



Buckingham Business School Newsletter

Buckingham top of National Student Survey AGAIN

Autumn Edition 2009

For the fourth year running the results of the annual National Student Survey, published today, place the University of Buckingham at the top of the table for student satisfaction in mainstream campus-based universities in the UK. Once again, our small group teaching and the individual attention paid to every student is reflected in their votes. In addition to coming top in the 'overall satisfaction' category with a 92% rating, student votes across all 22 questions in the survey also put the University first among universities in the UK.



Buckingham students celebrating after graduating in 2009

An independent market research company commissioned by HEFCE carried out the survey. In comparison with the previous year, satisfaction ratings across the whole university sector declined slightly, possibly indicating a greater student expectation.

This success for the University of Buckingham comes less than a month after a no.1 placing in the Times Higher Education student employability table with 100% of its 2007-2008 cohort going on to work or further study.

Dr Terence Kealey, Vice-Chancellor of Buckingham, said: "I am delighted by these results which once again endorse our aim to provide the best educational experience for every student. It is clear that student expectation is increasing and we will not be complacent but will further raise our standards to ensure that all students - present and future - continue to enjoy the best student experience available in the UK."

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Business School BBQ

As mentioned in the last newsletter, due to the Business School entering at number 20 in the Guardian University Guide, the school held a BBQ for all students and staff to celebrate the good news. Although the weather wasn't on our side the BBQ still went ahead and was enjoyed by all. See pictures of Lucas (the excellent chef) with Nigel Adams providing the umbrella to shelter the food from the rain and Elaine Chambers ensuring the food continued to flow.



www.buckingham.ac.uk/business/

CAM KEEPS ON PUBLISHING!

The Centre for Automotive Management – CAM – has, over the last couple of months launched two important motor industry reports to add to its growing range of work, as shown on www.buckingham.ac.uk/cam.

‘Our research is all sponsored’ notes Professor Peter Cooke, the author of the publications, ‘as such, our clients have already covered our costs and are happy that readers, usually from the motor industry, can download the work.’ ‘I’m delighted at the number of hits and downloads we are attracting – our biggest hit to date is a small publication on ‘Used Cars in Recession’ and has attracted well over a thousand hits in a few months, but our biggest report, sponsored by KPMG, on the UK automotive industries is in demand.’ The KPMG Report reviews many different segments of the UK motor industry in a single document; it’s all too easy to think of it as a manufacturing industry, but far more people are involved in distribution and maintenance than in vehicle manufacturing. It’s probably the same in most European countries. ‘The KPMG project took several months to research and write’ comments Peter, ‘but it is attracting a lot of interest. I would like to do a similar treatment on the whole of the European industry’.

The second big report recently released by CAM is the ‘Used Car Market Report 2009’ – while this has been going for nineteen years, this is the third year that CAM has been involved. ‘We launched it with a press briefing’ notes Peter ‘and the report is gathering a lot of press coverage. Because this is such commercially useful information, it is on a separate weblink and we charge £225 per copy – but its excellent value for the industry. The next major report will be on the Used Car Industry in Europe – ‘I hope that will have a press launch in Seville’ says Peter ‘it will be my third business trip to Spain this year’. A dedicated website is excellent news for CAM. Although the Centre is highly specialised, it means the brand is open to a global audience and, Peter reckons by the emails he receives, people really come on the site and read – and follow up with questions.



New CIM Students start their courses

As reported in the last newsletter Buckingham Business School is now CIM accredited, new students started their courses on Wednesday 2nd September 2009. Some of the students pictured are studying at Certificate level, (all of which are completing this academic year) and two of the students are Diploma level, and studying ‘Delivering Customer Value through Marketing’ this term. Pictured with the new students is Dr Jane Tapsell, Dean of the Business School, Anneke Edmonds, CIM Programme Director and Tina Baquet. Tina Baquet’s day job is as Business Development Manager at SpaFinder Europe. She is teaching Marketing Essentials to the Certificate level students. Students pictured are Alex Lewis (Buckingham Design Associates) Andrea Bettridge, (Parcelforce Worldwide) Joanna Gray, (Nikken) and Laura Baxter, (Inov8 Science)

Tristram gets one step closer



Business and Management student Tristram Allen has had more success at a recent clay shooting competition. Tristram's most recent challenge was at an event was held in France, there was a preliminary event on the Friday and the main event over the Saturday and Sunday, which was the Waterloo Cup (an Anglo Franco match.) Whilst the event was a match between GB and France it was also an international event with competitors from other countries. Tristram was the joint winner of the Prelim event, Great Britain (whom he was representing) won the match, and Tristram won the overall main event with the highest score over the two days. Tristram also won the British Open

Championships, which were in early August. Tristram’s next international event is the home international, which is between all the countries in the UK. This is being held in Jersey in September, an update will follow in the next newsletter.

Business Enterprise Guest Speakers

On the Business Enterprise course this term there have been several guest speakers. Business Enterprise student Konstantin Pysarenko says, 'we had an array of speakers ranging from the previous owner of Dreams, Mike Clare who sold out his company for, as publicised in the press, for approximately 250 million pounds. Next, we had a very interesting, and full of fire speaker called Mike Southon, he is the author of the Beermat Entrepreneur, and writes a monthly column in the FT. He came to talk to us about the variety of business entrepreneurs, and how to develop the perfect business team using wealth dynamics. Finally, we had Penny Power (pictured with the year one and year two business enterprise students), who is the founder of the first business networking website, called Ecademy.com. Penny came and talked to us about the importance of Social Networking online, and the fact that she believes it will become the future of all business deals.



Annual Duck Race

The River Great Ouse borders Buckingham's beautiful campus and every year there is a duck race for staff and students. This year it was held on the 2 September and after the race being postponed twice the weather wasn't the glorious day hoped for, but at least the showers held off long enough for the duck race. See the picture of the ducks in action, some decorated some not, being lead the way by the Big Duck. The best dressed duck in the children's category was Ben Smith who won Toys RU vouchers. The winner of the best dressed duck (see picture) was Jingqi Li, who won a £15 HMV voucher and the race winner was Savanna Graham who won a meal for two at Buckingham Fort.

