



# Buckingham Business School Newsletter

December 2010 Edition

## Barn-Storming Business School Dance



Frances Robinson leads the next dance at the Villiers

The Business School hosted a Barn Dance at the Villiers Hotel in Buckingham for its students on the 5th of November 2010 as its annual event for staff and students.

We soon discovered that many of our International students had no idea what a Barn Dance was! Each of the Business school administrative staff and faculty did their best to encourage students to attend the event and explain a 'Barn Dance' in our own imaginative ways; some members of staff even resorted to demonstrating dance moves in the corridors!

Tickets started selling, everyone was discussing what to wear and what fun they were hoping to have. The evening arrived, and more students came than had bought tickets (always a good thing!) and everyone was served country style food, including burgers, jacket potatoes, sausages, pecan pie.... Once the food and drinks were out of the way, the Barn Dance "Callers" introduced the Barn Dance concept and invited everyone to take to the floor. Then came the instructions from the Barn Dance caller regarding the dance moves and we were ready to roll! (As a seasoned party goer, this was something I found completely new and intriguing).

And boy, did we roll.... !!! From one dance to another dance, with a brief interlude to down some water/alcohol, catch our breath and then get going again. It was fun, and quick and there was lots of laughter and smiles, and everyone was very, very happy. Everyone was everyone's partner, pleasantly mixing staff and students in the dances at some point during the evening. After all this exercising and activity, we were truly shattered by the end of the last dance. Finally, we

wrapped up the evening with some prizes for best dance couple (Dr Frances Robinson and husband) and best dressed man (Luri Godinho Cortez dos Santos - BBE) and girl (Sirha Hakk - Marketing with Spanish and French).

Well, having had such a fantastic time, the international students commented that they had had a really superb time at the Business School's first ever Barn Dance. The only complaints were that many had aches and pains, not surprising considering this was more exercise than we would have done in a year perhaps!!

Everyone suggested we do it again next year, so look out for the next **Barn Dance event.. Let the doh-si-dohs roll....**

### CONTENTS

- 1 Barn-Storming Business School Dance
- 2 News in Brief
- 2 Schools of Business & Humanities win the 2010 Chancellor's Cup ... but only just!
- 3 Street Dance
- 3/4 New Chancellor Installed at Buckingham
- 4 Industry Forums - A Small Innovation
- 5 Business Enterprise Programme - Visiting Entrepreneurs
- 5 Business Students Visit Coca Cola Cold Drinks Centre
- 6 Research support for International Business
- 6 And Finally.....
- 6 Introducing...

[www.buckingham.ac.uk/business/](http://www.buckingham.ac.uk/business/)

# News In Brief

## Staff

Joanna Leach joined the Business School in September as Study Advisor. She has been associated with the University for 3 years already, and now has taken on a permanent position to enhance learning skills strategies for all students in the Business School.

Tina Chen joined the Business School in July as Administrator to support the ever growing demand, following the increases in students in the Business School.

## CIM Updates

The Business School now offers the first CIM Introductory Certificate in Marketing, in addition to successful Professional certificate students now progressing onto the Diploma stage. (See 'Introducing... Christine Jackman on page 6). More new students are starting on both the CIM Professional Certificate in Marketing and the CIM Diploma in Marketing courses in January.

## PhD Success

Congratulations go to Ghada Awad Al-Tarawneh who has become our most recent Doctor of Philosophy in Accounting. She has been awarded a PhD for her thesis: The Dominance of Western Accounting and the Prospect for Islamic Accounting in Islamic Countries.

## Keynote Research Talk

In October Professor Jim Rafferty gave the keynote talk on 'Research in Management' at the All India Faculty Orientation Summit organised by IIPM in India. Professor Rafferty is the IMI-D.K.Chowdhury Professor of Management and leads the PhD Research programme in the Business School



## New Baby

Son Douglas (6.5 lbs) was born to beaming BBE students Davinia and Sean Obedih on 18th October. Of course he's beautiful, with lots of curly/wavy hair!

## Business Enterprise

In September Nigel Adams (BBE Programme Director) gave a joint workshop at Enterprise Educators annual conference in Cardiff with Dr Joan Lockyer of Coventry University. The focus of the workshop was to compare their two BSc Business Enterprise programmes.

Nigel Adams was interviewed in November by Dr Colin Jones, Senior Lecturer in Entrepreneurship at the University of Tasmania on the subject of the innovative BSc Business Enterprise programme offered by Buckingham. See Business Enterprise article page 5.

# Schools of Business & Humanities win the 2010 Chancellor's Cup... but only just!

Reporter: Stefan Ridley, Sports Officer



With the Schools of Business & Humanities taking a 400pts to 90pts lead into the finale of this year's Chancellor's Cup competition during the Summer Term, their victory appeared inevitable. Visualise running in the 110m high hurdles with only the final hurdle to jump and with your competitor still in the blocks; this will give you the image of how big the lead was!

Losing the tape ball cricket, volleyball & ultimate frisbee in quick succession, Business & Humanities had not only hit the last hurdle, they had fallen face down and were now crawling towards the finishing line with the Schools of Law & Science hot on their heels. The Schools of Law & Science were now just 75pts behind with only the Tug of War remaining.

Victory in the Tug of War would either take the scores to 400pts even, or give Business & Humanities their first victory since 2005. Having built up their momentum Law & Science appeared extremely confident going into the first pull, and it was now time for Business & Humanities competitors to stand up and be counted; literally!

With both teams taking the strain the whistle blew to commence the first of a possible three pulls. Both teams appeared to be evenly matched as a stalemate was immediately reached with little movement of the rope in either direction. This continued for 10... 20... 30... 40... seconds. It felt like an eternity for the competitors, becoming a test of individual physical and mental strength, team cohesion and the desire to win. Eventually, cheered on by extremely vocal supporters, Business & Humanities proved to be the more tenacious side, taking the first pull.

Going into the second pull Business & Humanities knew they were now just one pull away from lifting the Chancellor's Cup. Both teams once again gave 100% and displayed great team spirit as they faced the challenge of yet another prolonged pull. With their faces distorted under the extreme physical exertion and neither team willing to concede ground it was Business & Humanities again who eventually proved to be the stronger team, taking the second pull to lift the Chancellor's Cup for only their third time in eight years.



*Melissa (centre) with her Street Dance group*

# Street Dance

Reporter: Melissa Wyley (Business and Management)

In August 2010, Melissa Wyley (Mel) became one of 20 people in the world accepted on to the world's first accredited street dance teaching qualification. The qualification was 10 days of intense dancing and

learning, and was run by young entrepreneur Andy Instone and his company Urban Strides.

Mel passed the course with a distinction, and has since been one of few offered teaching work for Urban Strides themselves. Whilst studying for her degree she also runs two successful classes of her own at Old Stratford Memorial Hall on Wednesday evenings.

She has had a long background in dancing, including hip-hop in the past 5 years. She has been fortunate enough to be part of Urban Strides Dance Crew 2007 and danced at events such as Move It, Breakin Convention, Big Brothers Big Mouth and The Young Voices Arena Tour. After spending some time training with Nemesis Crew from Milton Keynes she has performed at Claridges London, the FIFA World Cup Bid Milton Keynes, and Aston Villa Player of The Year Awards 2009.

Mel is looking forward to finishing her degree this December, and then being able to commit herself fully to setting up her own Dance Studio. She says, "My Business and Management degree has given me the breadth of business knowledge and the confidence to manage a 'whole organisation'".

If you would be interested in street dancing - breakin, hip-hop, krump, new school, poppin or lockin, then you can contact Mel through the university on:

[melissa.wyley@buckingham.ac.uk](mailto:melissa.wyley@buckingham.ac.uk).

---

# NEW CHANCELLOR INSTALLED AT BUCKINGHAM

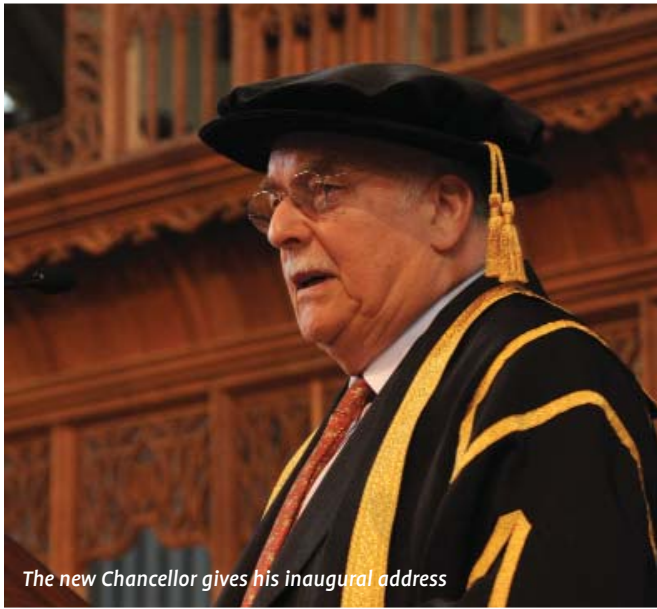
Reporters: Sammer Talib bin Zulkernian (Business and Management) and Tripta Eady (Business and Management)

The University has a new Chancellor, Baron Tanlaw of Tanlawhill who was installed in style at a ceremony in the church of St Peter and St Paul on Saturday, 4 September. Lord Tanlaw's connection with Buckingham goes back to the creation of the University in 1974, so his installation is a sign of how closely the University remains attached to its roots. His donation of £1million enabled Buckingham to get off the ground and he has helped to lead the growth of the university through his chairmanship of the Buildings Committee; the student recreational centre, Tanlaw Mill, was named after him.

It was a beautiful day and the event itself was a success and perhaps historic. The process lasted two hours and was attended by the Vice-Chancellor, the mayor and council members of Buckingham, faculty, staff and students from all schools within the university. *contd p 4*



*Sammer and Tripta lead Lord Tanlaw to the Investiture*



The new Chancellor gives his inaugural address

We were deeply honoured to be chosen to participate in this glorious occasion as a Marshal in the Chancellor's installation process for Lord Tanlaw. This was a first time experience and a unique opportunity to understand more of the university's culture, roots and history. It was also a way to contribute back to the university.

The event began (for us) in the Radcliffe Centre at 10.30am that morning where we were robed for the ceremony. Introductions were made between people participating in the event. The process moved on to the church in an orderly fashion where Lord Tanlaw follows in the rear with his two marshals (Tripta and I). Once in the church, everybody is seated except for Lord Tanlaw and the marshals. Once protocols were satisfied, the speaker of the ceremony (accompanied with music) led the marshals and Lord Tanlaw to the platform where the Vice-Chancellor opened the meeting and related Lord Tanlaw's history, deeds and contributions to the university. Then the speaker announced the installation of the Chancellor, (at this moment I felt strangely nervous yet confident). As I step up to the platform I removed Lord Tanlaw's original robes and hat passing them on to the second marshal to hold, and then assisted him in putting on the new robes and hat stating his alleviation to the highest rank within the university.

After Lord Tanlaw's installation, Honorary Degrees were conferred on Julian Barbour (*Doctor of Science*), Trevor Beedham (*Doctor of Science*) and Alexander McCall Smith (*Doctor of Letters*).

The whole event made me realize how important this was to the university and how incredibly lucky we were to be chosen to represent the Business School as Marshals in the ceremony. I will always remember this moment in my life and treasure this opportunity to work alongside my peers and colleagues.

# Industry Forums – A Small Innovation

The Centre for Automotive Management has been running a series of motor industry focused forums for the last eighteen months. Sounds simple? They are – but they work well and judging by the repeat attendance of members they are appreciated in the industry.

'Conventional industry conferences always appear to try to pack in as many speakers as possible, often with those speakers seeking to sell their latest product or service' comments Professor Peter Cooke, who has developed the forum models.

'We work in exactly the opposite way. We normally have three papers – we tried four but it was too many' he continued 'I think the key is that speakers are not allowed to use the event to sell. Instead they will take perhaps half their allotted time to explore their topic and the rest of the time is for discussion from the floor'.

The forums use the examination suites in Chandos Road – such austere rooms are a shock to attendees coming for the first time. They are used to motor manufacturers' excellent facilities, such as purpose-built conference centres and West End hotels. An austere examination room set out with tables with numbers on the corner is a jolt indeed.

Prof. Cooke thinks the key is the discussion time allowed, with plenty of time for networking before and after the event. Numbers are also strictly limited – on one occasion CAM was delighted to tell late applications 'sorry – we have sold out'.

Topics examined in the automotive forums are fairly specialised but the debate offers the opportunity for everybody to participate – and they do – and to express opinions and ask questions. A buffet lunch is held next door – and the discussions continue for another hour.

The model might sound basic and the facilities austere, but that is part of the success; it also needs knowledgeable speakers and an audience willing to express their opinions.

Three series of forums are currently running on different aspects of the industry – at least a dozen are already in the diary for next year. For further details contact [kim.pittwood@buckingham.ac.uk](mailto:kim.pittwood@buckingham.ac.uk)

# Business Enterprise Programme - Visiting Entrepreneurs

In a recent audio interview with Dr Colin Jones, Senior Lecturer in Entrepreneurship at the University of Tasmania, Nigel Adams, Programme Director of the BSc in Business Enterprise programme discussed the development of the enterprise culture amongst Buckingham students.

During the interview the keys topics were explored:

- Business Enterprise students have the challenge of starting and running a business as an integral part of their honours degree
- All potential Business Enterprise students are interviewed to assess their "entrepreneurial" or "can do" spark, but they will also be capable of achieving an honours degree
- Business Enterprise graduates have either gone on to start their own businesses or they have been employed in interesting / dynamic jobs
- Business people in Buckingham, including the Mayor of Buckingham, have been involved in mentoring Business Enterprise students
- University of Buckingham led the way with the Business Enterprise programme and the students start their businesses after just 6 months

Following the interview Nigel remarked, "We look forward to Dr Jones visiting Buckingham to meet Business Enterprise students and to see for himself how we operate this innovative programme".

"Dr Jones would actually be just one of the visitors that the BBE students meet. Each Summer and Winter Term includes a programme of guest speakers - business people, entrepreneurs who themselves have started businesses. Some businesses fail and others succeed; but this all adds to the entrepreneurs' personal resilience and development as business managers". Amongst many, recent speakers have been: Paul Avins, Celia Gates, Stewart Bailey, Marcus Bicknell, Jeremy Blake. Everyone is welcome to these Wednesday evening sessions.

For further details contact  
kim.pittwood@buckingham.ac.uk

The full interview with Dr Jones can be heard on:  
<http://www.teaching-entrepreneurship.com/nigel-adams-on-student-startups.html>

## Business Students Visit Great Britain Cold Drinks Centre



In July a group of Operation Strategy undergraduate students made a visit to the Cold Drinks Centre (CDC) of Coca Cola Enterprises in Milton Keynes. The CDC is responsible for the delivery, servicing and refurbishment of Coca Cola drinks coolers and vending machine in place throughout the UK.

Configured a cost centre within Coca Cola Enterprises, students learnt how the operation focuses on continuous improvement with a focus on safety, environmentally friendly management and reducing waste across all parts of its activities. As an example it has through good management been able to reduce an annual bill for waste disposal down to zero since 2005; and many components from the operation are further able to be sold to companies capable of recycling specific items. In addition two product improvements were explained, one on the use of LED lighting systems in the vending machines, and the other with the development of an EMS (energy management system), both providing a reduction in energy usage for the thousands of installed machines in the UK.

For the students this was an opportunity to see a "real operation" in practice. During the visit we were shown the various stages of machine refurbishment, to create a product "as new" to be re-installed.

They also visited the call centre, based on the same site, where the incoming service/sales calls are managed. A discussion took place about the different skill-sets required amongst the operators; bringing to life a similar case which had been used in the classroom earlier in the week.

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?"

Coca Cola is obviously a large and well-known company, but they still face challenges; for them their next big challenge is to deliver and install 7500 machines at all the venues for the Olympic Games, London 2012.

## Research support for International Business



Anne Hampton and James Rowell

Anne Hampton and James Rowell recently published their case study *'Hot Melts: A New Global Strategy - Developing the Way Forward at Beardow Adams'* through ECCH. The research-based case investigates how a local company, Beardow Adams, based in Milton Keynes, organises and manages its international business.

Beardow Adams is a leading UK manufacturer and distributor of adhesive products used in numerous applications. International business now accounts for over two-thirds of its turnover, and its products are available through over fifty distributor companies around the world. The company has developed strong relationships with its distributor partners. Despite its small size it is seen as a strong player by major competitors and has received a number of awards including the Queens Award for both Export and Enterprise.

The case focuses on the issues Beardow Adams faces in developing plans for further international business expansion. It explores their strategy to harness the capabilities of its distributor network to win business with large multinational customers. Working with Beardow Adams has brought a local, and international company into the classroom, and supported the company in the development of its multinational account strategy.

The case is available from ECCH as Hampton A. & Rowell J. (2010) *'Hot Melts: A New Global Strategy'* ECCH (reference 310-111-1), Cranfield

## And Finally.....

### Jane Tapsell, Dean of the Business School

In the last Newsletter, I noted that 2009 had been a great year for the Buckingham Business School. Well, 2010 has been a fantastic year. We regained our position at top of the Business School category in the 2010 National Student Survey and moved up the Guardian League Tables from 20th position in 2009 to 2nd position this year. Brilliant achievements, of which we are hugely proud, and credit must go to all the team's hard work and our superb students.

The Business School continues to grow enormously; we have doubled the numbers on our undergraduate programme during the last three years. Again this is fantastic and is creating a very vibrant atmosphere in the School. But, of course, there are temporary challenges associated with such significant growth, including teaching resources (both staff and lecture / tutorial rooms) and student accommodation. Our staff resources are growing and we welcomed Christine Jackman to the School in July to take over the management of the CIM programmes, Joanna Leach in September as our Study Co-ordinator, and Tina Chen to further support the Admin team. In early 2011 we will be welcoming Dr Gurcharan Singh as our new Lecturer in Finance, and a yet-to-be-appointed Lecturer in Economics and Quantitative Methods; this is a new position in 2011. On the teaching rooms side, the University has established a Campus Development Group to draw up plans for the future development of the campus, most specifically student accommodation, teaching rooms and the "sprucing" up of the Anthony de Rothschild Building. We will keep you updated on our progress.

2010 has also been a very sad year for us, with the tragic deaths of one of our Business Enterprise students on 24 September, William Martin, and one of our MBA alumni, Shulian Zhang, on 28 September. Our hearts go out to both William's and Shulian's families and many friends. Both William and Shulian were amazing students, who will be truly missed and never forgotten.

## Introducing.....

### Christine Jackman, BA (Hons), MBA (Open), MgmtDip (Open), DipM, MCIM, Chartered Marketer

Christine joined the University of Buckingham as the Programme Director for the Chartered Institute of Marketing (CIM) professional qualifications. She teaches all levels of the CIM programmes, and supports the Business School by delivering Marketing Communications to undergraduate business students.

She brings a wealth of experience and expertise to the Business School having previously worked for a number of corporate and non-profit organisations including: Grant Thornton Financial and Business Advisers, Northamptonshire County Council and Oxfam GB. As an entrepreneur herself she has created her own marketing consultancy, Purple Tree Communications, to provide marketing and PR advice to local businesses and non-profit organisations.

Christine is a full member of the Chartered Institute of Marketing, and sees the opportunity to develop the CIM programmes at the Business School as another level of integration in the local business arena.

