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'They just don't get it': how do we support student understanding within and across the disciplines?

20 June 2011 | University of the West of England

The aim of this workshop is to support lecturers in a reflection upon the nature of their own subject/discipline area and to use this to make changes (small or large) to their teaching practice - ready for the new academic year.

The business, management, accounting and finance (BMAF) subject area poses a particular challenge for lecturers: the need for students to master cross-disciplinary, as well as disciplinary, understanding. Ways of thinking and practising can differ greatly from discipline to discipline, yet how often are these differences discussed by lecturers or with students?

This day workshop provides an opportunity for BMAF lecturers to:

- Become acquainted with theoretical, but practically useful, tools that can support them in identifying the difficulties that students face in learning within, and across, disciplines
- Use these tools to identify the nature of conceptual understanding within their own discipline area and to compare their findings with those of other disciplines
- To take away some ideas for changing their approach to teaching or for carrying out micro-research within their teaching

For more information [Visit the Workshop Website](#) or [Download the Workshop Flyer](#) (.doc).

Other External Events

- [Introduction to Open Educational Resources](#)
27 July 2011 | York
- [4th International Conference on Education for Sustainable Development and Global Citizenship](#)
8-9 September 2011 | Bournemouth

For more external events visit the [BMAF Events Page](#)

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BMAF NEWS

BMAF Commissions Critical Reviews of Current Practice in Learning and Teaching

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 Conference Keynote Videos

Video are now available of the keynote presentations from the 2011 BMAF Conference which took place in Bournemouth on the 10-11th May. The keynotes were:

- 'Always Learning' - Richard Stagg (Pearson Education)
- 'Business as Usual' - Huw Morris (University of Salford)

Both videos can be viewed at the [BMAF Conference website](#).

Also available is a [Post-Conference Briefing](#) and [Photos](#) from the conference.

Student Voice Competition Winners Presentation

The prize presentations for the 2011 BMAF Student Voice Competition took place at Durham Business School on 8th June.

Chris Gibbons, a 2nd year BA (Hons) Business student at Durham Business School (DBS) was the overall winner of the 2011 competition. On Wednesday 8th June 2011 he was presented with a cheque for £300 and a Certificate of Achievement by Richard Atfield, Assistant Director of the BMAF Network, and an iPod Touch by Joe Clark, Policy Development Officer of the Association of Business Schools.

The Business Schools where the winner and runners-up are registered are also presented with a Certificate to recognise the positive environment that their student has described. Ian Whitfield, Director of Undergraduate Programmes, accepted this award and congratulated Chris on his achievement. He also thanked the team at Durham for their role in Chris's success, and in supporting students across the faculty.



- [Download the Winning Article \(155kb .pdf\)](#)
- [Download the Press Release \(270kb .doc\)](#)

During June, Richard Atfield and Clive Robertson had the delightful job of travelling to Strathclyde University, the London College of Fashion and to Middlesex University to present cheques for £150 and certificates of achievement to each of the Competition Runners-up, also a certificate of recognition to each school.



For more information [Download the Runners-up Press Release \(1.8mb .doc\)](#)

Goodbye to Karen Pettit

At the end of May we said goodbye to Karen Pettit left to take up a new position within Oxford Brookes University. Karen joined BMAF in 2006 in the combined role of PA to the Subject Centre Director/Associate Dean and BMAF Administrator and more recently has worked as Events officer for both BMAF and HSLT subject centres. Her hard work has contributed greatly to the success of BMAF's varied and popular programme of workshops and conferences over the last five years.

We would like to thank Karen for all her hard work and wish her the best in her new role.

Teaching Agile in Business Schools - Presentations Now Available

Presentation slides are now available from the BMAF Workshop 'Teaching Agile in Business Schools' which took place at the University of Hertfordshire on the 24 June 2011.

The available presentations are:

- [Teaching Agile Development: a 15 Year Retrospective - Katie Taylor](#)
- [Teaching Agile Project Management in an Agile Way - Colston Sanger](#)
- [Research in Agile Methods: a selection of business related topics - Helen Sharp](#)
- [Industry Insights: Why does Agile matter to business? - Roger Leaton](#)
- [SCRUM-based Learning and Teaching - Dr Marija Cubric](#)

For more information on the workshop visit the [Workshop Web page](#).

BMAF Network Dinner

Colleagues from across the BMAF Network joined the Subject Centre team to a dinner at Brookes Restaurant on 31 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 BMAF Advisory Board took place in the afternoon.



Discipline Lead for Business and Management

We are delighted to announce that current BMAF Assistant Director Richard Atfield has been offered and accepted the role of Discipline Lead for Business and Management in the restructured Higher Education Academy.

This appointment will provide some continuity of provision between the current BMAF activities and those which will be provided directly through the new Social Sciences grouping and other HEA areas of work.

We plan to arrange events for Key Contacts during the transition phase through to December while Richard and colleagues start to develop their new roles and responsibilities and will invite relevant discipline leads and other HEA staff to participate. For the time being Richard can still be contacted at ratfield@brookes.ac.uk until he takes up this new role in September.

We are sure you will wish to join us in congratulating Richard and offering him our fullest support in his new role.

'Open For Business'

This Open Educational Resources (OER) project led by BMAF is reaching its conclusion and the resources developed by colleagues at Aston, Dundee, Glamorgan, Liverpool and Southampton Solent will soon be available for free access through their university repositories and through JorumOpen. The aim is to provide a range of possible content for personal and professional development which may contribute to PGCert Teaching and Learning programmes but which could be used much more widely.

There has been an incredibly tight timescale in less than 12 months and the efforts of the five universities involved should be be applauded. When the resources have been finally tested and uploaded the links and some further details will be made available across the network and an area within the BMAF website will be set aside for OER project processes and outcomes. Some of the universities will be offering

workshops on their achievements and the first will be at Glamorgan on 11th October 2011.

PUBLICATIONS

Enhancing Graduate Impact

We are pleased 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 available at the HEA Conference this week and will be circulated to BMAF and HLST contacts in universities in the UK. Individual printed copies can be requested from the Subject Centres while stocks last; individual chapters will be available for download shortly.

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

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.

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- Entrepreneurial SIG
- Human Resource Development SIG
- Internationalisation SIG

- Marketing SIG
- Project Management SIG
- Islamic Studies: BMAF Think-Tank
- BMAF Student Voice Competition 2011
- Inspiring Futures - Exploring the Adoption of Digital Technology in Curriculum Transformation
- BMAF Conference Report 2011
- Business and Management Resources Available via Jorum
- The Value of HEA Subject Centres
- The Impact of the BMAF Network's Work on Practice and Experience within the Network
- Enhancing Graduate Impact Book
- BMAF Magazine - Next Issue

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

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

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.

OTHER NEWS

Creative Projects at Honours Level Survey

A project run by staff at the University of Gloucester is exploring the ways universities are using capstone projects alongside, or instead of, the traditional dissertation at honours level.

The project 'Rethinking Final Year Projects and Dissertations: Creative Honours and Capstone Projects' aims to help universities meet the needs of students from different backgrounds, different subjects and different kinds of institution by developing alternative and additional honours and capstone projects.

To assist them in this, the project team would like to hear from institutions who are already using creative final year and capstone projects as part of their courses. They are particularly interested in innovative ways of:

- a) engaging students in research, inquiry and consultancy, including projects which are employment and community based;
- b) assessing the projects and ensuring consistency of standards; and
- c) disseminating the findings, including through exhibitions, undergraduate research conferences and other forms of public engagement.

If you are using creative final year and capstone projects, the project team would be grateful if you would complete a [Short Survey \(.doc\)](#) and return it to Jim Keane (jkeane@glos.ac.uk)

For more information visit the [Project Website](#).

Green Gown Awards 2011

The deadline is approaching for entries to this years Green Gown Awards which recognise sustainability best practice within the further and higher education sectors.

Now in its seventh year, the awards provide the opportunity to gain recognition from fellow peers, government, funding councils, senior managers, academics and students. The Awards also provide a benchmark for excellence, allowing you to share and learn from leading sustainability projects in the sector.

The deadline for entries is **15 July 2011** and the award ceremony will take place on **3 November 2011** at the Grand Connaught Rooms in London.

For more information visit the [Green Gown Awards Website](#).

Jorum Teaching and Learning OER Competition

The Jorum Learning & Teaching Competition rewards exciting, innovative learning and teaching open educational resources that have been created under a Creative Commons license.

The winner will be announced at this years ALT-C conference dinner on 7 September 2011 and entires are invited that correspond in some way to the conference theme, "Thriving in a Colder and More Challenging Climate".

If you create learning and teaching resources, either individually or as a team, you are eligible to enter.

The closing date for entries is **22 July 2011**.

For more information on entry criteria visit the [Jorum Website](#).

JISC Launches Open Educational Resources Tools

JISC has launched a new online tool which aims to help educators navigate the issues related to publishing open educational resources.

The tools is an online wizard that guides users through the licence compatibility issues which arise when blending Creative Commons (CC) licensed resources into open educational resources.

The toolkit will help people to understand the range of Creative Commons licences which are compatible with each other when they are blending Creative Commons licensed resources to create open educational resources.

The wizards have been designed by the JISC funded OER IPR intellectual property rights Support Project team, which is led by Web2Rights Ltd, in collaboration with JISC Legal and Creative Commons UK.

The tool can be accessed at the [Web2Rights Website](#).

The wizards are supported by a suite of [IPR resources and tools](#) designed for OER projects.

Call for Chapters: Corporate Social Responsibility and Local Community in Asia-Pacific

The Routledge International Business in Asia Series seeks contributions for a new edited book on CSR in Asia-Pacific.

The book will be a sequel to Corporate Social Responsibility in Asia (2010) and looks further to ask 'What is at the root of all discourses, disciplines and implementation of CSR across the Asia-Pacific region?'

The deadline for submissions is 1st October 2011. For more information [Download the Call for Chapters \(.doc\)](#).

Employability - Call for Case Studies

Ruth Lawton is part of the team reviewing and updating 'Pedagogy for Employability' - from the first series of HEA's Learning & Employability publications.

The review covers developments in pedagogy for employability in relation to the curriculum, student engagement, staff development and more. The team is putting out a call for case studies. Any that are used will be acknowledged in the booklet.

The deadline is short - 4th July - but don't let this deter you as the team are not looking for essays - just some brief details. Please send your case study to Ruth at ruth.lawton@bcu.ac.uk