

ACTION PLAN IN RESPONSE TO FEEDBACK ON THE STUDENT EXPERIENCE: SESSION 2015-16

Faculty of Business: International Business Division

EXECUTIVE SUMMARY																		
Aspect	National Student Survey						Undergraduate Programme Experience Survey						Postgraduate Programme Experience Survey					
	2014-15		2013-14		2012-13		2014-15		2013-14		2012-13		2014-15		2013-14		2012-13	
	School	Uni	School	Uni	School	Uni	School	Uni	School	Uni	School	Uni	School	Uni	School	Uni	School	Uni
Overall satisfaction	96	90	97	88	79	87	89	87	92	85	91	85	80	85	84	85	89	87
Teaching	90	92	89	90	88	89	87	86	89	85	87	85	79	85	83	86	92	87
Assessment & feedback	71	74	63	71	73	71	53	63	67	62	55	59	68	71	68	71	77	75
Academic support	90	85	85	82	77	81	69	74	75	73	76	72	77	82	85	82	88	85
Organisation & management	83	85	77	85	85	84	79	76	90	75	81	73	75	82	79	81	89	85
Learning resources	93	92	89	91	84	90	85	84	90	83	86	81	90	87	90	85	89	86
Personal development	91	85	85	82	77	81	77	72	83	72	80	69	84	76	86	77	91	77
Sector position		21/145		50/146		57/147												

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 2014-15	<p>Undergraduate level: The overall satisfaction of students on our BSc International Business programmes maintained at high level at 96 per cent in the National Student Survey (NSS) 2015. Across all categories in teaching, assessment & feedback, academic support, organisation & management, learning resources and personal development, there has been improvement over the previous year.</p> <p>Postgraduate level: Our MSc International Business Programme is ranked 3rd in the World and 1st in the UK for international business by the Financial Times Masters in Management 2015. This achievement solidifies our global reputation for outstanding education and teaching in IB.</p>
Main actions for 2015-16	<ol style="list-style-type: none"> To oversee the new supervision/personal tutorial system working effectively for undergraduate international business programmes. To improve the engagement of International Business Student Society so that the society further brings students together and improves the interaction between staff and students. Run an 'entrepreneurial start-up' competition together with the postgraduate programmes of the Accounting and Finance division to develop the entrepreneurial acumen of the students who wish to start their own international new ventures.

<p>Good practice examples from 2014-15</p>	<ol style="list-style-type: none"> 1. The integration of business practitioners' engagement with teaching on undergraduate and postgraduate international business programmes. 2. Student Ambassadors' contribution to helping level 1 students in choosing discovery modules.
<p>Summary of student involvement in the production of this Action Plan</p>	<p>Undergraduate level: There were regular meetings with UG students during the academic year 2014/15. The latest student-staff forum meeting on Wednesday 25 Nov 2015 has specifically focused on gaining the feedback of UG student representatives ("reps" hereafter) on the action plan. The BSc International Business programme reviews reflected the discussion with UG students in general.</p> <p>Postgraduate level: The MSc International Business annual programme review reflects how feedback from PG students during 2014/15 was taken into account to form programme level action points.</p> <p>Regular meetings with PG student reps have taken place since the start of the new academic year. The latest meeting on Tuesday 1 Dec 2015 focused on discussing action plans regarding the postgraduate programme, MSc IB. The reps commented positively on the cohort's overall experience of study on the programme. Reps also provided a number of very helpful points as feedback on PG level action plans that contribute to the latest version of this document (e.g., PG reps are now working in partnership with the programme team to implement a number of the actions as demonstrated below).</p>

AGREED ACTION PLAN IN RESPONSE TO FEEDBACK ON THE STUDENT EXPERIENCE: SESSION 2015-16

School: LUBS

Faculty: LUBS

Aspect	Progress with 2014-2015 actions and indication of impact	Agreed Issues/Actions for 2015-2016	Responsibility/Expected completion date
<p>Overall satisfaction</p>	<p>UG level 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 have been approved and changes are implemented from the academic year 2015/16.</p> <p>COMPLETED</p>	<p>UG level The division is very pleased with the high level of student satisfaction rates but recognizes areas for improvement and has agreed to take actions to further enhance the following aspects: teaching, assessment and feedback, academic support, and personal development.</p>	<p>The UG Programme Team, 2015/16</p>

	<p>PG level Introduction of a programme variant entitled MSc International Business (with Study Abroad) in 2014/15</p> <p>COMPLETED</p>	<p>PG level The division has prioritized this year the enhancement of students' satisfaction and has agreed upon a number of actions, as documented in annual programme review and module reviews; a summary of major actions and changes in planning is provided within this document, in areas of teaching, assessment and feedback, academic support, organization and management and personal development.</p> <p>The division will pay special attention to understanding the different learning styles and developmental needs of Home/EU Students and International Students, as these were also captured in past programme surveys, hence explaining the sometimes contrasting views from the two groups of students on the same practice. This process will involve the student reps to discuss with the two groups of students and analyse the differing needs of the cohort – the result will feed into our continuous development in areas of teaching, assessment and feedback, academic support, organization and management and personal development.</p> <p>The programme team will enhance communication with the present cohort on various improvements made by the division over the years and on-going projects that the division is undertaking in order to strengthen the student-programme-team feedback process.</p> <p>The programme team will work with student reps to understand the reasons why, as reflected in past surveys, some students may choose the rating of 3 (neutral, neither agree or disagree) on the programme survey and the finding will contribute to guiding further programme level improvement.</p>	<p>The PG Programme Team and PG Student Reps, 2015/16</p>
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Teaching	<p>UG level Student experience in LUBS2875 and LUBS3320 was improved as evidenced by significant increase of satisfaction level in both module surveys and feedback from students. LUBS2875 has now been changed to a year-long module to strengthen training of research methods. Student performance and experience is closely monitored by module leader.</p> <p>COMPLETED</p>	<p>UG level The programme team will communicate further with students, that as the result of the programme restructuring, the third year module – Managing Across Culture is moved to second year, hence the module is currently co-taught to both Level 2 and Level 3 students because of the transition of the restructuring.</p> <p>To help students improve their understanding of and engagement in LUBS2415 Research Methods module, the teaching team will bring Levels 3 and 4 students to meet up with Level 2 students. Levels 3 and 4 students can use their own experience to demonstrate the significant role of the module in the programme and the benefits of it being placed within the second year of the study.</p>	<p>The Programme Team, 2015/16</p> <p>The LUBS2415 Teaching Team, 2015/16</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</p>	<p>PG level Enhance the module Research Methods for International Business in order to improve students’ abilities in <i>Critical Thinking</i> and <i>Research</i> and their application to the dissertation. Specifically, within the above module, the module team will introduce 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>For all other modules on the MSc International Business programme, the relevant module teaching team will implement module level action points summarized within the annual programme review of MSc International Business.</p>	<p>The Programme Team and the Teaching Team of the module Research Methods for International Business, 2015/16</p>

	<p>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>COMPLETED</p>		
Assessment and feedback	<p>UG level To improve the processes of assessment paper scrutinising, marking and second marking.</p> <p>ONGOING</p> <p>Assessment and feedback is one of the fixed topics for all personal tutorial meetings.</p> <p>COMPLETED</p> <p>Dissertation is organised in a more structured way to ensure continuous student support.</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>COMPLETED</p> <p>To conduct regular meetings of the Divisional Heads of Year.</p> <p>COMPLETED</p>	<p>UG level Two Focus Group meetings with Level 2 and Level 3 students were recently held in November 2015 as the programme team has noted that this category (assessment and feedback) has the lowest mark (although some improvements have been made over the past years) in surveys. Actions generated from these meetings have been implemented where possible and further actions will be implemented in January 2016.</p>	<p>Programme Directors and the Programme Team, 2015/16</p>

	<p>PG level 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>ONGOING</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>COMPLETED</p>	<p>PG level Further strengthen internal scrutiny process (for setting assessment and second marking) and feedback mechanisms on all modules of the programme. While recognising that modules may differ because of the nature of the subject, the programme team will circulate examples of best practices in feedback and assessment among members of the programme team to assist the process of standardising key mechanisms.</p> <p>Continue to implement the ongoing action from the previous year.</p>	<p>Programme Directors, the Programme Team, and PG Student reps, 2015/16</p>
<p>Academic support</p>	<p>UG level A new personal tutorial meetings structure is now in place. The effectiveness of personal tutorial meetings will be closely monitored.</p> <p>ONGOING</p> <p>PG level Business as usual.</p>	<p>UG level Continuing from the previous year, a new personal tutorial meetings structure is now in action. The effectiveness of personal tutorial meetings will be closely monitored.</p> <p>PG level Building upon understanding the different learning styles and developmental needs of Home/EU Students and International Students, the programme team will explore ways to provide academic support more efficiently, e.g., through peer-study groups that have been organized by the current PG student reps.</p>	<p>Programme Director and the Programme Team, 2015/16</p> <p>Programme Director and PG Student Reps, 2015/16</p>

<p>Organisation and management</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>COMPLETED</p>	<p>UG level Business as usual.</p> <p>PG level Reduce the student reps from 10 in 2014-2015 to 3. Following the newly implemented school level practice, the students are elected directly from the cohort and not interviewed by the programme directors. The reps have monthly meetings with the programme director to report issues and provide feedback.</p>	<p>Programme Director, 2015/16</p>
<p>Learning resources</p>	<p>Business as usual at both UG and PG level.</p>	<p>Business as usual at both UG and PG level.</p>	
<p>Personal development</p>	<p>UG level To strengthen staff and student interactions outside of the classroom, especially through the activities within the International Business Student Society.</p> <p>ONGOING</p> <p>Reaccreditation by the Institute of Export.</p> <p>COMPLETED</p> <p>PG level 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</p>	<p>UG level Continuing from the previous year, the programme team will strengthen staff and student interactions outside of the classrooms, especially through the activities within the International Business Student Society.</p> <p>PG level To strengthen staff and student interactions outside of the classroom, with the organization of networking socials and competitions that service specifically PG students. Emphasis is also given to enhance the role of the student-led the International Business Student Society and bring the UG and PG students on the IB programmes closer.</p>	<p>Programme Directors and UG Student Reps, 2015/16</p> <p>Programme Director, UG and PG Student Reps, and managing members of the student-led the International Business Student Society, 2015/16</p>

	<p>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>COMPLETED</p> <p>Reaccreditation by the Institute of Export. COMPLETED</p>	<p>Further enhance employability coaching and explore opportunities for students to participate in company based dissertation research.</p> <p>Through a collaboration with the European Space Agency and their business incubation centre, 20-30 students will visit the ESA-BIC premises for one week (In June 2016) while undertaking a related consultancy assignment with an international component. This initiative will introduce another opportunity for MSc IB students to participate and get exposure to international business practices and venture processes.</p>	<p>Employability Tutor for MSc IB, and the Dissertation Module Leader, 2015/16</p> <p>Programme Director and CIBUL Director</p>
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