

POSTGRADUATE News

Autumn 2011

Keele
Management
School



Welcome to the latest issue of our postgraduate newsletter. If you have any articles you would like to see included in our next issue please contact Pat Leadbeater on p.a.leadbeater@keele.ac.uk

KMS Student News - Internship Projects Summer 2011

For the past few years we have been offering students on some of our Masters programmes the chance to do an internship as an alternative to writing a dissertation. In the first couple of years a dozen or so students took up the challenge and each year one of these students found themselves with the added bonus of being offered a permanent job as a result of their internship.

Our interns won't end up just making the tea or doing the photocopying, the host companies all offer genuine work projects which put to use the knowledge and skills acquired from studying a masters programme.

Here's a taste of what some of our interns are getting up to this summer:

- Global Crossing, a leading global IP solutions provider, has students working on a customer services project;
- Mitchell Arts Centre, a not-for-profit limited company, has asked interns to investigate and identify potential partners, collaborative projects and sources of funding;
- Winston Joinery, a local SME, have four students working with them on projects involving operations management, procurement and marketing;
- Capital Shopping Centres PLC, the market leader in managing regional shopping centres (including the local Potteries Shopping Centre), has projects looking at the application of lean management and also the procurement and supply chain across the whole group.

Just a small selection of the internships



Emma Dobson, pictured centre, one of last year's interns now working with Winston Joinery and supervising our current interns.

happening this summer but it shows the wide variety of both types of project and size of organisation.

The whole experience of the KMS internship is as close to applying for, and doing, a 'real' job as we can make it. It's a competitive process and each project has to be formally applied for with a covering letter and CV; applications go through a selection process and the successful candidates are interviewed by the employer and a Keele academic. It's no easy option!

However, it's well worth the effort as previous interns have told us:

'With the economy still in recovery; it is an ideal way to get a foot in the door. It is an invaluable experience that is difficult to obtain as a student with a small amount of business experience' Helen Kennedy (MA

Management, 2009/10) a former intern (now employed) with Global Crossing, London.

A piece of advice from Helen *'If you are interested in the internship with Keele Management School, you will need to have good time management, organisational skills and a hard work ethic. You will also need to be determined to make the internship worth its while. As with most things in life, the more you put into this experience, the more you will get out of it. Take the opportunity to gain contacts, make good impressions and (in some cases) pester people until they give you a permanent position!'*

See how this year's interns got on in the next issue of our newsletter.



David Holmshaw one of our 2009 interns, pictured with Catherine Crockett, Global Crossing.

KMS Student News (continued)

Flip Em Innovation Project

The 2010-11 National Student Survey highlighted student demand for greater use of specialised technology and equipment in teaching. As a result, KMS put forward a bid for funding from Keele University Teaching Innovation Projects. The bid was successful and funding was secured to purchase a small number of flip video cameras for a project to enhance student employability and strengthen employer engagement as part of our internship programme.

Eight of this year's interns volunteered to take part in the project and are using the flip video cameras to create video diaries recording their experience. The project will look at how using the cameras enables students to go through the creative and reflective stages of producing a diary by using words, sounds, pictures and video to benefit from a wider range of learning styles.

The cameras are easy to use and the only training necessary has been a short workshop given by the School's Learning Technologist, Dan Harding, to quickly run through how to use them and give the students the opportunity to make a short video while Dan was on hand to sort out any problems.

The students response to the project has been encourag-

ing "I hope I am one of the eight lucky people who will get a camera. I will tell other applicants about this project as it is fantastic."

As part of the funding agreement, the project findings will be presented at the Annual Teaching Innovation Symposium at Keele, in July 2012. If you'd like to find out more have a look at the FLIP:EM blog at <http://flipem.tumblr.com> and see our next issue of the newsletter for the final result.



Our FLIP:EM Volunteers!

Distinctions at M.B.A.

Congratulations to our M.B.A. students, Shaun Hinds, Martyn Blake and James Titmuss who all graduated with distinction this summer.

.... and Our Distinctive M.B.A.

Summing up his MBA experience at Keele, Shaun said *'The Keele MBA offers a perfect combination of academic insight and practical application. It's been a rigorous and challenging programme, but immensely enjoyable. I would recommend the Keele MBA to anyone.'*

James told us that *"I have gained an incredible amount from taking part on the Keele MBA, both academically and professionally. I found the structure and the content of the course both interesting and challenging and I particularly enjoyed the high level of interaction with other students from many different fields and professions."* James also felt that *"It has also helped me from a practical perspective, making me more effective as a manager. However, not just by giving me a toolkit to be able to help me deal with certain situations, rather it has allowed me to start to think in a way that I can develop suitable solutions for certain situations."*

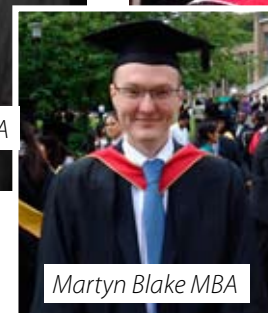
Not wishing to 'blow our own trumpet'! but James also had something to say about KMS staff *".I also have to say something about the staff, both teaching and administrative, in relation to their approach and flexibility. I started the course in 2007 and it took me 4 years to complete as I had to take a year out. As is the case with most part-time MBA students, I was managing a full time role, which is challenging, but I also went through personal challenges when my wife was diagnosed with cancer. The staff at Keele were both supportive and empathetic to my circumstances and allowed me the flexibility to complete the course in my own time. Without this approach and their acceptance and understanding of my individual position, I would not have been able to graduate the course."*



James Titmuss MBA



Shaun Hinds MBA



Martyn Blake MBA

Finally *"I would recommend the course to anyone who is looking to become a better manager or business person, but I would really encourage anyone who is looking to challenge themselves and think about the role business plays in today's society to enrol, as it has had such a big impact on me."*

And Martyn's thoughts on his experience were that *"The Keele MBA has given me a much deeper understanding of all aspects of management. It goes much further than just providing tools, it gives insights into management psychology, history and development as well as practical applications relating to your specific work experience. The final dissertation was challenging to say the least. It allows you to explore in detail many of the subjects covered throughout the course, apply them to a real world situation and generate, or test, original theories. Keeping it all coherent gave me a few sleepless nights. In the end it was very worthwhile, allowing me to do my job better and with greater understanding. Looks nice on a CV too!"*

A Year in New York

We're always interested to find out what Keele Management School graduates decide to do following graduation.

Katy Hanby, who graduated with a BA in Business Management and HRM in 2009 will be spending the next twelve months living and working in New York as part of the Mountbatten internship programme. "I am moving to New York in August for a yearlong internship in Manhattan. This is part of the Mountbatten Institute programme which aims to enhance international understanding and give recent graduates and young professionals the opportunity to work and live abroad. The programme focuses both on personal and professional development and includes a Postgraduate Qualification in International Business Practice in association with

St Mary's University College, Twickenham. I am both nervous and excited about this opportunity! Being back in Keele for Homecoming this summer reminded me how quickly time passes and how my feelings of apprehension about going to Keele were quickly transformed into a love for the place. My course in Business Management and Human Resource Management has given me a perfect base for finding work after my studies and securing this placement. The course was broad and varied, with the opportunity to really specialise in your own interests in your third year."

If you would like to find out more about Mountbatten internships, take a look at www.mountbatten.org. And if you have a story you'd like to share with us about what you have done after graduating, please do get in touch.

Staff News

Promotion to Chair for Carole Thornley



Our congratulations go to Carole Thornley (Human Resource Management) who has recently become one of a very small percentage of women in this country to be promoted to a personal chair. Carole joined the School in 1992 as a Lecturer in Industrial Relations and was promoted to Senior Lecturer in 2000.

Before joining Keele, Carole had worked abroad for a number of years as a linguist (French, German and Russian) and administrator in the private sector with ITT and Honeywell. She then obtained a first class degree in social science through part time study whilst working in London in the voluntary and non-profit sector, including a stint in the House of Lords. Subsequently, she has studied for an MPhil in Economics at Cambridge and a PhD at Warwick University Business School.

Carole has a strong interest in the international economy and globalisation, with published research on human resource issues for bank workers in the UK and France and, more recently, plant performance in the global automotive industry. Prior to this, she published extensively on health and local government. Her work has been widely covered in the national media and she has appeared on BBC television and numerous radio interviews.

Congratulations Aikaterini Koskina

Aikaterini Koskina, Lecturer in Human Resource Management in KMS, pictured outside Keele Chapel looking very happy on her PhD graduation day July 6th 2011.



Aikaterini told us that "Studying for a Ph.D is like being in a rollercoaster of events and emotions that are not always pleasant. It can take over and invade every part of your life. **But** graduating with a Ph.D is an accomplishment of both personal and academic value. It is the completion of a major milestone in your life and the beginning of a new era. I completed my Ph.D journey and received my degree in HRM and Industrial Relations at this summer's award ceremony. My successful completion of this journey would not have been possible without the studentship of Keele University and the support, encouragement and enlightenment of many people, most notably Dr Steve French, Professor Carole Thornley and my family."

Aikaterini's thesis explored and explained customer-service work in contact centre environments of different national origin, size and sector in Greece. It examined specifically the functioning of industrial-employment and work-social relations in six contact centres. Analysis took place at macro, meso, and micro level and suggested that voice-to-voice work can be visualised in a high-low commitment management and high discretion rubric under certain circumstances. The findings gave rise to the descriptive and prescriptive neo-professional model of management and organisation of customer-service work.

Congratulations Laura Mitchell

Laura Mitchell, who joined us in January this year as a lecturer in Human Resource Management, has recently completed her PhD at Lancaster University. Laura has a strong interest in the moral aspects of work and organisations and wrote her doctoral thesis on dignity and organisation.



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The Chinese Connection

In March this year, Keele's Vice-Chancellor Nick Foskett, led a delegation to China to visit six universities in five days. At the end of the visit, the delegation, which included Professor David Shepherd, Dean of Humanities and Social Sciences; Professor Matthias Klaes, Head of Keele Management School and Dr Annette Kratz, signed a memorandum of understanding with five of the institutions – Shanghai Ocean University, Shanghai Finance University, Changzhou University, Shejiang University of Finance and Economics and Tan Kah Kee College Xiamen University.

Students from these universities will now be able to choose to spend a year in Keele Management School as study abroad students attending lectures and tutorials alongside other Keele undergraduate students.



Sir David F Hendry delivers the 2011 Annual Distinguished Lecture in Economics

This year's Annual Distinguished Lecture in Economics was delivered by Sir David F Hendry from the Department of Economics and Institute for Economic Modelling at the University of Oxford. Sir David was elected a Fellow of the British Academy, a Fellow of the Econometric Society, Honorary Member of the American Economic Association and Foreign Honorary Member of the American Academy of Arts and Sciences. He was knighted in the 2009 Birthday Honours.

His work is predominantly on time series econometrics and the econometrics of the demand for money. Recently he has worked on the theory of forecasting and also on automated model building.

Sir David's lecture titled 'Empirical Model Discovery and Theory Evaluation' argued that despite important differences, discovery and evaluation in economics are similar to those of natural science. Instead of fitting a pre-specified model which restricts discovery, he advocated automatic modelling methods which help to formulate very general models which embed and evaluate the initial economic theory and allow for a rigorous evaluation of selected models to ascertain their viability. Professor Hendry illustrated his key claims with live econometric modelling.

The lecture was well attended by staff, students and members of the public and a video can be viewed on the News section of the School's website: <http://www.keele.ac.uk/kms/news/2011/sirdavidhendrydeliversannualdistinguishedlectureineconomics.php>



Grow Your Own Career

The School hosted a 'soft skills' professional development workshop led by Clare Barnett, Managing Director of Synergia Business Services. The 'Grow Your Own Career' event was organised by Keele Management School in conjunction with the local branch of the Chartered Management Institute (CMI). Delegates found out how to map individual skills, identify personality preferences, set aspirations, develop a career plan, understand how to research the career market, create their own unique selling points and write a CV to grab the attention of the recruiting manager.

The School will be hosting similar events in the coming academic year, keep your eyes on the home page and news section of our website: www.keele.ac.uk/kms for details.

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