

ACTION PLAN IN RESPONSE TO FEEDBACK ON THE STUDENT EXPERIENCE: SESSION 2014-15

Faculty of Business-International Business Division

EXECUTIVE SUMMARY																		
Aspect	National Student Survey						Undergraduate Programme Experience Survey						Postgraduate Programme Experience Survey					
	2013-14		2012-13		2011-12		2013-14		2012-13		2011-12		2013-14		2012-13		2011-12	
	School	Uni	School	Uni	School	Uni	School	Uni	School	Uni	School	Uni	School	Uni	School	Uni	School	Uni
Overall satisfaction	97	88	79	87	n/a	87	92	85	91	85	94	85			89	87	86	84
Teaching	89	90	88	89	n/a	90	89	85	87	85	89	84			92	87	85	85
Assessment & feedback	63	71	73	71	n/a	69	67	62	55	59	57	61			77	75	71	69
Academic support	85	82	77	81	n/a	80	75	73	76	72	81	72			88	85	74	80
Organisation & management	77	85	85	84	n/a	83	90	75	81	73	86	74			89	85	73	80
Learning resources	89	91	84	90	n/a	88	90	83	86	81	82	78			89	86	84	83
Personal development	85	82	77	81	n/a	81	83	72	80	69	81	68			91	77	84	71
Sector position		50/146		57/147		51/150												

Scores in each category are expressed as a percentage of the number of respondents who mostly or definitely agreed with a range of statements (score 4 or 5)

Headline achievement in 2013-14	<p>Undergraduate level: The overall satisfaction of students on our BSc International Business programmes has increased to 97 per cent in the National Student Survey (NSS) 2014. This is a spectacular improvement of 18 percentage points, which is the highest improvement among all the LUBS undergraduate programmes.</p> <p>Postgraduate level: Our MSc International Business Programme was ranked first in the world for international business by the Financial Times Masters in Management 2014 (from 4th place in 2013). This is a great achievement for strengthening our global reputation and for improving the quality of our students.</p>
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<p>Main actions for 2014-15</p>	<p>Undergraduate level:</p> <ol style="list-style-type: none"> 1. To introduce programme changes with the inclusion of new module in Year 1 and the restructuring of Year 2 and Year 3 modules in order to make the programmes more coherent, progression between different levels clearer and the connections across modules more explicit. 2. To strengthen staff and student interactions outside of the classroom, especially through the activities within the International Business Student Society. 3. To improve the processes of assessment paper scrutinising, marking and second marking. <p>Postgraduate level:</p> <ol style="list-style-type: none"> 1. To introduce a programme variant entitled MSc International Business (with Study Abroad). 2. To introduce a mid-term programme evaluation in weeks 5-6 and weeks 15-16. 3. To enhance the module LUBS5213M Professional and Research Methods for International Business in order to improve students' abilities in Critical Thinking and Research and their application to the dissertation as well as career preparation.
<p>Summary of student involvement in the production of this Action Plan</p>	<p>A meeting to discuss the international business division's action plan with UG and PG student representatives took place on 14th November. In addition, UG students attended the BSc International Business programme review meeting in early October and programme review documents have been circulated to student reps.</p>

AGREED ACTION PLAN IN RESPONSE TO FEEDBACK ON THE STUDENT EXPERIENCE: SESSION 2014-15

School: LUBS

Faculty: LUBS

Aspect	Progress with 2013-2014 actions and indication of impact	Agreed Issues/Actions for 2014-2015	Responsibility/Expected completion date
<p>Overall satisfaction</p>	<p>UG and PG level: In order to improve the overall satisfaction of students we focused on improvements in each of the categories in which students' feedback is measured (i.e., teaching, assessment and feedback, etc.) to directly contribute to improving overall satisfaction on our programmes. The progress is therefore discussed in relation to each of the categories below.</p>	<p>UG level To introduce programme changes with the inclusion of new module in Year 1 and the restructuring of Year 2 and Year 3 modules in order to make the programmes more coherent, progression between different levels clearer and the connections across modules more explicit.</p> <p>PG level Introduction of a programme variant entitled MSc International Business (with Study Abroad) in 2014/15</p>	<p>BSc International Business programme director, Annie Wei, 2014-15</p> <p>MSc International Business programme director, Elizabeth Wang, 2014-15</p>

Teaching	<p>UG and PG level: To develop a series of case studies translating their research into learning resources on the themes of employability, global and cultural insight and ethics.</p> <p>ONGOING</p> <p>PG level: To investigate the methodology of student nominated awards – i.e, a Prospects Postgraduate Award, which recognises and rewards excellence and innovation in postgraduate education.</p> <p>COMPLETED</p>	<p>UG level To improve student experience in LUBS2875 and LUBS3320.</p> <p>PG level To enhance the delivery of the ethical reasoning in the module LUBS5233/5234M where the ethics traits are measured.</p> <p>To enhance the module LUBS5213M Professional and Research Methods for International Business in order to improve students' abilities in Critical Thinking and Research and their application to the dissertation this module will provide help in preparation for dissertation as well as career preparation. Introduction of a non-assessed assignment, literature review, in order to give students opportunities to practice academic writing and gain feedback from the module as well as dissertation supervisors.</p> <p>To replace the module LUBS5213M Professional and Research Methods for International Business with two new modules, one of which will focus on the professional skills development and the other one of which will focus on the research methods training. Credit adjustment to LUBS5219M Quantitative Methods for International Business (from 10 credits to 15 credits).</p> <p>Review of under-performing elective modules and evaluate the fit with the MSc IB programme.</p>	<p>LUBS2875 and LUBS3320 module leaders, 2014-15</p> <p>The LUBS5233/5234M module leader, 2014-15</p> <p>The LUBS5213M module leader, dissertation supervisors to comment on the literature review, 2014-15</p> <p>Programme Director, the LUBS5213M module leader, module leader of the new Professional skills module, the module leader of LUBS5219M, 2015-16</p> <p>Programme Director and Deputy Directors, 2014-15</p>
Assessment and feedback	<p>UG level: To restructure personal tutorials meetings between Heads of Year and individual</p>	<p>UG level To improve the processes of assessment paper</p>	<p>BSc International Business deputy programme</p>

<p>students to include discussions on feedback.</p> <p>COMPLETED</p> <p>To introduce an earlier submission of dissertations (as well as earlier allocation of supervisors, and other dissertation related assignments).</p> <p>ONGOING</p> <p>To conduct regular meetings of the Divisional Heads of Year.</p> <p>ONGOING</p> <p>UG and PG level: To fully integrate 'Feedback Leaflet' into our personal tutoring system on the BSc IB and MSc IB programmes.</p> <p>COMPLETED ON BSc LEVEL.</p> <p>PG level: To identify further feedback opportunities at the module level and to rationalise the sequence of different types of assessment.</p> <p>ONGOING</p> <p>To introduce changes to the internal moderation process for marking both MSc and BSc, e.g., Programme Directors will assign internal evaluators and moderators rather than colleagues managing this process themselves.</p> <p>ONGOING</p> <p>To introduce a more structured supervision and monitoring system of MSc IB dissertations.</p>	<p>scrutinising, marking and second marking.</p> <p>Assessment and feedback is one of the fixed topics for all personal tutorial meetings.</p> <p>Dissertation is organised in a more structured way to ensure continuous student support.</p> <p>Regular interactions between Heads of year and UG programme team to ensure programme quality delivery.</p> <p>PG level</p> <p>For the future we plan to ensure that there will be more than one measurement points for each of the traits under the Assurance of Learning. We will conduct a mapping exercise to ensure that we measure students close to entry onto the programme and close to the point of departure from the programme. This strategy will enable us to better understand students' journey of achieving programme level learning outcomes during the period of their study.</p> <p>Introduction of "Feedback and Development" seminar series that are aimed at enhancing students' skills in specific areas such as essay writing, utilizing feedback, examination strategies and communication skills.</p> <p>Change measurement point of Oral Communications to be on an individual presentation assessment in semester 2.</p>	<p>director, Hinrich Voss, 2014-15</p> <p>Personal tutors and Heads of Year, 2014-15</p> <p>Dissertation module leader, 2014-15</p> <p>Heads of year and programme directors, 2014-15</p> <p>MSc International Business programme Director, Elizabeth Wang to lead the mapping and module leaders to implement the measurement, 2014-15</p> <p>Programme Director to lead this initiative; delivery of seminars will include colleagues from the division (e.g., Programme Director, Deputy Directors, Divisional Director of Student Education, and the Head of IB Division), 2014-15</p> <p>MSc International Business programme director, 2014-15</p>
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Academic support	<p>UG level: To work on the student-centred mapping of RBL and CPT for the BSc International Business programmes.</p> <p>COMPLETED</p> <p>PG level: To introduce preparation to dissertation much earlier in the year (i.e., during the induction process).</p> <p>COMPLETED</p>	Business as usual at both UG and PG level.	-
Organisation and management	<p>UG level: To introduce a new role of Deputy Programme Director to further improve efficient management of the BSc IB degrees and a smooth handover of the programmes to a new Programme Director.</p> <p>COMPLETED</p> <p>PG level: To introduce a new role of Deputy MSc IB Programme Director to further improve the organisations and management of the programme.</p> <p>COMPLETED</p> <p>To review deadlines of assessment across the programme in order to spread the assessment deadlines more evenly across both semesters.</p> <p>COMPLETED</p>	<p>UG level Business as usual.</p> <p>PG level Introduction of mid-term programme evaluation. The operation involves running a survey in weeks 5-6 and 15-16, and is aimed at understanding the current students' needs in specific areas such as programme organization and support.</p>	<p>-</p> <p>MSc programme director and deputy programme directors, 2014-15</p>
Learning	UG and PG level: To work on our textbook	Business as usual at both UG and PG level.	-

<p>resources</p>	<p>“International Business” which is to be published by Oxford University Press and which builds on research strengths of our Division.</p> <p>ONGOING</p> <p>PG level: We are continuing with further integration of iPads into learning and teaching on the MSc IB programme.</p> <p>ONGOING</p>		
<p>Personal development</p>	<p>UG level: To introduce the International Business Society which will propose, organise and manage social events and learning and development activities with the aim of strengthening the student experience outside of the classroom (e.g., Facebook page and social activities).</p> <p>ONGOING</p> <p>UG and PG level: Modules on the BSc IB and the MSc IB programmes are now accredited by the Institute of Export, the leading professional body of its type in the UK.</p> <p>COMPLETED</p> <p>To establish IB Advisory Board consisting of business people and policy makers.</p> <p>COMPLETED</p> <p>PG level: To maintain high quality support for personal development. Our employability tutor will continue to provide developmental support to our students and will be better integrated with the teaching on the whole programme.</p>	<p>UG level</p> <p>To strengthen staff and student interactions outside of the classroom, especially through the activities within the International Business Student Society.</p> <p>Reaccreditation by the Institute of Export.</p> <p>PG level</p> <p>To further enhance employability coaching and explore opportunities for students to participate in company based dissertation research.</p> <p>Introduction of student internships that engage current students (2014/15) to research on ways to improve programme satisfaction and maintain its excellence. Another type of internships will be introduced to recruit alumni from the graduating cohort (2013/14) to help develop the IB alumni community through mechanism such as alumni mentoring.</p> <p>Reaccreditation by the Institute of Export.</p>	<p>BSc International Business deputy programme director, Conor McDonald, 2014-15</p> <p>Personal Development Tutor Elizabeth Bailey, 2014-15</p> <p>Personal development tutor, Elizabeth Bailey, to lead the initiative and dissertation supervisors to assist the implementation through supervision of relevant research projects, 2014-15</p> <p>Programme Director and Deputy Directors, 2014-15</p> <p>Personal Development Tutor Elizabeth Bailey, 2014-15</p>

	<p>ONGOING</p> <p>To engage students in company-based projects and academic-led interlocking projects.</p> <p>ONGOING</p>		
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