



Buckingham Business School Newsletter

2009 Graduation

Are you coming to the Alumni Weekend on April 24-26th?

Buckingham's Graduation Ceremony is always a joyous occasion and this year was no exception. Three very traditional Graduation Ceremonies were held in the Parish Church of St Peter & St Paul in Buckingham followed by a magnificent reception in the vast marquee erected on Beloff Lawn in the University's grounds.

This year, for the first time, the University welcomed graduates from the Sarajevo School of Science and Technology (SSST) who graduated on Friday 27 February along with students from the Schools of Humanities and Science. A further two ceremonies were held on Saturday 28 February for students from the Law School and Business School as well as the Departments of English and Education.

Honorary awards were conferred upon The Rt Hon Frank Field MP; Professor Sir Martin Evans, a Nobel Prize winner for his work in medicine; Sir Sydney Kentridge, Queen's Council and KCGM; and Admiral Sir John Brigstocke, former 2nd Sea Lord and former Chairman of the University's Council.

The Ceremonies were followed by the Swan Ball, which was held in the marquee on Saturday evening. Students, staff and family members partied until the early hours of the morning to the sounds from three amazing live bands and a disco. See page 6 for pictures from the Graduation ceremony and The Swan Ball.

Our former students are now Buckingham Alumni and many of them will be back in Buckingham in April for the launch of the University of Buckingham Alumni Association (UBAA). The UBAA was formed by the alumni and will be run by the alumni with the support of the Alumni Office at Buckingham. A group of 18

www.buckingham.ac.uk/business/

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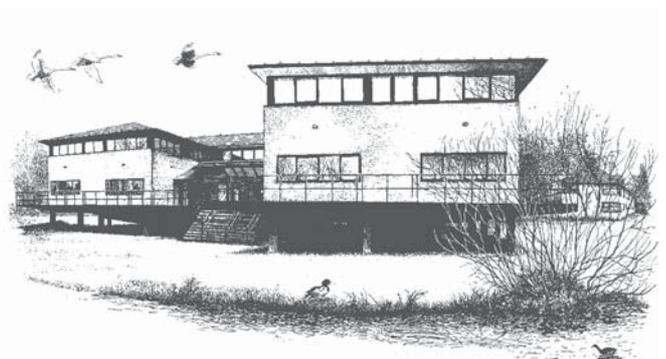
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Steering Committee members have formed the basis for the group and the first Board of Directors will be voted in on Sunday, 26th April.

Buckingham University is holding an Alumni weekend on April 24th – 26th, all alumni are invited. The event commences with a welcome reception in the OTM on Friday 24th April at 7.30pm. On Saturday 25th there will be a conference with confirmed guest speakers so far including Stephen Allen, Alumnus and Detective Inspector Metropolitan Police and Dr Jane Tapsell.

The conference will continue on Saturday evening with a Gala Dinner at Bicester Country Club, after dinner speakers include Lord Luce Former Vice Chancellor and also formed Governor of Gibraltar.



Peter Cooke hosts a press briefing on the Used Car Industry

The Centre for Automotive Management – CAM – was established in 2007 as part of the Business School and has one full time professor, Peter Cooke (pictured to the right) and a group of Visiting Professors and Fellows. My background is easy to define; twenty years in the automotive industry trying to escape – twenty years at business schools poking my nose into the industry. Former industry colleagues regard me with askance – ‘he’s one of us but has strayed’...but it has its benefits.

The economic downturn and its impact on the automotive industry, has encouraged CAM to focus principally on research, consultancy, publications and management briefings although it has a Professional Certificate programme running with CAT Services and plans to launch an Automotive MBA shortly. CAM research is industry sponsored –last year the Centre published half a dozen reports – the highest profile was UK Used Car Market Report – now writing the 2009 edition. CAM also published studies on vehicle finance and vehicle total operating costs. 2009 is off to a flying start. CAM launched a new report on the used car industry in recession at a press briefing on Thursday 29th January at Buckingham University. The new 24 page publication has been sponsored by British Car Auctions (BCA). CAM normally delivers a press briefing to launch each new report.

The recent briefing was attended by a dozen editors and journalists from the major management journals and websites across the motor industry to hear some hopefully objective views on the future of the used car industry and price expectations in these uncertain economic times. Cooke is not confident the first round of support will be enough to reverse the downward trend in new car sales and he thinks more focus is required for sales finance. He is also concerned that a worst case scenario could be a period of deflation, followed by a burst of inflation which might even approach double-figures for a short time. The briefing was lively with many questions and much discussion – ‘the CAM style’. Professor Cooke does not believe the recession will end quickly but thinks that with careful planning, the motor industry will recover, as it has from every previous recession. A natural spinoff from CAM research is



industry conference presentations – in the last year these have included Vienna – three times; Brussels, Bucharest, London – several. On one day Professor Cooke managed conferences in Henley in Arden and Barcelona – bad diary management. CAM activities lead to frequent radio and television appearances – in one studio Cooke is known as ‘Dr Death’ – ‘Cooke’s here - bad news in the motor industry’. ‘The downside is hearing or seeing yourself later – a jabbering idiot – what happened to that carefully prepared incisive analyses – the memorable bon mot?’ The CAM chair is part sponsored by KPMG which adds a further facet to the role. – I appear on radio as the KPMG Professor of Automotive Management at the University of Buckingham – saying that takes half the interview slot. As part of the KPMG role I do a series of industry master classes and briefings – Bratislava, Prague, Bucharest in the past few months several in the UK.

‘I often do a ‘media day’ with these events – perhaps a group of journalists are subjected to a Cooke’s tour of the global industry or maybe one to one briefings – I eventually get copies of their printed copy.

I wish I knew if they report what I actually said – or is it another claim of ‘misquote’ – but if I keep being invited back should I complain? I’ve lectured, taught and consulted in over fifty countries – but that’s another story.

Doctoral Research Conference

Our doctoral programme, at the university, focused on social and economic transformation, has now had its first two candidates graduating, from America and the Middle East, with three more to go, from around the world. Now three of the participants, our own Andrew Lightbown, an ex hedge fund manager from the UK, Dr Sam Rima, from Bethel University in Minnesota, Tanja Gipp, an IT consultant from Germany, and Professor Ronnie Lessem, the programme director, have given birth to a new discipline: Pneumenomics is economic in that its intended outcome is abundance, rather than being rooted, as conventionally the case, in scarcity. As a discipline, moreover, it is concerned with peace and liberty, as well a resource allocation, thus lending itself to those concerned with poverty alleviation and peaceful coexistence.



On an icy winter's day in January, eleven Doctoral research students gathered for an intensive research methodology seminar held just outside of Buckingham at Huntspill Cottages. Lead by Professor Ronnie Lessem and his colleague Dr. Alexander Schieffer, students were introduced to the research process and encouraged to reflect upon the 'burning issues' which drive their own work. Travelling from places as far

flung as India and America, the group (pictured) are part of the growing community of researchers at University of Buckingham's Business School. Of particular benefit to participants was the opportunity to share both the challenges and successes of their work. During the week, four students withstood the demands of their Viva and were able to 'upgrade' from MPhil to DPhil students. The students were: Andrew Lightbown, Jim Rogers, Tania Gipp and Hanniah Tariq. Anneke Edmonds, who attended during the week said, ' It was very useful to be involved as I gained an understanding of the Viva process, and I made some new friends and contacts. Being part of the research community helps tackle the isolation that is part of working independently towards a Doctorate.'

Talk by retired Chairman of John Lewis

The University of Buckingham Business School and the Chartered Institute of Marketing Thames Valley/Milton Keynes members group are hosting a talk on April 23rd at 7pm to be given by Sir Stuart Hampson, the recently retired Chairman of the John Lewis Partnership. 'The John Lewis Partnership - creating an enduring brand'

JLP used to be 'one of the nation's best kept secrets' - enjoying a devoted following of regular shoppers but seeming to avoid any public profile. Now John Lewis and Waitrose regularly win awards as 'the nation's favourite retailers'. Famous for being owned by its staff and 'never knowingly undersold', its highly principled approach to business, customer service and community responsibility provide competitive edge and resilience to withstand challenging economic times.

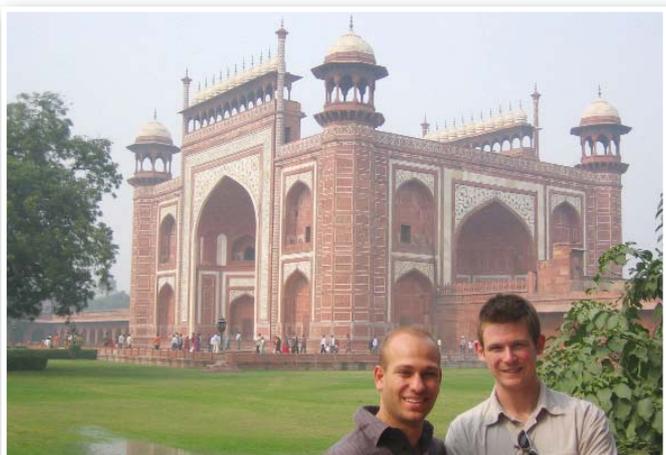
To book your place please see the link below:

<http://www.cim.co.uk/NewsAndEvents/Events/EventDetails.aspx?ObjectID=26850>

MBA's RETURN FROM INDIA

In the last newsletter we reported that Jonathan Squire and Brian Marinoff (pictured below) were given the chance to go to India. They both had a great time in Delhi, Jonathan says 'we were both amazed at the number of places we visited and events we attended in the short time we were there. In the space of less than a week we made many friends, including staff and students at the Indian Institute of Planning and Management (IIPM) and other students from universities

all over the world. We visited the Taj Mahal, The Red Fort, India Gate, competed in international debating competitions and other Institute organised events, as well as visiting several markets, a few bars and the nightlife that Delhi had to offer. All in all it was an excellent trip, and we both hope the relationship between The University of Buckingham and the IIPM continues so that future students may be able to experience Delhi in the same way that we have.'



FIRST SNOWFALL OF THE YEAR ARRIVES IN BUCKINGHAM

Buckingham experienced its first heavy snowfall of the year on Monday 2nd February 2009, shortly followed by another helping on Thursday 5th and Friday 6th February 2009. The heavy snow that fell overnight did cause disruption to traffic and schools throughout the country. However, for some Buckingham students it was an exciting and enjoyable new experience. Over 80 different nationalities are represented at the University of Buckingham and many of those seldom or never experience snow. Our winter term had only just started and all of those letters and phone calls home were full of that very

English subject, the weather. Maria Astuti Dewi from Mauritius was one such student, pictured below with her fellow MSc students she said 'I've never seen snow before so it's my first snow and I feel really happy. I love seeing everything covered with snow, especially when the trees and branches are covered. Everything looks beautiful and peaceful, it's just so amazing. And I'm still enjoying the snow, even though it's not easy walking outside'. Staff who were able to walk into work provided a skeleton cover but didn't miss out on the fun, see picture of Frances Robinson, Lyn Hartin and Debbie Stanbury with their snow lady below.



BUCKINGHAM TAKES A STEP CLOSER TO BECOMING BAG FREE



In the UK 13 Billion plastic bags are used each year, that's 10% of the planets consumption. The vast majority of these bags are thrown in landfill sites where they take up to 1000 years to break down. Last year a group of people, now called the Buckingham Bag Group, came together with the intention of finding a way to make Buckingham plastic bag free. As the name suggests, they chose to offer an alternative called the Buckingham Bag that residents could use to cut down their consumption of plastic bags.

On Valentine's Day the bags were launched in the town centre, people had the chance to claim a free bag in exchange for a voucher that could be found in a copy of the Advertiser. Bags could also be found in a number of local shops who will soon be selling them. iDigi Frame Media Ltd, run by Andre Roberts, a BSC Business Enterprise student, helped with the advertising of the project using his unique digital advertising medium. The bags were supplied by Podnik Ltd which is also a student business, run by Sebastian Musil and Alec Greenwell.

Seb says 'We were delighted to see so many people playing their part even before we launched the Buckingham Bag, by reusing the bags they already had. Now it's really important that we continue together as we have started, by using bags whenever possible and encouraging others to change their habits. So far 1,000 canvas bags have been given away and 2,000 biodegradable bags.'

Picture courtesy of The Buckingham and Winslow Advertiser.

WINNER OF SEGRO SCHOLARSHIP STARTS HIS DEGREE

Sean Obedih always had one dream in life: to determine his own destiny by owning his own business. Sean tried many businesses over the years and some of them subsequently failed, but he always learned something new. When Sean got the chance to enter a competition for a SEGRO scholarship in the UK's only private university to study business enterprise and run a business at the same time, it seemed like a once in a lifetime opportunity that would never come again. So he rolled the dice and entered the competition, he was then selected amongst the final candidates to pitch for the scholarship during Enterprise Week in November 2008 to a panel of women from the Buckingham Angels. 'As they say, the rest is history, what happened there changed my life forever!' Sean says 'having been in full time employment and worked in many fields like sales, management and marketing, I was always aware that I needed to sharpen my skills if I really wanted to be a brilliant entrepreneur. This has been one of the best things ever that happened in my life. I have met people from all over the world, I am now running my own business from the university's Hub, and the expertise that comes with being a student here is something that I couldn't have found anywhere else, everyone seems to be very friendly and have a genuine interest in wanting all of us to succeed not only as students but as Future Leaders in the Business arena. 'I am now an ambassador for Make Your Mark carrying out public speaking roles in venues such as Westminster Kingsway college and others, my passion is in helping other people and improve their lives'.





THE UNIVERSITY OF
BUCKINGHAM

Pictures of Graduation

