higher education – the consequences of the fees and loans scheme, the implications of the White Paper, the impact of changes to the regulatory architecture, the imperative for transparency of information about the HE experience. We wish you all every success in the future.

Clive Robertson

BMAF Network Director

BMAF NEWS

As of 31 July 2011 the Business, Management, Accountancy and Finance Subject Centre will cease to exist in its current form, with future subject-level support to be provided from the Higher Education Academy via Discipline Leads. The Discipline Lead for Business and Management will be current BMAF Assistant Director **Richard Atfield**.

During the 31 July - 31 December handover period the BMAF subject centre will still operate with a skeleton staff but we will be saying goodbye to most of the subject centre staff. Staff that will be leaving on 31 July include Assistant Directors **Richard Atfield** and **Steve Probert**, Legal and Finance Co-ordinator **Dorota Maton-Mosurska** and Subject Centre Administrator **Stacey Neal**. BMAF Director **Clive Robertson** will also be retiring at the end of August. Current Academic Developer **Christine Cuthbertson** will also be moving to work at the Higher Education Academy as Academic Development Officer for teaching development grants and journals in the social sciences.

All future correspondence for the BMAF subject centre that would otherwise have been sent to these individuals should be sent to bmaf@brookes.ac.uk

What will they be doing until Christmas?

John Buswell will provide academic leadership for HLST. He will also take on a Higher Education Academy role to lead developmental work associated with and 2012 Olympic and Paralympic games, building on the foundation established by the HLST Network and its Special Interest Group.

Clive Robertson will oversee the critical reviews of contemporary practice which have been commissioned contemporary practice which have been commissioned and are due for completion in November.

Patsy Kemp will provide editorial input to the final issue of LINK and write a critical review of employability skills and their assessment in HLST programmes.

Clive Robertson Retires

As some of you may already know, HLST Director Clive Robertson is soon retiring after 42 years of continuous service in HE, 31 years of which have been spent at Brookes. Clive is currently the Director of both the HLST and BMAF Subject Centres, and has held a number of other senior positions across the university during his time here.



I am sure you will join us in wishing Clive all the best for the future.

BMAF Network Dinner

Colleagues from across the BMAF Network joined the Subject Centre team for a dinner at Brookes Restaurant on 30 June 2011 to mark our appreciation for the support and encouragement we have received over the years and to celebrate the success we have achieved.

Clive Robertson paid tribute to our key contacts from universities around the UK for their role in establishing effective working links between ourselves and their colleagues involved in learning and teaching; to the leaders of Special Interest Groups for their work in developing expertise and understanding in areas of importance to business education, and to all those who had contributed to BMAF workshops and other events, to the annual BMAF conference, to our journal and other publications, and, through projects they had undertaken, to developing approaches to learning and teaching which would enhance the learning experiences and opportunities of students.

He paid special thanks to Prof Neil Marriott who, as chair of the Advisory Board, has championed the BMAF cause to external agencies, particularly in recent difficult times. He also thanked members of the Advisory Board for giving their time, commitment, support and, most importantly, their invaluable advice. Neil has also led development of the International Journal of Management Education to the success it enjoys and the high regard in which it now stands.

BMAF has enjoyed a mutually beneficial partnership with the Association of Business Schools (ABS), and Clive expressed his thanks to Jonathan Slack, its Chief Executive, for the generous approach he has taken to fostering this important relationship. Jonathan will be retiring in December and Clive conveyed to him our best wishes for the future.

Finally Clive paid special tribute to the work of the BMAF team, in particular his two Assistant Directors, Richard Atfield and Steve Probert for their hard work, long hours and dedication which has underpinned BMAF's success. He now looked forward to meeting those appointed by the HE Academy to take forward support at subject level and to helping to ensure transition to the new Academy structure on behalf of all those involved in business education.

The dinner was followed on Friday 1 July by an open meeting of the Network at the Saïd Business School. Some twenty colleagues met to consider current priorities in business education and areas in which they felt the HE Academy should provide help in the immediate future. A summary of these discussions will be available shortly and will be passed to the new Academy appointees with responsibilities for Business and Management, Marketing, and Accountancy and Finance.

What will probably be the final meeting of the advisory board took place in the afternoon.

Critical Reviews of Current Practice

As a result of a recent competitive bidding process, BMAF has commissioned nine critical reviews of contemporary practice covering a number of aspects of business education.

The areas in which work is to be undertaken were identified as of priority through our feedback from colleagues across the BMAF Network. The reviews will provide benchmarks against which course teams and Business School managers can compare their own current practice and will provide a resource to inform curriculum development.

Some thirty proposals were received in response to our invitation to bid and we commend and appreciate the commitment and enthusiasm that this demonstrates as well as the expertise and experience in the BMAF Network which it evidences. In the event, the following reviews will now be undertaken and the outcomes published at the end of the calendar year:

- Viv Caruna, David Killick & Josef Ploner (Leeds Metropolitan University) *Internationalisation*
- Carmel de Nahlik & Armedeo de Cesari (Aston University) *Ethical Behaviour and Academic Integrity*
- Brenda Eade (BE Education Consultants Ltd) *Student Engagement*
- Matthew Hall, Kathryn Ainsworth & Selena Teeling (Aston University) *Intercultural Competence*
- Colette Henry (Royal Veterinary College, University of London) *Business Education in Veterinary Medicine*
- Berry O'Donovan (Oxford Brookes University) *Group Work*
- Jill Millar (Oxford Brookes University) *Feedback*
- Keith Pond (Loughborough University) *Employability*
- Anita Walshe & David Pierce (Birkbeck, University of London & Learning from Experience Trust) *Experiential and Work-based Learning*

Those wishing to contribute to, or have practice to share in, any of the reviews should in the first instance contact Clive Robertson at clive.robertson@brookes.ac.uk indicating their area of interest.

BMAF EVENTS

BMAF Internationalisation SIG Conference Presentations Available

Presentation slides are now available from the BMAF Internationalisation Special Interest Group Conference which took place at Nottingham Conference Centre on 23-24th June 2011. The presentations are as followed:

- [Reconceptualising Internationalisation](#)
Dr Simon Mercado (Nottingham Business School)
- [Internationalisation - Delivering the Strategy](#)
Elsbeth Jones (Leeds Metropolitan University)
- [What Does Higher Education Retention Research Tell Us About the International Student?](#) Dr John Buglear (Nottingham Trent University)
- [Internationalizing the University: Exploring Academic Development Needs and Means in a Context of Shifting Sultural Identities](#)
Dr Yvonne Turner (Robert Gordon University)

For more information visit the [Conference Web Page](#).

Upcoming External Events

- [Association for Learning Technology Annual Conference](#)
6-8 September 2011 | University of Leeds
- [British Academy of Management Annual Conference](#)
13-15 September 2011 | Aston University
- [RAISE Conference](#)
15-16 September 2011 | Nottingham Conference Centre

For more external events visit the BMAF Events Page

See also Higher Education Academy Events

PUBLICATIONS

Enhancing Graduate Impact - Available Now!

We are please to announce the publication of Enhancing Graduate Impact, the fifth book in BMAF/HLST's 'Enhancing...' book series.

The book explores a variety of ways in which UK and international



practitioners enhance the impact of their graduates. The book will be launched this week at the Higher Education Academy Annual Conference in Nottingham.

Enhancing Graduate Impact is a collection of case studies written by university staff for university staff. They describe a range of approaches and contexts, in teaching, learning and assessment, and in extra-curricular activities, which encourage students to consider and prepare for the world beyond graduation. Chapters explore exciting topics such as developing creative managers, future fashion leaders, tourism management in Ethiopia, ethical thinking, student volunteering, the role of academic integrity, health and wellbeing in the community, the international student experience, mentoring networks, virtual law firms, and using part-time work for credit.

Printed copies of the book will be circulated to BMAF and HLST contacts in universities in the UK. Individual printed copies can be requested from the Subject Centres (email bmaf@brookes.ac.uk) while stocks last; individual chapters can be downloaded from the [Enhancing Graduate Impact Page](#).

For more information [Download the Press Release](#) (336kb .pdf | 633kb .doc)

International Journal of Management Education

IJME Volume 9 Number 3 will be published later in the month. In the meantime papers that have been accepted for publication can be previewed at the [IJME Accepted for Publication page](#).

BMAF Magazine Issue 12

The 12th issue of BMAF Magazine is now available for free download and will be disseminated in printed form shortly.

In this issue we focus on the many contributions that the Special Interest Groups (SIGs) have made to BMAF work in the higher education community over the past few years. The issue also provides a round up of recent BMAF activities and examines the impact of BMAF in the light of HEA's decision to discontinue funding for the Subject Centre Network.

[Download BMAF Magazine Issue 12 \(1.6mb .pdf\)](#)

Previous issues are also available for download from the [BMAF Magazine Page](#).

RESOURCES

'Open for Business' Resources Now Available in OpenJorum

Following a very successful project a wide variety of Open Educational Resources (OERs) with a business education context have been deposited at the [Jorum website](#) by colleagues at Aston, Dundee, Glamorgan, Liverpool and Southampton Solent universities. These range from text to video, from templates to interactive learning objects, and a number can be adapted for your location and context, subject to the usual acknowledgements. The resources aim to enhance understanding of teaching and learning by university staff through CPD as well as offering resources for you to use with the professional development of others.

For details including active links download the [List of the Current Resources](#). Alternatively, a keyword search for 'Open for Business' in Jorum will bring up a similar if unstructured list.

Both Glamorgan and Southampton Solent are planning workshops about this project during the autumn so please look out for those to learn more about both the resources and the process of depositing OERs. For more information visit the [Open for Business Web Page](#).

[Download the List of Deposited Resources \(84kb .doc\)](#)

OTHER NEWS

Academy/JISC OER Phase 3 Funding Roadmap

JISC has published a funding roadmap for phase 3 of the Academy/JISC Open Educational Resources (OER) Programme - Embedding and Sustaining Change.

The Higher Education Academy (HEA) and the Joint Information Systems Committee (JISC) will be inviting institutions to submit funding proposals around OER related work against four strands, information on which can be found [Here](#).

New Issue of the Journal of Research in Marketing and Entrepreneurship

The latest issue of the Journal of Research in Marketing and Entrepreneurship has been published by Emerald. The journal can be read online at the [Journal Website](#).