

## Barbara Armstrong

Senior Teaching Fellow & Director of UG Business Programmes-Singapore

The Department of Marketing

### Contact details

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### About

Barbara joined Birmingham Business School in 2002. She has over 20 years work experience largely, although not exclusively, in an export marketing environment, where she was responsible for sales and marketing to Latin America and the Iberian Peninsula. She has worked for large multinationals, as well as SMEs and Government Departments.

### Qualifications

MBA - University of Aston  
BA (Portuguese and Spanish) -University of Leeds  
Chartered Institute of Marketing Diploma and Chartered Marketer status Institute of Export Diploma, Certificate of Online Education and Training -Institute of Education

### Biography

Recent years have been spent in the University sector, where she has taught at Undergraduate and Postgraduate level and managed programmes of up to 200 students per annum.

Barbara is a Chartered Marketer with the Chartered Institute of Marketing.

### Teaching

Barbara was the Director of BSc Business Management suite of Programmes from 2003 to 2010, and contributed to the development and expansion of the programme. In this time student numbers grew dramatically and the "year in industry", "international" and "communications" variants were offered. She has been Director of the Singapore suite of UG Business Management programmes since they were introduced, and following the success of this new venture stepped down from her UK role in summer 2010 to concentrate on developing the Singapore programme.

**[Complete interview \(MP3, 9.43MB, opens in a new window\)](http://www.download.bham.ac.uk/studyhere/podcasts/business-completeinterview.mp3)**

For information on the programme listen to:

**[Course information \(MP3, 4.46MB, opens in a new window\)](http://www.download.bham.ac.uk/studyhere/podcasts/business-courseinformation.mp3)**

Here Barbara describes our teaching and learning techniques

**[Teaching and learning \(MP3, 1.83MB, opens in a new window\)](http://www.download.bham.ac.uk/studyhere/podcasts/business-teachinglearning.mp3)**

If you are concerned about what to put in your personal statement listen to:

**[What we look for in an applicant \(MP3, 3.18MB, opens in a new window\)](http://www.download.bham.ac.uk/studyhere/podcasts/business-applicantentry.mp3)**

Our degree is a broad based business programme which is academic rather than vocational in nature. We encourage students to develop the graduate level skills which will enable them to succeed in Higher Education and enhance their employability. Our stated aim is to educate the future leaders of industry.

As well as traditional lectures students take part in group presentations, computer simulations, and their own research. As the degree is not specialised in any functional area, students have a wide number of employment options available to them when they graduate. A student studied Business with Spanish and is now an advertising executive:

James now is Managing Director of a number of companies <http://www.thebeansgroup.com> (<http://www.thebeansgroup.com/>)

Barbara is also in charge of all Business Exchanges. We send students on the **BSc International Business, Bsc International Business with Communications** (<http://www.business.bham.ac.uk/undergraduate/programmes/international.shtml>)<http://www.business.bham.ac.uk/undergraduate/programmes/international.shtml>) and **BSc International Business with language** (<http://www.business.bham.ac.uk/undergraduate/programmes/language.shtml>) to a number of overseas partners. She also looks after students whocome to spend an exchange period in Birmingham either on the **Erasmus** (<http://www.international.bham.ac.uk/sae/prospective/courses/erasmus.shtml>) programme or from other Business School partners such as the **US** ([http://www.business.bham.ac.uk/undergraduate/BBS\\_US\\_Exchange\\_prog.pdf](http://www.business.bham.ac.uk/undergraduate/BBS_US_Exchange_prog.pdf)), Australia, Hong Kong or Singapore

## Research

- International Marketing
- Entrepreneurship
- Higher Education, in particular the internationalisation of HE
- Service Learning

## Other activities

Barbara is on the steering committee organising the annual Undergraduate Management Education Conference organised by **European Foundation for Management Development** (<http://www.efmd.org/>).

She reviews textbooks prior to publication for a number of publishers.

