

Course Leader Conference

Workshop session

Internationalising the curriculum Study Tours

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Nottingham Business School

Richard says sorry for not being here – he is in Madrid sorting out the trips for July and September this year!



Focus on two Undergraduate Courses

- **BA (Hons) Business Management and Entrepreneurship**
Course Leader: Karen Slater

- **BA (Hons) Business Management (In Company)**
Course Leader: Richard Howarth

Course and Module Context

- Course and Module Level Outcomes
 - NBS Learning Goal: 'Evidence the capacity to act as a global citizen'
 - Programme Learning Outcome: 'Demonstrate an awareness of wider social and management issues and cultural diversity within a global context (K/U)'
- In the context of NBS strategy
 - Limited involvement with international perspective
 - But could be by accident – exposure to international elements through student in-company roles and placement role
 - Some module content relates to international dimension and global strategy
 - BABM (In Company) → Few students on the course from outside the UK (concerns related to course attraction)
 - Desire to widen international dimension on both courses

The Study Tours – current situation

BABM and Entrepreneurship

- 2 week short course in January
- Set course content - Entrepreneurship, Creativity and Innovation
- Course is accredited - 8 ECTS/4 US credit (equivalent to 16 NTU credit points)
- Where - Burgundy School of Business, Dijon, France
- Who – Our Level 2 students + students from Australian Universities



BABM In Company

- 1 week tour in July or September
- Tour module content is bespoke and tailored to NBS students
- Embedded in a module
- Where – ESIC, Madrid, Spain
- Who – Level 3 students

- Tours on both courses are taught in English



Process of Development: BABM (in-Company) Study Tour

- **First Study Tour (2013/14):**

- Call for support to NBS partners → First tour to Paris (IESEG) → 4 days in July
- Modules taken 'off-shelf'
 - Good experience for students but value not realised
 - Not connected directly to assessment on module – no real delivery control

- **Second and Third Study Tour (2014/15):**

- Desire to work with a Partner on content to address concerns after first year
- Tour to ESIC in Madrid → 1 week
 - Partner selected as they have similar approach to delivery and keen to work with NBS on content
 - Blend of classroom, case studies and 'cultural' activities
- Students began to connect elements and experiences but still not fully embedded within a module and assessment. Seen as a 'holiday' by some students

- **Fourth Study Tour (2015/16):**

- Tours to ESIC in Madrid → 1 week in July or September
- The tour to be embedded within a module → direct connection with module and formative assessment
- Design process - flexible around course material, sharing ideas and approaches with ESIC
 - Good staff development opportunities and potential for exchanges
- Expected there will be closer connection by students and this will add value but may lose some of the wider experience elements as a result of assessment focus
- Mainly practitioner academics teach on the tour – well grounded
 - Module leader from NBS present



Process of Development: BABM & Entrepreneurship Study Tour

• First Study Tour (2015)

- Leaflet received promoting a Short Course in Entrepreneurship, Creativity and Innovation from a partner university → Burgundy School of Business
- Course had been running since 2012 - Dates of course set
- Programme includes, classes, workshops, company and cultural visits
- Completion Certificate - equivalent to 16 NTU credit points
- 40 places on the course - 20 NTU students and 20 from several Australian Universities
- Offered course to our Year 2 and year 3 students – unsure of best fit
- Feedback from students was very positive
- Value from
 - The approach and delivery methods utilised on the programme – experience of a partner university
 - Interaction with students from other universities – mixed groups
 - Company and cultural visits

**GROUPE
ESC DIJON
BOURGOGNE**
BURGUNDY SCHOOL OF BUSINESS

• Second Study Tour (2016)

- Experience and feedback from our students informed our decision to offer the course purely as a Year 2 opportunity
- Year 2 students attended the course in January 2016



Insights

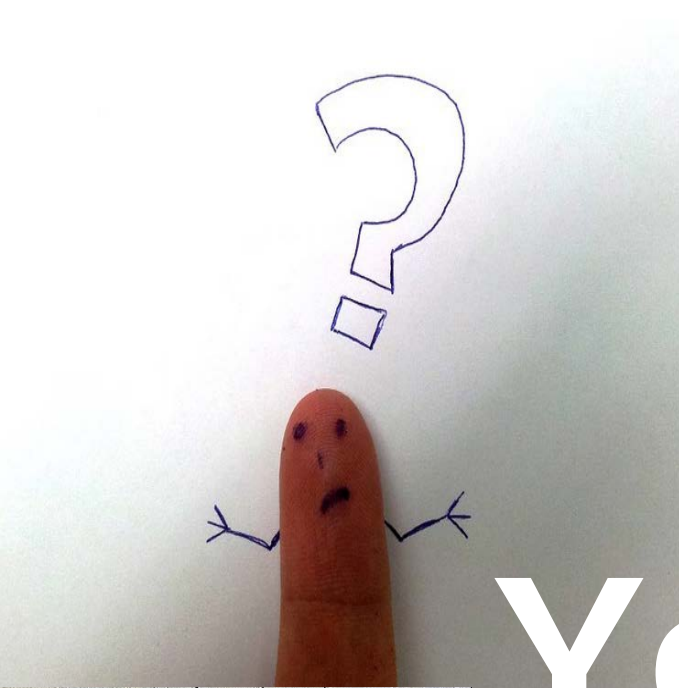
• Challenges

- Emotional and timetable challenge
 - Challenges with timetables and staff availability to accompany the students
 - Dijon Tour - Students miss 2 weeks of their module work at NBS as course timing is set
- Quality
 - Dijon Tour - Establishing level of Course content
 - ESIC - Ensuring quality related to assessment elements
 - Establishing value of the tour in terms of international experience
- Geographical location of tours → Travel (process and logistics)
- Perception of being a holiday
- How many students can attend – limited places available on Dijon Tour
 - Students to go through selection process but what is the best way?
- Language barrier → Some students can't speak the language – challenges in local community

• Benefits for our students

- Dijon Tour - Great opportunity particularly for those on FT course - Course is accredited
- Feeds in to other areas e.g. placement and year 2, 2nd half year opportunities
- Relevant for final year modules – ESIC tour embedded in a module
- Enhances CV/employability
- Meeting NTU, NBS and Programme Learning Goals





Your questions

Workshop

- How could you integrate the sorts of things discussed in your own areas of work?
- What guidance would you need to support you in developing International dimensions for your students?
- Part of curriculum refresh? How could it be achieved?