

# Advisory Board Meeting November 2009

## Adapt or Die

The November meeting began with the eagerly anticipated talk from [Lord Karan Bilimoria](#), delivering this year's Annual Advisory Board Guest Lecture.

Karan's talk, entitled Adapt or Die, took the audience through the trials, tribulations and successes of building the Cobra brand. We were given an exclusive insight into the latest chapter of the Cobra story, what led to new partnership with Coors, and how Karan came close to losing everything in the process. The talk was inspiring and revealing from start to finish and well received by students, Board members and faculty alike. Karan was introduced by [Lord Digby Jones](#) and later spent an entirely impromptu hour with students from across the School discussing their ideas and answering their questions during the drinks reception.



Following a dinner that evening, the main meeting took place the next day and welcomed new member, and MBA alumnus, [Mushtaq Kazi](#) joining us from Switzerland. Lord Jones congratulated the School on the appointment of [Malcolm Kirkup](#) as the new Director of the MBA programme, following his success developing the Lancaster MBA and creating an entirely new MSc Marketing suite since rejoining the School in 2007. There was also praise for the Development Programme in Taxation that the Business School delivers to Her Majesty's Treasury, led by [Andy Lymer](#).

[Gisela Stuart](#) commended the School's participation in the AWM [INDEX Voucher Project](#), and confirmed that companies in the West Midlands had cited this scheme as tremendously valuable to their strategic development, particularly during the current downturn. The Board then went on to discuss the full time MBA and to explore ways it could be further developed in light of ever increasing market demands. It was agreed that a sub committee would be formed to look at this more closely ahead of the next meeting. Further thought went into how the Board could support employability at the Business School and Board members agreed to touch base with students currently on placement within their organisations and do more to promote the School to their contacts, particularly in regards to employer events planned for 2010.

Finally, [Rebecca Harding](#) led discussion on plans to develop an entirely new Centre at the Business School for Research into Women's Enterprise. Both the School and the Board have embraced the idea and Lord Jones expressed that it was refreshing to see the School forge ahead with a new opportunity where it could gain the lead in an area of highly relevant but, as yet, largely unexplored research. Board member [Angela Maxwell](#) will champion the inception of the Centre in support and collaboration with the academic leads at the Business School.

**Witness the Board speak for itself on our [webcast](#) featuring highlights of the two-day event.**