

UK BRIDGE PROGRAMME

24 - 29 June 2018,
London

Supporting business
executives to teach in
business schools



“One thing is certain. Any graduate of the Bridge Programme goes into academia with their eyes wide open. They not only bring a wealth of business skills and experience— but also have a cultural sensitivity about how best to deploy them.”

Non-Executive Director, Turkish Bank Ltd

UK Bridge Programme 2018

This programme is tailored to support corporate leaders and business executives to make a successful transition into business school teaching. It provides participants with the skill set to plan and teach high-quality business and management programmes.

We draw on the expertise of a wide variety of visiting speakers, including professional educators, academics (who themselves have crossed the bridge from business), and experts in specific key aspects of teaching, such as quality, delivery and assessment.



Programme Benefits

Each Bridge graduate will be endorsed by AACSB as a qualified instructional practitioner and equipped with the tools and knowledge to excel in the classroom. This intensive one-week programme is designed to help participants to:

- Create an engaging and motivating learning environment
- Understand how to plan, organise and deliver quality programmes
- Develop effective class management techniques
- Improve teaching skills to inspire and mentor today's students
- Network within the business school community
- Prepare for the practical reality of teaching, including technology, classroom management, and quality assurance

Who Should Apply?

The Bridge Programme has been designed for individuals with business executive backgrounds who teach, or want to teach, in business schools. Participants who complete the programme join an alumni of senior executives from companies such as Ernst & Young, BP, Coca-Cola and PWC who now teach the next generation of business leaders throughout the world.

What Does the Programme Cover?

The programme is designed around key themes:

- The Educator
- The Student – learning styles and levels
- The Technology – in and out of the classroom
- The Course – including assessment and grading
- The Teaching Methods

Guest Speakers

The programme offers a range of modules delivered by expert visiting speakers, including:

Dr Pam Parker

Deputy Director and Professor
City, University of London, Department for Learning
Enhancement & Development

Professor Margaret Price

Head of ASKe (Assessment) Centre,
Oxford Brookes Business School

Dr Carolina Valiente

Member of the Foundation for International Education

Kristian Berge

Co-Founder, EdTech Foundry and Lecturer in
Entrepreneurship, University of Oslo

Phil Renshaw

Lecturer & Doctoral Researcher
Cranfield School of Management

Outline Programme Schedule

Participants to arrive from 6.15pm on Sunday 24th June for a briefing at 6.30pm, followed by a welcome dinner at 7.30pm.

Time	Monday 25 th June Day One	Tuesday 26 th June Day Two	Wednesday 27 th June Day Three	Thursday 28 th June Day Four	Friday 29 th June Day Five
9.00am	<i>Arrival and Registration</i>	<i>Arrival and Networking</i>	<i>Arrival, Networking and preparation</i>	<i>Arrival, Networking and preparation</i>	<i>Arrival, Networking and preparation</i>
9.30am Session 1	Welcome: Setting the Context	Student Learning Styles	Understanding Assessment	The Course	1-to-1 Surgeries
11.00am	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>
11.20am Session 2	Outcomes and Quality Assurance	The Educator's Toolbox: Session design	Assessment: Grading and Feedback	The Educator's Toolbox: Getting the Level Right	Team Presentations and Feedback
1.00pm	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Working Lunch</i>
2.00pm Session 3	Crossing the Bridge: A Year in the Life of the Educator	The Educator's Toolbox: Managing the Classroom and Student Engagement	The Educator's Toolbox – Technology	Business School Themes	Putting It All Together & Keeping in Touch
3.30pm	<i>Break and teamwork</i>	<i>Break and teamwork</i>	<i>Break and teamwork</i>	<i>Break and teamwork</i>	
4.30pm Session 4	Delegate 3-minute Presentations with tutor and peer feedback	The Educator's Toolbox: Academic Writing	Teaching Innovation	Delegate 3-minute Presentations	<i>4pm Close</i>
6pm	<i>Close</i>	<i>Close</i>	<i>Close</i>	<i>Close 7pm Final Dinner</i>	

*Please note the sequence of the programme content is subject to change.

Simulation & Professional Development

In addition to practical theory, the programme brings real-world teaching scenarios into the classroom. Participants face problems and dilemmas typical for new teaching staff. Emphasis is placed on personal development through reflective practice. Participants have the opportunity to practice their teaching and will design a new module, on a subject with which they are familiar, for a hypothetical course.



Facilitator

Dr Keith Pond

Senior Lecturer in
Banking & Finance



Keith Pond has extensive experience in teaching internationally and of involvement in international Higher Education projects. Keith has crossed the bridge from business to academia. He is a former manager with Midland Bank and maintains an intensely practical approach to his teaching. He champions e-learning and employability development at school, university, national and international levels.

Keith has taught widely across undergraduate, post-experience and postgraduate studies both in the UK and abroad, including Liechtenstein, Ukraine, Finland and Singapore.

Keith draws on 40 years of professional, commercial, teaching and administrative experience. He currently lectures at Loughborough University's School of Business and Economics. From 2010 to 2017 Keith held the post of Associate Dean (Teaching). In this role he was actively involved in the preparation of the school's successful triple accreditation applications of EQUIS, AMBA and AACSB.

Keith has authored a number of texts and websites on banking areas and has published widely in the academic and professional press. He was part of the Quality Assurance Agency benchmark review team for Business and Management in 2015. Outside his university role Keith is an active member of the London Institute of Banking & Finance, a Project Director of the EFMD On-line Course Certification System (EOCCS) and a member of the Chartered Association of Business Schools' Learning, Teaching & Student Experience Committee.

How to Apply & Key Information

Session Dates and Locations

24 - 29 June 2018, with sessions in different business schools in London.

Why attend?

"The course did what it said it would and so much more. The presenters, some of whom had crossed the bridge themselves, delivered a framework to plan and teach high-quality courses and also shared their personal journeys. The director of the course practiced what he preached and we as students were thrust into visual literacy, flipped classrooms, role play exercises, an emotive case study, Twitter and of course, the Moodle. The closing day included an opportunity to practice a pitch to the entire class as well as some career counselling."

Performance Measurement, Treasury, RBS

"Having begun my journey over the bridge to academia in 2014, this has been an amazing opportunity to pause, reflect and refine my skills as a higher education professional...I have returned...with a clearer view of how to provide a strong learning experience for students, both in the classroom and outside the classroom. Thank you for providing this opportunity to refine my craft and validate my new career choice."

Director of Banking Initiatives, Queens University

Fees

£3,630 (includes welcome and farewell dinners and course materials). Accommodation not included.

How to Apply

Applicants must have the following:

- Five years' professional experience related to their discipline of interest
- In-depth industry knowledge, with significant levels of responsibility and expertise
- A master's degree or equivalent professional qualification
- Little to no prior teaching experience

To apply, use the form on the AACSB website:

<http://www.aacsb.edu/events/bridgeprograms/aacsb-bridge-program/apply>

Applicants must submit a CV with current professional experience with their application forms. All applications are reviewed by AACSB International Staff based on selection criteria that is aligned with its standards for instructional practitioner status.

Contacts

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