Enterprising Times
Newsletter of the Faculty of Business, Education and Law
March/April 2014

Sustainability Event winners at Staffordshire University
Editorial

Thanks to all the staff and students who took part in the Sustainability event at Staffordshire university (for more details see Page 17).

There is a strong focus on a lot of our partnership work in this edition both at home and internationally.

Thanks to Garikai and Tom for putting this bumper edition together.

Jon Fairburn

To subscribe or unsubscribe to this newsletter please email jon.fairburn@staffs.ac.uk. Back issues can be found at http://www.staffs.ac.uk/enterprisingtimes

Front cover (from left to right) : Winners for the best large poster (Level 5 Mechanical Engineering) Prashmika Sharma, Gurnekh Singh Baryana, Jesse Manful and Ben Briggs - Judges: Phil Patrick (Energy manager), Tony Bickley (Business), Sarah White (Law student), Thomas Bray (intern at Office of Sustainability).

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May Bank Holiday fun fair – Jon Fairburn

Our Burslem, Totally Locally Burslem, Chameleon WM, Toast, Acorn Training have organised the annual Burslem festival over May Bank Holiday with lots of fun exciting activities including beer festival, hog roast, funfair, music fest and food stalls. The event will be from Friday 2nd May and Monday 5th May.

A short film on Totally Locally Burslem can be found here http://vimeo.com/89253996.

For more information visit on http://bit.ly/1lMNoqb or https://www.facebook.com/totallylocallyburslem or for Our Burslem visit http://on.fb.me/OZVJuE.
American University of Beirut hosts second training workshop under IDEAL Tempus project

Under the EU Tempus project ‘Innovation and Development of Academic-Industry Partnerships through Efficient Research Administration in Lebanon (IDEAL)’ and the patronage of the National Council for Scientific Research (CNRS), the Office of Grants and Contracts (OGC) at the American University of Beirut (AUB) held on 20-21 February, 2014 a training workshop entitled ‘Research Funding and Grant Writing’. The workshop was the second of its series and aimed at providing participants with information about the processes involved in proposal writing, budgeting and proposals submission, with a focus on European funding programmes. The target audience for the two days’ training was Lebanese researchers, faculty members and research administrators.

The training was delivered by IDEAL project partners from Technological Educational Institution of Thessaly (Greece), University of Alicante (Spain), FH JOANNEUM (Austria), Staffordshire University (UK) and AUB. For Staffordshire University’s contribution, Enterprise and Commercial Development’s Emma Davies and Jose Beech provided presentations on the EU’s Horizon 2020 funding stream.

Around 80 academics and research administrators from 9 Lebanese Universities, which included AUB, Lebanese University, Lebanese American University, University of St. Joseph, Modern University for Business and Science, Lebanese International University, Holy Spirit University of Kasslik, Beirut Arab University and University of Balamand, attended the workshop. In addition, the workshop was attended by the coordinator of the National Tempus Office, and a number of non-governmental organizations such as the American Educational Institute (AEI), the Society for the Protection of Nature in Lebanon, the Institute for University Cooperation as well as the Lebanese Industrial Research Achievement Program.

The overall evaluation of the training was described as valuable and interesting, and led to a high degree of understanding of the pre-proposal preparation, writing proposals, budget preparation and proposal review process and a better understanding of the
School of Education and local partners follow winning steps to support collaboration – Jim Pugh

On Saturday 1st March the School of Education’s Initial Teacher Training team hosted several local partner schools at Stoke City’s win over Arsenal at the Britannia Stadium.

Headteachers and senior leaders joined the Staffordshire University team and students prior to the game at Ember Lounge to discuss how the university can further support its range of school partnerships and continue to grow its high quality teacher training graduates. Staffordshire University has held an OFSTED Outstanding rating since 2000 and knows that by working with employers and hearing their feedback on the industrial and political pressures and direction it can continue to offer high quality awards.

Clyde Redfern, Academic Group Leader, who heads up the Initial Teacher Training awards, said, ‘We shared a great day with Principals, Headteachers and senior managers for a range of primary and secondary schools. In addition to working with the university we all have in common a passion for recruiting, training and retaining the best quality teachers for the future. Working together we can ensure that we keep true to this path’.

Headteacher Carl Leech, who has supported the university for a number years, said, ‘It’s great to work with such a driven university team. Today’s networking event was a fantastic opportunity for me to meet colleagues from other schools, to share our approaches and hopefully learn from each other’.

The event was part funded by a Masters Transition Bid to support the engagement of local schools and to understand how the university can support them to understand new policies in teacher training. This event will be followed up by survey research and further knowledge transfer meetings.

Contact Jim at J.Pugh@staffs.ac.uk or on +44 (0)1782 294349, or Clyde at C.K.Redfern@staffs.ac.uk or on +44 (0)1785 353830.
Tourism and Events Management students visit Barcelona – Carol Southall

The experience of visiting Barcelona as part of the Events Management and Tourism BA (Hons) degree cannot be underestimated in terms of learning value. Lecture and tutorial based learning throughout the first and second years of university studies at Staffordshire are enhanced by being able to put theory and knowledge into practice within a range of truly inspirational and course relevant settings. Students are equipped with a positive opportunity to explore and evaluate the wide variety of attractions on offer to tourists and to apply both knowledge and experience critically to their respective degrees. In addition, levels of knowledge critical to career prospects within events and tourism are enhanced by timely lectures delivered by experts within their fields through ESERP, a partner of Staffordshire University based in the heart of Barcelona. Visit [http://bit.ly/1gOSH3c](http://bit.ly/1gOSH3c) for more on Events Management courses.

Visits to attractions include RCD Espanyol, the rival football club to Barcelona F.C.; the recently built La Caixa science museum which includes an indoor tropical rain forest complete with live piranhas and other sub-tropical species; the Olympic Museum and stadium at Montjuic displaying an array of historic sporting displays and information; and other world class attractions such as La Sagrada Familia (Gaudi’s masterpiece church of the poor) and beach, harbour and business areas regenerated as a direct result of the 1992 Olympic legacy, and the city as a whole.

Students are also given the opportunity to explore the Catalan and cosmopolitan culture in their own time within a carefully planned and packed four day schedule. As with all learning, you get out of it what you put in. What students stand to gain from Barcelona is greater confidence, deeper cultural understanding and a memorable, enjoyable and valuable learning experience which will remain with them forever. Viva Barcelona, Viva Staffordshire University.

Contact Carol at C.Southall@staffs.ac.uk or on +44 (0)1782 294269.
Erasmus staff exchange visit to Rzeszow University, Poland – Dr Jana Fiserova

With the support of the Commission of the European Communities within the framework of the LLP Erasmus Programme, Dr Jana Fiserova visited Rzeszow University (Poland) in March 2014. Staffordshire University first entered into a bilateral agreement with Rzeszow University in June 2013 and recently a new contract has been signed under the new Erasmus+ scheme to further develop the relationship between the two universities.

The teaching staff mobility scheme requires that at least five hours of teaching are delivered at the host institution to ensure a significant contribution to the teaching programme and international academic community. Students can also benefit from mobilities and exchange study visits; in fact this is very common at European (and candidate country) higher education institutions. During her visit to Rzeszow, Jana had the opportunity to work with Erasmus students, who were mainly from Turkey and Spain. European higher education institutions increasingly provide their courses in English to encourage and facilitate such student mobilities.

Our main contact at Rzeszow University is Dr Bogdan Wierzbinski, the Vice-Dean for Development and International Cooperation at the Faculty of Economics. The Erasmus agreement was signed as a result of a collaboration which first started to bear fruit when Dr Wierzbinski became a Visiting Professor at Staffordshire University in early 2013. Our VP and his colleagues Dr Tomasz Potocki (Department of Political Economy) and Dr Marek Cierpiał-Wolan (Director of Statistical Office) will be visiting Staffordshire University in the upcoming months to deliver lectures mainly to our postgraduate students and research active staff.

Rzeszow University has recently established a state-of-the-art Nanotechnology Centre, which is not only focused on cutting edge research but also on teaching students. 22 of these students will visit Staffordshire University in July 2014. In addition to the visit of the university Science Centre, an invitation to visit their premises has been kindly extended by Lucideon, a leading international provider of materials development, testing and assurance, with offices and laboratories in Stoke-on-Trent (as well as the US and Far East).

Both universities are very excited about the intended collaboration on various knowledge transfer and research projects, which will surely take the relationship between Staffordshire and Rzeszow to the next level.

For more information on staff mobility opportunities to visit Rzeszow University or other Staffordshire University partner institutions, please contact Dr Jana Fiserova or Professor Jon Fairburn.

For more information on when and where the guest lectures, to be delivered by our colleagues from Poland, will take place, please contact Jana at jana.fiserova@staffs.ac.uk or on +44 (0)1782 294724.
MBS College of Crete to boost student employability – Dr Vangelis Tsiligiris

Without a doubt the single most important driver of contemporary higher education leadership and policy-making is graduate employability. Significant changes in the macroeconomic environment, the dramatic influence of technological advancements in the workplace and globalisation have impacted on the volume and nature of employment market demand across the world.

Traditionally, transnational education has been a way to offer to students in other countries the added value of a foreign degree, both in terms of concrete knowledge and also in terms of the awarding institution reputation. MBS College of Crete, in partnership with Staffordshire University’s Faculty of Business, Education and Law meets the needs of the Greek employment market by providing young Greeks with the most current and cutting-edge skills and knowledge while enjoying the benefits of becoming graduates of a high quality UK university.

The Staffordshire Graduate initiative is the university’s response to the frequently documented gap between graduate skills and business world needs. MBS College of Crete has also identified a need for further skill development – the knowledge of languages. In particular, they have found that businesses are increasingly looking for people who are competent in languages of the BRIC countries (currently experiencing high levels of economic growth and predicted to become key global players). In Crete, over the past three years, there has been an exponential increase in the number of tourists from Russia, Ukraine and other countries from the old USSR. This has had a major impact in the local hospitality sector, which is the largest in Greece and accounts for almost 10 per cent of Greece’s GDP. One obvious consequence of this was the increase in the demand for Russian speaking middle and upper level management staff in large hotels and other hospitality related businesses.

MBS College of Crete saw this as an opportunity to contribute towards the Staffordshire Graduate initiative by being responsive to the local business community needs. In order to close the graduate skills gap MBS will be offering all business management students an additional zero-credit point module on Russian language. A student who enrolls onto the BA (Hons) Business Management programme will be able to attend Russian language classes, twice a week for four hours, and by the second year be able to sit for the first certificate in Russian language (TORFL Basic Level). This will boost the employability of graduates and enable them to access the employment market not only locally but also internationally taking into account the increasingly important role of BRIC countries in the international economy.

At the same time, the language component has a positive effect on the college’s value proposition, as it adds a unique selling point and enhances the attractiveness of the programmes to prospective students. This is a good example of the possibilities that transnational education can offer to both the ‘home awarding institution’ and the ‘offshore partner’ in enabling a better future for their students and graduates.

For more information visit http://www.collegeofcrete.com/.
SGH Martineau runs Commercial Awareness Workshop for Law students – Susan Wigglesworth

In March SGH Martineau, a full-service UK law firm with global reach, ran a workshop on Commercial Awareness for Law School students seeking entry into the legal profession. The workshop was run by Helen Collison, Human Resources Officer, with help from Jennie Davies and Christopher Benjamin, two of Martineau’s current trainee solicitors. It was well timed as many training contract deadlines are approaching.

The session provided information and advice on the qualities that law firms are looking for in their potential recruits, with a particular focus on commercial awareness. Jennie and Christopher also explained how different legal practice is compared to studying the law. Clients look for lawyers who are practically focused and who understand their business needs.

This is good news for the students studying on Staffordshire University’s Legal Practice Course (LPC) who are prepared for a successful entry into the legal profession and trained to give client focused legal advice. Many of Staffordshire University’s LPC students have obtained training contracts and qualified as solicitors with both local and national firms. Commercial awareness training, excellent links with practice and specialist careers support helps them to succeed. Whilst entry into the legal profession has always been challenging, a purposeful career strategy helps students to succeed. Zila Aziz, one of our current students studying on the LPC, found the workshop to be very useful:

‘I found the session to be very helpful because I am currently applying for training contracts. The workshop leaders gave some useful tips on how to become more commercially aware and how to illustrate this within application forms. I will take on board the advice given and will put this into practice.’

The Law School has a successful track record of assisting students with their career aspirations, with many guest speaker talks as part of the Law School’s student careers support programme. For more information contact Susan at s.j.wigglesworth@staffs.ac.uk or on +44(0)1782 294589.

Rural news

Superfast broadband for Staffordshire
Details of the roll out of superfast broadband in Staffordshire in the next two years can be found at http://www.superfaststaffordshire.co.uk/.

New European portal for food tourism and festivals
According to the last United Nations World Tourism Organisation global report, food tourism is an emerging phenomenon due to the fact that over a third of tourist spending is devoted to food. One of the aims of the new portal, which includes lots of regional tours, is to help destinations and tourism companies become more aware of the importance of gastronomy in diversifying tourism and stimulating local, regional and national economic development. http://www.tastingeurope.com/

New book out
Linda Phillips and Sue Clews have a chapter in this volume entitled ‘Marketing Communication Strategies’
Fiery cheer for children with cerebral palsy

A group of DISTED College students who are pursuing Staffordshire University business degrees on twinning arrangements brought fiery cheer to children at a home for children with cerebral palsy during a campfire event.

Held in support of their college’s community CONNECT programme to promote a caring culture, the 2-day and 1-night event on 13 and 14 December 2013 at the Cerebral Palsy Children’s Association of Penang was organized by the students who are members of the DISTED CPA Australia Student Charter with the support of the LEO Club.

“The year-end celebration encouraged DISTED students to share the spirit of love and care with the less fortunate while providing a fun opportunity for them to interact and hone social skills.

“We had a wonderful barbeque at the campfire and entertained 17 children of the home to games and performances,” said Chew Kok Kun, who co-organized the event with his course mates Lee Mei Theng and Lee Kean Boon.

“Besides having a fun-filled time of interaction and enjoying the BBQ dinner, each participant received a gift set and a participation certificate,” he added.

Event co-organizer Lee Mei Theng commented: “The DISTED Campfire 2013 was a success, thanks to the generous contributions of food and drink items such as chickens, sausages and potatoes by the college’s participants.”

Fellow co-organizer Lee Kean Boon added: “We’re also grateful to the LEO Club for its RM450 donation for the event, which boosted our morale in bringing glad tidings to the children.”
DISTED School of Business programme coordinator and the charter’s advisor Gwee Sai Ling praised her students for their noble effort.

“It was a great opportunity for our students to get better acquainted with the special children in our community.

“IT was a practical lesson in contributing to the welfare of society and appreciating life and its challenges,” she remarked.

Event organizing team member Carol Lee agreed: “The encounter with the children taught us to value the blessings in life and spurred us to lend a helping hand to people in need.”

Her fellow team member Eric Chew said: “I gained valuable insights into event management and the challenges that came with it.”

“Besides joyful memories, the celebration do enhanced my awareness that there can be happiness in simplicity of life,” he added.

For more information contact Gwee at slgwee@disted.edu.my.

The Fiver Challenge – competition for primary schools
A new nationwide competition that gives primary school children a loan of £5 and encourages them to do something enterprising to grow their money has been launched.

Thousands of pupils aged up to 11 will be challenged to set up mini businesses under the scheme, created by Young Enterprise, in partnership with the Department for Business, Innovation and Skills and Sir Richard Branson’s Virgin Money. Schools interested in taking part in the Fiver Challenge can register their interest at fiverchallenge@y-e.org.uk.

The Prime Minister’s Enterprise Advisor Lord Young, is currently working on a report on enterprise and entrepreneurship in education. The report will look at the best ways to boost enterprise right from nursery to further and higher education. If you are interested in contributing views to this work, you can contact the review team at enterpriseforall@bis.gsi.gov.uk.
Transversal visit: Challenges and opportunities skills development of adults in the labour market – Anni Hollings

The week of 10th February saw Anni Hollings join a group of academics and professionals from across Europe who are interested in adult education and vocational training. Anni was interested from a widening participation perspective and throughout the week heard many extremely well presented sessions from a variety or organisations involved in getting people work-ready.

The representatives were from Spain, Hungary, Austria, Italy, Czech Republic (Brno – yes Marian did know about the Staffordshire MBA), Germany, Poland and the UK. The visit started with an introduction to the Irish education system which has a 10 level framework from primary education to PhD level with two routes, general education and vocational education.

The group noted that in Ireland there seems to be a lot of emphasis on an interagency and partnership approach with the involvement of all stakeholders. It seems that all stakeholders have a voice, are valued and are heard, and that all members of the partnership are equal.

The group agreed that a bigger emphasis should be placed on lifelong learning. There are many initiatives in place in all countries but they are not for the long term. Everyone needs to be work ready and to highlight that vocational education and training (VET) is not for the less gifted. A larger emphasis should be placed on work-ready skills for everyone.

The programme was supported with opportunities to see key cultural features of Dublin including the newly opened Museum of Irish Dance (excellent entertainment), the Guinness Factory (Guinness definitely tastes different from the pumps at the factory), the Book of Kells (fascinating) and the library at Trinity College is just amazing (seeing an original manuscript for Handel’s Messiah was wonderful), and of course the Dublin hostellies, they really are great places to eat and drink and relax, often to the accompaniment of live music.

The Transversal study tour was a terrific experience, not only as a study tour but also as an opportunity to meet and learn from others across Europe.

For more information contact Anni at e.a.hollings@staffs.ac.uk or on +44(0)1782 294202.

Ten Tips for Teaching International Students - Philip Warwick, The York Management School

Staffordshire University Business School scores a double hit at the national University Business Challenge semi-finals – Peter Considine

We are absolutely delighted to report that two out of three teams of our final year undergraduate students, which we sponsored to take part in this year’s national Universities Business Challenge (UBC), made it through to the semi-final heats. Our teams, comprising students from the areas of Business Economics, Accounting and Finance, and Business Management achieved this success in this now well established and high profile national competition against over 300 teams from universities throughout the UK.

The teams attended the semi-final heats, with April Warrier and her team at the Jaguar Heritage Centre in Gaydon (treading in the shoes of Sir William Lyons) and with Marc Bower and his team at the Royal Society of Arts (RSA) in London (treading in the shoes of Benjamin Franklin). Whilst not making it through to the finals, both our teams put in an excellent performance on a day that presented excellent networking opportunities with students from other institutions, as well as with business leaders and entrepreneurs.

April Warrier said, 'I was thrilled for our team to have reached the semi-finals, and we wasted no time in preparing for the day, completing given preparation work and discussing team tactics. The event itself was a perfect insight into what Jaguar Land Rover has to offer, and the opportunity allowed us to ask questions about graduate roles as well as touring the company’s museum. The day’s timetable also included an “Innovation Challenge”, which allowed each team to express their individualities by inventing new products for Jaguar Land Rover. The experience has given me an excellent talking point in job interviews and given me a passion to start my own business in the future.'

The UBC gives undergraduate students the opportunity to work as a board of directors of realistic, simulated companies, making all the critical business decisions that affect a company’s performance, in a truly competitive and dynamic environment. The UBC event is now run worldwide: for more information visit [http://bit.ly/QBVGqM](http://bit.ly/QBVGqM).

Simulation based learning on strategic management is not, however, new to the Business School. Peter Considine, Academic Group Leader and Principal Lecturer in Strategic Management introduced this ‘learning by doing’ approach to the complex study of business strategy through his two Learning and Teaching Fellowship projects, awarded in 2007 and 2009. This year some 240 of our on campus final year strategy students, competing in over 70 teams, had a similar blended learning experience to the UBC by running their own virtual start up enterprises which were set in the European Automotive industry – using a strategy simulation provided by April Training.

To quote Peter “Our students find this challenging “hands on” approach to learning to be a very engaging and exciting way of putting business theory into practice. Undertaking such competitive team based learning most certainly aligns with attributes for our Staffordshire University graduates – including being subject experts, who are reflective and critical professionals as well as effective team workers. To get two out of the three UBC teams entered through this year is indeed a remarkable achievement. We are indeed very proud of their achievements and recognise the significant extra-curricular work that all our teams put in around their final year studies. Overall an excellent reflection upon the calibre of our students"
SPrED the word! The Sharing of professional educational dialogue to improve learning, teaching and leadership in schools in England and Denmark – Steve Hall, Dan Owen, Jenny Wightman and Katy Vigurs

Origins of this international collaborative project

SPrED – ‘Sharing professional educational dialogue to improve the quality of teaching, learning and leadership in schools, academies and colleges’ – is the title and philosophy of an ongoing collaborative EU Comenius-funded project between Staffordshire University and the Leek Federation of Schools (UK), and Silkeborg Kommune and Via University College (Denmark).

The premise on which the project is built is that some of the best professional learning and development comes from combining self-evaluation and shared reflective practice. When such practices are enhanced and developed through collaborative activities, such as co-coaching, critical friendship and appreciative inquiry, a process for deep professional learning and development can be created.

This project which brought together key leaders from the Leek Federation of Schools in Staffordshire (Dan Owen and Jenny Wightman) with their counterparts from Silkeborg Kommune of Schools in Denmark (Pia Jensen and Charlotte Langballe) was initiated by Steve Hall through Staffordshire University's School of Education. The aim of pairing these communities of Danish and English schools is to develop skills and expertise, capacity and capability in leadership, learning and accountability through a two year programme of international ‘critical friend’ exchanges.

Through acting as critical friends for one another, the leadership and teaching staff of schools in Leek and Silkeborg have been carrying out a joint evaluation of practice in one another’s schools using an appreciative inquiry approach. Each leader and teacher involved has benefitted from their international partner acting as a critical friend, looking at practice within their school with ‘a fresh pair of eyes’. The resulting professional learning is occurring at a number of levels:

• directly for leaders and teachers regarding their own practices as they are perceived within one another’s schools;
• between the leadership and teaching staff of participating schools as they reflect on the questions left for them to consider by their ‘international critical friends’;
• between the critical friends themselves as they reflect on their own learning as appreciative inquirers;
• between the whole group in terms of shared learning, understanding and appreciation.

This approach promises to be a powerful tool for transformation through the change that comes with increased personal and professional skills, knowledge and understanding. An international critical friend programme has already been tried and tested by Steve Hall with similar exchanges between schools in UK and both Norway and Holland.

Dan Owen, Senior Leader at the Leek Federation of Schools, has commented that the established and ongoing partnership between the School of Education and the Leek Federation provides a key
foundation for the SPReD project; in fact it could not have happened without it. One of the intended outcomes from SPReD is to share the project’s process, outcomes and findings with a wider European and global audience, and in this respect Dan has stated that the Federation finds working closely with the School of Education extremely valuable. ‘University staff members have acted as coaches to the project steering group, challenging their thinking and enabling them to be reflective, adapting and improving the project iteratively’.

So far schools from both Leek and Silkeborg have hosted one another with the first group of Danish ‘leaders of learning’ coming over to meet their counterparts in Leek at the end of January this year. Before going into the schools, a day was set aside for the Danish and English colleagues to work together gaining a better understanding of both the national and local educational contexts of the schools in both countries, and developing the strong bonds of professional trust essential to the success of a project based on critical friendship and appreciative inquiry. Each Danish leader then spent three days with their partner, following their daily routines and gaining a better understanding of what leading teaching and learning looks like, in reality, in the UK.

The visitors attended meetings with senior leaders, experienced whole-school CPD meetings, interviewed students and staff and observed lessons, alongside shadowing their partner. Built in to the programme was time for discussion and reflection, where the Danish leaders would ask questions about what they had seen, heard and experienced, and the English colleague would have the opportunity to discuss and reflect on their own practice. However, the ripples of reflection went further than this; in the evening, the Danish headteachers discussed what they had seen in the three schools – commonality and contrast – and related it to their own practice. Likewise, the English school leaders had the opportunity to think about and discuss what they were doing, thinking and trying, and the motivations behind those decisions. These reflections and discussions continue to evolve and permeate different groups and contexts, long after the first physical event has ended.

In March, a group of Leek teachers carried out a similar exchange visit to Silkeborg. This involved nine teachers from three schools in Leek being paired with nine teachers from three schools in Silkeborg. The Leek teachers were also accompanied by Jenny Wightman (project facilitator), Jamie Oliver (photographer and media technician from Westwood College) and Katy Vigurs (project researcher). On the first day, a Sunday, the Leek teachers were matched with their overseas partner teachers and then took part in a series of activities to explore the similarities and differences between the education systems on both national and local levels. Then the six partner schools were paired off into three groups and the Leek teachers interviewed their Silkeborg counterparts using the ‘curious questions’ they had identified. This gave the Leek teachers a good handle on the key issues they wanted to observe in practice and reflect upon during the rest of the visit. Over the next three days the Leek teachers observed their Danish partners working with their learners in the classroom.

The Danish teachers were not used to having their lessons observed and saw this as a welcome chance to receive constructive feedback on their teaching. They were eager to glean pedagogic ideas.
They wanted the Leek teachers to demonstrate a range of approaches used in English schools like TOE strategies, where learners have to complete a ‘task on entry’ to a lesson. When reflecting on their experience in the Silkeborg schools, the Leek teachers were struck by the positive and warm relationships between the learners and teachers (e.g. first name terms, no formal uniform), the frequency of independent and outdoor learning activities, the autonomy of teaching staff, and the high levels of respect and trust between teachers and senior leaders and between parents and schools.

When asked what professional learning they would like to bring home with them, responses included adapting the pastoral care system (e.g. form teachers keeping the same group of learners for 4 years) to deepen and strengthen relationships between teachers and classes, and building in more independent learning activities and extended projects within the curriculum.

One Leek teacher commented that ‘coming out of my own professional context and seeing the benefits of another education system has allowed me to see new potential in my own learners back home. I’d go as far as to say that my attitude to my learners, especially the challenging classes, has changed for the better. I see them differently. I’m calmer. They’re calmer’. Another said, ‘I now find myself looking for spaces within the new curriculum to take risks, try new things and be more creative in how I teach my subject’.

The next stage of the project will see the Danish teachers visiting the Leek schools in October and the Leek school leaders visiting the Silkeborg schools in November. The project is due to end in June 2015 with an internationally focused conference hosted by Staffordshire University. The SPrED project’s progress can be followed on the dedicated SPrED website at http://www.westwoodcollege.coop/spred/.

Contact Steve Hall at S.J.Hall@staffs.ac.uk or on +44 (0)1782 294955.

Get a better grade

On Tuesday 25th February Shaun Coates, Beverley Maynard and Julie Adams ran a whole day of workshops for students in the Faculty of Business, Education and Law. Part of the Information Services Academic Skills Know-how team’s ‘Get a better grade’ initiative, the sessions aimed to help students find out how to use feedback from tutors to make the most of library resources, their study skills and IT. The workshops augmented work already done in the faculty for Pete Considine and Katy Vigurs as well as a series of timetabled workshops offered in Law for foundation degree students.

More sessions to help students make the most of their feedback and their university experience in general will be announced soon. Further information can be found at http://libguides.staffs.ac.uk/bettergrade or by contacting ask@staffs.ac.uk.
Sustainability event
This event brought together the assessment from courses in Law, Engineering and Film Studies to look at various elements of sustainability and corporate social responsibility (CSR) across the campus.

The event was organised by Professor Jon Fairburn, and two students from the Business School, Agnieszka Biernat and Muryum Bhayat. The event attracted over 80 delegates.

Practical information for what you can do to help us be a sustainable university can be found at http://www.staffs.ac.uk/support_depts/environment/.

Winner for best Law poster (Law Level)
Ashley Cotton
Judges: Phil Patrick (Energy manager), Tony Bickley (Business), Thomas Bray (intern at Office of Sustainability).

Winner for best oral presentation (right)
(Level 6)
Priya Nagi
Judges: John Adlen (Office of Sustainability), Adam van Winsum (Environment manager), Neil Packer (Engineering) and Katie Ferneyhough (Students Union)
Winners for the best film (Level 4 film students)
Fairtrade at Staffordshire University
No subtitles: https://vimeo.com/87766812 or subtitles: https://vimeo.com/87778183
David Morgan, Alex Daly, Josh Clarke and Euan Bryant
Judges: Ruby Hammer (Law), Dr Junie Tong (Business), Agnieszka Biernat (Business student)
Invitation to provide a keynote speech – Dr Katy Vigurs

Katy Vigurs has been invited to deliver a keynote address and participate in a Q&A session at the forthcoming The Future of Postgraduate Education 2014 forum, in London on Thursday 12th June 2014. This is part of a series of events on postgraduate education, organised by Inside Government, with previous speakers including representatives from top UK universities, the Higher Education Academy, the National Centre for Universities and Business, and other prominent stakeholders. Katy has been asked to present on the following topic: Enhancing Teaching Quality to Deliver Innovation in Postgraduate Education. Her contribution will draw on the following:

- Winning the Best Teaching Team category for delivering a Professional Doctorate in Education (EdD): sharing Staffordshire University’s experience
- The importance of teaching teams in postgraduate education
- Developing and enhancing innovative approaches to teaching and learning in the classroom
- Involving postgraduate students as partners in the learning process
- Helping student self-development, strengthening their skills and knowledge through interactive and collaborative sessions
- The benefits of a broad and flexible research-based programme to boost the quality of postgraduate education

The event will attract delegates who will have an interest in the future of postgraduate education and will include vice chancellors, pro-vice chancellors, heads of postgraduate study, principals, admissions directors, recruitment coordinators, postgraduate marketing managers and directors of faculty, and will be drawn from higher education, careers organisations, research councils, skills agencies, central government and the private sector.

Dr Katy Vigurs selected to join UK Council for Graduate Education (UKCGE) Working Group ‘The Postgraduate Student Experience’

Following overwhelming interest in the national open call to join one of four new UKCGE working groups (1. Postgraduate Funding and Resourcing, 2. Postgraduate Student Experience, 3. Diversity and Sustainability of Organisational Structures for Doctoral provision, and 4. Quality and Reputation of the UK Doctorate), the UK Council for Graduate Education (UKCGE) recently released the names of colleagues working in the postgraduate community who have been selected to join the initiative. Dr Katy Vigurs has been chosen to join the Postgraduate Student Experience working group. Dr Rob Daley (University of York), Chair of the new working group said, ‘In considering potential members of the group, Dr Tina Barnes and I were keen to include a wide representation from the Council’s membership and postgraduate sector. I’m pleased to say that we feel that Katy will bring a strong contribution to the group.’

Other members of the Postgraduate Student Experience working group include: Maureen Tibby – HE Academy, Julie Blant – University of Nottingham and AGCAS, Professor Ken Wann – Cardiff University, Dr Gale Macleod – University of Edinburgh, Dr Tim Moss – University of the West of England, Professor Sharon Huttly – London School of Hygiene and Tropical Medicine, Ken Leach – York GSA, Dr Fiona Killard – University of Bristol, and Dr Emer Cunningham – University College Dublin. Katy is looking forward to actively contributing to the development of this new group; she is keen to ensure that the perspectives of part-time professional doctorate students in particular are represented within the group’s remit.

Katy is the Award Leader for the professional Doctorate in Education (EdD) in the Faculty of Business, Education and Law. She supervises a number of PhD and EdD students. She is also a member of the Faculty Research Degrees Sub-Committee and the University Research Degrees Sub-Committee.

For more information about the UKCGE working groups or the EdD programme at Staffordshire University, please contact Katy at k.vigurs@staffs.ac.uk or you can follow her on Twitter @drkatyvigurs.
WOW fact

Anthony Miller and Jessica Bradley won Staffordshire University Law School’s mooting competition on Wednesday 12 March 2014, beating Joy Spence and Danielle Conley, but all four of the participants so impressed the guest judge, Oliver Cook, a barrister from Chavasse Chambers in Liverpool, that he generously offered them all a week’s mini-pupillage in his Chambers, a form of work experience for those who are considering training as barristers.

A moot is an opportunity for students to take part in simulated court proceedings, which involve them carrying out detailed research on a legal issue before then participating in oral arguments against other students before a judge or judges. At Staffordshire University, the moots take place in the Law School’s purpose-built mock courtroom with the students wearing black robes and wigs as they would if they later qualify as barristers.

In September 2013, the Student Advocacy Society ran the competition with 26 students signing up to take part, culminating in the final on 12 March. In the final, the four students presented arguments on (i) whether a (fictitious) single mother had mental capacity to refuse medical treatment even though her refusal might have caused her death, leaving her new born child without a parent and (ii) whether the child’s right to a mother outweighed the mother’s right to refuse treatment.

Anthony said, ‘Before coming to the Law School, I used to work as a wedding planner which meant that I had my own column in magazines and newspapers, as well as a TV show and I was a guest expert on chat shows and news programmes. Even so, I was surprised at how nervous I felt even in the final. Taking part taught me the need to be disciplined in what I said when presenting my client’s case, compared to the more relaxed approach that I had been able to take in my previous career’.

Jessica commented that ‘I am delighted to have won and excited by the chance to experience a week in the life of a barrister by taking part in the mini-pupillage with Mr Cook. Both will significantly enhance my CV, increasing my chance of getting the job that I want when I graduate’.

Ian King, the Head of the Law School said, ‘I congratulate all of the students who took part and thank the students in the Advocacy Society who ran the competition, as I know they worked hard and will have gained much from the experience. The great news for the university is that three of the finalists are in the first year of their degree course so they can use their enhanced skills to compete in one of the national mooting competitions against students from other universities, or one of the Law School’s other competitions in negotiating or client interviewing’.

For more information on Law courses available at Staffordshire University, please visit http://www.staffs.ac.uk/academic_depts/law/courses/llb/index.jsp
Primary PGCE students learn how to bring Shakespeare to local school children – Sarah Misra

Staffordshire students on the Primary PGCE teacher training course have been enjoying an opportunity to work with the New Vic Theatre’s education department on a highly regarded national project. ‘First Encounters’, which is being run in conjunction with the Royal Shakespeare Company, uses edited versions of original text, aiming to transform young people’s first experiences of Shakespeare and to improve its teaching in schools to children between the ages of 8 and 13. The production is currently touring regional theatres and schools across England, travelling into the heart of communities. It provides a vivid first introduction to Shakespeare’s extraordinary plays, sowing the seeds for a lifelong relationship with them.

‘The Taming of the Shrew’, a challenging and provocative story that deals with two people’s crazy journey towards marriage might not be the most obvious choice for a young audience. However, the project has been hugely successful. ‘After all’, explains Jill Rezzano, Head of Education at the New Vic Theatre, ‘young children are actually great experts in family dynamics!’ Jill worked with trainees at Lichfield campus to explore ways in which they could bring the story to life with their own students, stating that she felt that it was particularly important to work with trainee teachers in order to engender a real passion for Shakespeare amongst those who would be sharing it with future generations; ‘Student teachers are the future of education, so, it was great to work with the PGCE cohort to give them this opportunity to participate and also to see the responses of young people to the Royal Shakespeare Company performance’.

Students involved in the workshop also had the chance to see the actual production of the play at Springhead Primary School in Talke and to take their own children along. The event included a 75 minute production and a question and answer session where the children had the chance to pose questions to the cast members. Gender roles in this version of the story, directed by Michael Fentiman, are subverted; with bearded male actors playing female roles and vice versa resulting in confusion, humour and slapstick, so typical of Shakespeare’s comedies. Small children were seated on mats at the edge of the stage area to enable them to really feel involved.

Sarah Roeschlaub, a PGCE student who took part in the project, said, ‘Although I have always enjoyed Shakespeare, particularly on the stage, I did not really envisage its attraction to primary aged children. Taking my two nine year old sons to the production altered my perception of this and has made me realise that Shakespeare can be accessed at any level, if approached in a creative and inclusive way. They were transfixed! I asked them if they understood the language that the actors used and they responded with the disdain that only the “all knowing child” could: “of course, didn’t you? You only need to watch and listen to how they said things if you didn’t understand!”’

Contact Sarah at Sarah.Misra@staffs.ac.uk or on +44 (0)1782 294237.

An insider’s guide to becoming a Business Academic – lots of good stuff in here

http://bit.ly/1jw498g
Economics PhD student Merima Balavac wins a research grant

One of our PhD students in economics, Merima Balavac, has received financial support for research begun as part of her doctoral research. Her success in the Regional Research Competition managed by CERGE-EI for the Global Development Network (GDN) has secured a grant for research entitled ‘Determinants of export diversification at the export margins in transition countries’. This research is among 17 projects that were selected for funding from a total of 72 submissions. Such support is unusual for researchers yet to receive their doctorate and is a tribute to the outstanding quality of her work, which is contributing new insights into exporting activity and, thereby, policy development in transition economies.

The Regional Research Competition is the entry point into the GDN’s Global Research Capacity Building Program. The GDN is a leading international organization of developing and transition country researchers and supports them ‘to generate and share applied social science research to advance social and economic development’. Its aspiration is to achieve a critical mass of researchers who are globally interconnected and produce good research to impact public policy. CERGE-EI is the Central and East European (CEE) Regional Network representative for the GDN.

Contact Merima at M.Balavac@staffs.ac.uk.

Staff profile – Dr John Israilidis

I was appointed to the role of Lecturer at Staffordshire University Business School in December 2013. Before joining Staffs, I completed my PhD in Business and Management at the School of Business and Economics, Loughborough University, working on research into Knowledge Management practices in knowledge-intensive organisations.

I hold an MSc in Information Management and Business Technology from Loughborough University and a BSc in Computer Science and Telecommunications from the University of Athens. Previously, I have worked in several fields including education, performance improvement consulting and sales in Germany, Greece and the United Kingdom.

I am a member of the British Academy of Management. My current research interests are focussed on ignorance management, knowledge sharing barriers in technology intensive organisations, and the cost effectiveness of information technology systems and services.

It’s lovely to be part of the Staffs Business School team and I really look forward to working with you all!

Contact John at j.israilidis@staffs.ac.uk or on +44 (0)1782 294145.
Student profile – Josie Hornby
My name is Josie; I am a second year Geography (BSc) student at Staffordshire University. My research interests include sustainable urban form, food and water security, climate change and health geography.

In December I began working in the university’s Office of Sustainability as a Smart Sustainable Cities Research Intern. The Office of Sustainability is responsible for sustainability activities across the university. Smart, Sustainable Cities is an area of research being developed alongside the development of new academic courses.

The internship has helped me to develop my writing and research skills, and through interacting with people on different work and academic levels I have gained knowledge about working within the field of Geography as well as increasing my employability. As part of my role I have gathered research and information reviewing government and EU legislation, policies and initiatives, explored existing ideas surrounding smart sustainable cities and have researched and collated smart sustainable city case studies.

Student profile – Agnieszka Biernat
My name is Agnieszka Biernat but my friends call me Aggie. I come from Wrocław, Poland’s most beautiful city. Coming from a business driven family, my career goals have always been associated with business and management. Just after finishing high school, I decided to start my professional career in the United Kingdom as I always believed that it was one of the best countries for young entrepreneurs.

After eight years of employment in the UK, mostly in management related positions, I noticed a gap in my education – a degree. In view of my business skills and management experience I decided to start studying International Business Management at Staffordshire University.

I believe that Staffordshire University offers a great start for all entrepreneurial spirits, offering a wide range of business related courses and great employability skills, with a brilliant atmosphere with diverse amount of staff and students from all around the world.

I am currently in my second year, and have already benefited from the networks made with professionals and academics who have employed me as a project assistant on a few projects including Totally Locally and Education for sustainable development. Having undertaken projects within the university I have been provided with a chance to practice negotiating professionally on daily basis. Also by assisting in the management of the Totally Locally project in terms of social media platforms I am constantly developing my communications skills and overcoming language barriers.

As Polish is my first language I have recognised that Staffordshire University offers a great range of services and tools tailored for the needs of students from around the world.

For more information on:
• BA(Hons) International Business Management visit http://bit.ly/1dv1bkU
• Education for sustainable development visit http://bit.ly/QjYf1wG
• Totally Locally Burslem visit www.totallylocallyburslem.co.uk or www.facebook.com/totallylocallyburslem
**Student profile – Muryum Bhayat**

My name is Muryum Bhayat and I am a British Indian born and raised in the UK. I travel from Birmingham to study at Staffordshire University for my second year of study on the Marketing Management programme which has been accredited by the Chartered Institute of Marketing.

I chose to study at Staffs as I recognised the staff at Staffordshire University have had industrial experience before coming to teach at the university and have now been teaching for several years; and I also loved the vast amount of opportunities that are given to students to develop their skills and gain experience in a working environment where staff are always mentoring students on their way to success.

I have been recently taking part in a number of projects including Totally Locally Burslem – a marketing campaign for towns to spend more in their local economy than on the web and in large supermarkets. Another project I am involved in is the Education for Sustainable Development project – involving managing an event and creating a careers guide.

Having taken this opportunity I can proudly say I have used the theory learnt in the classroom to apply in a practical situation, which has in turn allowed me to develop my skill set and understanding of what the world of work would really be like.

I feel like this opportunity was one I have been very pleased to take on as I believe I have gained skills such as teamwork, liaising with clients and being creative, which has allowed me to provide flexibility in materials produced.

**Celebrating Learning Ceremony**

WORKERS in manufacturing and engineering who have enrolled on university courses to improve their skills celebrated their achievements at an awards ceremony.

The £30,000 scheme has seen 52 workers from 16 companies achieve qualifications including diplomas in management and leadership.

It is part-funded by Stoke-on-Trent City Council, with Staffordshire University’s Funding Council project, and participating firms making up the remaining 30 and 20 per cent, respectively.

Yesterday, the participants attended a special event in Stoke Town Hall where they were presented with certificates by the Lord Mayor Sheila Pitt and Staffordshire University’s vice chancellor, Professor Michael Gunn.

Read the full article: [http://bit.ly/1jw3jbM](http://bit.ly/1jw3jbM)

**New Journal-Business and Management Education in Higher Education: An international journal (BMHE)**

The HEA has a new journal for business-related subjects, aiming to identify, promote and publish excellence and innovations in the practice and theory of teaching and learning in business and management disciplines in higher education.

2013 UK Commission for Employment and Skills survey – results out now

The Employer Skills Survey interviews thousands of businesses across the UK each year to look at common issues around training, skills gaps and recruitment. The 2013 report has found that:

- Skills shortages are much more prevalent in skilled trades and in health and social care.
- Nearly half of employers across the UK admit recruiting people with higher levels of skills than required for the job.
- The number of places providing training for their staff is back to pre-recession levels, although the amount spent is less.
- Only a minority of business give education leavers their first job, but when they do, they find their new recruits are generally well-prepared for work, especially college leavers.

The full version of the survey is available online at [http://bit.ly/1jUklky](http://bit.ly/1jUklky) where you can access the Local Evidence Toolkit, and search for detailed data by Upper Tier Local Authority, Local Enterprise Partnership and regional areas.

Faculty of Business, Education and Law Careers Fair – Jim Pugh, Academic Student Experience and Recruitment Manager

On Wednesday 29th January the Faculty of Business, Education and Law held its first Faculty wide careers fair.

Held in the new Brindley Food Court and entrance area over 100 students visited the event speaking with employers, professional bodies, and academic teams that specialise in postgraduate awards. The venue worked tremendously well. The free flowing, open space allowed visitors the opportunity to speak with exhibitors, academics and the Careers Centre.

To make this a hands on event, workshops and briefings were offered to students – from generic CV building and employment support to placement opportunities at RBS. Furthermore academics offered expert advice to those wanting to pursue careers in business, marketing, accounting, tourism, events, teaching, and the law professions.

Paul Dobson, Senior Lecturer of Business and CIM award leader said, ‘This has been a great event. It’s been brilliant to talk to enthusiastic students who are interested and switched on about getting graduate employment’.

The Faculty will be working alongside Simon Tudor (Careers Centre) later in the 2014 as they plan future events which build upon the good practice and experience from this career fair.

For more information contact Jim at j.pugh@staffs.ac.uk or on +44 (0)1782 294349.
Publications and Book Reviews

Tehmina Basit
The British Educational Research Journal (BERJ) has elected Professor Tehmina Basit to join its editorial board. BERJ is an international journal of high repute, and has the highest impact factor amongst Education journals published in the UK. Tehmina is also on the editorial boards of two other high impact journals: Gender and Education and Research Papers in Education.

The impact of a work placement or internship year on student final year performance: An empirical study by J. Peter Green, University of Ulster

Abstract
This study investigated the impact of taking a work placement (internship) year on the final year degree mark and hence classifications achieved by a cohort of students on an undergraduate degree in business studies. In addition, evidence on the impact of total tariff points on entry, the prior study of A-level business studies, gender, prior year degree performance, and the relationship between placement achievement and final degree mark, was examined. The results suggest that the completion of a placement year, second-year degree performance and the prior study of business studies at school level (A-level) contribute positively and in a statistically significant way in explaining the final degree mark achieved. Further, whilst placement marks on this programme of study do not contribute towards the final degree mark, they are positively and significantly related to the final degree mark achieved. The evidence presented suggests that the completion of a placement year on average, improves the final classification award achieved by students from 2.2 to 2.1.

http://bit.ly/1gCVzQD

Upcoming events

Forthcoming master classes – enjoy a three course meal with demonstration in between courses. The price for the master classes are £19.95 for food club members and £24.95 for non-food club members (it’s completely free to join the food club).

April 24th: Indulgent Chocolate – impress your guests with your knowledge on all things chocolate!

May 29th – The art of Pasta – enjoy a lesson on how to create and make authentic Italian pasta dishes

http://www.astonmarina.co.uk


During this week Garikai Simango final year MSc student and Jennifer Bello 2nd Year student will be organising an event during the EUSEW if you would like help in organising the event please email Gary on garikai.simango@staffs.ac.uk or Jen on c.j.bello@hotmail.co.uk

20nd-22nd June – Hot Air Literary Festival, Stoke on Trent - www.stokeliteraryfestival.org

The Stoke-on-Trent Tourist Information Centre is relocating to the Potteries Museum & Art Gallery in the City Centre from Saturday 5th April. They will be open from 10am to 5pm Monday to Saturday and 11am to 4pm on Sunday

http://www.visitstoke.co.uk/
Staffordshire University academics on Twitter

Business School
@PaulWilliams - Head of Business School – heritage and cultural tourism

@PaulDobsonUK - Senior Lecturer in the Business School

@Prof_RuneTBy - Professor Rune Todnem By is Professor of Organisational Behaviour, organisational change management and leadership; organisational ethics; HE management

School of Education
@aboutlearning - Steve Hall – Senior Lecturer in Education – areas of interest/research in metacognition, pedagogy, and education with enterprise

@drkatyvigurs - Senior Lecturer in Education – education and research

@Jim_Pugh - Principal Lecturer in Education – education and the student experience

@Russell_Spink – Senior Lecturer in Education – pedagogy and initial teaching training

Law School
@loochlaw - Lucy Crompton, Senior Lecturer in the Law School

Geography
@AllanWatson1 - Senior Lecturer in Geography – creative labour, films, music, cultural geography

Sport and Exercise
@DrJamieBarker - Dr Jamie Barker, Sport and Exercise Psychology

@MattewSlater20 - Matt Slater, Sport and Exercise Psychology

@ProfMarcJones - Professor of Stress and Emotion

Executive/Senior Staff
@StaffsUniVC - Michael Gunn, Vice Chancellor and Chief Executive

@mikehamlyn - Mike Hamlyn, Director of Academic Enhancement

If there are anymore academics at Staffordshire University on Twitter let us know at et@staffs.ac.uk.

Facebook groups
https://www.facebook.com/groups/staffsunITEM/ – Tourism Management and Events Management students
https://www.facebook.com/groups/staffsunIBM/ – all undergraduate Business Management courses

Staffordshire University Open Days 2014

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http://www.staffs.ac.uk/events/opendays/index.jsp
**Distribution of Enterprising Times**
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.

**Re-use of material**
You are free to post the complete PDF version on your own website or to host it in any internal system. You may re-use any article subject to the following conditions:
1. If there is a name against the article then we expect acknowledgement in the format: Name, Staffordshire University Business School.
2. If there is no name with the article then just use Staffordshire University Business School.
3. If the writer is obviously someone outside of Staffordshire University, e.g. an MP or MEP, then contact them direct.
4. Note that we would not expect any selective editing of the article that would change the tone or meaning of the original article.
5. If you need the original photos then contact us.
6. We would appreciate where possible a link to either the specific issue or the general link to *Enterprising Times* which is http://www.staffs.ac.uk/enterprisingtimes.

**Deadlines for 2014**
30th May
31st July
3rd October
28th November