LEARNING, TEACHING & STUDENT EXPERIENCE 2016
5th annual conference
26-27 April, Aston University

Joining papers
WELCOME TO LTSE 2016

Dear colleague,

We are delighted that you will be joining us for the Chartered Association of Business Schools’ Learning, Teaching and Student Experience (LTSE) conference this April.

Now in its fifth year LTSE brings together 200 directors of learning, senior lecturers, course directors and programme leaders from across the UK business school community. The two-day programme explores the latest trends in teaching practice, the evolution of the student experience and cutting edge pedagogic research.

Conference highlights:

- An in-depth programme with over 70 interactive workshops on themes including employability, experimental learning, internationalisation and student engagement
- A discussion with Professor Madeleine Atkins, Chief Executive, HEFCE about the key priorities for 2016 and beyond
- A keynote address by Professor Paul Kleiman, Visiting Professor, Middlesex University on ‘the business of creativity: learning and teaching at the edge of chaos’
- A keynote address by Dr Phil Newton, Head of Learning and Teaching, Swansea University Medical School in which he presents a plea for an evidence-based approach to higher education
- An opportunity to network with 200 peers, collaborators and colleagues in a collegiate environment
- The latest thinking on the Teaching Excellence Framework and its implications for business schools

In these joining papers you will find practical information about the event including:

- Programme p.3
- Venue and local area p.9
- FAQ’s p.13

A Gala Dinner will take place on the evening of the first day, 26 April. We encourage all participants to attend as it will be a great opportunity for informal discussion and networking.

Incidentally, should you wish to bring a colleague to the conference then please get in touch as we are able to offer a 25% discount on each additional registration.

On behalf of everyone here at the Chartered ABS, we look forward to welcoming you to Birmingham.

Best wishes,

Oliver Lowe
Head of Conferences, Chartered Association of Business Schools
Direct: +44 (0) 207 634 9581 Main: +44 (0) 207 236 7678
Oliver.lowe@charteredabs.org
## PRELIMINARY PROGRAMME

*Session titles and timings are provisional and subject to change*

### Day one: Tuesday 26 April

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Registration and refreshments</td>
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<tr>
<td>09:40</td>
<td><strong>Welcome</strong>&lt;br&gt;Anne Kiem, Chief Executive, Chartered ABS&lt;br&gt;Professor Jerry Forrester, Hertfordshire Business School and Chair, Learning, Teaching &amp; Student Experience Committee, Chartered ABS</td>
</tr>
<tr>
<td>09:50</td>
<td><strong>Keynote address:</strong> The business of creativity: learning and teaching at the edge of chaos&lt;br&gt;Professor Paul Kleiman, Senior Consultant, Ciel Associates, Visiting Professor, Middlesex University</td>
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<tr>
<td>10:30</td>
<td><strong>Assessment and feedback</strong>&lt;br&gt;Teaching and assessing critical reflection skills to MBA students&lt;br&gt;University of Limerick&lt;br&gt;Aeciement and assessing critical reflection skills to MBA students&lt;br&gt;University of Limerick</td>
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<tr>
<td>10:30</td>
<td><strong>Blended learning</strong>&lt;br&gt;Embedding Technology in the Classroom: A Meta-Workshop&lt;br&gt;Leeds University Business School</td>
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<td>10:30</td>
<td><strong>Student engagement</strong>&lt;br&gt;A Comparative Study of Mathematical Anxiety Among business Students&lt;br&gt;London South Bank University, School of Business</td>
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<tr>
<td>11:30</td>
<td>Break</td>
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### Emerging issues & hot topics

- An assessment of the impact of class attendance on performance: experience from a foundation programme<br>Nottingham University Business School, Malaysia Campus
- Digital Engagement and the Business Student<br>University of Central Lancashire, School of Business

### Employability

- A ‘pracademic’ approach to enrich the student experience in business management teaching<br>Ulster Business School

### Experiential learning

- Connect to Business: A new filling in the sandwich?<br>Aberdeen Business School
- Degree Apprenticeships - A tale of two universities<br>Winchester Business School

### To be confirmed

- Behavioural, emotional and cognitive engagement: a balancing act<br>To be confirmed
- "Pracademic" approach to enrich the student experience in business management teaching
<table>
<thead>
<tr>
<th>Time</th>
<th>Assessment and feedback</th>
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<th>Student engagement</th>
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</thead>
<tbody>
<tr>
<td>12:00</td>
<td>Reliability and Consistency in Assessment Marking: Adopting the Professional Body Approach&lt;br&gt;University of St Mark &amp; St John</td>
<td>Encouraging the adoption of technology facilitated learning (TFL): Communities of Practice as a possible solution&lt;br&gt;Ulster Business School</td>
<td>Teaching qualitative data analysis: a game of homophones&lt;br&gt;Kingston Business School</td>
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<td></td>
<td>Terror Management &amp; Gamification in Higher Education Assessment&lt;br&gt;University of Bedfordshire</td>
<td>Piloting ‘Hybrid Delivery’: Blending on-campus classes with synchronous and asynchronous provision, interacting with the digital generation&lt;br&gt;University of Gloucestershire School of Business &amp; Management</td>
<td>Exploration of Group Work and Peer Assessment: A Case Study of Culturally Diverse Groups&lt;br&gt;Glasgow School for Business &amp; Society</td>
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<tr>
<td></td>
<td>Emerging issues &amp; hot topics</td>
<td>Employability</td>
<td>Experiential learning</td>
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<td></td>
<td>Marketisation vs Marginalisation: The tension between institutions and academics&lt;br&gt;University of Huddersfield Business School</td>
<td>Embedding Employability Everywhere: ‘forcing’ and fostering the development of career management and life skills&lt;br&gt;Lord Ashcroft International Business School</td>
<td>Engagement with practitioners and student employability: an integrated approach&lt;br&gt;University of Edinburgh Business School</td>
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<td>Duelling with the Intellectual Vampires: Reflections on the creation of Distance Learning Master’s Modules&lt;br&gt;Birmingham Business School</td>
<td>The University of Greenwich Employability Passport (GEP): A journey into employability&lt;br&gt;University of Greenwich</td>
<td>Everyone’s a winner: Students secure graduate employment; Universities’ can improve their league table position. Understanding how to increase the numbers of students undertaking work placements&lt;br&gt;Newcastle Business School</td>
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13:00 Lunch

14:00 Keynote address: An Evidence-based Approach to Higher Education?<br><strong>Dr Phil Newton</strong>, Head of Learning and Teaching, Swansea University Medical School
14:40  **Assessment and feedback**  
Evaluation of a coaching approach supporting students to act on feedback  
**Hertfordshire Business School**

**Blended learning**  
How Technology can be used to Engage Higher Education Learners in Business, Management and Law Disciplines  
**Birmingham City Business School**

**Student engagement**  
Do you mean I can study what I am really interested in? (3rd year Business Undergraduate 2015)  
**Southampton Business School**

15:40  Break

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**Emerging issues & hot topics**  
Learning for Growth: Developing the ‘Accidental Managers’  
**Southampton Solent Business School**

**Employability**  
Embedding employability in the curriculum  
**Keele Management School**

**Experiential learning**  
Now you see it, now you don’t: A case for developing reflection among higher education staff to enhance the student experience  
**Hertfordshire Business School**

**Employability**  
The Global Business Professional  
**Leeds University Business School**

**Experiential learning**  
Outdoors adventure experiential learning in postgraduate management education: developing managerial behaviours  
**Cardiff Business School**

**Experiential learning**  
Learning through doing: a re-evaluation  
**To be confirmed**
<table>
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<tr>
<th>16:00</th>
<th><strong>Retention and success</strong></th>
<th><strong>Blended learning</strong></th>
<th><strong>Student engagement</strong></th>
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<tbody>
<tr>
<td></td>
<td>A proactive management model for the constructive alignment of educational quality and student satisfaction</td>
<td>Liberal business education and curriculum co-creation in the digital age</td>
<td>Nottingham Business School Alumni Fellowship Scheme</td>
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<td></td>
<td>Nottingham Business School</td>
<td><em>Southampton Business School</em></td>
<td>Nottingham Business School</td>
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<td></td>
<td>Authentic Curriculum Design for Engagement and Retention</td>
<td>Of horses, possums and hogs: SPOCs and doctoral training in research methods</td>
<td>Involvement beyond the classroom</td>
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<td><em>University of Chester Business School</em></td>
<td><em>Adam Smith Business School</em></td>
<td><em>To be confirmed</em></td>
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<td></td>
<td>Retention: policy and practice</td>
<td>How good is my MOOC? A review of accreditation schemes for on-line courses</td>
<td>Fostering an alumni “Give-Back” culture to help develop student self-esteem</td>
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<tr>
<td></td>
<td><em>Liverpool Business School</em></td>
<td><em>Loughborough University, School of Business and Economics</em></td>
<td><em>London South Bank University, School of Business</em></td>
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**Emerging issues & hot topics**

| Teaching sustainability agenda for UG students: insights from using Model United Nations in the classroom | Using Graduate Attributes Frameworks for Curriculum Design | Graduate employability: unpacking the rhetoric and consumption of international placement messages or experiences |
| *Newcastle Business School* | *University of Gloucestershire, School of Business and Management* | *Coventry University* |
| The differences in risk perception of students before and after taking an enterprise risk management unit – a pedagogical study | Utilising Partnerships to Develop a Core Module in "Career Entrepreneurship" | Global working in the Knowledge-based Economy: Addressing the emerging ‘experience gap’ in the UK |
| *Glasgow School for Business & Society* | *Ulster Business School* | *Loughborough University, School of Business and Economics* |
| Business Education for Aboriginal Peoples in Canada | A new approach to the contextualisation of the curriculum | What are the Costs and Benefits of Completing a Year in Industry? |
| *University of Lethbridge* | *To be confirmed* | *Worcester Business School* |

17:30 **End of day one**

19:00 **Drinks reception followed by dinner**
### Day two: Wednesday 27 April

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Registration and refreshments</td>
</tr>
</tbody>
</table>
| 09:20 | **Opening remarks**  
  *Professor Jerry Forrester*, Hertfordshire Business School and Chair, Learning, Teaching & Student Experience Committee, Chartered ABS |
| 09:30 | **Keynote address**  
  *Professor Madeleine Atkins CBE*, Chief Executive, HEFCE |
| 10:10 | **Teaching entrepreneurship**  
  Perpetuating the Myths of Entrepreneurship? A comparison of start-up failure rates and positive stories in academic text books on entrepreneurship  
  *Middlesex University Business School*  
  Leveraging the power of peer-to-peer feedback in Entrepreneurship Teaching  
  *Bath Business School*  
  **The changing student**  
  How are student expectations in higher education formed? A psychological contract perspective  
  *Keele Management School*  
  **Student engagement**  
  Evaluating learning when using a dérive as an exercise in dealing with volatility and uncertainty  
  *Cass Business School* |
|       | **Responsible management education**  
  Teaching responsible management in the UK and Russia: What are the challenges?  
  *Kingston Business School*  
  **Developing the practice based curriculum**  
  Creating a project management distributed e-learning environment  
  *Manchester Metropolitan University Business School*  
  **Internationalisation**  
  Does Mobility Matter? Exploring the impact of international student mobility on cross-cultural learning adaptation  
  *Edinburgh Napier University Business School* |
|       | **Ethics Education in Marketing:** Experience of students and graduates  
  *London South Bank University, School of Business*  
  The future pedagogy in Project Management: The practitioner perspective  
  *Hull University Business School*  
  Partnership support for international students  
  *University of Huddersfield Business School* |
| 11:10 | Break |
11:30 **Teaching entrepreneurship**

Leadership Development in Entrepreneurship Education - next steps  
*Winchester Business School*

The world’s first undergraduate Venture Creation Programme is 10 years old. What have we learned and achieved?  
*University of Buckingham Business School*

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11:30 **The changing student**

‘Academic Peer Mentoring and Beyond’: Successful Peer Mentoring Schemes in a Business School from the Perspectives of Mentors, Mentees and Staff  
*University of Huddersfield Business School*

Teaching Social Media for Social Good  
*Kemmy Business School*

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11:30 **Student engagement**

Creating engagement whilst building academic self-efficacy using “The Skills Toolkit”  
*Kingston Business School*

Customer engagement vs. student engagement: similarities and differences  
*To be confirmed*

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12:30 **Teaching excellence**

Widening the discourse on team teaching: a vehicle for teaching excellence?  
*University of Bedfordshire, Business School*

Mind the Gap! Shifting Expectations Through Entrepreneurship Education  
*Falmouth University*

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12:30 **Developing the practice based curriculum**

Ranking the unmeasurable? In pursuit of teaching excellence  
*Birmingham Business School*

Integrating Theory and Practice in Business Education: Planning and Progress  
*Cardiff Business School*

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12:30 **Emerging issues & hot topics**

Working with public and policy stakeholders to foster student and staff collaboration within an international research project: the case of ‘slow tourism’  
*Lord Ashcroft International Business School*

Financial literacy of students  
*Bath Business School*

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13:30 **Panel discussion: What does excellence look like in business school teaching?**

*An interactive discussion exploring the ways in which business and management teaching can deliver results to students in a rapidly changing world*

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14:30 **Conference summation and closing remarks**

*Professor Jerry Forrester*, Hertfordshire Business School and Chair, Learning, Teaching & Student Experience Committee, Chartered ABS

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15:00 **End of conference**
VENUE

Conference Aston
Aston University, Birmingham
West Midlands
B4 7ET
Tel +44 (0)12 1204 4300

Accommodation
Participants are responsible for making their own accommodation arrangements.

The Chartered ABS is pleased to be able to offer preferential rates at two venues. Please note that rooms at these rates will be allocated on a first come first served basis so early booking is advised.

Conference Aston - £84 B&B
PLEASE NOTE: PREFERENTIAL RATE AT CONFERENCE ASTON EXPIRES ON 1 MARCH 2016.

Details of how to confirm your booking at Conference Aston appear on the following page.

Alternatively, we have arranged a special rate at:
Holiday Inn Express Birmingham – Snow Hill - £85 B&B
To register at this price, please call the booking line +44 (0)12 1647 3999 and quote the booking code AUU (or Annual Learning, teaching and Student Experience 2016).
Accommodation at Conference Aston – booking instructions

Booking code: AOBS2016

1. Log onto our website www.conferenceaston.co.uk/hotelbookings
2. Once the website has opened, please select:
   1. Your arrival date
   2. Your departure date
   3. In the “Select hotel or car park” box, choose “Conference Aston Hotel”
   4. Select the number of bedrooms you require
   5. The number of Nights/Days will be pre-determined by your arrival and departure dates
   6. Enter your promotion code which is AOBS2016
   7. Select the number of guests per room
3. Click “Search”
4. Once the next screen loads, the bedroom types that are available for you to book will appear in a list, showing the style of room and the price.
5. Please choose which room type you wish to book and in the pink drop down box to the right of the room type, please select the number of bedrooms you require. Then, in the drop down box that appears underneath, please select the number of guests that shall be staying per room.
6. Once complete, move the cursor just below these drop down boxes and click the “Confirm” button.
7. Scroll up to the details of your booking and click the “Proceed” button in the pink box to the right hand side.
8. You will then need to enter the details of the guest who shall be staying at the hotel and then click “Proceed”.
9. On the next screen you will need to enter your personal details, please ensure you check the box to agree with the Terms and Conditions, then click “Make Payment”
10. Once the payment screen has been completed a confirmation email will be sent to you via the email address which you had provided.

If you have any questions regarding the booking process, please do not hesitate to call our hotel reservations department on 0121 204 3726.
The Greener Way to Meet!

Conference Aston boasts an exceptional location on the Aston University campus, benefiting from extensive transport links; we promote using public transport when visiting our venues, with three mainline stations which are indicated on the following map, all stations are within walking distance.

If you walk from New Street station... the average person will burn approximately 66 calories! That means you can enjoy a biscuit with your coffee when you arrive and not feel guilty!

Taking the train instead of the car... can reduce your carbon emissions by up to two thirds!

Rail travel

New Street, Snow Hill and Moor Street train stations are all within 20 minutes walk of the venue or a 5 minute taxi journey. Please visit www.thetrainline.com for details and tickets.

On foot from the stations: We have developed interactive Google walking maps from New Street and Snow Hill train stations, available for download from www.conferenceaston.co.uk

Bus routes

A number of bus services operate to the University campus throughout the day. For further information, please visit www.nxbus.co.uk/west-midlands where a route planner to the Aston University campus is available.

TAXI DROP OFF POINTS

All of the venues have taxi drop off points. Be sure to say to your driver that they should go to the Aston University campus. The central drop off point is a 2 minute walk to the conference centres and hotel.

Satellite navigation devices

The below postcode is the general code for the Aston University campus, the individual car parks have more details on the next page to hopefully make life a little easier and get you to the right place on time.

Postcode: B4 7ET Street Name: Aston Street

PLEASE NOTE that many GPS systems will not show that Aston Street is closed to through traffic so access to Aston Street should be from Woodcock Street only and not from the James Watt Queensway. Please use the map overleaf to locate our pre-bookable car parks.

Birmingham Airport (BHX)

The venues are a mere 9 miles from Birmingham Airport and a taxi journey should take approximately 20-30 minutes dependent on traffic. There are also trains from Birmingham International station to Birmingham New Street (approximately 5-10 minutes journey time) then follow the directions above for taxi journeys or walking to the venues.

Travelling by car

We have electric car charging points outside both of the conference centres and hotel!

From M6 North and South

1. Exit at Junction 6 for A38(M) following signs for “Birmingham (Cen)”.
2. Take lane 2 of the A38(M) for 2 miles, following signs for “City Centre”.
3. Exit left off the A38(M) immediately after the overhead “End of Motorway” sign, before the flyover. Keep left and follow signs for “Aston University”.
4. Please use the following maps to the appropriate car park.

From M42, East Midlands and Birmingham Airport

Leave the M42 at Junction 7(A), following signs for “M6 (N) Birmingham (Central & N)” join the M6 (N). Follow the directions from M6 above.

From M5 South-West and City Centre

1. Leave the M5 at Junction 3, signposted “A456” towards Birmingham.
2. Follow the A456 for about 5 miles towards the “City Centre”.
3. As you approach the City Centre, the road broadens to three lanes. Take the right hand lane following signs for “Convention and Broad Street”. Take the underpass onto Broad Street and continue straight on.
4. At the roundabout merge right and then stay in the left lane, take the 1st exit onto Great Charles Street Queensway, following signs for “A38(M), M6” and “Thinktank at Millennium Point”.
5. Keep in the right hand lane and after the traffic lights, merge right to take the underpass, signed “M6, M42, M5” and “A38”.
6. After the underpass, exit left immediately before the flyover, signposted “Aston University”, then stay in the right hand lane.
7. At the Lancaster Circus roundabout take the 3rd exit off signposted “Aston University”. Use the following map to the appropriate car park.

From M40 Oxford

Take M40 north and join the M42 westbound towards the M5. Travel north on the M5, leaving at junction 3 and follow directions from M5 South-West above.

From M1 and The South

Take M1 north and exit at Junction 19 to join the M6 towards Birmingham. Follow the directions above from the M6.

From South Birmingham (Moseley, A45, A34)

Join the A4540 heading North. When Birmingham Science Park is on your left, take the left turn at the traffic lights onto Lister Street, continuing onto Woodcock Street. Use the following map to the appropriate car park.

A number of route planners are available online to direct you on your journey. Why not try maps.google.co.uk for a door to door route plan!
What’s what and where...

🚗 The blue areas show our car parks. You can book these online at www.conferenceaston.co.uk. Please book your car parking for Car Parks 3, 4 and 12, prior to arrival.

🚶‍♂️ The pink buildings are our meeting and hotel spaces - Double check where your meeting is, before you set off!

🚶‍♂️ Follow the dark green route to find your way to your venue.

Don’t worry, the venues are no more than 4 minutes’ walk from each other.

© Handy hint...
This building has the “Aston Business School” logo above the doors, but don’t be fooled, there’s an amazing conference centre and hotel on the inside, honest!

© Handy hint...
Turn left here, the “Matthew Boulton Campus” building will be on your left hand side!

© Handy hint...
We do our best to make sure we’ve checked the postcodes and directions (and we think they’re right according to the latest Google maps) but we’d recommend that you pop online to maps.google.co.uk, before setting off, to plan your personal journey. Call us if you get lost... 0121 204 4300
Driving and walking...
from Birmingham City Centre, New Street train station and the M6, Junction 6.

How are you getting to us?
Drop us a tweet before you set off…
@conferenceaston

A full campus map with directions to the individual venues follows on the next page.

KEY:
- Driving route onto Campus from M6, J6
- Walking route from New Street Station and the city centre
FREQUENTLY ASKED QUESTIONS

I can't now attend, can a colleague take my place?
- Participants can nominate a colleague to take their place at no additional cost up until 1 week before the event. Substitutions made at less than one week’s notice are at the discretion of the Chartered ABS.

I need to cancel my place, can I get a refund?
- All cancellations must be made in writing to oliver.lowe@charteredabs.org. It is the booker’s responsibility to ensure that we have received the cancellation. Cancellations received more than 21 days before an event are subject to a handling and administration fee of £99 per delegate, which will be deducted from any due refund or invoice, whichever is appropriate. Cancellations received 21 days or less before an event are subject to the full fee that is payable for the conference. Pre-payments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss.

I would like to register a colleague for the 25% group booking discount, is it too late?
- We are pleased to accept additional bookings up to one week before the conference. For further details please contact Oliver Lowe (oliver.lowe@charteredabs.org / 0207 634 9581)
We are the voice of the UK’s business and management education sector. We support our members to maintain world-class standards of teaching and research, and help shape policy and create opportunities through dialogue with business and government.

**Forthcoming events**

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<th>Learning &amp; Teaching</th>
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<tr>
<td><strong>DBA Symposium: Delivering &amp; Measuring Impact</strong></td>
<td><strong>Learning, Teaching &amp; Student Experience conference</strong></td>
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<tr>
<td>19 May 2016, Birmingham</td>
<td>26-27 April, Birmingham</td>
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<td>Providing DBA directors with a UK network and an opportunity to discuss how to deliver impact</td>
<td>The leading conference on business and management education in the UK.</td>
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<td><strong>Development Programme for Directors of Research (DPDoR) with BAM</strong></td>
<td><strong>Managing and Recruiting Visiting Lecturers</strong></td>
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<td>Helping directors of research, and those aspiring to the role, to develop research management strategies.</td>
<td>How to ensure part-time teaching staff are managed effectively and deliver a quality student experience.</td>
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<td><strong>Leaders in Learning &amp; Teaching (LLT)</strong></td>
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<td>Starts September 2016</td>
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<td>Professional development for directors and managers of learning and teaching in business schools. Sold out in 2015 - expressions of interest for 2016 open now.</td>
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**Operational delivery**

| **Professional Managers’ Annual Conference**               | **Leadership, strategy and change**                      |
| 12-13 December 2016, Cardiff                              |                                                         |
| Following a record breaking event in 2015 this conference provides excellent ‘business school specific’ content and networking for professional, administrative and senior managers. |                                                         |

**Executive education**

| **Executive Education Symposium**                          |                                                         |
| 17 June 2016, London                                       |                                                         |
| Bringing together leaders of executive education to explore the ways in which programmes can deliver a high quality experience and measurable results for clients. |                                                         |

| **Creating Differentiation**                               |                                                         |
| June, London                                               |                                                         |
| For deans and strategic communications staff on how to develop a differentiated business school brand. |                                                         |

| **Chartered ABS Annual Conference**                        |                                                         |
| 14-15 November 2016, London                                |                                                         |
| Bringing together deans and directors from across the UK for top-level discussion, debate and networking. |                                                         |

| **Deans & Directors’ Development Programme (3DP)**         |                                                         |
| Starts February 2017                                       |                                                         |
| Designed to support new deans and those aspiring to the role. One place remaining. |                                                         |