



Buckingham Business School Newsletter

Buckingham becomes CIM accredited

June 2009 Edition

Buckingham Business School is delighted to announce that as of 1 March 2009, it has become an Accredited Study Centre for The Chartered Institute of Marketing (CIM). The organisation is "committed to delivering world-class support to equip marketers with the knowledge and tools they need to stay ahead and excel in this most challenging of professions." The CIM is the largest, longest established and most respected marketing organisation in the world.

Accreditation for the Business School means that from Summer 2009, the University of Buckingham will be offering internationally recognised part-time professional qualifications in marketing. CIM qualifications can help those wishing to move into a marketing role, as well as provide continuing professional development (CPD) to those who wish to gain a competitive advantage in their marketing career. No matter what industry, CIM qualifications provide practical and relevant marketing knowledge to help keep abreast of the latest techniques and strategies in marketing.

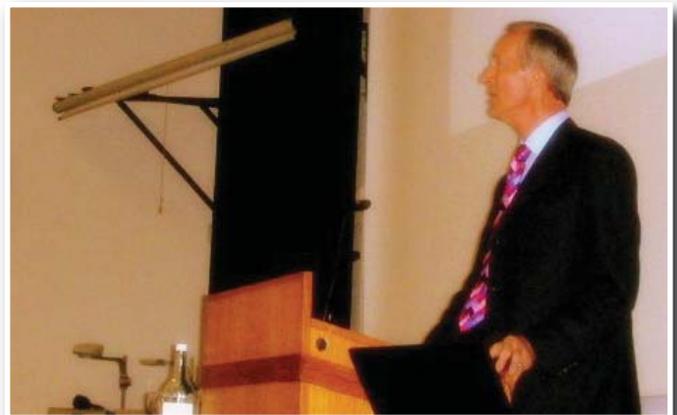
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The Business School will offer the Introductory Certificate in Marketing, the Professional Certificate in Marketing and the Professional Diploma in Marketing, all taught here in the evenings at Buckingham from September 2009. The CIM Programme Director, Anneke Edmonds was born in Germany and raised in the USA. Anneke returned to Europe after achieving her BA from Tulane University, New Orleans, USA. She has worked as a marketing consultant in a variety of industries: retail, stationery, high tech software, Off Shore Banking, new media promotions, adult education and not-for-profit organisations. In 2005 she began teaching Adult Education classes in 'How to Start Up Your Own Business'. This lead to teaching and programme management of the Chartered Institute of Marketing (CIM) courses in Milton Keynes, London, Moscow and she recently joined the faculty at SP Jain Business School in Dubai. She is researching her MPhil/DPhil in the Marketing of Higher Education at the University of Buckingham and is a Fellow of CIM.

The new Study Centre was officially launched on Thursday 23 April when Sir Stuart Hampson, the retired chairman of the award-winning John Lewis Partnership, gave a lecture entitled "The John Lewis Partnership - Creating an Enduring Brand". Sir Stuart talked about the philosophy of the John Lewis Partnership where all employees are partners who share any profits made. John Lewis and Waitrose are often perceived to be 'expensive' but Sir Stuart believes that in times of recession customers increasingly want value for money and that the company will continue to thrive. He gave several interesting and sometimes humorous examples of employees going the extra mile for customers including a very disappointed dinner party host who complained to the manager of their local Waitrose that certain items were out of stock, only to be awakened by a knock on her front door the next morning with the manager holding a carrier bag full of the items she required.



The event was well attended with an audience turn out of ninety. After the talk, participants gathered for further networking at a wine reception hosted by the Buckingham Business School. For more information about the new Study Centre, please contact Anneke Edmonds (email anneke.edmonds@buckingham.ac.uk, tel. +44 (0) 1280 820144 www.buckingham.ac.uk/cim/

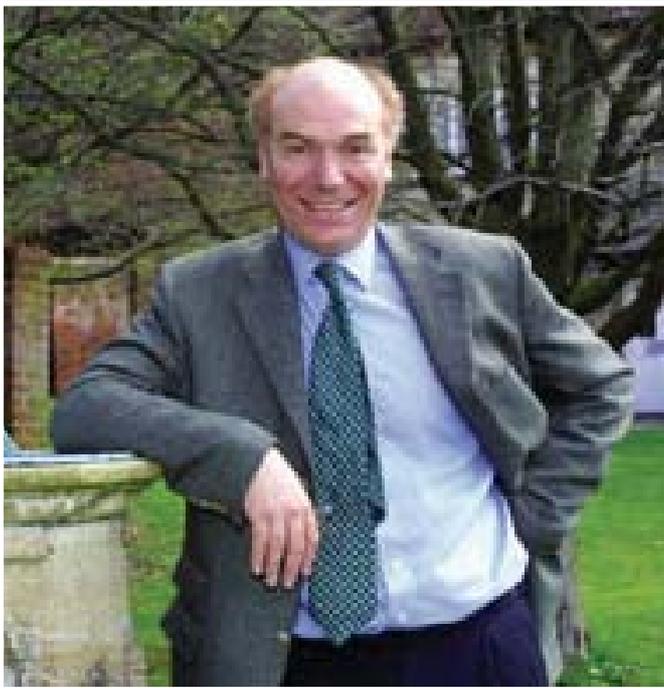
www.buckingham.ac.uk/business/

LEAGUE TABLE SUCCESS FOR BUCKINGHAM Business School is ranked 20th

We are delighted to note that the Guardian's University Guide 2010 published on Tuesday 12 May ranked English, Business and Law at the University of Buckingham 15th, 20th and 23rd respectively in the subject tables out of more than 100 UK universities. Buckingham is a relatively small University compared to many others with a total student body of just under 1,000. Because of the relatively small size of the University, which allows us a highly favourable student:staff ratio, our overall position of 11th appears in their specialist institutions table rather than alongside other UK universities. Jane Tapsell, Dean of the Business School, says 'it's a fantastic achievement and one which we would be looking to improve upon going forward. We will be celebrating this achievement with the students in the Summer Term with a BBQ'.

Coming top in the National Student Survey for student satisfaction three years in a row has given students, staff and alumni at the University an enormous boost. There has been a substantial growth in student numbers over the past 2 years and we have acquired some of the finest academic minds who have come to Buckingham in order to be independent, while at the same time inspiring our students.

We are obviously pleased by these results but over the next 2-3 years, as we grow and submit more data, we will fulfil more criteria and we will aim to get inclusion in more subject tables so that all current and prospective students will be able to compare our position in the Guardian league tables with other UK universities. We are also working hard to try to ensure Buckingham's inclusion in the Independent and the Times comparative tables.



For more information please follow this link;
<http://www.guardian.co.uk/education/table/2009/may/12/university-guide-business-management-studies>

Business Society Reactivated

The spring term of 2009 marks the reactivation of the Business Society, this is being reactivated by Neil Phillips and Khadijah Kebbeh. This society is geared to represent every business student. The aim of the society is to enhance the experience of the business students. One of the ways in which they seek to accomplish this goal is by providing a platform for networking between business students, staff and other parties with a shared interest in the working of a business environment.

On the 22nd of April 2009 The Business Society accomplished part of their mandate of holding social events for students. This task was achieved by holding a Business Society Spring Fete. Among the various fun filled events were a volleyball game, water fights and music by DJ Lady 1E, the resident DJ from Buddha Blue, Milton Keynes. They finished the week off by hosting a Club Class party that was held in the Old Tanlaw Mill.

This event was to promote social networking in 3 different class environments. The first was the beer garden, which was located outside overlooking the river, the second was a pub atmosphere, which allowed them to socialize around the bar while watching a game or MTV and finally was the nightclub scene as Infamous Stars played on the ones and twos. The current Business Society Executives have many events planned for the forthcoming term. These consist of a Business Gala, a society party and many other events as listed in their mandate. The goal of the executive members is to procure the establishment of a reputable society that reflects favourably on our business school both within the internal and external academic community.

Students go on Away Days

Out of the BOX Leadership for students

On Wednesday 6th May the MBA and Service Management students went on a half-day 'Champions Experience Workshop' at BMC Global Services in Nottingham, a management consulting company. It was formed in 1990 to provide companies with a framework to develop creative strategies. The purpose of the workshop was to develop leadership skills through sport, mainly boxing. In the first session of the workshop, students were given a brief lesson on the high performance leadership model, with an emphasis on four core elements that shape a leader: spiritual, mental, emotional and physical. After the students were emotionally prepared for what was to come, Professor Rakesh Sondhi then put the "trainee leaders" through their paces with a fun, yet not easy, physical workout, getting them in shape for boxing lessons and

training. Following this, the students reflected on their experience and were asked to draw lessons of leadership from the activities they participated in. Professor Sondhi then gave them his thoughts on what he believes could be learnt from sport. The workshop was well received by all, even girls and those that didn't like boxing. The interesting content and structure of the workshop meant there was something for everybody to enjoy! Rufat, MBA student says 'I love boxing but I've never looked at it from this point of view. It was interesting to find out how sports can help you manage your ego, getting switched on for delivering punches of business success and most importantly having a vision of what is about to come'.

To see some of the action on You Tube please follow the links below;

<http://www.youtube.com/watch?v=cJhpWq136TM>
<http://www.youtube.com/watch?v=aWVvQzG1uwg>

Supply Chain Management Students make Company Visit



On Wednesday 13th May a group of Supply Chain Management students (see photo of students wearing the protective clothing for their tour of the distribution centre) made a visit to the Unipart Technology Logistics (UTL) in Nuneaton. Unipart are a major logistics and distribution company, originally focused on the Automotive sector, but now with a broad portfolio of products and sectors to which it brings its considerable experience and expertise. UTL manage the

stock and distribution of all Vodafone mobile phones in the UK. The warehouse area was certainly impressive, holding up to £36 million worth of stock. Undoubtedly with this amount of stock, there is strict control including some "airport-style" security. For the students this was an opportunity to see a real "logistics operation" in practice. During the visit we were shown how the organisation works, and shown both the forward logistics (distribution of new products) and the repair operations. Here because of the strict environment, visitors have to don special clothing to protect against electrostatic discharge.

Students' comments following the visit included - "really interesting" - "better to see it real than on the paper" - "very motivated staff, how do they achieve it?"

The answer to that question is Unipart's commitment to developing people from "Gate to Great" as they put it, based on their staff development philosophy – the "Unipart Way"

ICAEW Host Business Game



Institute of Chartered Accountants in England and Wales student recruitment representative Lisa Day came on Wednesday 18th May to discuss ACA and run a business game session with our postgraduate and undergraduate accounting students. Lisa explained about the route to ACA qualification and set the students to play a business game in groups. Students were put in the position of recently qualified accountants and split up into advisory teams. Students had an opportunity to adopt the role of advising a client – their friend Richard Wellington from Wales on his future strategy. Richard worked for eight years in sales position and has recently been made redundant. There were three franchising possibilities for Richard and students had to recommend which one to go for: a restaurant (Tubby Hewetts), a pet food shop (Fat Cats and Hounds) and a cleaning service (Clean

Sweep). Students were provided with information on Richard - his financial position, his skills and experience and suitability to undertake each option. They had to analyse Richard's current position; his strengths and weak points as well as financial and other needs whilst taking into consideration particular franchising options and the current economic climate. After each team had spent time discussing and agreeing on their recommendation they presented this to Richard, this consisted of a presentation and a series of questions from Richard. A winning team was then agreed upon, however it was an interesting, inspiring and amusing session, which was full of positive things. ICAEW will return next year to repeat the session to give students a flavour of chartered accountant work.

Students Host Cultural Day

On Monday 18th May a Cultural Fair with a difference was organised by Postgraduate students in the Business School as part of their Managing People Across Cultures course led by Deba Bardhan – Correia. Students were asked to showcase a country's culture, its heritage, food, artefacts and music. The fun started when the students were asked to represent a culture that was not their own. Students from similar cultural backgrounds were assigned to represent five different cultures. This led to the students showcasing stalls from Greece, Ireland, France, Thailand and Russia. It was all about learning and empathising with a new culture and they did a wonderful job. The stalls were colourful with many authentic artefacts. Music played in the background and the air was filled with the aroma of wonderful spices. Among many other interesting things the Greeks wowed the audience with their Greek food, the Irish talked of the myth of the 'leprechaun', the French focused on the fashion world and the contribution of France to art; the Thai group highlighted the role of Buddhism in Thai society and the Russians actually conducted a role play to highlight certain traits of their culture. All in all the AdR foyer was transformed into a cultural arena, where students from different nationalities were proudly showcasing their heritage. At the end of the fair students, colleagues and myself were all a bit wiser about a new culture than before. Truly, the students achieved what they set out to do, to understand the world from another perspective; not just their own.



BOOK LAUNCH WITH A DIFFERENCE

Is there a collective noun for a large group of authors? A scribble? An obfuscation? A pack? The Centre for Automotive Management at the Buckingham Business School has just held a book launch with a difference. Colin Tourick, a Visiting Professor, has edited a new book: *Managing Your Company Cars; Expert Opinion*. The 525-page book has some forty-five contributors – all experts on different aspects of company car management. The chapter authors, plus a number of journalists, were invited to the launch, which, as one might expect with the automotive industries, included a product reveal. Well, Colin, with appropriate panache, pulled a drape off the pile of purple-coloured books which were then handed out to the eager contributors.

"The book is a quest for best practice", notes Colin Tourick. "Ours is an industry that steadily seeks to push out the boundaries – and this is a small contribution to that ethos." As Colin said in his presentation of the book's contents, "I could have written the book but it would have been based on material which you ladies and gentlemen provided – so why not have you write the chapters for the book? And that is what happened."

Peter Cooke, the KPMG Automotive Industries Professor,

gave a fast-moving review, "Global Automotive Industry; Recession and Recovery", in which he presented a personal view of the status of the industry and his expectations of changes over the next five years.

The presentations and reveal were followed by a team photograph of the authors each holding a copy of the book. "Impressive", said Tourick, "but I'm not sure I'll edit another book of this size too quickly."

"I hope we will be able to hold further events like this", commented Professor Cooke. "The Examination Halls are unique and very good for informal meeting of this type."



Academics Present Paper at International Conference



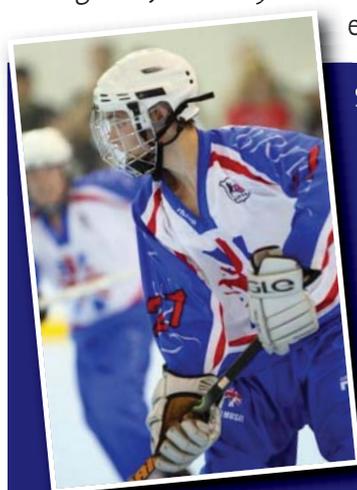
Anne Hampton and James Rowell from the Business School recently presented their research paper at AUMEC 2009 (Ankara University Marketing and Entrepreneurship International Conference) in Antalya, Turkey. The AUMEC 2009 conference was partially funded by the EU and was run in conjunction with Warwick Business School and Bucks New University.

Their paper, entitled "International Market Growth: the SME Dilemma", reports the findings of research funded by the Dennison Trust and is now published in the conference proceedings (ISBN: 978-605-5782-06-1). It explores the decisions and actions needed in SMEs (Small and Medium Enterprises) in developing international business, including the resource implications and timescales needed to develop market opportunities and build relationships.

The conference was headed by a number of internationally renowned speakers from Sweden, Denmark, USA, Turkey and the UK. Both Anne and James were invited to chair one of the research presentations streams, focussed on Strategic Orientation and Entrepreneurial Marketing respectively. They were also pleased to meet colleagues from around the world, including USA, Canada, Iran and Thailand, as well as many European countries, and have now been invited to present their research in a forthcoming conference in Romania.

Students get involved in sports

Tristram Allen (pictured) started Clay Shooting 5 years ago after a severe knee injury prevented him from playing competitive Rugby. Before then Clay Shooting had been something he had known about due to his rural upbringing but previously he had done very little of it and wasn't aware of the competitive side of the sport. Ever since Tristram started shooting he had always hoped to represent his country, but as within any sport, the competition is fierce and it took a few years of practice and training to reach a sufficient level. The selection process consists of 4 shoots the best three scores from these are then put forward. Tristram won 3 of the 4 shoots and gained himself a team place to represent Great Britain at the European Championships in Italy in April. Tristram says 'The European Championships were a great experience and I thoroughly enjoyed it. I finished 4th Overall in the Preliminary event but didn't do as well in the main event. Last week I qualified to represent Great Britain again this time for the World Championships in Portugal in June. Clay Shooting is a great sport for all and I would encourage everyone to try it'. Please feel free to email Tristram at tristram.allen@buckingham.ac.uk if you have any questions.



Seb Musil (pictured) plays Inline Hockey. This is like Ice Hockey except you wear inline roller skates and play on a rink with a smooth plastic surface. Seb prefers Inline Hockey to Ice Hockey because the game becomes more about skill, speed and passing. The rules differ in each league but for the first 11 out of the 12 years that Seb has been playing, he was in the British Inline Puck Hockey Association's league (BIPHA). Hull Roller Raptors was the first team he played for, that was when the sport was quite new in Britain. Seb then moved to Hull Hurricanes, Hull's top club team playing in the BIPHA league. Seb started in the under 12s age group and played in u14s, u16s, u18s and seniors before coming to university. For 6 seasons he played for the North East of England and was the captain for two of them. Seb has always played in Defence and is well known for his slap shot, the most powerful way of

shooting the puck; he recorded a speed of 91 mph. Seb says 'the highlight of my hockey career was in the 2008 season when I represented Great Britain at u18s in two tournaments in Detroit. In the All American Tournament we came 4th out of 16 teams; strangely, we beat the winning team, Hawaii. There was also an International Tournament comprising GB, Canada, USA Major and USA Minor. We won one game, drew one and lost the others. At the end of both tournaments I was picked for the All Star team along with two of my teammates. Since coming to university I have been playing for a team called the Dunstable Gators. I also play for the Southern Snipers who represent the south of England and have recently been selected for the GB University team. I hope to play at a tournament in Prague this year'. Please free to email Seb at Sebastian.musil@buckingham.ac.uk if you have any questions.

Konstantin Pysarenko (pictured) has been riding horses for a long time as his father has a ranch. Konstantin has been showjumping for 4 years since he met a show jumping trainer in the Ukraine. Konstantin says 'since I have been jumping I have been to two Junior European championships, and to many other international competitions. I train 3 times a week, every weekend and on Wednesdays (when I only have a lecture in the morning), in the South of England, which has one of the best horse riding facilities in England, called Hickstead. Show jumping is an amazing sport, which involves more mental preparation than physical, and you can train and learn new aspects of horse riding for your entire life. I recently competed at a big 4 week international show in Comporta, Portugal, where I was placed in a couple of good classes. I have won many Professional Ukrainian Jumping Cups recently, my biggest achievements include winning the Juniors Nations Cup two years ago in an international show in Czech and the All Ukrainian Junior Competition last year. If anyone would like more information on where to ride, or is interested in being taught how to ride, do not hesitate to call me on 07825992754.

