



Buckingham Business School Newsletter

The Business Ball

December 2009 Edition

The Business School hosted its first annual Business Ball on 6 November at Villiers in Buckingham. A lot of staff and students attended, this gave everyone the opportunity to socialise with each other outside the lecture theatre and relax before frantic exam preparation set in.



Whereas most Business classes may sometimes be serious and full of important facts for us to remember, the Ball showed everyone a different side to the

lecturers. Who would have thought you would see Nigel Adams dancing to an ABBA song, or secretaries Elaine and Debbie singing along to some 80s classics?

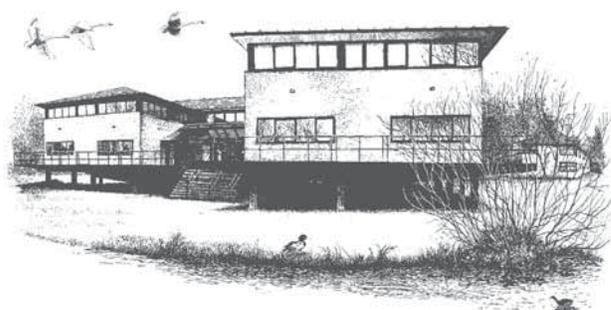
After the three-course meal, everyone took part in a quiz, which suggested that perhaps Lydia Neusser's table should put down his or her Business textbooks and start swotting up on English culture! This was then followed by a raffle, which included prizes that had been donated by a number of local businesses.

There were some must-have prizes, which were up for grabs, but I didn't think I've ever seen anyone get quite so competitive over winning a Roosters pizza or a £5 meal in the Refectory.

The evening was very enjoyable, and for the 2nd year students, it served as a nice end to their time at Buckingham. Special thanks must go to Deba, Elaine and Debbie for organising the event, and for spending so much time making sure that it all ran smoothly.

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Record September numbers

Buckingham has today registered a record number of students for the Autumn term. Early indications are that numbers are up by as much as 25%. This follows our record January intake.

James Courtneidge, registered today for an undergraduate Law degree. He said "The 2-year degree and the small class sizes really appealed to me". His parents agree and were very impressed when they visited Buckingham back in April at the close-knit community and the many different nationalities and cultures.

Uche Ndumele is in the UK for the first time and is reading Law with Politics following a recommendation from a former teacher. He hopes to continue his studies with an LLM in

International and Commercial Law at Buckingham after completing his undergraduate degree. Olawunmi Amida has been at Buckingham since January 2009 completing our International Foundation programme. She is registering today for an undergraduate degree in Business and Management. Her father heard about Buckingham through a friend and thinks it is an ideal place to study and offers excellent value for money.

Buckingham's results in the National Student Survey over the past 4 years and its recent entry in the Sunday Times league table have all played a part in promoting the high level of student satisfaction and the real value for money that Buckingham offers.

Mastering Financial Services

Buckingham Business School is launching a new MSc in International Financial Services. Financial Services are one of the largest business sectors and are strategically important in that it operates at the heart of economy. Financial Services is capable of providing economic solutions for both the wealthy and the poor. Financial Services, however, serves corporates as well as individuals. The industry is one of the bridges between people and firms. It is hard to envisage a healthy economy without a healthy financial services sector. However, as is now widely acknowledged the financial services industry, and

those responsible for its oversight and governance, need rebuilding. The industry requires a new generation of thought leaders and strategists.

The MSc in International Financial Services has been developed in response to this need. The programme consists of eight taught programmes which will provide students with the knowledge and insights required to enter the industry in either a general management role whilst also stimulating the students interest in specialist fields such as corporate finance, governance, marketing and product development.

Students will also undertake a dissertation, which provides the opportunity to develop their knowledge and transferable skills in a specialist area of their choice.

The programme begins in January 2010. If you would like to discuss the programme please contact Andrew Lightbown at andrew.lightbown@buckingham.ac.uk



The Opportunity to Discuss & Debate is Important'

Recession has led to slimming down of management structures; one casualty has been the opportunity to debate and discuss current business issues with other like-minded individuals. Many a management guru has claimed debate and discussion lead to new ideas and improvements. Nothing could be truer in the present business situation.

The Centre for Automotive Management has developed a series of industry based forums bringing together senior managers to examine topics of mutual interest.

One of the issues with an academic organisation is being in touch with what is happening today, rather than reading about it next week says Professor Peter Cooke, our Automotive Forums accept that and we make short presentations on the relevant topics and then lead the discussions. Members of the Forum introduce other sessions.

The response is amazing; competitors will openly discuss ideas and analyses – the challenge is managing the sessions within the time allocated.

We limit numbers able to attend; we had to turn away six people from the last event.

The 2010 programme is now being finalised; we have evolved the format over 2009 – I think the 2010 programme will be really exciting and we are putting sponsorship into place.

Economics and International Studies Seminar series

Guest speaker Dr Irena Jindrichovska from the Buckingham Business School, author and co-author of books and papers on finance and financial statement analysis, gave a seminar in the Economics and International Studies Seminar series on Wednesday 7 October on "Open-ending Czech Closed-End Funds: Evidence from Transitional Market".

Dr Jindrichovska explained that the Czech economy had been privatised after 1990 by the creation of about 2,000 investment trusts. Members of the Czech population were allocated vouchers that could be used to participate in these trusts, which then used them to purchase shares in the newly privatised Czech businesses. The closed trusts were also illiquid, so it was difficult for small shareholders to sell their shares. In consequence it was felt that shares in these investment trusts were being traded at too substantial a discount, and that small shareholders were being short-changed.

In the late 1990s it was decided to 'open' these trusts, in order to make them more like the investment trusts in other countries. The trusts could now grow if more shareholders wanted to get in, and their shares became more tradable. The change, allowing trusts to become open, was announced in 1998. Dr Jindrichovska studied the price effect of this announcement and found that shares in the trusts rose by about 5% at that time, a significant rise. When individual trusts actually put the change into practice, however, there was an insignificant change in trust prices. Dr Jindrichovska surveyed a comparatively small number of trusts, and looked at the situation over a relatively short time. Her 'announcement' result could perhaps have shown an even bigger effect if the trend had been studied over the months preceding the formal announcement.



Babes - Bolyai University, International Conference 2009

In September Anne Hampton and James Rowell (Buckingham Business School) presented their research paper at The International Conference for Small And Medium Sized Enterprises In European Economies.

Their paper, entitled 'Challenges Facing UK SMEs in International Development', is now published in the Studia Universitatis Babes - Bolyai, Negotia, Vol 54 (2009) No. 4 pp 5-19. It explores the decisions and processes needed in SMEs (Small and Medium Enterprises) to develop international business and is based on the findings of research funded by the

Dennison Trust. The paper focuses on the resource implications and timescales needed to develop market opportunities, and build strong international relationships with overseas organisations, as partners, agents and customers.

The conference was the 4th organised by the Facultatea de Business, Babes - Bolyai University, in Cluj-Napoca, northern Romania. Participants came from a number of European countries, (Croatia, Spain, Germany, Turkey, UK) and Romania. The university has a long history dating back to 1567, and now boasts 43,000 students across 21 different faculties. The Faculty of Business emanated from the university's economics department, and established itself as an independent faculty in 1992.

