Delivering high quality postgraduate taught

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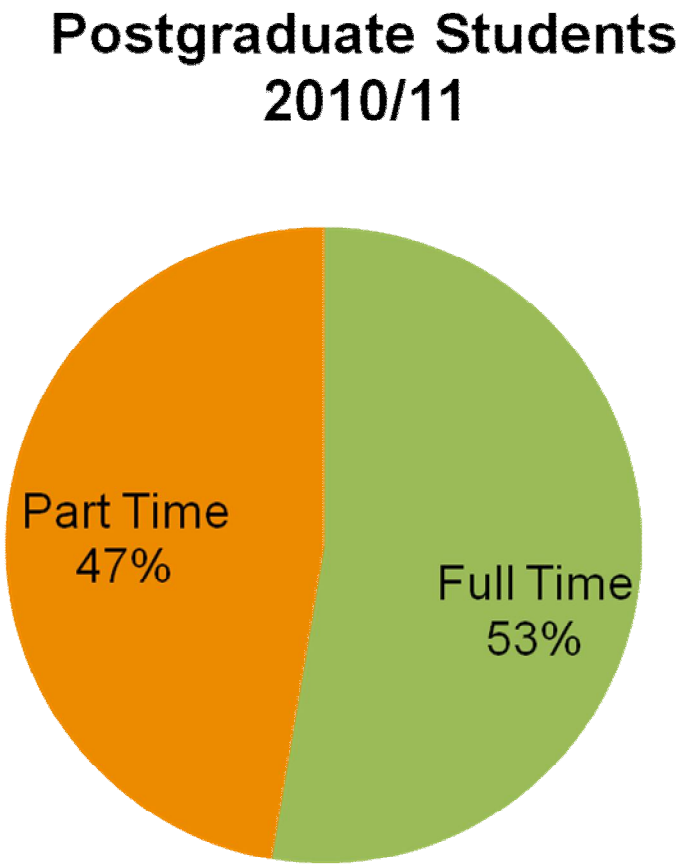
Dean BPP University College

Background

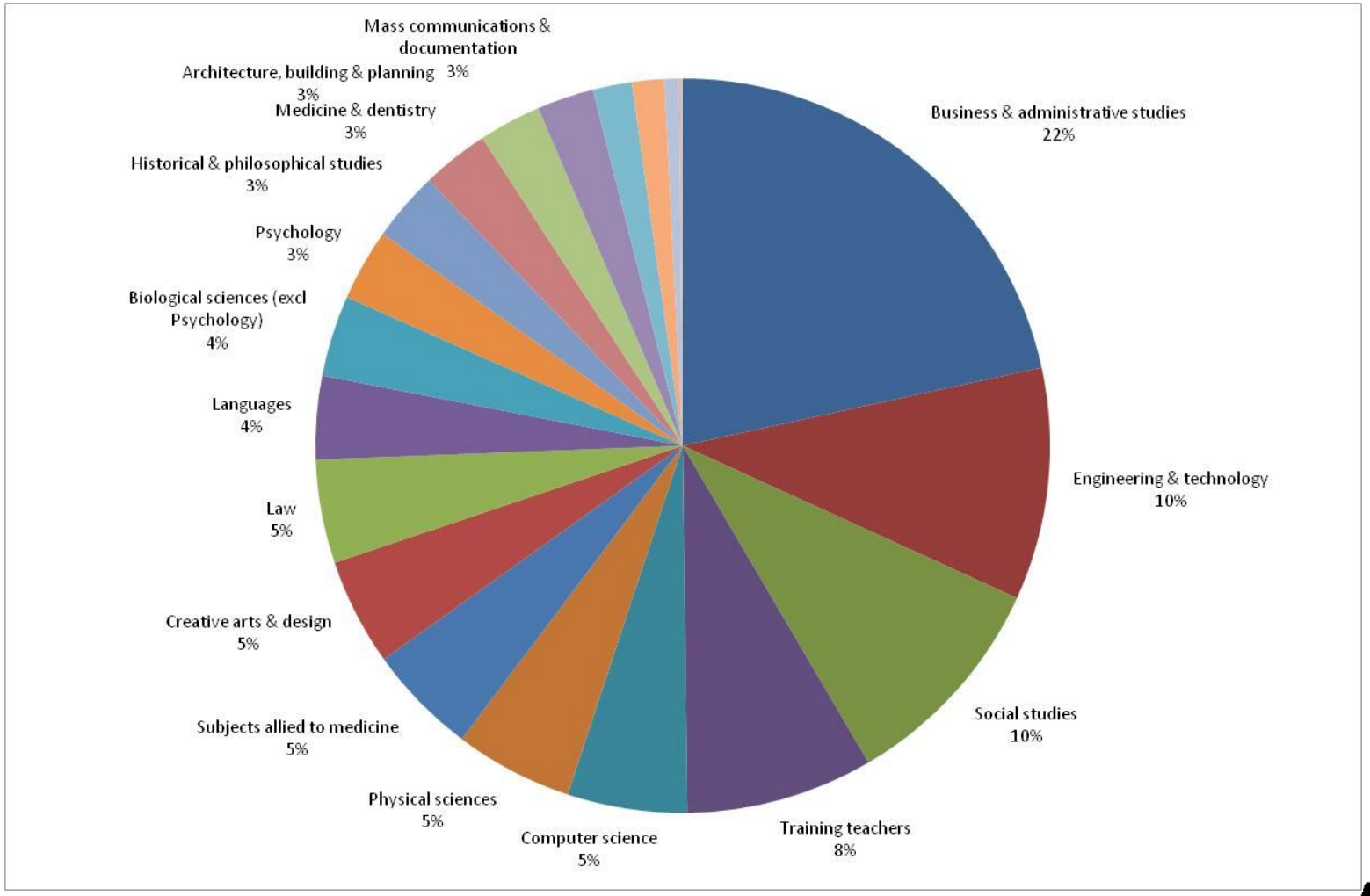
- Former Dean Open University Business School
- Current Dean BPP University College BS
- Governor of Ashridge Management College
- International experience through OU and CIMA
- Governor of failed US Open University
- Emeritus Professor University of East Anglia

PG accounts for 24% of the overall student population



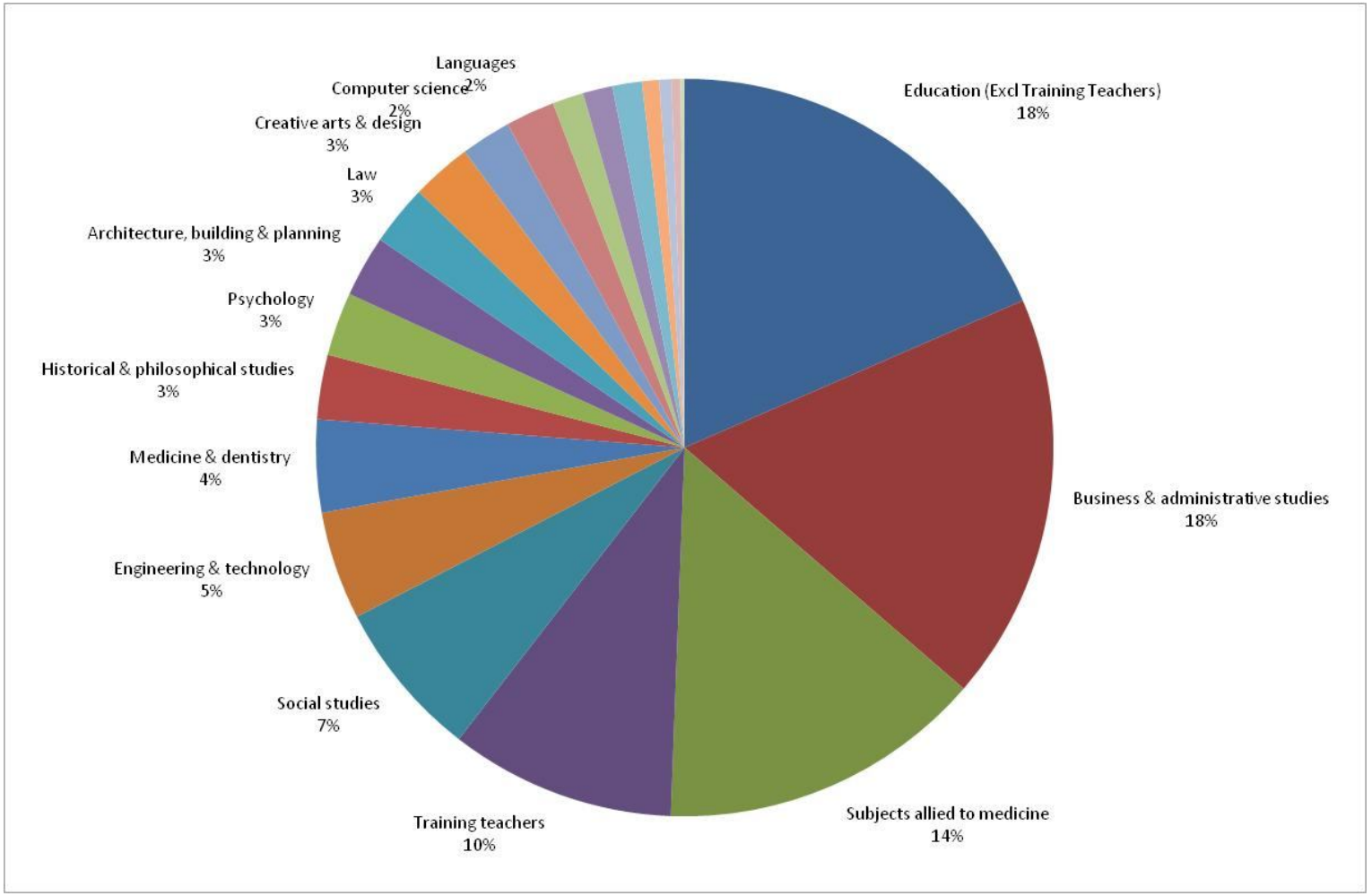
Business & Administrative Studies largest overall subject area 116,715 in 2010/11

There are significant differences between the make up of the full time



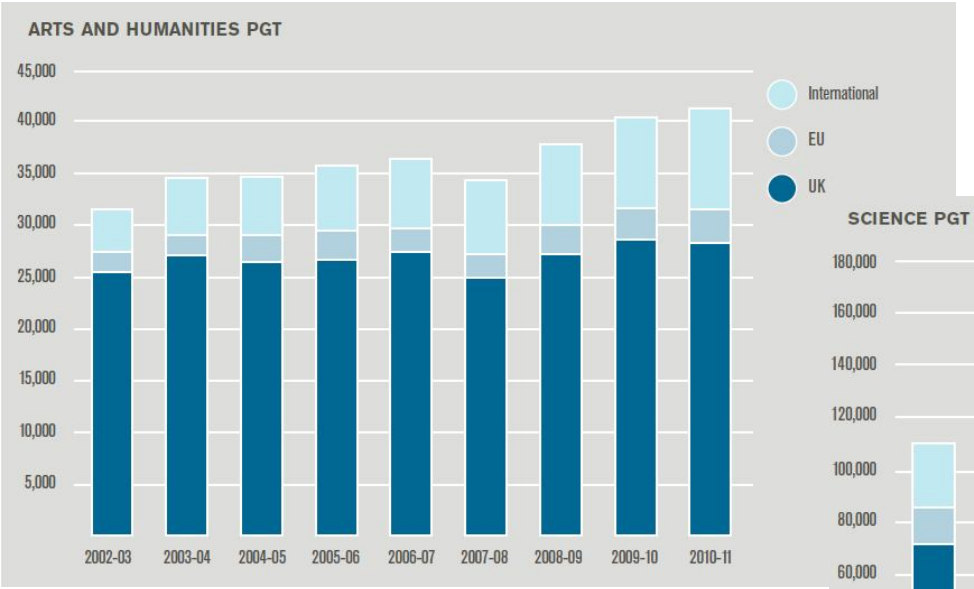
Source: HESA Postgraduate statistics 2010/11, www.hesa.ac.uk

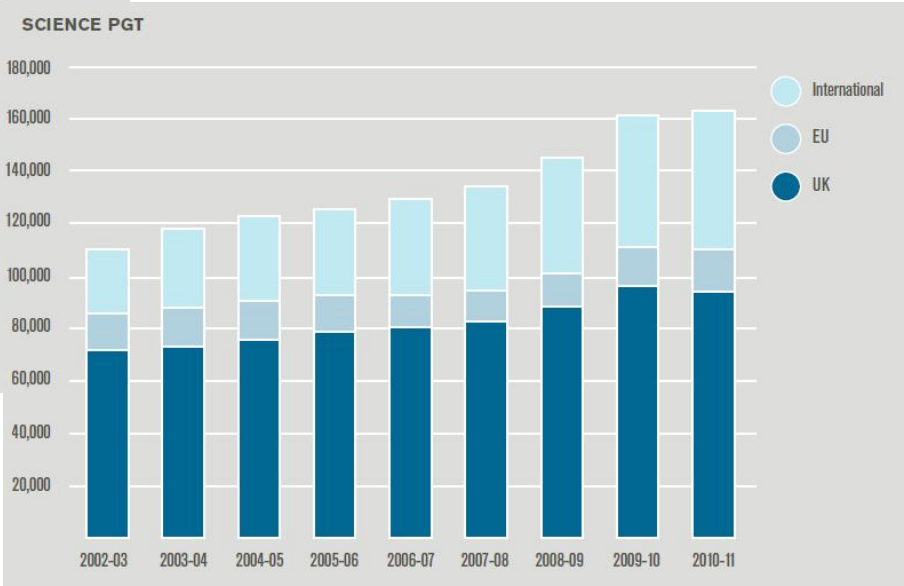
... And part time markets



Source: HESA Postgraduate statistics 2010/11, www.hesa.ac.uk

Postgraduate taught registrations have increased significantly





Postgraduate taught enrolments increased by 34.3% between 2002 and 2010

Source: HEFCE ASG analysis of the HESA standard registration population registered at UK HEIs, 2002-03 to 2010-11. Students registered at the Open University are not included in these figures.

Declines in domestic students masked by increases in International students

- International enrolments increased by 105.8% compared to 15.8% in home.
- International students now outnumber home students by almost two to one in several disciplines.
- Computer Science enrolments fall by 46.1%, against a 66.2% rise in international enrolments.
- 149.5% increase in engineering and technology domestic enrolments remained stagnant over the same period.
- International enrolments in business and administration studies doubled between 2002 and 2010, whilst domestic enrolments in these disciplines declined by a fifth.

Source: Postgraduate Education - An Independent Inquiry by the Higher Education Commission

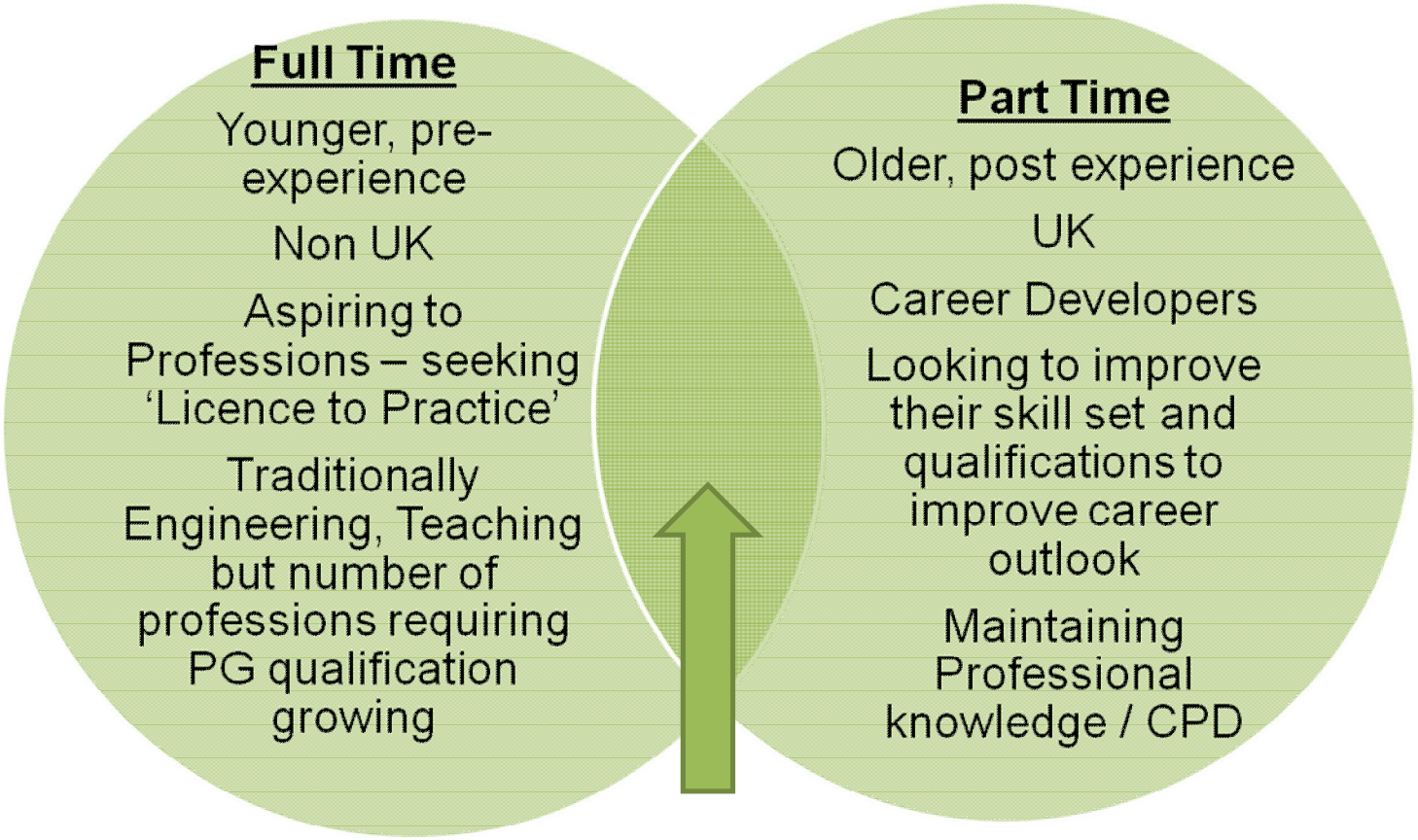
PG Students studying wholly overseas has grown by 20% in the two years to 2010/11

Postgraduates students studying wholly overseas

	2008/09	2009/10	2010/11
All UK HEIs			
Within the European Union			
Students registered at a UK HEI	17660	18885	18420
Students studying for an award of a UK HEI(3)	2570	3580	4245
Total	**20230**	**22465**	**22665**
Outside the European Union			
Students registered at a UK HEI	47795	52560	55710
Students studying for an award of a UK HEI(3)	6160	9750	10415
Total	**53950**	**62310**	**66130**
All locations			
Students registered at a UK HEI	65455	71445	74135
Students studying for an award of a UK HEI(3)	8730	13330	14660
Total	**74180**	**84775**	**88795**

(3) Students who are not registered at a UK HEI

Reflecting the differences between Full and Part Time postgraduate students



Career Switchers:

Postgraduate study is also increasingly used by older students as a mechanism for changing career, with possession of a postgraduate degree being used as a proxy for direct experience in the field.

Importance of postgraduate skills in current labour market

Postgraduate study is becoming a norm:

necessary for entry into a profession,

licence to practice or de facto requirement

- Legal
- Teaching
- International development and NGOs
- Engineering
- Museums work
- Scientific roles in biotechnology firms
- Quantitative roles in investment banking
- Clinical science
- Patent attorneys
- Scientific roles in biotechnology firms
- Psychology professional roles

Source: Postgraduate Education - An Independent Inquiry by the Higher Education Commission

Purpose of a business school

- Preparing students for employment
- Study of business – descriptive to critical
- Study of markets and processes.
- Source of expertise and consultancy
- Provision of CPD and Exec development

Postgraduate purposes

Classification of Programme:

—Cognate – build on undergraduate

- Taught - leading towards specialist career MSc Finance
- Research - towards PhD and academic career MRes

—Conversion – Pre-vocational & career switch MSc Management

- Possible alternative to professional qualification PGCPE

—Post Experience – professional and career MBA

- CPD – credit accumulating

—Altruistic and self fulfilment – University of Third Age

Career focus

—All have career emphasis

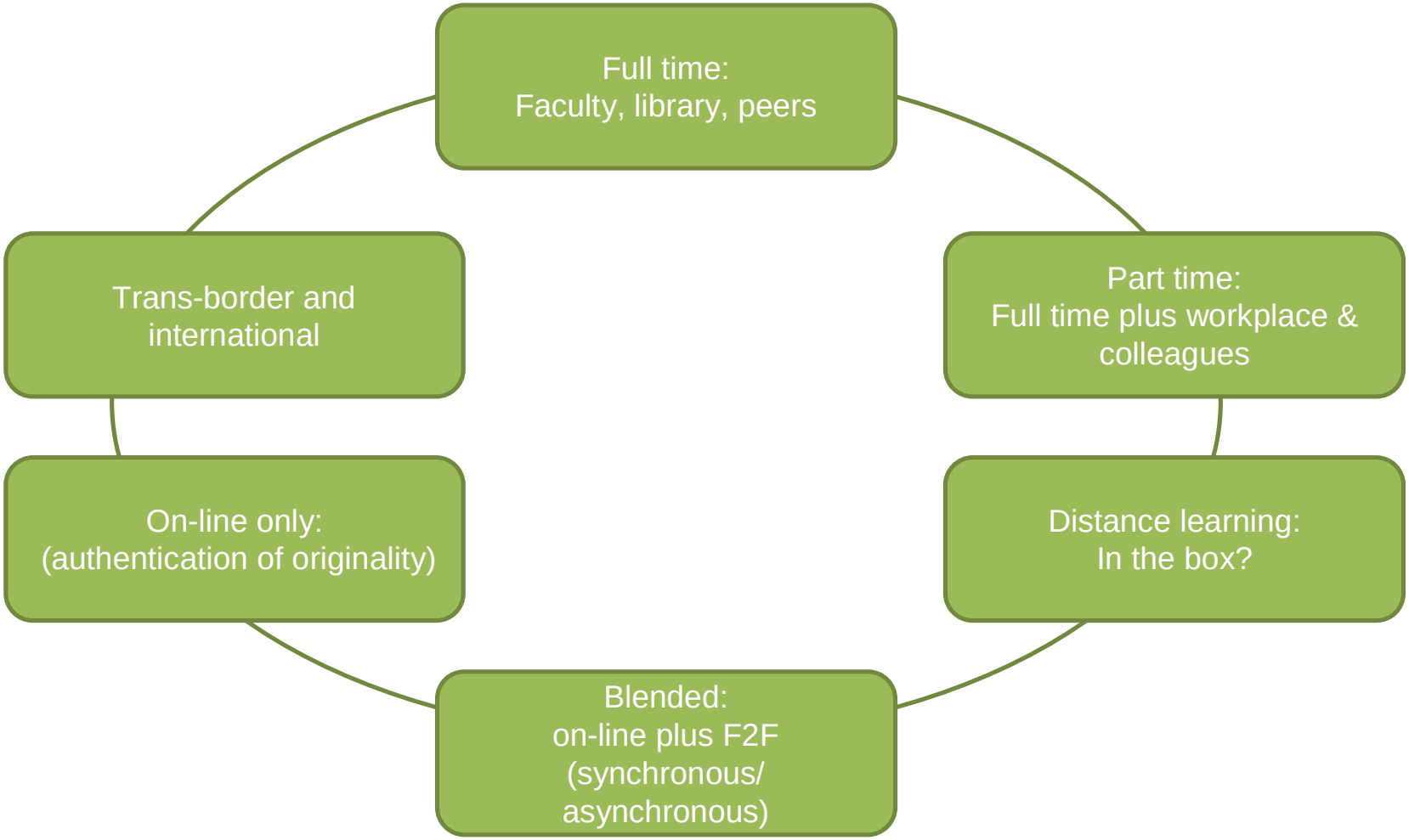
- Academic career achieved with PhD (STEM, Humanities, Social Science)
- Commercial career through conversion or cognate
- Career advancement through post experience

—Career opportunities reflect employment market

Mode

	Campus		Flexible
Teaching Centric	Full time traditional	Part-time day/evening	
		Distance Learning	On-line
Student/learning centric		Blended	MOOC

Resources


Full time:
Faculty, library, peers
Part time:
Full time plus workplace & colleagues
Distance learning:
In the box?
Blended:
on-line plus F2F
(synchronous/
asynchronous)
On-line only:
(authentication of originality)
Trans-border and international

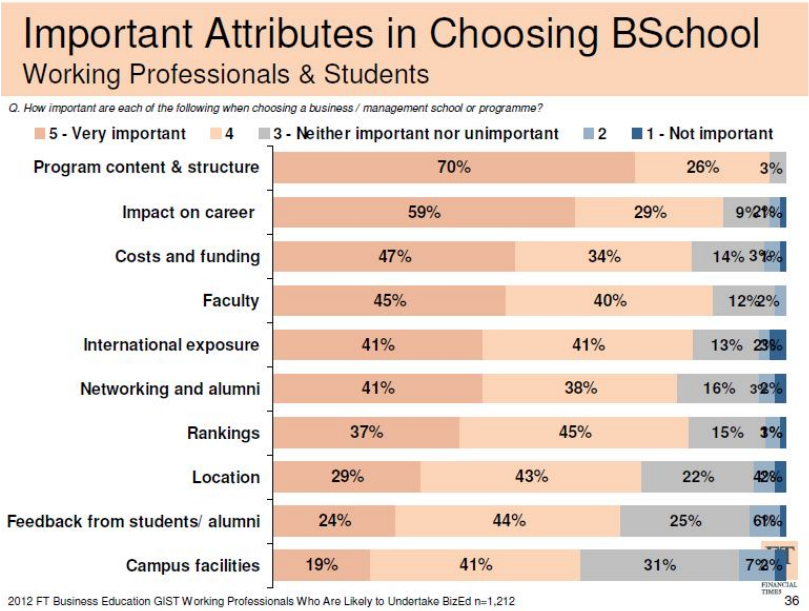
High Quality

—Rankings – FT Management

—Accreditation – AMBA, EQUIS, AACSB

—Research - RAE/REF

—Customer – student and employer

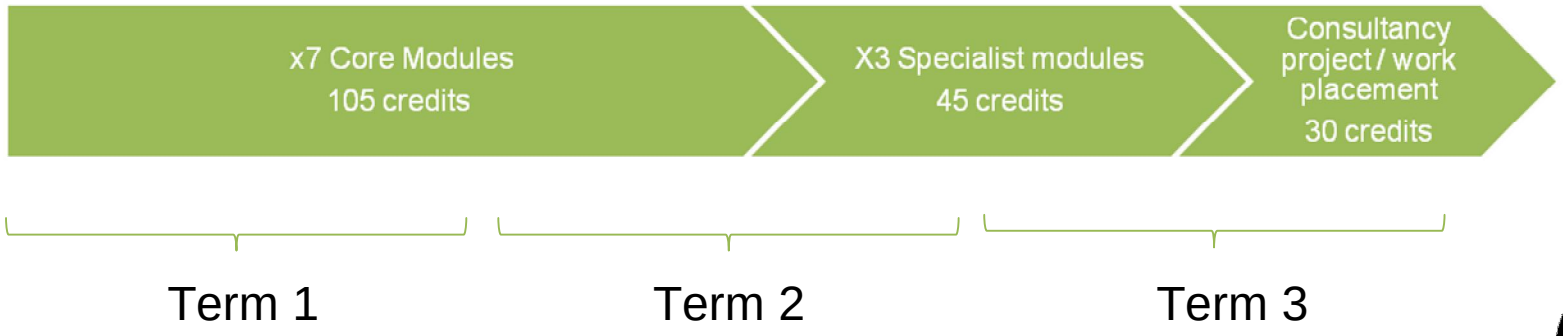


Case Studies

- BPP – MSc Management with Finance/ Project Management
- BPP – MBA (Legal Services); MA Law with Business; MSc Applied Taxation
- BPP – MSc Professional Marketing/ HR
- UEA MBA – full time - Diploma in Business Consulting
- OUBS – MBA workplace friendly

BPP – MSc Management with (Conversion)

- Management skills and competencies plus functions, processes and roles.
- Management with: Finance, Financial Markets, Project Management, Tourism & Hospitality, ...
- 2/3rd common plus specialism
- Consultancy Project or Academic and Career Skills (Work Placement)



BPP – MBA (Legal Services) MA Law with Business, MSc Applied Taxation

- Developed for corporate clients: Simmons & Simmons, SJBerwin, KPMG,
- Business Ready lawyers, Tax expert advisor, ..
- Industry related assignments and projects
- Specific- Business/industry/competitor intelligence analysis
- Project not dissertation
- Delivered by professionals and industry experts

BPP – MSc Professional Marketing or Human Resources

—Full integration with the professional qualifications eg CIM, CIPD,CMI,CIPR

—Tutors are experienced practitioners bringing real-world scenarios

—Tailored to career path with specialist career related modules

The Chartered Institute of Marketing

Accredited Study Centre
2011-2013

cipd
Approved Centre

CMI
Chartered Management Institute

UEA MBA

University of East Anglia

- MBA and Diploma in Business Consulting from CMI/IBC
- No dissertation but consulting project
- Minimum 3 consulting projects which are live in businesses
- Group and individual work assessed
- Emphasis on sustainability

Accredited by Association of MBAs

Open University Business School MBA

—Distance learning – flexible and work friendly

—Everything in the box

—Encouragement for study groups

—Access to tutor on-line, by phone, F2F

—Assignments which can draw on workplace

—Recognition of role of peers, employers, colleagues in workplace

Business Schools are a success

- Approx. 130 schools with 270k of FTE up 60% in 15 years
- Growth continues at about UG and 12% PG (2009/2010)
- 1 in 8 UG is studying business
- 1 in 5 postgrad
- 1 in 4 International students
- £2bn contribution to exports earnings, £7.5bn regional economies, NBS/ABS impact study 2010
- Successful Overseas campuses e.g. Nottingham
- Accredited schools 21 EQUIS, 16 AACSB, 43 AMBA

Analysis of current situation

- Must serve the employment market – graduates want jobs and to pay off debts!
- New radical delivery models on-line and bite size chunks with credit accumulation!
- Re-staffing – professionals teaching professionals
- More associates with experience mentoring and coaching in a digital social media learning environment.

Conclusion

—Range of providers and legal entities

—Market differentiation not herd

—Student right for quality and value for money education

—Students right to career enhancing programmes

—But need for regulation and oversight (not safety net)

Your Ambition Realised

BPP Business School

bpp.com