

Advisory Board Meeting May 2010

Following the highly promising discussions regarding new developments on the MBA programme at the previous meeting November, [Lord Jones](#) called this interim meeting to check on progress.

Professor David Dickinson reported back that the Business School has followed the Board's advice and drawn up a strategy for the ongoing development of the MBA and had agreed a substantial sum of investment with the University to put into the programme. Lord Jones asked that [Baroness Donaghy](#) meet with Professor Dickinson prior to the November meeting to assess the development of the Business School's wider strategy and where the development of the MBA fits with this.

The Board went on to discuss the MBA in detail including changes to curriculum, entry requirements, new appointments, fee levels and further investment in careers support and alumni relations. The Board was highly complimentary of all initiatives in 2010 including the quality of MBA consultancy projects commissioned, work with the [Princes Trust](#) and the first [Midlands MBA Employer Fair](#).

The Board also heard updates on the three keys areas for discussion at the November meeting later this year:

- Learning and Teaching Strategy
- International activity and Singapore Programmes
- Knowledge Transfer's role with in the School Strategy.

The Board ended by discussing Public Sector cuts and how this will affect higher education and what Board members can do to lobby for support when needed.



Preparations prior to the meeting.



[Julie Moore](#), CEO University Hospital Birmingham – NHS Trust, meets with the Business School External Relations Manager. Through Julie, UHB have supported and commissioned three MBA consultancy projects in the last two years and recruited from the MBA programme. They were also present at the Midlands MBA Employer Fair.



[Andraea Dawson-Shepherd](#), SVP Global Corporate Communication & Affairs, Reckitt Benckiser plc, meets with the Business School's new MSc Projects Consultant. Andraea helped the School lobby for this new role and has consistently helped place numerous students into consultancy projects with both Cadbury and Reckitt Benckiser for the last three years.



[Anji Hunter](#), Group Head of Government and Social Affairs – Anglo American plc, discusses future plans for the MBA with the current MBA Director. Anji has been highly supportive of the Business School during 2010, meeting with the EQUIS panel in February, and meeting our MSc Marketing Director to advise on the qualities employers look for in new recruits. She has also actively sought to promote the Midlands MBA Employer Fair with her far reaching corporate contacts.



[Lord Jones](#) meets with [Baroness Donaghy](#) during coffee.