

INFORMATION FOR CANDIDATES

1. BIRMINGHAM CITY BUSINESS SCHOOL STRATEGIC PLAN OVERVIEW

The Business School's mission is

‘to be a leading practice-based business school, international in orientation, networked into business, the wider community and working in partnership to offer a portfolio of programmes and applied research that shapes careers and organisational success through developing and inspiring individuals in their thinking and business practice’.

Realisation of this vision and mission needs to be supported by growth in international development and third stream activity whilst maintaining market share in various existing markets. As a consequence the School's **strategic priorities** over the next five years will focus on:

- Growing our business profitably – with a priority focus upon international development and third stream activity.
- Building reputation – for the distinctiveness of our approach to practice based education and research.
- Competing on quality – delivering the ‘BCBS experience’ through the quality of our courses, their management and administration. Thereby improving retention, progression and student experience.
- Internationalisation – in line with our EPAS accreditation aspirations ensuring that the internationalisation agenda permeates the development of the School's curricula, programmes and research opportunities as well as informing recruitment of staff and students.
- Partnership working – developing strategic partnerships with business, professions, public service organisations and other educational institutions in the UK and overseas.

Implementation is the key feature of any successful strategy, and to this end BCBS will build on a number of School-wide ‘strategic platforms’ consisting of:

- An innovative and market responsive course portfolio driven by our vision and robust market intelligence
- A strategy of growth supported through strategic alliances, partnerships and collaboration with business and other organisations
- A focussed programme of practice based research co-designed with partners/business
- A quality and service delivery model that enables all staff to engage with and deliver the ‘BCBS Experience’ to our students and clients
- A resource strategy and capability development model to deliver the vision and mission
- A programme of marketing, PR and communications to support the reputation and profile building in line with the BCBS vision

2. BUSINESS SCHOOL STRUCTURE

The Business School is structured into

Three academic departments

Department of Accountancy and Finance

Department of Business and Marketing

Department of Management and HR

Three commercial / research centres

Centre for Business Innovation and Enterprise

Centre for Leadership and Management Practice

Centre for Internal Audit and Risk Management

There are four Associate Dean posts of which two are 0.5FTE

Associate Dean (Projects)

Associate Dean (Operations)

The two full time Associate Dean Positions are

Associate Dean Student Experience and Quality Assurance

Associate Dean External Relations

An Organisation Chart is attached as Appendix 1

3. FACTS AND FIGURES

3.1 Staff

Academic 86 (plus PT lecturing staff)

Administration 35

3.2 Students

3000 of which 700 are overseas

4. SPECIFIC OBJECTIVES OF THE POSTS

Associate Dean External Relations

This post is intended to support the Executive Dean through leading and strategically directing the development of the Faculty's three key areas of external income generation:

- Business engagement
- International partnership development

- Research

This will be achieved by primarily working closely with the Heads of the three centres

Centre for Business Innovation and Enterprise

Centre for Leadership and Management Practice

Centre for Internal Audit and Risk Management

And the

Academic Partnerships office

Responsibilities

The candidate appointed will:

- Develop existing business and seek opportunities for new business including training, knowledge transfer, research, consultancy and franchise activity nationally and internationally;
- Lead the Faculty's business engagement strategy;
- Lead and co-ordinate the development of research and consultancy across the Faculty;
- Take responsibility for developing the School's external reputation and portfolio;
- Develop and apply mechanisms to ensure that scholarship, research, business interaction and reflective practice informs teaching and learning, curriculum development and programme delivery;
- Represent the Faculty at University committees dealing with all aspects of business engagement, international activity and research.

Associate Dean Student Experience and Quality Assurance

Specific objectives of the post

This post is intended to support the Executive Dean through leading on issues of student experience.

This will involve chairing the Student Experience Committee, listening to the 'student voice', leading and motivating colleagues to provide the best possible experience for students in the faculty and providing advice and guidance with regard to performance indicator information from the National Student Survey.

In addition the post holder will have oversight of facilities and resources which have an impact on the ability of the faculty to provide the best possible experience for students. The post-holder will also Chair the Faculty's Academic Standards Quality Enhancement Committee (FASQEC) and be responsible for quality assurance and enhancement across the faculty ensuring systems are in place for compliance with the requirements of external quality agencies.

In order to carry out these duties the post-holder will work closely with:

Director of Academic Quality and Enhancement
Director of Student Academic Engagement

Responsibilities

The candidate appointed will:

- Take responsibility for Teaching and Learning and oversee the provision of the best possible experience for students on courses in the Faculty;
- Chair FASQEC and other relevant student experience committees, working parties and focus groups;
- Take responsibility for the operation of the Faculty's policies on student discipline and complaints;
- In partnership with other senior colleagues, work to promote high levels of student progression, retention and achievement;
- Represent the Faculty at University committees and Directorate level meetings, dealing with all aspects of student experience, satisfaction and progression;
- Support the Heads of Schools in ensuring programmes comply with appropriate regulatory bodies including Birmingham City University, the QAA, and other PSRBs with whom the Faculty deals;
- Have oversight of the physical and human resource base of the Faculty ensuring that both are fit for purpose to ensure high levels of student satisfaction.

Birmingham City Business School Organisation December 2011

