Grand Opening of CML, Surrey Business School:
Management Knowledge & Education: Management Education in Action

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The Centre for Management Learning (CML) at Surrey Business School is a research and competency centre for academic staff, students and industry. The CML was founded by Prof Andy Adcroft (Co-Director) and Dr Christine Rivers (Co-Director).

CML offers state of the art accredited and non-accredited programmes for academics, students and practitioners.

Diploma in Management Learning
The aim of the DML is to provide business practitioners with the skills, knowledge and expertise to become effective educational practitioners.

Surrey Enterprise Programme
The aim of the SEP is to develop enterprise capacity amongst students from any disciplinary background.
The British Academy of Management (BAM) is a learned society dedicated to developing academic management researchers at every stage of their career.

- BAM has almost 2000 members
- BAM has over 400 members based internationally in 62 different countries
- BAM has over 500 student members studying a wide range of management topics
- BAM launched the Management Knowledge and Education initiative in 2015
Shooting Shotter:
Practice, theory, practice, theory.......
Seeing and learning to see:
Bill Viola; video art - “The Raft”
Video as a tool for reflection in Market Sensing

- What does AI show and why?
- What does AI *not* show and why?
- How are our reflections and theory building affecting the video diaries?
  - Surprising differences and similarities between and across video diary entries
- How is ‘the moment’ represented?
  - Emotion
  - Action
  - Materiality
Management Education in Turbulent Times

- Changing political landscape and a move towards protectionism
  - Brexit
    - Reconfiguring supply chains
    - Access to labour markets and new forms of expertise
  - Concerns with productivity
    - a management problem
  - Developing Sustainable Healthcare & Education Models
    - Education Bill
    - Market innovation and transformation
White Paper: Innovating Learning and Teaching for Excellence in Management

- Reconfigure the working relationships between institutions that have an interest in management education
  - new forms of management education, and new places and spaces for management learning
- Create opportunities for team-based and co-ordinated education programmes that enrol businesses and professional bodies into the educational experience.
White Paper: Innovating Learning and Teaching

- Recognise and reward management educators that develop innovative materials and practices
  - enrol others in these practices
- Develop capacity building programmes that foster and reproduce promising practices
- Support and fund MKE scholarship
- Develop frameworks that support the evaluation of management education
  - recognise the structuring specificities and diversity of the different disciplines within the management field
White Paper: Innovating Learning and Teaching for Excellence in Management

- Develop league tables and rankings that perform the market for Higher Education
  - in ways that develop managers with the skills and capabilities needed for productive management futures
Over 70% of respondents felt that NSS scores did NOT accurately represent teaching quality.

Nearly 75% of respondents felt that NSS scores did NOT improve teaching quality.
Over 95% of respondents said that teaching was a source of satisfaction to them.

<table>
<thead>
<tr>
<th>My teaching and me</th>
<th>% Strongly disagree</th>
<th>% Disagree</th>
<th>% Neither agree nor disagree</th>
<th>% Agree</th>
<th>% Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching is the most important function of an academic</td>
<td>7.0</td>
<td>16.7</td>
<td>37.6</td>
<td>24.8</td>
<td>13.9</td>
</tr>
<tr>
<td>I prefer to give lectures, rather than smaller group teaching</td>
<td>22.0</td>
<td>35.2</td>
<td>28.6</td>
<td>10.0</td>
<td>4.1</td>
</tr>
<tr>
<td>Research is valued more than teaching at my institution</td>
<td>10.9</td>
<td>18.9</td>
<td>15.6</td>
<td>25.4</td>
<td>29.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Teaching at my Institution</th>
<th>% Strongly disagree</th>
<th>% Disagree</th>
<th>% Neither agree nor disagree</th>
<th>% Agree</th>
<th>% Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have enough time to prepare lectures and seminars</td>
<td>15.7</td>
<td>35.4</td>
<td>15.1</td>
<td>29.9</td>
<td>3.9</td>
</tr>
<tr>
<td>There is too much administration associated with teaching at my institution</td>
<td>2.5</td>
<td>10.9</td>
<td>14.5</td>
<td>32.8</td>
<td>39.3</td>
</tr>
<tr>
<td>The quality of my teaching is assessed by my institution</td>
<td>6.2</td>
<td>18.5</td>
<td>16.1</td>
<td>42.7</td>
<td>16.6</td>
</tr>
<tr>
<td>It is possible at my institution to be promoted by virtue of good teaching</td>
<td>22.8</td>
<td>24.4</td>
<td>19.2</td>
<td>25.2</td>
<td>8.5</td>
</tr>
<tr>
<td>If I need advice on my teaching, I know where to get it</td>
<td>7.2</td>
<td>13.4</td>
<td>15.2</td>
<td>43.5</td>
<td>20.7</td>
</tr>
</tbody>
</table>
Management Education in Action

- We need to support Management Learning *wherever* it happens
- The *status quo* is no longer
- We need a call to *Action*
  - Developing management specific andragogy and pedagogy
    - *‘the art and science of teaching’*
  - Supporting detailed ethnographies of management learning and education in action
  - Building communities of practice
The MKE@bam Agenda

- Capacity building workshops
  - 3 Co-hosted workshops scheduled for 2015
    - Globalisation of the Classroom, Lancaster University (March 2015)
    - Writing & Publishing MKE Research, Liverpool University (July 2015)
    - MKE for excellent DBAs, Cranfield University (November 2015)
  - 3 Co-hosted workshops for 2016
    - Digital Classroom, Portsmouth University (June 2016)
    - Grand Challenges, A route to multi-disciplinary problem-based learning, Cardiff University (October 2016)
    - Teaching Excellence, Scholarship and Impact, UWS (November 2016)
The MKE@bam Agenda

- Capacity building workshops
  - 3 Workshops for 2017 (forthcoming)
    - Writing & Publishing MKE Research, Liverpool University (April 2017)
    - Curriculum Design in Management Learning, CML Surrey, University (March/April 2017)
    - Teaching Excellence Framework, Lancaster University (October 2017)
- Management Education Practice award: Prof. Karise Hutchinson, Ulster University
- BAM Conference:
  - PDWs at conference: Prof. Karise Hutchinson, Leadership Education for SMEs
The MKE@bam Agenda

- Working closely with the Knowledge & Learning SIG
  - Current SIG Chair: Len Holmes
  - Track Chair, and incoming SIG Chair: Christine Rivers
- Small grant scheme for MKE research – 2017 call out now
  - Journal of Management Education: Special Issue
“We face a period of considerable economic turbulence and political uncertainty: political movements are producing extreme candidates who are nevertheless popular; international alliances and trading blocs are beginning to fracture; instability and civil war in the Middle East seems insoluble; and the growth engines of developing economies have begun to show signs of stuttering.

Our key question is simple: as educators, what should we be doing, and helping future managers learn how to do, to deal with turbulent times?”
JME Call for Papers

MANAGEMENT EDUCATION IN TURBULENT TIMES

- What kinds of (emerging) theories better describe or predict the effects of turbulence – and how can we teach them effectively?
- How should the content of our classes continue to change?
- How should we educate managers to be able to adapt themselves and their organizations in turbulent times?
- What kinds of leadership education are important, in what may feel like a ‘post fact’ climate that disconnects evidence and influence?
- How do we support ethical, responsible management education in the face of extreme circumstances and pressures that could trigger a race to the bottom?
- As management educators, how can we thrive and survive in such difficult times?
The submission deadline is **15 May 2017**

submissions would be welcome from 1 March 2017 onwards.

Writing Workshop, 7th April 2017, Liverpool University

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Management Education in Action

- Building our community to support Management Learning and Education *wherever* it happens
- Innovating *Management* Education through theory and practice
- Fostering plurality and the inter-disciplinary development of management education theory and practice
Good Luck CML

and let’s shape management education through our collective, interdisciplinary and pluralistic actions