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9616-03/19



FESTIVAL of LEARNING

Vietnam

Festival of Learning – Vietnam 2019

Ernst & Young & Melia Hotel, Hanoi
1 April 2019

Foreign Trade University (FTU), Hanoi
2 April 2019

University of Economics Ho Chi Minh
City (UEH) 4 April 2019

Co.op Mart Vietnam & Liberty Central Saigon
Citypoint Hotel, Ho Chi Minh City 5 April 2019



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Photography and filming

Photographs and video footage will be taken at the Festival of Learning – Vietnam for use in promotional material. If you do not want to be featured, please let us know at the registration desk.



Introduction

The Festival of Learning – Vietnam will focus on some of the more pressing issues that are being faced in Vietnam and the UK. Our theme this year is university-industry partnerships and student engagement, and across four days, in Hanoi and Ho Chi Minh City, we will explore how universities and industry collaborate to develop work-ready graduates in Europe and Vietnam. The Festival provides a forum for researchers, educators, policymakers, businesses, students, and the wider community in Vietnam to engage in a week-long programme of knowledge exchange and interaction.

Together with Foreign Trade University (FTU) and University of Economics Ho Chi Minh City (UEH), we have arranged a fantastic programme of keynotes, lectures, and panel discussions, covering topics ranging from business, extra-curricular programmes, volunteering and media practice. Skills Development is a major global challenge for all economies worldwide. BU is partnering with FTU and UEH to develop solutions to this challenge through a British Council Higher Education Partnership (HEP) Project. The project focuses on a spectrum of effective collaboration practices between universities, industry and students aimed at

preparing graduates for the world of work. Through this project, we are working together to deliver impact by contributing to UN Sustainable Development Goals 4 Quality Education and 8 Decent Work and Economic Growth, while also enacting Goal 17 Partnerships for the Goals. This year we are delighted to be joined by colleagues from our partner Breda University of Applied Sciences in the Netherlands who will provide valuable insights into these themes and questions from a wider European perspective.

The Festival of Learning is more than just an event – it is focused on making a positive impact worldwide in collaboration with our valued partners by working on important challenges such as the UN Sustainable Development Goals. We are confident that you will meet like-minded people who are committed to inspiring learning, advancing knowledge in their field and enriching society so that the Festival is both stimulating and rewarding.

Professor John Vinney
Vice-Chancellor, Bournemouth University

Venues

Hanoi: 1-2 April 2019

The first part of the GFoL Vietnam 2019 will take place in Hanoi at Ernst & Young and Melia Hotel, Hanoi, and at Foreign Trade University. The focus of these two days range from the skills gap in Vietnam to internationalisation and student development for the world of work.

Ho Chi Minh City: 4-5 April 2019

The second part of the GFoL Vietnam 2019 will take place in Ho Chi Minh City at University of Economics Ho Chi Minh City, and Co.op Mart Vietnam & Liberty Central Saigon Citypoint Hotel. The focus of these two days range from the skills gap in Vietnam to internationalisation and student development for the world of work.



DAY 1 PROGRAMME

Monday 1 April 2019 Ernst & Young, Hanoi and Melia Hotel, Hanoi

- 9:00am **Registration | Ernst & Young, Hanoi**
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- 9:15am **Welcome remarks**
-
- 9:30am **Keynote from Ms Trang Dang, ICAEW Vietnam**
-
- 10:00am **Refreshments**
-
- 10:15am **Industry insights panel discussion: Skills gap in Europe and Vietnam**
Chair: Dr Lois Farquharson, Bournemouth University, UK
Panelists: Representative from Ernst & Young, Hanoi
Dr Pham Thu Huong, Foreign Trade University, Vietnam
Ms Rebecca Hindley, Bournemouth University, UK
Mr Philip Ost, Zurich International, UK
Ms Rose De Vrieze, Breda University of Applied Sciences, Netherlands
-
- 11:30am **Networking lunch**
-

2:00pm **Meet the Expert exhibition | Melia Hotel**
 Faculty of Management (FoM) Section
 Dr Milena Bobeva & Ms Deborah Taylor – Area of Specialism: MBA and Business Studies
 Mr Mark Ridolfo – Area of Specialism: Leadership, Strategy and Organisations and BA (Hons) Business Studies
 Mr Simon Thomas – Area of Specialism: HRM & Personal Development
 Dr Jeffery Bray – Area of Specialism: Retail Management
 Dr Debbie Sadd – Area of Specialism: Events and Leisure

Faculty of Media and Communication (FMC) Section
 Dr Fiona Cownie – Area of Specialism: Corporate and Marketing Communication
 Dr Mark Readman – Area of Specialism: Scriptwriting, Film and Television

2:00pm-3:00pm **Parallel session 1**
What makes a good undergraduate student? BA (Hons) Business Studies as an example
 Mr Mark Ridolfo – Area of Specialism: Leadership, Strategy and Organisations and BA (Hons) Business Studies
 30 - 40 minutes presentation followed by 20 - 30 minutes Q&A

3:30pm-4:30pm **Parallel session 2**
The importance of developing 'globally minded' graduates – Global Talent Programme case study
 Ms Mira Koseva – Area of Specialism: Global Talent Programme

5:00pm **Parallel session 3ernss**
Studying Retail at BU workshop
 Dr Jeffery Bray – Area of Specialism: Retail Management
 30 - 40 minutes presentation followed by 20 - 30 minutes Q&A

6:00pm **Close**

DAY 1 SESSION DESCRIPTIONS

Industry Insights panel discussion: Skills gap in Vietnam

Chaired by Dr Lois Farquharson

🕒 10:15am

Skills development is a major global challenge for all economies worldwide. Our Global Festival theme this year is university-industry partnerships and student engagement and how universities and industry collaborate to develop work-ready graduates in Europe and Vietnam. This discussion will focus on education and employability, considering in particular the attributes that young people in Vietnam need to succeed in their chosen field. What role do universities play in educating future talent in Vietnam, and how is the balance best struck between knowledge-based learning and practice? This panel will address these questions.

Meet the Expert exhibition

🕒 2:00pm

Our Meet the Expert exhibition is an exciting opportunity for our network of student counsellors to meet with our academic and professional service staff, students and alumni to learn first-hand what it's like to study at Bournemouth University. Through the information sessions on offer, we aim to empower and encourage our counsellors when speaking to prospective students and their families that Bournemouth University is an excellent place to study and extraordinary place to live.





DAY 2

DAY 2 PROGRAMME

Tuesday 2 April 2019

Foreign Trade University (FTU), Hanoi

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|--------|---|
| 8:00am | Registration Foreign Trade University |
| 8:30am | Welcome remarks Foreign Trade University |
| 8:40am | Welcome remarks Bournemouth University |
| 8:50am | Welcome remarks British Council Vietnam |
| 9:00am | <i>Keynote address</i>
Mr Doan Duc Thuan, Vice General Director, Kowil Fashion Company, Phu Thai Group |
| 9:20am | #WoWForum student competition |
| 9:30am | Refreshments |

- | | |
|---------|---|
| 9:45am | Ignite presentations: Curriculum-based engagement |
| 10:45am | World Café workshops: Curriculum-based engagement |
| 11:45am | Networking lunch and close of morning session |
| 1:30pm | <i>Panel discussion</i>
Internationalisation and student development for the world of work
Chair: Professor Stephen Tee, Bournemouth University
Panelists: Representative from Vietnam industry
Mr Mark Ridolfo, Bournemouth University
Dr Vu Thi Hien, Foreign Trade University
Ms Sera Nguyen Ngoc Tu, Bournemouth University
Ms Holly Bathurst, Siemens UK |
| 2:30pm | Ignite presentations: Co- and Extra-curriculum engagement |
| 3:30pm | Refreshments |
| 3:45pm | World Café Workshops: Co- and Extra-curriculum engagement |
| 4:45pm | Announcement of #WoWForum student competition winners |
| 5:00pm | Close |

DAY 2 SESSION DESCRIPTIONS

The Global Talent for the **World of Work Forum (#WoWForum)** sessions on this day are highly dynamic and interactive events, offering a diverse format for engaging students, academics and industry representatives from Vietnam, UK and other countries represented at the GFOL, in sharing their experience in enhancing student employability. Participants will enjoy the series of **ignite talks** introducing curriculum, co- and extra-curriculum projects. These quick-fire, five-minute presentations of industry-relevant and engaging student learning will set the scene for the follow up interactive **World Café sessions**. Each participant will be invited to join two of the themed stations at the World Café, and introduce, discuss and debate innovation and well established practices in working with business and communities for bridging the skills gap and enhancing student employability.

Case studies developed during a UK-Vietnam HEP project will be shared throughout the session.

Ignite presentations: Curriculum-based engagement

Industry Fellowships

Dr Jeffery Bray

 9:45am

In this session, Dr Jeff Bray will reflect on the industry fellowship that he held for five years with the UK based grocery chain Waitrose. He will outline the benefits that fellowship academic industry partnerships can bring both to the university and the sponsoring company. The benefits to the company and individual academic researcher will be highlighted along with outlining how such relationships can be used to help inform students' curriculum ensuring the currency of course content and relevance to contemporary industry demands.

Mr Nguyen Huyen Minh, Foreign Trade University

 9:55am

Bridging the skills gap through soft skills development

Ms Rebecca Hindley

 10:05am

The impact of the Fourth Industrial Revolution with machine learning, artificial intelligence, robots and automation, has resulted in increasing employer skills shortages. Although it has been suggested that the development of some leadership and management competencies, such as creativity, teamworking and problem-solving, cannot be achieved outside of the working environment, Bournemouth University provides students with a multitude of curricula and extra-curricular opportunities to develop their skills. Rebecca's interactive session explores the 'soft skills' identified as integral to graduate success and showcases the Developing Management Competencies unit and students' assignments to illustrate how BU provides experiential scenario-based learning and uses authentic assessment to enhance students' employability.

Ms Pham Thanh Ha, Foreign Trade University

 10:15am

Sustainability in the curriculum

Dr Karen Thompson

 10:25am

Humanity is facing unprecedented challenges: global warming, population growth, increased consumption, pollution and competition for scarce resources that is fuelling human conflict. The latest predictions for global warming are that a 'tipping point' will occur much sooner than previously thought and will exacerbate the challenges.

Urgent action is required. The United Nations' 17 Sustainable Development Goals were adopted by all member states in 2015 and provide a blueprint for peace and prosperity for people and the planet now and into the future. Higher Education plays a vital role in preparing developed and developing countries for the future. Therefore, embedding thinking on sustainable development within curricula is crucial.

Sustainability has already been introduced into the curriculum of many disciplines and yet such thinking is often constrained by conventional approaches. Innovation and cross-disciplinary thinking are required to solve the problems of today. This World Café will explore how Higher Education might develop.

World Café discussions: Curriculum-based engagement

Panel discussion: Internationalisation and student development for the world of work

Chaired by Professor Stephen Tee

 1:30pm

Organisations are constantly adjusting their strategies to ensure they can attract and retain the best-qualified graduates, who in time, will become business leaders and captains of industry. Developing such strategies for local and national markets presents significant challenges. But designing a global approach that is aligned with its multitude of cultural marketplaces can be even more challenging. Studies have highlighted the need for Vietnamese HE to focus on enhanced provision of transferable and soft skills to prepare students for the world of work, and internationalisation can play a vital role in this development.

This session will discuss the area of talent development for the global market and some of the key skills and attributes that employers are seeking, as well as discussing what interventions are required to better support employees and employers addressing the requirements of the future workforce.

Ignite presentations: Co- and Extra-curriculum engagement

The Global Talent Programme – Bridging the skills gaps through a mix of extracurricular experiences and industry partnerships

Ms Mira Koseva

 2:30pm

Bournemouth University's award-winning Global Talent Programme (GTP) merges two core agendas - employability and internationalisation – to prepare our students for successful career entry in a global environment of continuous disruption, emerging skills gaps and growing employer demands.

This workshop will outline the key elements of our “co-created with industry, tailored to the individual student” philosophy, which utilises latest behavioural principles and blends industrial collaborations, international mobility and extracurricular strategies. Core workshops are designed with employers including Google, IBM, British Airways etc. to address the skills gap and offer real-life challenges. The GTP offers 100+ campus experiences including community work, volunteering, enterprise competitions, mentoring, virtual games, clubs and societies, targeting sought after attributes while matching each learner's unique interests and aspirations.

Having built collaborations with over 30 organisations, we help shape both the leaders and the workplace of the future and emphasise the key attributes of global citizenship, social responsibility, collaboration, resilience and innovation to encourage both students and partners to create impact on challenges we are facing worldwide.

Horizontal and vertical integration of curriculum, co-curriculum and extra-curriculum activities

Mr Mark Ridolfo

 2:40pm

To remain relevant and up-to-date, and to meet the increasingly diverse needs of students and other stakeholders, universities must ensure that they engage with employers and industry. Engagement with external organisations, from the public, private and not-for-profit sectors, has the potential to enrich the curriculum, ‘bringing to life’ theoretical content and enabling students to put into practice what they have learned in the classroom. At the same time, employers who develop meaningful partnerships with universities benefit from being able to showcase their organisations, as well as spot potential talent amongst the students they work with. Ensuring a systematic and coherent approach to industry engagement, however, requires careful planning, to ensure effective vertical and horizontal integration of industry-facing activities. In this Ignite presentation, Mark Ridolfo, Programme Leader for the flagship BA (Hons) Business Studies programme at Bournemouth University, will consider critical success factors for achieving such integration.

A strategic partnership fusing education, research and industry

Dr Phyllis Alexander

 3:00pm

This presentation will discuss the International Learning Platform for Accountancy (ILPA), which has been recognized as a “Good Practice Example” on the European Union homepage. Further, ILPA was nominated for the Special Education Award by the Austrian National Agency. Dr Phyllis Alexander of BU's Business School now leads the Partners in another Erasmus+ funded Project, Developing Innovative Pedagogy for Complex Accounting Topics (DIPCAT). The first Intensive Study Programme (ISP) of DIPCAT will be held at Bournemouth University in September, this year.

The project cases that will debut during the week-long ISP are being developed by accounting academics and qualified professionals to encompass some of the most complex issues facing the accounting profession today. By engaging with these case studies, students will be better prepared for the many challenges found within today's global marketplace.



#WoWForum World Café Sessions

This interactive World Café session will stimulate discussion and sharing of good practice around models and opportunities for university-industry engagement to prepare students for the world of work. Two sets of sessions will run throughout each #WoWForum at both Foreign Trade University (FTU) and University of Economics Ho Chi Minh City (UEH), with the morning sessions dedicated to curriculum-based engagement and the afternoon sessions covering co- and extra-curriculum practice. Over a period of 60 minutes, participants will be able to engage with two themes, discussing their views on the questions below. The sessions will be facilitated by BU staff who have worked on these areas.

Morning sessions: Curriculum-based engagement

1. Sustainability in the curriculum

Facilitators: Dr Karen Thompson and Dr Lois Farquharson

Humanity is facing unprecedented challenges such as global warming, growing populations, increased consumption and competition for scarce resources is fuelling conflict. These problems will not be solved with the same thinking that created them.

- How is your discipline responding to the grand challenges facing humanity?
- What role can a university education play?
- What changes are required to the curriculum to equip learners with the skills and knowledge required to meet the challenges of today and in the future?
- How can you help your learners understand and engage with other disciplines and wider society?

Collaborating with professional bodies (CMI)

Dr Lois Farquharson

 3:20pm

Collaborating with professional bodies such as the Chartered Management Institute (CMI) is a key element of the UK higher education approach and is at the core of the strategic educational approach in The Faculty of Management at Bournemouth University. The relationship with professional bodies supports the achievement of academic quality, stronger employability skills, staff development and effective promotion of value-added programmes to applicants. Lois will give a first-hand account of her experiences of working in partnership with the CMI to gain accreditation for undergraduate and postgraduate business programmes. She will also highlight the breadth of opportunities for staff and students which can result from this collaboration, and will offer top tips for success.



2. Personal and professional ethics

Facilitators: Mr Simon Thomas and Dr Debbie Sadd

In an increasingly complex operating environment the alignment of an individual's personal and professional ethics with corporate culture and values is coming under scrutiny.

- How important are integrity and authenticity in engaging consumers?
- Can resilience and mindset become the primary focus of work ethic?

3. Bridging the skills gap through soft skills development

Facilitators: Ms Rebecca Hindley, Dr Mark Readman and Dr Phyllis Alexander

Universities have been working on addressing the industry talent gaps.

- What are the industry needs in your field?
- How do we ensure that students stay relevant in a dynamically changing world?
- What skills, competencies, attitudes and behaviours do you see as being critical in the future (with focus on key stakeholders: academics, students and industry professionals)?

4. The value of placements, internships and work experience

Facilitators: Ms Deborah Taylor and Ms Mira Koseva

More than 80% of the UK top graduate employers are offering paid work experience programmes for student (High Fliers, 2019).

- What opportunities, if any, do your courses offer for students to gain work experience as part of their studies?

- What support mechanisms do you offer to both students seeking work opportunities and for employers with suitable roles?
- How do you measure student learning gains through work-experience?
- To what extent do you consider degree apprenticeships fit within a university course portfolio?

5. Impactful research for industry and communities

Facilitators: Dr Jeff Bray, Dr Fiona Cownie and Prof Stephen Tee

The value of our research is always under scrutiny. We increasingly need to consider the impact that our work is having on industry and society in general. In this session we will consider the following questions:

- What impact has your research had and how can you evidence it?
- What does 'impact' mean in different research disciplines and contexts?
- How can we ensure that 'impact' is designed in to our research projects?
- What are the key challenges in assessing and measuring the impact of our research?

Afternoon sessions; Co- and extra-curriculum

6. Engaging with alumni

Facilitators: Ms Deborah Taylor, Dr Fiona Cownie and Mr Mark Ridolfo

Fostering strong relationships with our alumni is a method for developing current views from industry.

- How do you ensure students maintain links with university once they have graduated?
- What are the most effective activities for engaging students with alumni?
- Who benefits the most from students, academics and alumni working together?

7. Developing the #WoW talent through extra-curriculum programmes

Facilitators: Ms Mira Koseva and Mr Simon Thomas

The pace of change of the current global environment is exponential and characterised by continuous disruption, technological innovation, emerging skills gaps and growing employer demands, which are reshaping the nature of work (McKinsey, 2017).

Where universities are lacking in reaction time to change the curriculum, offering a diverse and vibrant extracurricular portfolio to enrich the graduate readiness for the future world of work is becoming a key differentiator for aspiring students.

- How do you respond to the changing context (market, technological, political, economic, environmental realities)?
- How do you build flexibility in your learning systems and outcomes?

- How can HE offer real-time response to the changing world that we live in and our students will build their future careers in?
- How do you personalise your provision to meet the needs of each individual learner?
- How do you manage student expectations for structured and well defined career paths?

8. Volunteering, ambassadors and other community engagement

Facilitators: Dr Debbie Sadd and Dr Phyllis Alexander

- Workshop activity on how to enhance employability through soft skills development as result of volunteering
- Case study discussions on how to enhance student volunteering opportunities on a local, national and international stage
- Examples of student led volunteering opportunities through engagement with local communities

9. Mentoring and coaching the multi-generational workforce

Facilitators: Ms Rebecca Hindley and Dr Milena Bobeva

Mentoring is a pedagogic approach that "enhances skills through supportive relationships, encourages space for self-directed learning and helps shape behaviours which in turn encourage growth and development in others" (Le Brocq, 2018). Today, as young people continue to adopt new technologies and stand at the forefront of new ideas, mentoring could be used by people from different generations to support each other's development.

- At what point of the student university journey would/do you engage in mentoring and/or coaching?
- What practices have you adopted (or wish to adopt) for maximising the benefits of mentoring and/or coaching?
- How do you think these practices are impacting on students' readiness for the world of work?

10. Developing mindsets for creativity and innovation

Facilitators: Dr Lois Farquharson and Dr Mark Readman

In the context of rapid globalisation, the creative economy is recognised as being vitally important because the combination of culture and commerce can provide a new paradigm for the way in which companies are organised, the development of working lives and career paths, and distinctive branding opportunities. In this context it is useful to ask:

- What do we mean by 'creativity' and 'innovation'?
- How do we recognise creativity in people and organisations?
- How can creativity be developed and nurtured in a way which stimulates new innovative ideas?

How might we move beyond the myths of creativity in order to effect particular ways of working and problem solving?



DAY 3

DAY 3 PROGRAMME

Thursday 4 April 2019, University of Economics
Ho Chi Minh City

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| 7:30am | Registration University of Economics Ho Chi Minh City |
| 8:10am | Welcome remarks University of Economics Ho Chi Minh City |
| 8:20am | Welcome remarks Bournemouth University |
| 8:30am | Welcome remarks British Council Vietnam |
| 8:40am | Keynote address
Ms Ha Thanh An, Deputy Director of Vintech City |
| 9:00am | Announcement of the #WoWForum student competition, sponsors and awards |
| 9:10am | Refreshments |
| 9:30am | Ignite presentations and World Café discussions: Curriculum |
| 11:30am | Networking lunch and close of morning session |

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| 1:30pm | Panel discussion
Internationalisation and student development for the world of work
Chair: Dr Phyllis Alexander, Bournemouth University
Panelists: Mr Huynh Duc Truong, General Director, Petec Trading & Investment Corporation
Mr Mark Ridolfo, Bournemouth University
Dr Ngo Minh Hai, Head of Division Financial Markets, School of Banking, UEH
Mr Philip Ost, Zurich International, UK
Jade Holden, Bournemouth University |
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| 2:30pm | Ignite presentations and World Café discussions: Co-/Extra-Curriculum |
| 3:30pm | Refreshments |
| 4:30pm | Announcement of the results of the #WoWForum student competition |
| 4:45pm | Close of event |



DAY 3 SESSION DESCRIPTIONS

Developing soft-skill training for UEH students in the international context

Ms Hoang Cuu Long

 9:30am

Student-industry co-creation in practice

Dr Fiona Cownie

 9:40am

Co-creation strategies connect students with industry to generate valuable learning experiences and open connections which enhance student employability. Scholars (e.g. Gummerson 2017) emphasise that marketing practice is increasingly about doing-with rather than doing-for customers. Co-creation within the learning environment provides students with experiences of the opportunities and challenges of co-creating with industry. Students gain valuable skills to enhance their employability.

This 'ignite presentation' presents a spectrum of student-industry co-created activities implemented within Bournemouth University's Faculty of Media and Communication. It introduces three examples of student-industry co-creation. The student-led 'Mike Warne event' sees Marketing Communications students lead a co-creation project with industry alongside the Chartered Institute of Marketing. The Computer Animation 'Masterclass' project embraces industry-academic collaboration exposing students to advanced professional practice and specialist knowledge of computer graphics

techniques with the aim of enabling students to develop professional working practices. Communication and Media students work to support charities to generate a digital solution to a problem within the 'Community and Digital Engagement' unit. This presentation aims to stimulate discussion about the nature of industry-student co-creation and the possible applications within Vietnam.

Industry links in supporting UEH students' internships and work

Ms Le Thanh Truc

 9:50am

Co-operative online international learning at Breda University of Applied Sciences

Ms Nova van Schijndel, Breda University of Applied Sciences

 10:00am

This presentation will introduce COIL, Cooperative Online International Learning. At Breda University of Applied Sciences, we are already active in this with Production House television courses in Media having taken place last academic year. This approach enhances student global experience and readiness for the world of work, and represents a growing industry need. COIL courses embrace the use of digital technology to bridge the distance that separates countries and partners. Forms of interaction could include online discussion groups, videoconferences, class to class meetings and online workgroup projects.

Continuing Professional Development: Reflective practice as skills development

Dr Mark Readman

 10:10am

This presentation examines an example of the 'fusion' of education, research and professional practice at Bournemouth University. The 'Build Your Own MA' programme was conceived to serve as continuing professional development for media professionals. The mode of delivery was designed to enable people in work to dedicate time to postgraduate study without taking a career break – a part-time 'blended' model – and offers a range of industry-focused units. We argue that the programme produces critical, knowledgeable and responsible practitioners, capable of initiating, developing and embedding new understandings and techniques in their professional practice.

Although there have been some significant success stories, it is clear that it is necessary to constantly evaluate the nature of the professional development on offer, particularly the focus on 'reflective practice'. We need to ask, then, how we might understand 'skills' and whether or not the traditional distinction between 'hard' and 'soft' skills is sufficient. How might we, in the future, balance the personal gains of individual students with the more instrumental gains demanded by industry? How might this inflect the relationship between Higher Education and industry? And what might make this programme more sustainable?

Creating professional value by linking education with research, business innovation and the professional industry

Mr Simen Kooi, Breda University of Applied Sciences

 10:20am

The requirements for working in hospitality are partly timeless and quite constant, partly influenced by a changing industry. It is of key importance that educators stay abreast with current industry developments in order to be able to align their (educational) programmes to the industry and prepare their graduates for the dynamics of the world of hospitality.

By developing and sharing knowledge in partnership with students, faculty and industry, Breda University of Applied Sciences connects education (students, staff and curriculum) to research and the professional industry. By integrating education, research and professional practice the hotel management programme becomes a driving force behind the development of new knowledge which, on the one hand serves the needs of the private and public sector organisations, and on the other hand provides meaningful and contemporary education to its students.

In this session Simen Kooi, Programme Manager Hotel Management at Breda University of Applied Sciences will show case ways in which the Professional Value for all concerned stakeholders is created.

Panel discussion: Internationalisation and student development for World of Work

Chaired by Dr Phyllis Alexander

 1:30pm

Organisations are constantly adjusting their strategies to ensure they can attract and retain the best-qualified graduates, who in time, will become business leaders and captains of industry. Developing such strategies for local and national markets presents significant challenges. But designing a global approach that is aligned with its multitude of cultural marketplaces can be even more challenging. Studies have highlighted the need for Vietnamese HE to focus on enhanced provision of transferable and soft skills to prepare students for the world of work, and internationalisation can play a vital role in this development.

This session will discuss the area of talent development for the global market and some of the key skills and attributes that employers are seeking, as well as discussing what interventions are required to better support employees and employers addressing the requirements of the future workforce.

World Café Ignite presentations and workshops

This interactive World Café session will stimulate discussion and sharing of good practice around models and opportunities for university-industry engagement to prepare students for the world of work. Building on the outcomes from the British Council UK-Vietnam Higher Education Partnership (HEP) project, staff and students from Bournemouth University and their Vietnamese partners through a virtual link will set the context by introducing and constructively reviewing innovations in establishing connections with business and communities targeting enhancing student employability. Case studies developed during a UK-Vietnam HEP project will be shared throughout the session. Examples of curricular, co-curricular and extra-curricular innovative offers such as Bournemouth University's multi-faceted Global Talent Programme, student consultancy projects, student/staff co-creation and business-community engagement will be explored with the view of their implementation in a global context.

Following a series of quick-fire, five-minute ignite presentations from UK and Vietnam stakeholders, a World Café style workshop will provide participants with the opportunity to discuss and debate issues arising from the presentations according to the following themes:

Partnering with alumni: The benefits of alumni panels

Ms Deborah Taylor

 2:30pm

In 2014, the Business Studies programme introduced an alumni panel with the aim of developing and strengthening the business studies programme by sharing industry experience with our students and academic staff. Our contacts within industry are crucial to the success of the course and our alumni have the dual benefit of understanding the business studies programme as well as seeing new trends in industry. The key objectives of the panel were to support the Business Studies curriculum by identifying relevant industry developments and trends (locally, nationally & internationally) and to inspire and share expertise and business practice with students by participating in events on campus such as guest lectures, panel members, mentors and participants at open days. Further objectives were to foster connections between BU, employers and the local or wider community as well as to support the recruitment of new alumni panel members and to contribute to a continued sense of camaraderie amongst Business Studies students and alumni. Alumni from the panel have been involved in a range of events including supporting student competitions, providing case study material and guest lectures to students and at Open Days. Panel members were also involved in the AACSB accreditation event.

Ecosystem of innovation and entrepreneurship in Vietnamese higher education

Ms Pham Duong Phuong Thao

 2:40pm

Enhancing students' career competitiveness through the STEEP programme

Mr Simon Thomas

 2:50pm

The Faculty of Management at BU has developed a unique extra-curricular programme available to all levels of undergraduate and post graduate students focused on helping them to stand out in the crowd in an increasing competitive market place.

In 2012 STEEP was born out of the BU Talent Programme within the old School of Tourism and over the last seven years has evolved into a unique and bespoke programme of presentations, workshops and training courses for students. STEEP is extra-curricular and whilst open to all undergraduate and postgraduate students at no extra cost, has managed capacity due to the nature of some of the activities and budget constraints. Initially STEEP was focused at level 6 students only, enhancing their skills and knowledge prior to leaving BU for industry. Over the years the programme has become increasingly popular and demand has meant that it is now available to levels 5, 6 & 7.

Many of the workshops and presentations are delivered by external professionals and are aimed at inspiring, challenging and building confidence by engaging in Leadership Skills, Executive Image, Cultural Awareness and Professional Etiquette to name but a few.

Volunteering with Fusion-based activities

Dr Debbie Sadd

 3:00pm

Community engagement around volunteering (including examples from London 2012, and the Rugby World Cup 2015) leading into programmes designed and led by Bournemouth University for our students. We work closely with local government, not for profit and commercial businesses to help them set up volunteer schemes. These schemes include the design and management of the volunteer schemes, whereby our students can both volunteer to enhance their skill sets but also learn about the planning and management of these programmes. This involves enhanced people management skills, customer service training, leadership, time management, interview techniques and many more skills.

UEH alumni in promoting World of Work

Ms Le Thi Bich Ngoc

 3:10pm

European tourism skills alliance

Ms Rose de Vrieze

 3:20pm

Europe currently holds the number one position in international arrivals making tourism the third largest monetary pursuit in the EU. While the European tourism labour market is responsible for approximately 12 million jobs, there is a deficiency in cooperation between the industry and education. To meet the demands of the future tourism jobs market, tangible, innovative and highly relevant skills, products and tools are necessary. This is the main objective of the Next Tourism Generation (NTG) project – the first European Tourism Skills Alliance which aims at establishing a blueprint for Sectoral Skills Development in Tourism to provide solid, state-of-the-art yet highly relevant skills for improving the relationship between industry and education providers in the tourism sector. Preliminary findings suggest that within the Dutch tourism education, concrete initiatives are being undertaken to design modern, relevant skills to meet the demands of the current tourism jobs market in the Netherlands, thus bridging the gap between education and industry. Applying a skills assessment and response methodology, transferable routes to tourism professions are offered at diverse career levels. These strategies integrate current EU programmes associated with fostering tourism skills in education and training strategies.




DAY 4

DAY 4 PROGRAMME

Friday 5 April 2019, Co.op Mart Vietnam & Liberty Central Saigon Citypoint Hotel, Ho Chi Minh City

9:00am **Registration | Co.op Mart Vietnam**

9:15am **Welcome remarks**

9:30am **Industry Insights**
Panel Discussion: Skills gap in Europe and Vietnam
 Chair: Dr Mark Readman
 Panelists: Representative from Co.op Mart Vietnam
 Speaker from University of Economics Ho Chi Minh City
 Dr Jeffery Bray, Bournemouth University, UK
 Ms Holly Bathurst, Siemens UK
 Mr Simen Kooi, Breda University of Applied Sciences, Netherlands

11:00am **Networking lunch**

2:00pm **Meet the Expert exhibition | Liberty Central Saigon Citypoint Hotel**

Faculty of Management (FoM) Section

Dr Milena Bobeva & Ms Deborah Taylor – Area of Specialism: MBA and Business Studies

Mr Mark Ridolfo – Area of Specialism: Leadership, Strategy and Organisations and BA (Hons) Business Studies

Mr Simon Thomas – Area of Specialism: HRM & Personal Development

Dr Jeffery Bray – Area of Specialism: Retail Management

Dr Debbie Sadd – Area of Specialism: Events and Leisure

Faculty of Media and Communication (FMC) Section

Dr Fiona Cownie – Area of Specialism: Corporate and Marketing Communication

Dr Mark Readman – Area of Specialism: Scriptwriting, Film and Television

2:00pm- **Parallel Session 1**

3:00pm **What makes a good undergraduate student?**

BA (Hons) Business Studies as an example

Dr Debbie Sadd – Area of Specialism: Events and Leisure

30 - 40 minutes presentation followed by 20

- 30 minutes Q&A

3:30pm- **Parallel Session 2**

4:30pm **The importance of developing 'globally minded' graduates – Global Talent Programme case study**

Ms Mira Koseva – Area of Specialism: Global Talent Programme

5:00pm **Parallel Session 3**

Studying Media & Communication at BU workshop

Dr Fiona Cownie – Area of Specialism: Corporate and Marketing Communication (BU)

30 - 40 minutes presentation followed by 20

- 30 minutes Q&A

6:00pm **Close**

DAY 4 SESSION DESCRIPTIONS

Industry Insights panel discussion: Skills gap in Vietnam

Chaired by Dr Mark Readman

🕒 9:30am

Skills development is a major global challenge for all economies worldwide. Our Global Festival theme this year is university-industry partnerships and student engagement and how universities and industry collaborate to develop work-ready graduates in Europe and Vietnam. This discussion will focus on education and employability, considering in particular the attributes that young people in Vietnam need to succeed in their chosen field. What role do universities play in educating future talent in Vietnam, and how is the balance best struck between knowledge-based learning and practice? This panel will address these questions.

Meet the Expert exhibition

🕒 2:00pm

Our Meet the Expert exhibition is an exciting opportunity for our network of student counsellors to meet with our academic and professional service staff, students and alumni to learn first-hand what it's like to study at Bournemouth University. Through the information sessions on offer, we aim to empower and encourage our counsellors when speaking to prospective students and their families that Bournemouth University is an excellent place to study and extraordinary place to live.




 SPEAKER
PROFILES

Dr Phyllis Alexander

Dr Phyllis Rea Alexander is a Principal Academic in Accounting & Taxation in the Business School at Bournemouth University. She joined BU's Accounting, Finance & Economics Department in 2007 following a successful twenty-year career as a US Certified Public Accountant. Her professional experiences included general accounting and auditing services with a medium-sized public accounting firm followed by international tax consultancy services with a 'Big 4' accounting firm. She remains an active member of the American Institute of Certified Public Accountants and the New Jersey Society of CPAs.

Phyllis has taught various subjects during her tenure at BU including advanced accounting, financial analysis, personal and corporate taxation within national and international contexts. Her current PhD candidates are researching in the specialist areas of corporate governance, financial distress, and auditing.

She currently holds the internal positions of AACSB Assurance of Learning Co-Lead, TeachBU Mentor, Quality Assurance and Engagement Group member and Co-Lead of the Business School's Industry Advisory Board. Her external commitments include Vice-President of the Association des Formations Europeenes a la comptabilite et a l'audit (AFECA) and external examiner at Middlesex University.

Ms Holly Bathurst

Holly Bathurst graduated from Bournemouth University with a First Class Honours degree in Business Studies with Project and Operations Management in November 2013. Her areas of expertise are: Project Management, Operations Management, Human Resources, Permanent and Temporary Recruitment, Sustainable IT. Holly has been working at Siemens since 2013 and her current role is IT HR Demand Manager.

Dr Milena Bobeva

Dr Milena Bobeva is a key advocate of education innovation through staff-student collaboration and Technology Enhanced Learning. She is a Chartered Manager and a Fellow of the Chartered Management Institute in the UK, and a Senior Fellow of the UK Higher Education Academy. Over the past ten years Milena has taken a number of programme management and External Examiner positions for Business and Management programmes.

Since 2014, in her role as the Director for the BU MBA, she has introduced a number of changes that have revitalized this prestigious programme. Milena's latest contribution to the innovation and enhancement of the education provisions at Bournemouth University is through her roles as an Associate Dean (Global Engagement) in the Faculty of Management and an Academic Lead for the university student-facing Global Engagement activities. Applied research features prominently in Milena's professional practice. Her work is multi-disciplinary, focused on experiential project-based learning, developing student employability through co-creation and co-production with staff, reverse mentoring as a strategy for cross-generational learning and learning gains. The outcomes have been reported through a variety of channels, including academic journal articles, contribution to a book on #EdTechRations, and numerous conference publications and workshops.

Dr Jeffery Bray

Dr Jeffery Bray graduated from Bournemouth University in 2001 with a BA (Hons) in Retail Management, and from Stirling University in 2004 with an MBA. After a career in a variety of operational retail project management roles he joined Bournemouth University as an academic in 2004 and graduated with a PhD in Consumer Behaviour in 2011. Jeffery has taught a variety of modules related to consumer marketing and behaviour at both undergraduate and postgraduate level at Bournemouth University, supervised several PhD students and held a number of management roles.

Jeffery's research and scholarship is interdisciplinary and focuses on applications of consumer theory to a variety of contexts. He has consulted widely with retailers, most prominently through his fellowship role with premium UK-based grocery chain Waitrose on innovation strategies. Current scholarly research examines consumer decision making with respect to food choice, and the health impact that might be achieved through influencing these choices. This work is currently supported by EU project FoodSMART (grant 643999) and British Council project Veg+ (grant 332207684).

Dr Fiona Cownie

Dr Fiona Cownie's academic work is based on a relational, collaborative and co-created approach to Higher Education designed to inspire learning. The academic-student relationship is at the heart of Dr Cownie's thinking and practice as an educator, which, in turn, has been reflected in consistently high levels of student satisfaction and achievement. A relational approach is based on thinking about interactions within Higher Education which are informed by a desire to maintain ongoing connections between students and academics.

In short, Dr Cownie is interested in how relational ideas can make a real difference to the student and alumni experience; she argues that gratitude and commitment are key mediating variables stimulating engagement amongst students, academics and alumni. Her work has been communicated in a range of external contexts, including international

conferences and public engagement activities. Her work is published in international journals. She currently supervises seven doctoral students.

Dr Cownie's work is informed by extensive experience of sustained leadership of higher education practice, embracing curriculum development and management, academic quality, resource management and leadership of the student experience. Working with our educational partners within SE Asia (Thailand, Indonesia and Vietnam), Fiona has established student exchanges and worked with colleagues overseas to organize research partnerships and conferences. She is an active participant within BU's Global Festivals of Learning, and is a member of the university's ASEAN working group. Fiona has worked as lead assessor for the prestigious Society for Research in Higher Education (SRHE), in the area of student experience, and has presented at SRHE conferences. She is aligned to Centre of Excellence for Media Practice.

Dr Lois Farquharson

Dr Farquharson has employed the positive philosophy and practice of continuous improvement in collaboration with various organisational stakeholders to develop teams and individuals in the context of organisational vision, mission and goals. As a Chartered Fellow of the Chartered Management Institute, People-centred Lean approaches and Appreciative Inquiry underpin much of her work. She built and leads BU's new multidisciplinary Leadership, Strategy & Organisations Department. She has also supported wider organisational development through the implementation of a new Academic Career Framework and Workload Planning Framework. Lois is active in applied research in areas including leadership and HRM good practice, collaborating with organisations including IIP Scotland, NHS Lothian, and Dorset and Devon & Cornwall Police Forces. She has supervised PhD and DBA theses in a range of areas. Previously, Lois was Director of Research Degrees (PhD and DBA) at Edinburgh Napier University with the remit of revitalising the doctoral research community.

Ms Rebecca Hindley

Rebecca is a creative and enthusiastic educator, who has a passion for enhancing the student experience and facilitating the development of students' employability. As an academic practitioner who left industry reasonably recently after a wide-ranging, successful career in Human Resources, Rebecca is able to leverage her extensive professional network for Guest Lecturers and draw upon her depth and breadth of experience to develop materials that improve the students understanding of business in the 'real world'.

Now a full-time Lecturer in the Leadership, Strategy and Organisations department within the Faculty of Management, she contributes to the department through the management and delivery of student-centred teaching and research project supervision across a number of units for undergraduate and postgraduate students. As someone who is all about student employability and passionate about student experience, Rebecca really enjoys her role as the Faculty of Management Peer Assisted Learning Co-ordinator, providing empathetic guidance and professional advice where needed.

Mr Simen Kooi

Simen Kooi is the Programme Manager Hotel Management at Breda University of Applied Sciences and as such responsible for the educational and organisational design of the Hotel Management programme.

As the chair of the curriculum committee he oversees the coherence and consistency of the programme with regard to learning outcomes, teaching methodology and testing and ensures its relevance for the professional industry. Simen co-developed the Professional and Educational Profile at Bachelor level for Hotel Management Schools in the Netherlands.

As the programme manager, he coordinates the quality assurance process of the Hotel Management programme and serves as a panel member for accreditations through FIBAA (Foundation for International Business Administration Accreditation) and CeQulnt (Certificate of Quality in Internationalisation) through ECA (European Consortium for Accreditation)

Simen's educational expertise builds on extensive international hospitality industry experience. He holds a Bachelor degree in Business Administration in Hotel Management and a Master degree in Design Management from EURIB (European Institute for Brand Management).

Ms Mira Koseva

Mira is managing the Global Talent Programme at Bournemouth University.

A true believer in shared values and purpose, she is keen to put her skillset in innovative engagement and co-creation work with a wide range of stakeholders to make a difference to the student experience at university and beyond.

Before joining the programme in October 2017, Mira has worked on a number of projects and implemented interventions to enhance individual and organisational performance and improve people's skills.

With her educational background in psychology and behaviour change and experience in HR, IT and research from both the private and public sectors, she has been engaged in a variety of initiatives ranging from diversity and inclusion network development, staff experience and engagement, wellbeing at work, and IT systems implementations.

Ms Hoang Cuu Long

Vice Head of Division, Soft Skills Training; School of International Business- Marketing, UEH

Dr Samantha Leahy-Harland

Samantha is Head of Operations (Global Engagement) at Bournemouth University and provides operational leadership for delivering the university's strategy for international engagement. Samantha has held a variety of senior management positions at BU and previously worked for over ten years in the Home Office, a central government department in the UK, specialising in police research and policy development. Samantha read Psychology at Dundee University, Criminology at Cambridge University and completed her PhD on the Police Interviewing of Serious Crime Suspects at the University of Leicester.

Mr Miguel Bravo Madrid

Miguel Bravo Madrid works as International Policy Advisor at Breda University of Applied Sciences and occasionally as lecturer and external examiner at Breda's Academy for Tourism. His main tasks include international and institutional relations and international policy development and advice. His academic achievements include a BA in English and Spanish Philology, the equivalent to an MA in English Philology and an MA in Politics and Democracy. He has studied and worked in Spain, UK, Sweden, Bolivia and the Netherlands.

Mr Ryan Miles

Ryan has been the Regional Manager for South East Asia at Bournemouth University since 2012, with responsibility for Indonesia, Thailand and Vietnam. He has built substantial links within Indonesia and has travelled extensively throughout the archipelago promoting UK higher education. Prior to that he studied his Master's in International Marketing at Bournemouth University and was awarded the Hamworthy Water Systems Prize for the student displaying the best cultural adaptability in recognition of his work with international students.

Dr Alastair Morrison

Dr Alastair Morrison has been International Partnerships Development Manager at Bournemouth University since 2012. Prior to that, he worked for nine years at the British Library, collaborating with partner institutions worldwide to preserve and research the Silk Road. He lived in China for four years and has research interests in contemporary Chinese culture and literature.

Ms Le Thi Bich Ngoc

Department of Communications and Public Relations, in charge of UEH Alumni.

Mr Philip Ost

A highly experienced Commercial Director with general management accountability, including full P&L, for three major B2B and B2C distribution channels within Personal Lines insurance. A background in Marketing, from strategy development through to direct advertising, customer management and digital. Currently Director of Direct & Partnerships for Zurich Financial Services, a general management position on Zurich's UK Personal Lines Executive team, heading up the Direct, National Broker and Partnerships segment within the Personal Lines insurance business.

He led the business transformation project to bring Zurich's motor and home propositions back to market with a complete new, lower cost operating model, new organisational design and significantly improved capabilities.

Ms Helen O'Sullivan

Helen O'Sullivan is a Chartered Marketer who has worked within higher education for the past 15 years. Helen is the Head of Education & Professional Practice, Marketing Lecturer and Academic Lead for SE Asia, for the Department of Marketing, in The Faculty of Management. She has also taken a number of Programme Management and External Examiner positions for Business and Management programmes.

Helen's PhD focuses on brand success in post-1992 British universities. Her research interests and publications are in the fields of education, marketisation, international

marketing, branding, marketing and consumer behaviour. She is the co-chair for the Academy of Marketing's Marketing of Higher Education Special Interest Group, and Guest Editor of the Journal of Marketing for Higher Education.

Helen is passionate about both education and marketing and committed to giving people from all backgrounds the access to education they deserve. Prior to academia, she worked in marketing management and broadcast journalism in the UK and Australia.

Dr Mark Readman

Mark is a Principal Academic in Media Education. He supervises a range of doctoral projects and, as Programme Leader for the Media Faculty's Master's level Short Course Framework, oversees a range of courses for media professionals, which has attracted students from the BBC, Channel Four, Star TV and Pearson. His research interests and publications include work on creativity, scriptwriting and practice-based research, and his recent edited collection, *Teaching and Learning On Screen: Mediated Pedagogies* (2016), explores the significance of representations of teachers and teaching in films and TV programmes, and includes chapters from the USA, South America, Australia and Europe.

Mr Mark Ridolfo

Mark Ridolfo is a Principal Academic in Leadership, Strategy and Organisations, within the Business School, and the Programme Leader for BA (Hons) Business Studies. Mark delivers courses in Cross-Cultural Communication and Management, as well as Developing Management Competencies. A passionate, student-oriented innovator, Mark has been lecturing at Bournemouth University since 1992, having previously lived and worked in France, Germany and Italy.

Mark's academic interests lie in the areas of enhancing the student experience, innovation in assessment, professional effectiveness and cross-cultural capability. He has delivered courses in presentations, report-writing, online communication, and negotiation, and, from 1997 to 2007, he was a visiting lecturer and curriculum advisor to the prestigious China-Europe International Business School (CEIBS) in Shanghai, China.

Over the years, Mark has been very involved in quality assurance and enhancement activities with the university. He is also a highly experienced Programme Leader, who has managed multiple programmes. Mark is at the forefront of the Business School's education enhancement and internationalisation strategies, and has, since 2013 been one of two AACSB Assurance of Learning (AOL) Leads for the Business School. Mark is currently studying for a Professional Doctorate in Education at the University of Plymouth.

Dr Debbie Sadd

Debbie Sadd is a Principal Academic in the Department of Events & Leisure within the Faculty of Management at Bournemouth University. Her teaching areas include marketing, leadership and strategy. She also has undertaken guest lectures within Sports Management programmes both in the UK and overseas. Debbie's PhD used both Sydney and Barcelona as case studies to develop a framework of best practice for London 2012 in relation to stakeholder identification. Her current research interests include the social impacts of events, stakeholder management, community legacy planning. Other activities include being part of the ESRC funded Sports Tourism initiative (STORMING) to undertake research into Sports Tourism opportunities and challenges, and the F.A.M.E. framework of

event evaluation (HEIF Funded). Debbie has also volunteered at both the 2012 Olympics and the 2015 Rugby World Cup using the experience to set up volunteer programmes for some major UK festivals and events.

Ms Nova van Schijndel

Currently a Lecturer in Study Career Coaching and Chair of the Participation Council at Breda University of Applied Sciences, Netherlands, Nova van Schijndel's areas of expertise are: Professional Career Management, Educational Processes, Learning Environments Design and Participation Governance. With a strong background in Study Career Coaching, her current role involves organising and executing the study career coaching tack for the Academy of Digital Entertainment, and coordinating a team of study career advisors.

Ms Deborah Taylor

Deborah Taylor is a lecturer in Organisational Behaviour & Leadership within the Faculty of Management.

Deborah joined Bournemouth University in 2010 having worked within the investment banking and the recruitment industries.

Her teaching is at both postgraduate and undergraduate levels and includes the MBA and Business Studies programmes.

Research interests include psychological ownership, leadership and talent management.

Ms Pham Duong Phuong Thao

CEO, UEH Institute of Innovation

Mr Simon Thomas

Simon Thomas is an expert and senior lecturer in Strategic Management & Leadership, Managing People and Consultancy. In addition he leads the employability strategy for the Department of Tourism and Hospitality Management at Bournemouth University and is a Fellow of the Higher Education Academy. He has lead over 50 consultancy projects with industry and has managed and delivered two CPD programmes for leading organisations. He is a member of the Institute of Travel and Tourism and sits on their Education and Training Committee and has recently forged the partnership with the Guild of Travel Management Companies. He has developed numerous initiatives at Bournemouth University to support student employability including the Fusion Conference and Service Sector Careers Fair and was short listed in the BU Vice Chancellor's awards for his individual achievement. He is passionate about his interests and frequently delivers speeches, seminars and workshops for professional associations.

Dr Karen Thompson

Karen is an innovative academic, passionate about transforming education through innovative and cross-disciplinary thinking to create solutions to the challenges facing humanity today.

Before joining academia, she was responsible for ICT projects and strategy development in local government, financial services and the voluntary sector. Her latest work explores the creative and ethical dimensions of projects and project management. She jointly leads a research team that is developing the concept of Responsible Project Management.

Karen is currently the Acting Head of the Leadership, Strategy and Organisations Department in the Faculty of Management. She is a member of the Environment and Threats Research Group, and the Corporate Social Responsibility and Sustainability Special Interest Research and Education Group. A Fellow of the Higher Education Academy and a member of the Project Management Institute.

Professor Stephen Tee

Steve is currently Acting Executive Dean of the Faculty of Management, and has extensive experience in healthcare leadership and management. He has led the faculty through an organisational restructure as well as the accreditation process for AACSB (Association to Advance Collegiate Schools of Business). This is a prestigious achievement, and one that has been achieved by fewer than 5% of the world's business schools.

Steve joined Bournemouth University as Executive Dean of the Faculty of Health & Social Sciences in September 2015. Before that he was Dean for Education at the Florence Nightingale Faculty of Nursing and Midwifery, King's College London and Associate Dean at the University of Southampton. He has worked in the NHS and in higher education for thirty years and provided strategic and operational leadership in a range of senior roles. He was a former Chair of the London Higher Health Group.

Ms Le Thanh Truc

Head of Department of Communications and Public Relations, UEH

Ms Ethel Rose de Vrieze-McBean

Rose De Vrieze-McBean is a lecturer at Breda University of Applied Sciences (NLD), where she lectures in English and Academic Skills. She has been in this capacity since September 2002. Additionally, she has been a course-designer of numerous courses both in English and academic skills while playing an active role in student supervision. She is, moreover, a researcher and is currently working on the European Project: Next Tourism Generation (NTG).

Rose is nearing completion of her PhD at the University of Bedfordshire (UK), where she is examining the impact of Chinese millennial students' visits on the Netherlands as well as on their own personal development. In her Master's degree, she studied Chinese millennial students' public speaking performance in Higher Education. She has also collaborated in other research projects, among others, an investigation into Breda University of Applied Sciences' alumni with regards to curriculum development.