

## ACTION PLAN IN RESPONSE TO FEEDBACK ON THE STUDENT EXPERIENCE: SESSION 2017-18

FACULTY OF BUSINESS  
INTERNATIONAL BUSINESS DIVISION

EXECUTIVE SUMMARY								
Aspect	Undergraduate Programme Experience Survey				National Student Survey		Postgraduate Programme Experience Survey	
	2017-18				2017-18		2017-18	
	School		University		School	University	School	University
	Year 1	Year 2	Year 1	Year 2				
<b>Overall Satisfaction</b>	91%	85%	89%	86%	84%	89%	80%	88%
The teaching on my course	83%	75%	84%	84%	84%	89%	77%	85%
Learning opportunities	81%	75%	79%	80%	81%	84%	81%	86%
Assessment and feedback	67%	65%	72%	65%	63%	75%	74%	79%
Academic support	75%	74%	78%	77%	72%	82%	83%	85%
Organisation and management	81%	79%	80%	78%	79%	82%	77%	82%
Learning resources	85%	87%	86%	86%	95%	91%	89%	90%
Learning community	78%	71%	76%	75%	82%	79%	88%	83%
Student voice	70%	69%	67%	68%	78%	75%	84%	77%

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)

<b>Headline achievement from 2016-17</b>	<i>Provide a single, concise headline achievement for the School from 16-17 which can be included in further communication to students.</i>
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	<p>The International Business division is proud to have retained a global top3 position for the MSc International Business in the latest Financial Times rankings. This recognition is representative for the teaching focus and graduate quality across the BSc and MSc IB programmes.</p>
<p><b>Key strategic actions for 2017-18</b></p>	<p><i>List 3 actions – to be included on the posters to be produced for each School</i></p> <ol style="list-style-type: none"> <li><i>1. Feedback. The IB division has developed a feedback strategy in order to provide more effective, consistent, and timely feedback to students</i></li> <li><i>2. Programme improvement. During 2017, BSc IB Programme Action plans for Programme content, Employability, and Research were developed. These need to be rolled out and implemented now. The three actions plans are linked to the University’s curriculum and teaching strategy and reflect student feedback.</i></li> <li><i>3. Student competitions. Individual BSc/MSc IB students have in the past participated in international competitions (e.g., business case competitions, cross-cultural competitions). The division has now introduced a support structure for students and is actively encouraging students to participate. Such events can increase the commercial awareness and employability of students and increase the confidence in their abilities. The division is providing financial and mentoring support.</i></li> </ol>
<p><b>Evaluation of main actions from 2016-17</b></p>	<p><i>Brief update on the 3 main actions identified from the previous session</i></p> <ol style="list-style-type: none"> <li><i>1. Feedback. Has and remains a key action item for the division. Being identified as an action point in the previous AP, the division worked during 2017 on the development of a workable feedback strategy. This development coincided with the creation of a feedback working group at the Faculty level. The divisional feedback strategy has been shared with that group.</i></li> <li><i>2. The review of the programmes content and delivery is a continuous process. The discussed changes need to be balanced against the University’s expectations of attracting higher student numbers and higher ratio of international students.</i></li> <li><i>3. Assessment scrutiny is now centralised with the introduction of the Divisional Assessment Officer and the additional divisional meeting of PDs with the DAO. The introduction of the DAO and the subsequent collection of all assessment in one database shall support that students are not asked similar questions across different modules, that the standards are comparable for a given year group, and are raised from level 1 to level 3.</i></li> </ol>

**Good practice examples  
from 2016-17**

*Innovative practice and developments, of wider interest across the University*

- 1. Successful establishment and official registration of the first student society for IB programmes, the International Business Student Society (IBSoc). The IBSoc brings together current students from the BSc and MSc IB programmes, PhD students and alumni. Under guidance from the divisional professional development tutor, elected students run the society and organise events. Besides having topical events, the students learn how to engage with external stakeholders, organise and run events which will be reflected positively on their CVs.*
- 2. World-famous cross-cultural management researcher Prof G Hofstede has joined LUBS2405 via a Skype link and extensively engaged with students' questions. Students enjoyed to not just read about his work, but to be able to engage with him. He is likely to join again in 2017/18.*
- 3. The Global Economy Dinner is an annual business networking evening for all final year students with invitations extended to Y1, Y2 and MSc students as well as BSc and MSc IB alumni. The events support the student-business contacts, student employability and the strengthening of the IB community.*

Aspect	Progress with 2016-2017 actions and indication of impact	Agreed Issues/Actions for 2017-2018 (from where did the action arise, i.e. NSS, module evaluation, programme review?)	Responsibility/Expected completion date
<b>Overall satisfaction</b>	<p><u>UG &amp; PG level</u> The division has agreed on a feedback strategy as set out in the 2016/17 AP. This strategy was agreed at the beginning of 2017/18 and is now successively implemented. There is thus no measureable impact yet.</p> <p>At a teaching away day in May 2017, the programme strategy and direction was discussed. Changes to the programme will be introduced between 2017-19 as new modules will need to be created and approved.</p> <p><u>UG level</u> As part of the teaching provision strategy it was agreed to alter the JH with LCS. From 2019 there will only be one JH between LCS and IB/Mgt rather than separate programmes for each language.</p>	<p>Action: Implementation of the feedback strategy and assessing its impact on feedback scores. Allowing individual MLs to go beyond the agreed strategy to trial and test additional feedback offerings. Source: AP 2016/17; University's and LUBS' decision to achieve feedback score of &gt;85% in the NSS surveys.</p> <p>Action: Moving and removing of modules; identifying colleagues who could create agreed new modules or source them from elsewhere in the University Source: PR</p> <p>Action: completed. Source: University strategy to rationalise the programme portfolio</p>	<p>HGDM in cooperation with the DSE. MLs to implement.</p> <p>PD</p> <p>DSE &amp; HoD</p>
<b>The Teaching on my Course</b>	<p><u>UG &amp; PG level</u> The AP 16/17 agreed action to review the modules has been implemented and is ongoing.</p>	<p>Action: In addition to the ongoing module review, the programme structure will be reviewed in cooperation with the Institute of Export. The objective is to achieve fuller accreditation by the IOE so that students could graduate from Leeds and have an IOE certificate as well. Source: PR, NSS</p> <p>Action: At the teaching away day in May 2017 it was agreed to introduce Teaching Labs to share better practice within the division and also to invite external speakers. Source: NSS and student feedback</p>	<p>PD</p> <p>DSE &amp; PDs</p>

<b>Learning opportunities</b>			DAO
<b>Assessment and feedback</b>	<u>UG &amp; PG level</u> The Director of Assessments (DAO) is continuing to work to streamline assessments across the years and programme.	Action: Implementation of the feedback strategy and assessing its impact on feedback scores. Allowing individual MLs to go beyond the agreed strategy to trial and test additional feedback offerings. Source: AP 2016/17; University's and LUBS' decision to achieve feedback score of >85%.  Action: After successfully rationalising assessment, the balance of the assessment is under ongoing review. Source: PR	HGDM in cooperation with the DSE. MLs to implement  DSE and PDs
<b>Academic support</b>	<u>UG &amp; PG level</u> Continuing from previous year the tutorial system is continuously reviewed to provide appropriate service to the students.	Action: Tutorial system is reviewed to be more effective for students and to be in line with other divisions in the Business School. This will be implemented in 2017/18 Source: SSF	DSE with PDs
<b>Organisation and management</b>	<u>UG &amp; PG level</u> Regular e-newsletter has been introduced.  The CIBUL Twitter/Facebook account is underutilised.	Action: Continuation of the regular e-newsletter. IB division's website is better maintained to capture and share key developments within the division.	PD
<b>Learning resources</b>	<u>UG &amp; PG level</u>	Action: Continuing from 201617 - PDs will work with module leaders to ensure best practice teaching and learning resources are used. For example, through regular 'best-practice' sessions. Staff that has enjoyed the International Teachers Programme or other teaching focused conference and workshop is asked to share their insights.  Action: The division is organising an international IB Pedagogy Workshop on 10 April 2018. The focus of the workshop is the improvement of teaching in IB. All LUBS staff and students are invited to attend.	PD  DSE & GB
<b>Learning Community</b>	<u>UG &amp; PG level</u> Establishment of the IBSoc	Action: The International Business Student Society (IBSoc) requires continuous administrative and managerial support to establish itself as a meaningful	PD and employability tutor

	<u>PG level</u>	<p>community for IB students of all years. This includes connection the IBsoc better to guest speakers from industry. Source: PR</p> <p>Action: Student reps and the PJB scholarship holders have been invited to the weekly IB division lunch to support both in socialising with IB staff and getting to know them better.</p> <p>Action: Voluntary Mentoring System for MSc alumni and current MSc IB students. Students who join the annual MSc alumni reunion events March will be asked to (voluntary) participate in a mentorship training workshop and mentor current MSc students.</p>	<p>PD</p> <p>PD</p>
<b>Student voice</b>	<u>UG &amp; PG level</u>	<p>Action: Regular meetings with and open door policy for student reps</p> <p>Action: Student reps and the PJB scholarship holders have been invited to the weekly IB division lunch to support both in socialising with IB staff and getting to know them better.</p> <p>Action: PDs to present to students what has changed on the programmes in response to student feedback.</p>	HoD, DSE, PDs
<b><i>additional headings can be added as appropriate, i.e inclusive learning and teaching practice, personal development, Leeds Curriculum</i></b>			