



# Business At Buckingham

The University of Buckingham Business School Newsletter

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Business Enterprise Students at the University of Buckingham have created the first environmentally-friendly wooden computer mouse that can absorb sweat

## Surf the net whilst saving the planet

THE first environmentally-friendly wooden computer mouse - "wouse" - is now on sale in the UK. As well as being ethically sound it can absorb sweat unlike its more traditional cousins. The three ambitious students behind this innovation are from the University of Buckingham

and are studying our pioneering degree course which offers funding to set up a business during the first year.

The two year BSc Business Enterprise course at the University of Buckingham is one of only three in the world to offer up to £5,000 in funding for a business proposal.

Vietnamese student Amelia Tran, 23, from Ho Chi Minh City, worked with Vietnamese-based computer expert Huy Do Ba to create the Wouse. Made of rubber wood, the wouses are hand-carved in

Vietnam, which has a long tradition of high-quality carpentry.

Amelia said: "I wanted to give something back to Vietnam, it's a developing country and by working closely with them we make a difference and help the people value themselves." In January Amelia started her University of Buckingham course and joined forces with students Kate Murphy and Andrew McIntyre. Together they came up with a business plan for Ecoessories – a business selling a range of eco-friendly computer

goods, including the Wouse and a laptop cooler named 'the Wooler'. Ecoaccessories has now started trading and is already receiving orders. "The project is very environmentally-friendly. After the latex is taken out of the rubber wood the trees are replanted and we use the wood for Wouses," explains Amelia. "Another bonus is that because the Wouse is made of wood it absorbs sweat – unlike plastic," she added. The knowledge Amelia and her business partners are gaining from their University of Buckingham course helps them with marketing campaigns and negotiating with suppliers. The factory now employs 10 people and they can produce 300 items a week.



Interested in studying Business Enterprise at Buckingham? Why not find out more by visiting our website: <http://www.buckingham.ac.uk/business/bsc/businessenterprise>

## Message from the Dean



2012 was an incredible year for the Business School, with our continuing growth in student numbers and further success in significant league tables.

When I first arrived at the University many years ago, there were two slogans on bumper stickers. One read "University of Buckingham: Britain's best-kept secret". Well, that cannot be true anymore - the University came 16th out of 120 institutions in The Guardian's 2013 league table and 55th in the Complete University Guide 2013, with the Business School coming 34th in The Times and 28th in The Guardian's subject specialist tables. Our success in the league tables reflects Buckingham's student satisfaction and our commitment to providing high quality teaching with small class sizes and close personal attention.

The second slogan read "Reassuringly expensive". With the introduction of higher tuition fees (up to £9,000 per annum) in state universities from September 2012, this is also no longer

true and reflects a huge change in the higher education landscape and one from which Buckingham is benefitting.

Looking forward, one of our strategic goals is to increase our research focus and output. Research in the Business School has always been reflective of the ethos of University: independent and diverse. We do not have to follow narrow guidelines on what to research and where to publish in order to satisfy Research Excellence Criteria (REF). As a result we have a diverse range of research activities often crossing subject boundaries (e.g. an IT lecturer publishing in educational journals, a management lecturer researching hospital environments, and a marketing specialist investigating the death of female entrepreneurs).

The recent intake of young scholars has helped to boost the research enthusiasm and has helped to add a further range of facets to the research environment. Our goal now is to strategically support these young researchers, facilitate the emergence of research groups and help them to maintain and extend their momentum. Our Business School seeks to successfully integrate teaching and research. A lot of Business Schools have tried this and found that one of the two areas becomes the main emphasis. Despite all research ambitions we are a University that takes its student focus very seriously

and taking great care of our students is what makes us stand out. But our research ambitions do support these objectives as they directly feed into our postgraduate teaching

and will help us obtain the accreditations that will further add to the reputation of the Business School and the Business degrees the students obtain here at

Buckingham.

I wish you all the best for a fabulous & successful 2013.

Jane Tapsell  
Business School Dean

## Alumni News



Elise Hewitt, an Accounting and Financial Management graduate, achieved great success during her time at Buckingham. After being awarded the Brian Kingham scholarship, Elise joined the Business School and began her studies. Not long after she started her course Elise won Best Performance in Preliminary and Part 1 examinations and worked exceptionally hard to achieve a First Class Honours. Elise later went on to win the John Wheeler Prize for Best Graduating Accounting Student.

In September last year Elise was offered and accepted a place on the Deloitte Graduate Training Scheme, the scheme is designed to take the most insightful, intelligent and interesting graduates and

develop them into professionals who will lead the industry. Deloitte is one of the Big Four professional services firms along with PricewaterhouseCoopers (PwC), Ernst & Young, and KPMG. Deloitte is the second largest professional services network in the world by revenue and has 193,000 employees in more than 150 countries providing audit, tax, consulting, enterprise risk and financial advisory services.

As if this wasn't enough, Elise has now taken on a new challenge and has signed up to run the Virgin London Marathon later in the year with her Mum, Hazel.

The marathon takes place on the 21st of April and both Elise and Hazel are raising money for 'Sense', a national charity that supports and campaigns for children and adults who are deafblind.

We wish Elise all the best for the future and with her marathon challenge.

If you would like to find out more about Elise's London Marathon challenge, see how the money donated can help, or to give a donation please visit:

<http://uk.virginmoneygiving.com/elisehazel>

## Finance & society in 21st Century China

Junie Tong (DPhil Business 2010)

The recently published book *Finance and Society in 21st Century China* by Dr Junie T. Tong considers how far the modern economy is disconnected from Chinese culture and history and the problems this separation may cause. She questions the common assumption that China has outgrown its reliance on its Western counterparts. The author believes that the country is still very much dependent on exports and foreign investments and any radical or rapid reduction in either would have serious adverse consequences for China's sustainable economic growth.

More information about the book can be found at: <http://bit.ly/finandsoc>

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# Key Note Speech in Brasov

As an invited guest of Professor Constantin Bratianu, of the UNESCO Department for Business Administration at the Academy of Economic Studies, Bucharest, James Rowell, Lecturer in Operations and Supply Chain Management, presented his key note speech at the conference in Brasov in October. The conference had some 150 delegates from Europe and beyond, and offered a range of detailed subjects. In James' plenary talk he focussed on examples of business leaders including Henry Ford and Steve Jobs before turning his attention to the research he and Anne Hampton (Business School) had published on the effectiveness of SMEs capability and methods in managing international business relationships."



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## Why don't more women start their own Business?



How can women be encouraged to start their own businesses? This issue is being investigated by two academics from the University of Buckingham, and Dr Joan Lockyer, from Coventry University, who think it is critical to making a success of the

Government's new loans scheme to help 18 to 24-year-olds become entrepreneurs. Both universities offer honours degrees during which students can start and run their own business as an integral part of their degrees. However, only about 20% to 30% of students studying on the programme are women.

Nigel Adams, Programme Director of the BSc in Business Enterprise at the University of Buckingham argued on You and Yours (BBC Radio 4) that "women generally do better than men in business but we have some difficulty in attracting women onto our programme. With only around 25 percent, we should have far more. They do much better than men".

"We want to find out how we can encourage more women to take part in these innovative 'Venture Creation Programmes' in universities" said Nigel.

The research is partly financed by Enterprise Educators UK and the results are due to be published later in the year. We will update you with the findings in a future edition of the newsletter.

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## Postgraduate Scholarship Worth £7,000

Apply now for the Ondaatje Scholarship, worth up to £7,000. The scholarship is available to students starting a postgraduate degree at the University of Buckingham in September 2013, January 2014 or April 2014. To be eligible you must have received an offer to study with us.

To be considered for the scholarship, please complete and return our application checklist (a link to this can be found on our website at: <http://www.buckingham.ac.uk/latest-news/ondaatje-postgraduate-scholarship/>) enclosing a letter explaining why you want to study your chosen course at the University of Buckingham and why you feel you should be awarded the scholarship.

You will also need to send your CV and an academic reference in addition to the references supplied with your degree application.

Ondaatje scholars have included Meriel Geolot, from the USA who is taking the Masters in Decorative Arts and Historic Interiors. Mohammed Sood, a doctor from Kenya, is undertaking his Clinical MD in General Internal Medicine at the University. He says he could not have afforded the course otherwise and that it will help him to achieve the postgraduate qualification he is seeking in nephrology. "This is an area of increasing concern in my country," he says. "The number of cases of people with kidney problems is increasing because of diabetes and hypertension."

The closing date for applications is 1 April 2013.

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## The Business School Welcomes

Mr Sardar Ahmed



Sardar is currently completing his PhD, on the link between internal corporate governance mechanisms and the performance of firms, having already gained his ACCA and MBA in Finance. Sardar lectures in Financial Systems and Governance.

Miss Bethany Carter



Beth has worked for the University since 2007, after graduating from Bath Spa University. In August 2012 Beth joined the Business School from the Publicity Department and now works in Admissions and Marketing.

Miss Maria Floyd



Maria joined the Business School as Student & Course Co-Ordinator in August 2012. She previously lived and worked in Bedford for two years, after obtaining a First Class Honours degree in English Studies from the University of Bedfordshire in 2010.

# University Facelift

The University has been listening to students and is introducing a raft of changes to improve the student experience.

These include a complete revamp of the refectory in the Tanlaw Mill, which was closed for the whole of the Christmas and New Year break, and has re-opened in its sparkling upgraded state this month. There are new tables and chairs, a new floor and new food counters, giving everyone pleasant surroundings in which to dine and an attractive party venue for students.

Catering has been brought in-house and will become much more responsive to the needs of students. The facelift is being spearheaded by Professor David Billington, Pro Vice-Chancellor responsible for student experience.

Other changes in the pipeline include

- \* Boosting the Student Union office budget by 20 per cent
- \* Giving the Student Union executive its own budget, so that it has more autonomy
- \* Appointing a Student Union Events Manager
- \* Reorganising and redecorating the first and second floors of the Tanlaw Mill to give a dedicated Student Union office
- \* Improving fitness provision with new cardio



- equipment and an expanded gym space
- \* Refurbishment of the foyer in the Tanlaw Mill, planned for the Easter vacation
- \* Adding en-suite bathrooms to at least one hall of residence, planned for 2013.

Reforms are also being introduced to help students with the learning

experience. These include a large dedicated IT training room in the Hunter Street library for use by staff and students. The whole campus will also have wireless access by Easter. We hope the improvements made over the course of 2013 will enrich the students' time on campus.

## Buckingham achieves recognition

The University is being recognised for its success in the National Student Survey (NSS).

Our achievement was showcased at the NSS annual conference in London this year where our Registrar, Anne Miller, explained how the University had been able to be so successful since opting to join the survey in 2006. Much of this is down to the University's independence of government which gives it the freedom to act swiftly in response to student feedback. This is especially important in the current climate of higher fees and increased expectations.

Buckingham was also recognised for the way it handles student feedback.

Quality Assurance Manager Miss Pearl Lewis gave a presentation in London in

November about a new software system the University has introduced called EvaSys. Students fill in a feedback form in lectures. The forms are scanned into the system and, through the use of a barcode and "check box recognition" software, an automatic report is generated within minutes for the module and programme directors to see.

"The system has been up and running for a year now, and we're using the feedback to build on the generic feedback received from the NSS to improve things even more at course level" says Miss Lewis.



## Formal Opening of Prebend House

It's official: the University's Chancellor Lord Tanlaw has formally opened the newly restored Prebend House as a graduate centre for liberal arts students and a research centre for academics in that field.

The building, which is being used by academics and graduate students in Global Affairs and Diplomacy as well as in Security and Intelligence Studies, contains four tutorial/ seminar rooms, spacious work spaces for postgraduates, a meeting room and reception room, as well as the Beloff Centre for the Study of Liberty, which is also a library. "We have something to show off to everybody here," said Lord Tanlaw. "All the years we have been associated with the University we have had a concept of David and Goliath – that people were trying to snuff out our independence."

"We have kept doing things this way because we believe in what we are doing."

Vice-Chancellor Professor Terence Kealey paid tribute to Sir Martin Jacomb, the former Chancellor, who led the campaign to rescue and refurbish Prebend House and was himself a donor. "The refurbishment of Prebend House symbolises the revival of the whole University," he said.

## Buckingham Tops Student Satisfaction Poll

The University of Buckingham has come top out of UK universities in student satisfaction. The result is based on the University's performance on one particular question (22) which asks for a response to the statement: "overall I am satisfied with the quality of the course." Buckingham came joint top with Oxford, Cambridge and Bath University. Buckingham has always put the student first, believing that students' priorities are to be taught well and get a good job at the end of their degree. Vice-Chancellor Professor Terence Kealey said: "It is a remarkable achievement to top the poll on student satisfaction with their courses. Here our professors prioritise the teaching of undergraduates. Having such delightful students makes teaching the courses a joy."

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# University Events

06/02/2013 at 19:30

Classical concert: The Ridgeway Ensemble  
The Radcliffe Centre, Buckingham

12/02/2013 at 18:30

Public lecture: Lord Oxburgh  
Ian Fairbairn Lecture Hall (IFLH)

14/02/2013. 13:00-15:00

Business School Open Day  
University of Buckingham

19/02/2013 at 18:30

Public lecture: Professor Flick  
The Radcliffe Centre, Buckingham

20/02/2013. 13:00-15:00

Business School Open Day  
University of Buckingham

26/02/2013 at 18:30

Public lecture: Gary Taubes  
Ian Fairbairn Lecture Hall (IFLH)

05/03/2013 at 18:30

SSAFA lecture: Anthony Stansfeld  
Ian Fairbairn Lecture Hall (IFLH)

13/03/2013 at 18:30

Classical concert: David Pendrill & Cate McKee  
The Radcliffe Centre, Buckingham

15/03/2013 - 16/03/2013

Graduation 2013  
Parish Church of St Peter & St Paul,  
Buckingham

16/03/2013 at 22:30

Swan Ball  
Graduation Marquee, Buckingham

19/03/2013 at 18:30

Public lecture: Professor Nalapat  
Ian Fairbairn Lecture Hall (IFLH)

Coming Soon

The Business School Barn Dance

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## Clubs & Societies

### Varsity Netball Club

Training: Wednesday evenings 8-10pm @ the  
Queens Sports Hall, Buckingham School.  
The Club charges £20 annual membership.

### University Football Club

Our football team currently lie in seventh  
position in the North Bucks & District Football  
League Division 1. Matches are played on Sat-  
urday afternoons with training sessions being  
held on Wednesday afternoons.

### University of Buckingham Running Club

The running club meet and train regularly dur-  
ing the week. They cater for all levels of ability  
and compete in local & national events.

For more details contact the Sports Officer at:  
stefan.ridley@buckingham.ac.uk

### Don't Get Bored ..... Get Active

Keep up to date with Sport at the University by  
joining us on facebook:  
<http://www.facebook.com/#!/uob.sport.3>

There are a wide range of student societies ac-  
tive at Buckingham, including: The Law Society,  
the Nigerian Society, the Media Society, the Psy-  
chology Society, the Business Enterprise Society,  
and the Language Society. Our multi-national  
student community has also formed a number  
of overseas clubs which promote cultural events,  
but there is nothing to stop you setting up your  
own society while you're here. Contact the Stu-  
dents Union at: [students.union@buckingham.  
ac.uk](mailto:students.union@buckingham.ac.uk) for further details.

### Forthcoming Society Events

01/02/2013 - [Language Party](#)

06/02/2013 - [Law Society party](#)

08/02/2013 - [Psychology Society Party](#)

12/02/2013 - [Business Enterprise Society lecture](#)

14/02/2013 - [BATS Speed Dating](#)

14/02/2013 - [Caribbean Society Valentines Party](#)

22/02/2013 - [Law Society party](#)

06/03/2013 - [Sports Society Party](#)

08/03/2013 - [Naughty But Nice Society Party](#)

For full listings of society events, venues and  
times, please visit: [http://www.buckingham.  
ac.uk/life/social/events/calendar](http://www.buckingham.ac.uk/life/social/events/calendar)