Enterprising Times
Newsletter of the Faculty of Business, Education and Law
May/June 2015

New books from university staff

Teaching the Primary Foundation Subjects
Edited by Maggie Webster and Sarah Moria
Editorial
We had a huge amount of material for this issue so I have had to shorten a lot of articles.

Great to see three new books by colleagues in the university and also to see so many staff in the Faculty nominated for awards by the students (see page 9).

We have David Ancel from Strasbourg University working with us on an ERASMUS Traineeship at the moment; you can see his profile on page 16. We will shortly be advertising a range of ERASMUS traineeships on the ERASMUS intern website http://erasmusintern.org for the new academic year starting in September, so ERASMUS partners please flag this up to your students.

David has been involved with Tom in putting this issue together so thanks to both of them.

Jon Fairburn

To subscribe or unsubscribe to this newsletter please email jon.fairburn@staffs.ac.uk.

Front cover image: Sarah Misra and Maggie Webster with their new book – see page 8 for a review.

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The European Union - the benefits to education and research in the UK – Jon Fairburn

The European Union provides enormous benefits to UK students, UK academics, and UK Universities through supporting and carrying out teaching, knowledge transfer and research.

Examples of European support for students include the ERASMUS exchange scheme (http://www.esnuk.org) which supports students to study or work abroad in a company (http://erasmusintern.org). Similarly, if you are thinking of starting up your own business you may want to take part in the ERASMUS young entrepreneurs scheme (http://www.erasmus-entrepreneurs.eu) or if you are an established business (trading for more than 3 years) hosting someone from another country in Europe. The European Union also supports the development of new and innovative teaching at all levels of education primarily through the ERASMUS+ funding mechanisms (https://erasmusplus.org.uk).

In terms of research funding, the results of the recent Research Excellence Framework (REF 2014) in the UK demonstrates just how important Europe has been and it is likely to become even more important for funding of research in the UK in the future.

To give one example – Panel C of REF covered the following disciplines (Units of Assessment in the jargon): Architecture, Built Environment and Planning; Geography, Environmental Studies and Archaeology; Economics and Econometrics; Business and Management Studies; Law, Politics and International Studies; Social Work and Social Policy; Sociology, Anthropology and Development Studies; Education; Sport and Exercise Sciences; and Leisure and Tourism. Figure 1 clearly demonstrates a precipitous decline in UK government funding since 2004-05 (about 50 per cent or £80 million); remember those heady days of evidence led policy! Secondly, research council funding also declined in real terms due to inflation along with every other source of funding statistic except EU Government.

Figure 1: Income by source

Research income for Main Panel C subjects reported to HESA by UK HEIs, by source
(figures adjusted to 2012-13 prices)

Note: The ‘deflators’ used to adjust to base year 2012-13 are based on HM Treasury’s gross domestic product deflator.
Remember that we are talking here about only the best university departments and best academics being entered into the REF exercise. So despite extensive efforts by academics and government to get more money and investment from the private sector it is not happening, and UK government sources of funding are in decline. Ominously there is still no word on what will happen with government QR funding and it may well be cut again as it was in the last funding round. The only source of funding that increased since 2007-08 is the EU Government, i.e. European Commission.

The most recent results for EU annual call of funding of research in the 2014 call are at http://bit.ly/1G8lMrc. This shows that the UK was the second largest beneficiary of Horizon 2020 funds in the first round of calls, with nearly €527 million received by more than 500 UK organisations.

This post in The Guardian at http://bit.ly/1QJdMAl describes potential impacts on science research of pulling out of the EU and scientists are already mobilizing on social media (http://on.fb.me/1KOkG6W) and on Twitter (https://twitter.com/scientists4eu).

British Influence has established a website (http://www.britishinfluence.org) and campaign to support us staying in the EU and to put the positive case. Universities UK which represents 133 UK universities is also supporting a pro European campaign (http://bit.ly/1KG2pWo).

Of course most of this article has just dealt with the financial aspects of funding but international collaboration provides a much wider range of tangible and intangible benefits. Being exposed to new cultures and sharing of knowledge leads to new innovation and research as well as providing us with insights into what has been tried before.

My personal experience of working on a number of EU projects over the last five or six years has given me a number of new friends and colleagues leading to collaborating and sharing to improve the economies and societies in Europe.

A version of this article will shortly be available at the Professoriate blog for comment: https://blogs.staffs.ac.uk/staffsprofessoriate.

Primary School Teaching Assistants – new book – Duncan Hindmarch

Fiona Hall, Duncan Hindmarch, Doug Hoy and Lynn Machin have written Supporting Primary Teaching and Learning, aimed at developing the skills of Primary School Teaching Assistants.

This represents the third Critical Publishing education book for Duncan and Lynn and a debut for Fiona and Doug.

The text seeks to advance Teaching Assistants’ professional development, by covering key education theories as well as considering how the latest policy developments impact on classroom practice. It also outlines academic and career development opportunities for those aspiring to become teachers.

A previous title, A Complete Guide to the Level 4 Certificate in Education, which is amongst the company’s best sellers, is to be updated with a second edition.

The next project will be a companion to the level 3 award in Education and Training in the Further Education sector.

Supporting Primary Teaching and Learning is now available from http://bit.ly/1G8MgsK.

Contact Duncan at D.N.Hindmarch@staffs.ac.uk or on +44 (0)1782 294216.
Higher Education Academy Fellowships – Robert Curtis

Staff will be familiar with the university’s plan which includes a series of initiatives to improve learning and teaching. One strand is to increase the number of Fellowships of the Higher Education Academy (HEA) – which is the national body for enhancing learning and teaching in higher education. The HEA is ‘committed to excellent learning and teaching, and supports UK HE organisations with an emphasis on improving the student experience’ – clearly values which closely align to those of our university.

The process of application can seem onerous but those who have successfully travelled the path describe one of the main benefits as the opportunity to reflect on one’s career to date, and to identify the next stages. I have gone through the process twice – the first time as an applicant to what was then the Institute for learning and Teaching (ILT) which was founded in 2000 as a result of the report of the National Committee of Inquiry into Higher Education (more usually called the ‘Dearing Report’), one of whose main recommendations was to professionalise teaching in FE and HE, as we were one of the few professions without a national body and without formal training and a qualifications framework.

When the ILT merged with some other bodies dealing with training and qualifications in HE, to become the HEA in 2004 I needed to re-apply in order to upgrade my Fellowship level. Again I found the process to be really valuable and although it took several months to gather and present the evidence, collecting and reflecting on all the information which formed that evidence – as well as the oral discussion – was the most useful part of the process.

I also found that I was again referring to the UK Professional Standards Framework (UKPSF) which clearly outlines the ‘Dimensions of Professional Practice’ within HE teaching and learning support. These are:

- areas of activity undertaken by teachers and support staff – teaching, support of learning, assessment etc…
- core knowledge needed to carry out those activities at the appropriate level
- professional values that individuals performing these activities should exemplify

I would recommend that everyone keeps a copy of the UKPSF readily to hand – it’s a relatively short document (only 8 pages in mainly diagrams and bullet points) and sets out the framework we should all be following in our profession.

I am pleased to show our successful HEA Fellows and Senior Fellows who ‘graduated’ in April.

*Pictured above right are Louise Harrison, Hannah Jones, Rob McKay and Jana Fiserova.*

*Pictured right are Ruby Hammer and Catherine Edwards.*
Cheshire accountancy firm strengthens its national presence with cyber investment

Paul Austen Associates has invested in online technology to consolidate its offering to clients around the UK. The latest development, a futuristic virtual platform, will provide a full online ‘real time’ accountancy service, allowing the firm to interact with their clients with both viewing the same accounts documents online.

By partnering up with QuickBooks, an online programme, Paul Austen Associates becomes more accessible to a wider geographical catchment area and supports those ‘time-starved’ clients while also benefiting the environment by removing the need to travel.

The accountants and their clients can now log into the network at the same time and converse about their accounts from separate locations – even using conference calls to discuss any impending topics.

Managing Director, Paul Austen put himself one step ahead of competitors by offering a collaborative working environment which is more suited to clients with hectic schedules. This new approach is in line with the new HMRC commitment in the Government’s budget announcement for filling in personal tax returns online.

Paul Austen Associates has also further consolidated its client offering by launching a bespoke bookkeeping service due to high demand.

The new changes have meant that two new roles were created in the company which have quickly been snapped up by locally-based accounting professionals, Denise Downs and Rhiannon Capewell.

Paul said: ‘These new provisions follow on from high client demand for a more accessible accountancy firm which gives people options and helps them adapt to their busy schedules. There was also a demand for a bookkeeping service so we have extended our offering to meet customer requirements.

‘We or existing clients would be travelling great distances to hand over important books and documents. This new technology means that is no longer necessary and we can both see the documents on our own screens at the same time.’

For more information on Paul Austen Associates visit www.paulausten.co.uk or call +44 (0)1260 281106.

Macro economic surveys and blog

The Centre for Macro Economic Surveys pulls together 40+ macro economists across the UK and polls them. Complete transparency is shown in the poll with both the answers, confidence rating and comments. Surveys are carried out monthly and you are free to suggest a question to be polled to the experts. Useful if you want to get the views of informed economists instead of the usual pundits in the newspapers.

http://cfmsurvey.org

Professor Simon Wren-Lewis macro economist at Oxford University writes a blog for non-economists and economists at http://mainlymacro.blogspot.co.uk.
Business and Technology Conference 2015 hosted by APIIT Lanka

The Asia Pacific Institute of Information Technology Lanka (Pvt) Ltd (APIIT Lanka) is a leading private higher education institute working in collaboration with Staffordshire University. APIIT Lanka offers tertiary education in Computing/Information Technology, Business, Law and Engineering with the principle purpose of providing quality higher education to international standards. The private higher education institution strives to produce globally competitive graduates who will meet the demands of the modern society and contribute to the socio-economic development of the country.

Academic research has assumed significance in the world of the 21st century for exploring new trends and facets. In its role of the provision of quality higher education, the Business School of APIIT Lanka extended the conducting of research by organising the Business and Technology (BAT) Conference 2015. The steering committee was led by Mr S C Kaluarachchi – Head of School, as Conference Advisor, and Dr Hemamali Tennakoon – Senior Lecturer, as Conference Chair.

The theme of this year’s conference was ‘Sustainability’ and papers were invited from a wide range of subject areas in Business and Computing.

At the end of the conference, BAT 2015 recognised the quality and research contributions of papers submitted and the ‘APIIT Research Excellence Award’ was presented for both Business and Computing Tracks. The Business award was won by Mrs Shashika Naotunna from Sabaragamuwa University, Sri Lanka for the paper titled ‘Perceived supervisory support and non-managerial employees’ commitment to change in Sri Lankan apparel firms’. Dr Dhananjay Kulkarni and Ms Nawodika Sirivardena from APIIT, Sri Lanka won the Computing award for the paper titled ‘Secure Authentication Techniques Using Graphical Passwords’.

BAT 2015 showcased emerging research in Business, Management and Technology related areas. All the accepted full papers were published in the BAT 2015 conference proceedings and are available for reference. This event successfully brought together academics, industry experts, and students for the purpose of sharing research and publishing knowledge.

This is the first conference in the BAT series and APIIT intends to continue it in the future as an annual event. More details will be provided closer to the time to prospective paper presenters and attendees via the APIIT website at www.apiit.lk.
MBS College Project Management: a real world assignment – Sue Clews, Programme Advisor (Business School) with MBS College of Crete

Level 5 Business Management students at MBS College of Crete were tasked with organising and hosting a mini conference and then reflecting on their experiences of managing the project as their assessment in Project Management. Local businesses, Cretan Local Authorities and the Chamber of Commerce sponsored aspects, or contributed towards funding of the event. The conference was co-hosted by MBS College and one of the largest Local Municipalities. It was organised and administered by MBS College students with the Municipality taking responsibility for the media promotional campaign.

George Pachnos, module tutor said, ‘Students were proud of their achievements, especially seeing the project come to life on the day. Being involved in the planning and organisation of the conference has had a positive impact on their understanding and knowledge of the academic concepts in Project Management applied in real-case conditions’.

The conference was held in the Heraklion Chamber of Commerce lecture theatre, where presentations were made by 5 business specialists in the areas of branding, packaging and promotion to over 150 delegates. Attendees comprised local business people and entrepreneurs (especially from the primary sector) who were informed on methods for product image-branding and promotion, for both local and export markets, through innovative use of materials and design in packaging.

The event raised significant media interest – the largest TV station in Crete covered the conference in their main evening news and provided photographs and video which are now featured on the MBS College Facebook page.

For more information about MBS College of Crete, go to http://www.collegeofcrete.com.
Facebook: https://www.facebook.com/MbsCollege

Review of Teaching the Primary Foundation Subjects (2015) by Maggie Webster and Sarah Misra – Susan Ritchie (primary practitioner, coach and writer)

This is an excellent one-stop-shop guide to teaching the foundation subjects. Written by a range of experienced practitioners, each chapter contains information organised in a consistent manner under the three lens approach. This allows for each subject area to be explored by subject identity (thinking and behaving like a member of that subject community), subject pedagogy (how to teach the subject) and a toolkit (ideas to help you deliver the subject). Each chapter is highly readable, clear and accessible.

This book is a fabulously useful tool in a teacher’s toolkit and a good starting point for investigating other avenues of research and approaches. It succinctly and effectively delivers an overview of good practice between its covers and will help teachers at the start of their careers to get to grips with delivering a wide range of subjects with confidence.

For further information about Teaching the Primary Foundation Subjects go to http://amzn.to/1LWH7nR.

For further information about Susan, go to www.susanritchie.co.uk. Contact Sarah at Sarah.Misra@staffs.ac.uk or on +44 (0)1782 294237.
Proud to be Staffs Awards 2014/2015 – Sue Clews
The ‘Proud to be Staffs’ Awards, celebrating staff and student successes, was held at the Leek Road Venue on Thursday 14th May. Compered by the irrepressible Reverend Mick Williams the evening was a huge success, especially so for the Faculty of Business, Education and Law whose staff and students were nominated for, and won, numerous awards. The Students’ Union, hosts for the evening, was keen to praise the enthusiasm, hard work and effort of everyone involved in contributing to the student experience. At least 100 staff across the university were nominated for the ‘Lecturer I would get out of bed for’ award, making choices especially difficult for the judges – it was really good to see that the shortlisted nominees for this award were entirely from BEL! Overall, BEL received 13 shortlisted nominations across 8 awards and as you can see below, won in 6 of these categories.

Special congratulations to Viv Lloyd (4 nominations, 1 award) and Louis Martin (3 nominations, 2 awards) and Jepinder Gill, the Law School Lead Representative.

Well done to all nominees, shortlisted candidates and winners.

Shortlisted Nominees and Winners:

<table>
<thead>
<tr>
<th>Award</th>
<th>Award winner</th>
<th>Also Shortlisted</th>
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<tbody>
<tr>
<td>Best Feedback</td>
<td>Rachel Trubshaw</td>
<td>Richard Mellor, Emily Buckley</td>
</tr>
<tr>
<td>Best in Practice</td>
<td>Ruth Gill</td>
<td>Viv Lloyd, Kenneth Raper</td>
</tr>
<tr>
<td>Best Teaching Support</td>
<td>Mark Abbots</td>
<td>Viv Lloyd, Fiona Wilson</td>
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<tr>
<td>Distance Learning</td>
<td>Tehmina Basit</td>
<td>Susan Bird, Caroline Rowe</td>
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<tr>
<td>Extra Mile</td>
<td>Samantha Fletcher</td>
<td>Stilianos Vidalis, Sarah Rushton</td>
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<tr>
<td>Inclusiveness</td>
<td>Heather Brown</td>
<td>Sharon Inglis, Lisa Benson</td>
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<tr>
<td>Personal Tutor</td>
<td>Louis Martin</td>
<td>Kevin Reiling, Laura Walton Williams</td>
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<tr>
<td>Positive Impact</td>
<td>Rick Barks</td>
<td>Louise Humphreys, Ann O’Sullivan</td>
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<tr>
<td>Lecturer I would get out of bed for</td>
<td>Viv Lloyd</td>
<td>Louis Martin, Dave Tapp</td>
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<tr>
<td>Employability</td>
<td>Karl McCormack</td>
<td>Viv Lloyd, Laura Walton Williams</td>
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<tr>
<td>Blackboard Support</td>
<td>Louis Martin</td>
<td></td>
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<tr>
<td>School Lead Representative of the Year</td>
<td>Jepinder Gill</td>
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Students complete their Events Management Project with an SOS – Carol Southall and Isabel Clarke

Sleep Out Student (SOS), held on the Stoke Campus on Thursday 30th April, was the final event in a series of eight planned, developed and managed by teams of final year BA (Hons) Events Management students as a key part of the assessment for their Events Management Project module.

The SOS event, to raise awareness of the issue of homelessness, was attended by representatives from ‘Brighter Futures’, a local organisation involved in projects to support homeless people. Provision was made for those students sleeping out by negotiating with university accommodation services for duvets, offering hot drinks and soup on site, having medical services in attendance all night and access to a range of informative literature and film footage regarding homelessness and conditions such as hypothermia. Additionally the students also arranged for a local band to support the event.

A very different genre of event was Party in the Park, a family fun day in Hanley Park which offered a range of stalls, rides and musical entertainment whilst raising money for Epilepsy Action. The event attracted hundreds of people from the local area and further afield.

The Vintage Fair at Sandon Hall near Stafford made full use of a spectacular venue with a wide range of stalls selling everything from cakes and biscuits to scarves, records, jewellery and other vintage memorabilia. The organising students also provided a vintage style afternoon tea to visitors and raised money for Oxfam.

Other events included:
- Ye Olde English Fete, celebrating St. George’s Day in Queens Park, Longton
- A Vintage Tea Party at Middleport Pottery in Burslem
- ‘Celebrating Student Achievement’ at the Leek Road Venue (LRV)
- Outdoor Film Event on the Stoke Campus
- Monte Carlo End of Year Celebration at Fiction Nightclub in Hanley

All the students staged professional, well-run events, attracting excellent feedback and publicity locally. One attendee at the Vintage Tea Party e-mailed the group to say that he would ‘…willingly pay to attend should another event be organised…’, and commended the group on their attentiveness and professionalism.

Student Laurie Weston posted on the university’s Tourism and Events Management Facebook page: ‘So our final year event was featured in The Sentinel! I’m so sad it was over because the day itself...’
made the last three years of hard work feel worthwhile! Finally holding an event in the area I’m interested with my friends was amazing! Proud to represent Staffordshire University’s Events course.”

Students have now completed their portfolio as the final part of the Event Management Project module assessment, in which they critically analyse their event from design to inception through to event shutdown. Isabel Clarke, Lecturer and Module Leader for the Events Management Project said, ‘I have been so impressed with the levels of commitment and professionalism from this group of students. They really took the opportunity to develop their events from concept to delivery and drew on the knowledge and experience they had gained throughout their degree’.

Carol Southall is Award Leader – Tourism and Events Management and Isabel Clarke is Lecturer and Module Leader – Events Management Project. Contact Carol at C.Southall@staffs.ac.uk or on +44 (0)1782 294269, or Isabel at Isabel.Clarke@staffs.ac.uk or on +44 (0)1782 295909.

Visit Manchester
Jane Randall (Head of Visitor Economy at Visit Manchester) came in to give us a talk on the management of tourism policy in Manchester and the latest developments in the city.

It was an excellent talk full of useful detail on policy and strategy for developing tourism in a major city. New developments include three new hotels:

Hotel Football – http://www.hotelfootball.com
Hotel Gotham, a five star boutique hotel – http://www.hotelgotham.co.uk
King Street Townhouse – http://www.kingstreettownhouse.co.uk
http://www.visitmanchester.com
Winning design for Root ‘n’ Fruit
A Haywood Academy student has won a logo design competition for Root ‘n’ Fruit, an initiative from the Burslem Regeneration Trust, sponsored by Steelite International and supported by Michelin, Dudson and The Prince’s Charities.

Abigail Gaitley, aged 14, received a tour of the Steelite International factory and met the team who converted her winning design into a logo to be used on mugs, letterheads, posters and social media.

Alan Christian, from The Prince’s Charities, said: ‘We were all very impressed with the standard of entries from the Haywood Academy students, but Abigail’s artwork really stood out.

‘Root ‘n’ Fruit is a community allotment project, that links with schools, businesses, charities and the community to help people learn about, grow, cook and eat fruit and veg and it donates surplus produce, from its own and other allotments, to people in the community.

‘Picking a winner was a difficult decision as all the entries were well thought through – conveying the messages being promoted by Root ‘n’ Fruit including gardening being fun and promoting healthy living and exercise.’

Steelite International has created a limited run of mugs with Abigail’s winning logo on them, which will be sold to raise money for the Root ‘n’ Fruit project.

Anne Polding, from Steelite International, said: ‘Our local community is hugely important to us so we’re delighted to support Root ‘n’ Fruit, which is based here in Middleport.’

Executive Headteacher at Haywood Academy, Carl Ward, said: ‘Abigail did a great job with her design and she should be very proud of herself. It’s fantastic to see her logo design already being put to good use and raising money for Root ‘n Fruit, which is an excellent local community initiative.’

For more information about Root ‘n’ Fruit, go to http://rootnfruit.co.uk/.

Getting cultural heritage to work for Europe
Report of the Horizon 2020 expert group on cultural heritage:

‘Cultural heritage is a significant force for 21st century Europe. Not only is it at the heart of what it means to be European, it is being discovered by both governments and citizens as a means of improving economic performance, people’s lives and living environments. Evidence demonstrates that relatively modest investment in cultural heritage can pay substantial dividends. These can be taken economically but also in terms of improving environmental sustainability and social cohesion.’

More can be found in the report, which includes some useful examples, at http://bit.ly/1HIR7zX.
Report on the ABS Learning, Teaching and Student Experience Conference, York, 28-29 April 2015 – Anni Hollings and Sue Clews

Sue Clew and Anni Hollings attended the ABS Learning, Teaching and Student Experience Conference and presented a paper on employer engagement with assessment.

The annual conference recognises the common challenges faced by Business Schools and provides the opportunity to hear from colleagues across the sector on how they are addressing these challenges. It is a most enjoyable conference and a great opportunity to network and hear about innovative practice.

Key note sessions were led by:
• Professor Ray Land (Durham) who presented a fascinating session on: Threshold concepts and troublesome knowledge: a transformative approach to learning.
• Dr Paul Gentle from the Leadership Foundation for HE who talked about aligning leadership with learning and teaching.
• Professor Margaret Price (Oxford Brookes) who discussed further thinking on her research on assessment, focusing for this session on assessment literacy and making the link between satisfaction and learning.
• Professor Philippa Levy (Higher Education Academy) who addressed retention and success and the need to develop a level playing field.
• Anni and Sue were the first presenters in the Employability stream and shared their session on EPISA with colleagues from Kingston Business School who were delighted that their research dovetailed exactly into the EPISA model. The session was very well attended and received, and many people spoke to Sue and Anni after the event for more details.

EPISA (Employer Partnerships and Innovative Student Assessment)
The EPISA project, funded through JISC (2013), developed a model through which employers could identify activities that had different impacts on student experiences which reflected different levels of employer commitment. The module provides a framework by which employers can participate in the student learning experience to a greater or lesser extent yet still feel that their contribution is adding value. The project identified that often employers were reluctant to engage with learning and teaching initiatives because they did not feel that what they could commit to was worthwhile. Employers can move through the EPISA model depending on what level of commitment they give and what level of impact they are attempting on the student experience. Rather than presenting a linear model of progression of less to more, which employers felt was inhibiting, the model offers a chance for employers to engage and contribute depending upon their circumstances.

Deborah Anderson and Hilary Watson who led the Kingston session shared their experience of an innovation they have developed that embeds employability in the curriculum through a module called ‘Employer Insights’. The module addresses student unawareness of the types of careers open to them or the skills needed to succeed – with an emphasis on marketing. It also encourages students to engage with the range of careers-related support such as placements, Kingston having identified the low take-up of such opportunities.

Sessions that were attended by Sue that had major appeal were one presented by Ruth Matheson and Mark Sutcliffe from Cardiff School of Management (Cardiff Metropolitan University) which focused on belonging and transition and how welcome week and induction could be managed to improve student experience and retention through a better understanding of expectations and student experience. There was also a session, led by students from Leeds University, that focused on iPadagogy which drew the delegates into discussion on the use of iPads and improving the student experience. Anni found a session on exploring the curriculum gap: an analysis of management accounting topics and skills, presented by Anna Howard and Professor John Warwick from London South Bank University, particularly informative in relation to matching the demands of professional institutes with what employers actually want/need and was amazed at the extent of the gap that Anna’s research had
identified. Anni was also intrigued by research being undertaken by Dr Jenny Lloyd at the University of the West of England who is addressing the lack of informed knowledge on the changes in the requisite technological skills and pedagogic skills that the flipped classroom needs from staff, as well as the perspectives on the changes from support and administrative staff with regard to these changes. Her concern is that the prime focus of research to date seems to be on the student experience.

This was the third ABS conference that Anni has presented at. In 2014 she presented a paper on student engagement with assessment, linking it with expectancy theory and student skill in learning, and the previous year she presented a paper with Paul Dobson on real-time assessment.

Contact Anni at E.A.Hollings@staffs.ac.uk or on +44 (0)1782 294202, or Sue at S.Clews@staffs.ac.uk or on +44 (0)1782 298510.

Lucideon Sustainability Workshop – Gaining a Competitive Edge – Tracy Clewlow

On 15th May I had the pleasure of accepting a request to speak at an event hosted by Lucideon at their Queens Road Head Office.

The event was titled ‘Sustainability Workshop – Gaining a Competitive Edge’. I joined Ann Durrant, Director of Anthesis (UK), David Dawson, Environmental Advisor from Skanska (UK), David Tovey, UK Environment and Risk Prevention Manager for Michelin Tyre PLC and Dr Andrew Smith, Lucideon Head of Sustainability and Construction.

The event was made up of 30 minute presentations from each keynote speaker on subject areas such as employee engagement, smarter procurement, a better way forward and beyond ticking the box, followed by a lively and interactive Q&A session and networking opportunities.

My allocated area of discussion was ‘Sustainability marketing – the Academic’s View’. I provided a brief synopsis:

• Research into companies’ sustainability marketing practices has not mushroomed in the same proportion as research into general sustainability business practices (Mc.Donagh, P. Prothero, A. 2014).

• Key findings from available research will be reviewed including the belief that sustainability marketing has a role in promoting the normalisation of green behaviours, products and services.

• Other topical research terms such as greenwashing and camoflaging of (un)sustainability will be discussed.

The event was filled with thought provoking presentations, discussions, suggestions and ideas from individuals keen to embrace good practice in terms of compliance and sustainable business.

Contact Tracy at t.e.clewlow@staffs.ac.uk or on +44 (0)1782 294677.

Sustainability snippet

Six months into the introduction of a carrier bag charge in Scotland, usage of disposable bags has significantly reduced. Ahead of the six month anniversary on Monday 20th April early figures show that single-use carrier bag usage has been reduced by more than 80 per cent since the charge was introduced on 20th October 2014.
Staffordshire University lecturer awarded a prestigious grant to research North-West England’s music industry

Senior Lecturer in Human Geography Dr Allan Watson has received a £3000 grant from the Royal Geographical Society for a project and hopes to eventually present his findings to the DCMS – the Department of Culture, Media and Sport – to encourage more support for regional record labels, recording studios and live music venues.

‘The music business is dominated by London, but it is important to get a better understanding of what’s going on in the rest of the UK’, said Allan.

Over the next year Allan will interview record companies throughout Lancashire, Merseyside and Cheshire to find out more about how they work.

He will examine if their business and clients generally come from the local region or further afield, and the issues for small regional companies in surviving outside of the London hub of the industry. Work has already begun on documenting how many companies are in the region.

‘There’s always been a thriving music scene in places like Manchester, Liverpool and Sheffield, but so often bands that start off in regional cities end up signing to a London label when they make it big.’

The research follows on from Allan’s book, Cultural Production in and Beyond the Recording Studio, published last year, which revealed the high number of studio closures and the difficulties of working and making a living in the business.

Contact Allan at A.Watson@staffs.ac.uk or on +44 (0)1782 294441.

Innovation Scoreboard across Europe 2015

Sweden has confirmed its innovation leadership. It is followed by Denmark, Finland and Germany as European Innovation Leaders. Compared to 2014, innovation performance has increased in 15 EU countries, while it declined in 13 others. More at http://bit.ly/1H3b0kY.

Law joke
A lawyer dies and goes to Heaven. ‘There must be some mistake,’ the lawyer argues.

‘I’m too young to die. I’m only 55.’

‘Fifty-five?’ says God.

‘No, according to our calculations, you’re 82.’

‘How’d you get that?’ the lawyer asks.

God: ‘We added up your time sheets.’
One year on from graduation – Shelley McHale (Tourism Management graduate)

I am a project coordinator for an events agency (http://innovision.eu/) that has a sport and media side, and also I have been working on a UK government contract. We are based in a creative studio right in the heart of Regent’s Park. I work on the government side running all events for UK Trade & Investment. At the moment I am working on the campaign – GREAT Week Grown in Britain – Milan Expo 2015 (http://bit.ly/1Moncik), where we run events in Milan for 1 week across 6 months taking a UK delegation out there and have a programme focus around specific sectors. I am the lead coordinator so they are split into 6 teams but then it’s me as coordinator then a project manager and campaign manager.

The government team that I am on has just completed the GREAT Festival of Creativity in Shanghai at which Prince William attended.

It’s extremely tough at times; constant deadlines, very busy environment and working with the Government is exciting yet intense. Being on site is my favourite part of the job as you finally get to see your hard work come together.

Student Profile – David Ancel

My name is David Ancel. I come from Strasbourg (France), home to the Council of Europe, its Court of Human Rights and the European Parliament. I was born and bred in Alsace, a region at the crossroads between Latin and German cultures, and in the heart of the Blue banana which goes from the UK to the North of Italy. These influences explain certainly why I have this attachment for the European Union and its motto ‘United in diversity’.

I am a Masters student in Energy Business and Law, and Sustainable Development at Strasbourg University. To introduce this degree in a few words, I would say that it is a course with a multi-field approach (economic and legal, and with some technical aspects), but which is also professionalising (project management, business intelligence, entrepreneurship). The Masters has been recognised as a good European practice and will soon be developed internationally with the establishment of a new course at Universiapolis of Agadir (Morocco).

I specialise in European energy policy, energy market regulation, and legal and financial engineering for renewable energy projects (in France). Furthermore, I am very interested in European projects, the Horizon 2020 programme, and in smart grids and electricity storage.

I met Professor Jon Fairburn at Strasbourg University when he came for a lecture whilst on an ERASMUS+ teaching exchange. That is why I chose to do my six months compulsory internship at Staffordshire University. It is a good opportunity for me to improve my English, to discover a culture and a different labour approach, and to gain skills with excellent people.

https://fr.linkedin.com/in/davidancel
Becoming a group convenor in a research organisation: the value of developing wider academic citizenship – Jon Rainford, PhD researcher

I have been a member of the British Sociological Association since 2011 when I was undertaking a part-time Masters degree with the Open University. This led me to attend one of their postgraduate pre-conference days. As a part-time distance learning student, this gave me an opportunity to meet other students studying sociology from other institutions for the first time. In many ways this was the key to my success at Masters level as it helped me to build a support network and a wider understanding of the field. When an opportunity came up to become one of the convenors, I jumped at the chance. There are currently four convenors responsible for the Postgraduate Forum; however, the other three are all full time students based in Sociology departments so I bring a different perspective to the team.

As a first year part time PhD student within the School of Education, there are many competing demands on my time. However, I am mindful that building a solid base for an academic career is about more than simply completing a thesis. My research bridges the boundaries of both Education and Sociology and as such I was mindful that I needed to develop connections and knowledge in both areas. Doing this role has allowed me to gain experience in areas I would never have come across during my PhD and to meet academics in areas as diverse as critical race studies and literary theory. In doing so it has challenged my wider understanding of the academic field and allowed me to develop new perspectives on my own research.

Within the forum, I have a specific responsibility for issues to do with our website and as such the first six months in post have been very busy. They have involved a complete overhaul of our website and saw me live tweeting and creating podcasts of this year’s pre-conference day. These tasks link skills that I have developed from other areas of my personal and professional life and enable me to use them within an academic setting, something that will no doubt be invaluable as my career progresses.

British Sociological Association Postgraduate Forum – bsapgforum.wordpress.com
Twitter: @jonrainford

EdD student elected as convenor of an international Special Interest Group – Julia Everitt

I am in Year 4 of the Professional Doctorate in Education (EdD). As a convenor I will help to run the special interest group, the Postgraduate Forum, with other 4 convenors, ensuring there is a range of activities to support both higher education-based researchers and education professionals. It aims to bring these two fields together in a space where individuals can find more focused support within the British Educational Research Association (BERA).

I applied for this voluntary position as I felt that it would contribute to my development as an early career researcher and that it is an opportunity to support others through their postgraduate journeys. For me the Doctoral journey also includes the development of a research identity. The Postgraduate Forum is a way of supporting my journey and that of my peers, colleagues and network members.

During the last 12 months I have undertaken opportunities such as presenting at Doctoral conferences, chairing (sessions), mentoring and reviewing abstracts to build my skills and confidence. From these I gained by sharing my ideas, discussing my research and utilising my skills such as critical analysis. The Postgraduate Forum is an opportunity to share these experiences with other members.

I would like to thank my supervisors Dr Kim Slack and Dr Katy Vigurs for their continual encouragement and guidance not just with my doctorate, but also with developing myself into an educational researcher.

Contact Julia at ev001810@student.staffs.ac.uk or on Twitter: @raisecic
The Aquapath project

The Aquapath project is aimed at fostering citizens’ awareness regarding water consumption, by developing various training materials and tools in relation to two different target groups, children and adults, to be addressed through their own communication channels:

• For children: interactive games and cartoons;
• For adults: communication through practical tutorials, mainly including measures and practical suggestions for water savings, as well as an interactive tool for direct communication with local authorities related to water waste.

Water is a global challenge, yet action at local level is important, as our way of living and consuming practices have an impact on water resources. Citizens as consumers of products that have a water footprint can affect significantly the consumption of direct and indirect water and can make a significant contribution to water savings.

The Aquapath project aims at developing an awareness raising campaign, by making citizens responsible consumers, as they can affect the water consumption in three ways:

• The change of their consumption habits from products with a larger water footprint to products with a smaller water footprint;
• The reduction of direct water consumption;
• The pressure of citizens/consumers to manufacturers altering their processes and producing products with a smaller water footprint.

The project idea is therefore to develop training aimed at: fostering citizens’ awareness regarding water consumption; reducing their water footprint; and, lastly, making responsible consumers and ‘sustainable families’.

Eurocrea Merchant leads a consortium made of seven organisations spanning from southern to northern and western Europe (Italy, Portugal, Netherlands, Spain, Germany and France), well representing private and public sectors (consulting companies, NGOs, research centres, public authorities).

The project aims at raising awareness related to water consumption towards European citizens with various backgrounds, so that they can become responsible consumers, as well as at educating citizens to make responsible choices, as law directives become effective only when followed by a concrete mind-shift.

The project has two main phases: implementation and dissemination; its programme is structured as follows: firstly intellectual output activities and then ‘macro’ project activities (project management, project meetings, quality assurance and dissemination).

For more information visit https://www.facebook.com/pages/AquaPath/836245123128915.

New Foundation Degree in Visitor Attraction and Resort Management open for applications

As reported in the January/February edition of ET, top tourist attraction Alton Towers Resort has joined forces with Staffordshire University to offer a unique degree course which helps students get to grips with every aspect of their business. The new Foundation Degree in Visitor Attraction and Resort Management at the Business School will begin in September 2015 and you can apply via http://www.staffs.ac.uk/course/SSTK-10229.jsp.
Joy’s Retirement – Robert Curtis
The Law School is sad to say ‘goodbye’ to one of its favourite characters this summer. Joy, the guide dog of Sam Proctor, a second year LLB student, will be retiring after a lifetime’s work helping Sam around the campus and the local area. Sam gets first choice of Joy’s retirement home and has recommended his auntie who lives in Leek. The Guide Dog’s Association was happy with this arrangement and so Joy will be staying with family.

The university prides itself on offering places to those students who would otherwise miss out on studying in an HE setting, and Joy has been a prime example of the help needed to students with differing abilities. Sam has also benefitted from having a note-taker – as do many other students – and together the three of them have been a familiar sight around the Law School and the Ashley Building.

The Law School staff presented Joy with an ‘Honorary Dogtorate’ in recognition of her sterling work and penned a little poem entitled ‘Ode to Joy’ which showed Sam’s appreciation of her efforts. Joy’s work will be undertaken by another guide dog from the next session.

One of the difficulties of being a guide dog (according to Joy) was when the campus underwent a major upgrade, with changes made to the grounds and familiar pathways fenced off. It was not easy to find a new way across the building works – especially as just when you’ve become familiar with the new path the builders change it all again for the next phase of the operation. Although taxing her to the utmost, Joy was able to lead Sam successfully around the campus during that difficult period.

We wish Joy a long and happy retirement.

Contact Robert at R.W.Curtis@staffs.ac.uk or on +44 (0)1782 294346.

Many staff became very good friends with Joy – here is Dennis Crighton together with Sam (seated)

Best for Business: Legal Essentials
Knowledge and understanding of the law is fundamental to business success. Investing legal knowledge and training in business managers is, therefore, essential to ensuring business success.

Best for Business: Legal Essentials is a two day residential course offering business managers and those with managerial responsibilities a clear and concise overview of the complex legal issues faced by commercial organisations and those who run them.

Further details, including the course programme, and a booking form are available at http://www.staffs.ac.uk/businesslegalessentials.
Visit from the Stork delivers a next generation of journalism with Awards for All grant

Kimberley Bond graduated from the Faculty of Arts and Creative Technologies in Journalism in July 2013 and started SPEED Plus with the Visit from the Stork social enterprise in August 2013, graduating from the project in July 2014. SPEED Plus is a part ERDF funded regional project which supports the development and growth of start-ups across the West Midlands.

Visit from the Stork is celebrating after being awarded £10,000 from the Big Lottery Fund to inspire young parents to be the next generation of journalists. The social enterprise, which is home to Visit from the Stork magazine, the UK’s only publication for parents and parents-to-be under 25, has been given an Awards for All grant to recruit and train local volunteers.

The project, named ‘Stork Academy’, will be split between Stoke-on-Trent in Staffordshire and Salford in Greater Manchester. The Stork Academy will provide a 12 week training course for parents who are interested in learning media and journalism skills. The course will see the parents learn research, interviewing, social media and digital publishing skills, and have their work published on the Visit from the Stork website and in the quarterly magazine.

Kimberly, Editor-in-Chief and Managing Director of the social enterprise, is delighted at being awarded the grant. She said: ‘Being awarded the grant from Awards for All is a fantastic step forward for Visit from the Stork Community Interest Company (CIC).

“Our course will see 20 new volunteers – 10 in Stoke and 10 in Salford – be trained in media skills to enable them to provide engaging content and quality information and advice for our readers. More importantly, it will also equip the parents with the confidence and skills to go on to college, university, work or do an apprenticeship. Being a volunteer with us will give them valuable work experience and they will be able to see the difference they are making to other parents’ lives.

“We have chosen Stoke-on-Trent and Salford as the locations for our project – not only because they have a high number of young people who are NEETS [not in employment, education or training] and are in need of something new and exciting to do to further their skills, but also because they are places close to our heart, and we really want to make a difference in the community.’

The project will also mean the CIC can provide a brand new training website for their current volunteers, who are spread all around the country.

Kimberly added: ‘Some of our current volunteers – a mix of young parents, students and mummy bloggers – have been with us since we started in 2013 when I was still at Staffordshire University. They are now going to benefit from being able to access quality resources, with tips on how to improve their writing, and webinars on topics from interview techniques to video blogging.’

Recruiting for the first phase of the course, being held in the Brindley Building on the Leek Road campus of Staffordshire University from 7th July, has started. The second half of the project will start in Salford at the end of September. Applicants will be asked to complete an application form and attend an informal interview before being accepted on to the course.

Anyone interested in applying or having more information should message Kimberly via the Visit from the Stork Facebook page at https://www.facebook.com/visitfromthestork or email visitfromthestork@gmail.com. For more information about the social enterprise, go to http://www.visitfromthestork.co.uk.
Simulations in Problem and Practice Based Learning: a competition event on level six Strategic Management – Peter Considine

For some years now we have been running with practice driven learning at level 6 on Strategic Management. Peter Considine, Academic Group Leader and Teaching Excellence Fellow, received a double University Learning and Teaching Fellowship for his working on incorporating business simulations into teaching, learning and assessment on the complex area of Strategic Management. This approach to pedagogy has since been established as being effective in giving our students a more grounded, realistic and dynamic learning environment. The approach certainly brings out the competitive edge in our students and through comparative studies has been proven to improve students’ summative attainment on their studies of business strategy. Peter’s commitment to learning through games and simulations was disseminated to seven visiting professors from Renz University in Poland; during the two workshops we detailed our approaches to advancing learning through simulations and games. In addition to exploring blended approaches using such ‘problem based gaming’ approaches (Killi, 2007), our Associate Professor Mehtap Hisarciklilar also ran an interesting session using economics based games in learning.

In past years we have entered in parallel to using simulations on campus, teams of students into the IBM Universities Business Challenge (UBC) and where students also compete using a business simulation. Whilst we have thus far had four teams of students successfully make it through to the UBC national semi-finals (see ET June 2014), this year Peter decided we would instead run our own competitions based upon a summatively assessed team poster and also for the best performing teams on the Country Manager simulation.

As one of the panel judges on the poster competition Professor David Williamson, Associate Dean for Scholarship, Enterprise and Research, commented that:

‘The posters were of a very high standard, as good if not better than I have seen at other universities. In addition to the quality of the graphics and layouts, the posters captured many of the key strategic issues and factors that influenced the competitive position of the firm across different markets. This included external factors and internal capabilities, and how these combine to provide strategic positions and opportunities for business expansion.’
In presenting the prizes to the winning teams, Robert Curtis, Associate Dean for Learning and Teaching, drew attention to the vast array of models and literature in the discipline of strategic management, and the consequent difficulty facing students with more traditional case based approaches to this discipline, in particular in synthesising the information into a succinct format which concentrated on the key points. The problem based learning approach with the Business Simulation and the teams’ preparation of a poster based strategic assessment and initial international strategic plan made an immediate and visual impact as one of the panel judges in the poster competition. To quote Robert: ‘the background work needed by all teams in reaching the final objective was therefore very significant, and must have taken the students many hours of concentrated effort, and involved a high degree of teamwork. The skills acquired in this process would be invaluable to students when they became employed, as often they will be asked to present an idea or a solution but won’t be given time or space to go into detail.’

After completing their posters, some 30 teams then went on to solve a substantial strategic problem associated with managing an international expansion of a US based business in the oral hygiene industry – as it moves into selected regions in South America and then beyond. The students ran their simulated businesses over a (simulated!) period of six years, with a practice based learning regime which dynamically develops their skills and competences as budding strategists, in a way that is fully congruent with our Staffordshire Graduate Attributes. This learning is achieved within a problem based dynamic environment, which fully integrates their formative learning journey along with their final year’s summative work on the 30 credit Strategic Management in Organisations module.

The winning team for the Poster Competition was team 29: Baljeevan Deol, Jessica Handley, Caitlin O’Hara, Bryony Winter and Cleophas Mudingiramwa. The runners up were team 24: Akeem Karefa-Smart, Adam Tilley, Rachel Simpson and Daggart Michael Daggart, and team 21: Stephanie Dunn, Adjoa Abedi-Boafo, Liam Clowes, Ramone Lawson and Jaama Halah.

The top prize for best overall Strategic Performance, based upon a set of KPIs from the simulation, was team 2: Gaonan Song, Kexin Wang, Yunkai Wen and Yangyi Wu, along with team 27: Yibo Gong, Yi Hu, Ren Ke and Shihan Gao. The runners up here were team 14: Jo Chan, Oumie Sanyang, Camille Trtin, Melisa Smith and Maciej Pietrzak, and team 5; Fangzhou Chen, Jiezong Deng, Yuhui Du and Yijing Li.

The top four teams on this element of the competition are all from our partner Institute CDUT!

Contact Peter at P.J.Considine@staffs.ac.uk or on +44 (0)1782 294063.

Celebrating ceramics in the city – British Ceramics Biennial returns to Stoke-on-Trent

This autumn the UK’s largest ceramics festival will be in Stoke-on-Trent from 26 September to 8 November 2015, a platform for new ideas, new works and fresh approaches to clay, celebrating the best in contemporary ceramics through an exciting programme of new exhibitions, installations, activities and special events.

At the heart of this international cultural event stands the historic former Spode pottery factory, which will once again form the creative hub for the festival. For the first time the building’s imposing China Hall will be home to the Biennial’s centrepiece exhibition Award. Following selection by a panel of judges chaired by Alun Graves, Senior Curator at the V&A, the 11 artists shortlisted for its £5000 prize will each present new works exemplifying the energy and vitality of British contemporary ceramics.

Joining Award in the China Hall will be another festival highlight Fresh, showcasing the most promising talent from the UK’s recent graduates working across ceramics disciplines. This popular exhibition provides an important launchpad for tomorrow’s ceramic stars, with approximately 20 graduates selected in partnership with NACHE, the National Association of Ceramics in Higher Education.

Further details, including the artists selected for Fresh 2015, are to be announced shortly. More information on BCB 2015 can be viewed at www.britishceramicsbiennial.com.
Upcoming events in 2015
Ironman 70.3 Staffordshire, Sunday 14th June – http://bit.ly/1z7gtl5
Tatton Park Food and drink festival, 17th to 19th July – http://www.foodiesfestival.com/tatton
V Festival at Weston Park, 22nd and 23rd August – http://www.vfestival.com
BBC Antiques Roadshow, Trentham Gardens, 3rd September – http://www.trentham.co.uk
Nantwich Food and Drink Festival, 4th to 6th September – http://www.nantwichfoodfestival.co.uk
British Ceramics Biennial, Stoke on Trent, 26th September to 8th November – http://bit.ly/1Dijeng
Stone Food and Drink Festival, 2nd to 4th October – http://www.stonefooddrink.org.uk

Working with the future of the professions in North Staffordshire
The Corporate Programmes team is at the ‘sharp end’ of the Faculty’s relationship with professional services businesses and organisations, and as part of this is currently working with the Finest professionals services group at Staffordshire Chamber.

On 7th May the first of a series of ‘breakfast workshops’ was delivered to members of Future Finest, who are early in their professional careers and for whom the association wanted to offer a development opportunity. The first workshop, on working in and with teams, was led by Louise Harrison and Hazel Squire from the Corporate Programmes team at the premises of Finest member Beswicks.

The skills and attitudes demanded by working with others was tackled from an individualistic perspective; asking the question ‘what can I do to make a difference?’ Opening the session controversially, Hazel and Louise put it to the group that in an increasingly narcissistic society where a ‘because I’m worth it mentality’ prevails, team behaviours may be less common. They asked if we needed to strengthen our ability to empathise with other people and to listen more effectively to build successful relationships. They offered the ‘selfie’ as evidence of this growing narcissism because we no longer appreciate landscapes or landmarks without our own face dominating the picture.

As planned, this launched the group into a lively debate, allowing the facilitators to introduce some of the classic ways of understanding groups and how they become teams.

Brian MacLagan of Staffordshire’s Chamber of Commerce, who organised the workshop in conjunction with the host company Beswicks Solicitors, said the workshop was a great start to the programme and he had received great feedback.

The Corporate Programmes team are delighted to be part of this initiative and are looking forward to delivering the rest of the planned workshops.

• 21st July – ‘Interacting with clients’
• 1st October – ‘Negotiation and Communication’
• November (tbc) – ‘Smart thinking to deal with uncertainty, stress and change’ (delivered by colleagues from Sports Psychology)

Later this year a further series of four workshops will be delivered to Finest members.

Contact Louise Harrison for more details at L.Harrison@staffs.ac.uk or on +44 (0)1782 294456.
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The vast bulk of distribution is electronic. Within the University, distribution is made to all of the Faculty of Business, Education and Law School, the University Executive, Enterprise and Commercial Development, anyone cooperating on projects, RSS feeds and All staff Chat.

Outside the University, Enterprising Times is sent to 15 international partner institutions throughout the Middle East and Asia (combined, at least 4000 business studies type students), partners on EU funding projects and contacts in Europe, 400-500 contacts in the region (including media, members of Parliament, members of European Parliament, local councillors, chief executives, council officers, chambers of commerce, private companies, public sector organisations, professional networks, European organisations, etc.), and up to 10 groups on Linked in depending on the issue (regional, thematic, international).

We are currently number 1 on Google when searched on the term ‘enterprising times’ (out of 7.5million). We are also appearing on the front page of Google for a number of other terms.

If you would like to subscribe or unsubscribe to the e-mail version of this newsletter please e-mail jon.fairburn@staffs.ac.uk.

Notes for contributors
Topics – we cover a very broad range of issues reflecting the wide variety of interests in the Faculty of Business, Education and Law School. These include all aspects of business, innovation, enterprise, economics, European policy, global issues, markets, education, law and student experiences. Write about what you know and like best.

Generally articles can be between 150 to 350 words. Try and include at least a profile photo of yourself or, better still, a good photo linked to the article. Photos should be provided as separate files in a high resolution format. Include the contact details that you are happy to have published and/or a website/blog.

Shorter notices, e.g. funding opportunities, upcoming events, jobs, scholarships, etc. can also be publicised. Just remember to check our publishing deadline.

All submissions can be sent to et@staffs.ac.uk.

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Deadlines for 2015
31st July
5th October
27th November