



# ICL

GRADUATE BUSINESS SCHOOL

## Research Newsletter

Issue 23 – May 2016

# Research Outlook

### Message from the Chairman



*Mr Ewen Mackenzie-Bowie, Chairman*

The Postgraduate Diploma in Business approved by NZQA recently is starting on 4<sup>th</sup> June, in a weekend timetable. So far we have five nationalities from three continents, and we are delighted with such a variety of students to launch out new programme.

Following an excellent Research Advisory Board meeting in early May, we have achieved some significant guidance towards raising our research activity and profile to a new level, appropriate to a Graduate Business School. As this is still in a draft stage, I will report more in the next *Research Outlook*.

There is quite enough of output from me in the following pages; so that will be sufficient for this statement!

Ewen Mackenzie-Bowie, Chairman

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## April Research Seminar Presentation

### *Engaging Student Achievement - Through connections to the NZ Employment Environment*

**Presenter:** Mr Craig Rhodes

#### **Abstract**

There is a disconnect between the wants and desires of a sizeable portion of the student body:

- Employment, a Graduate Job Search visa and pathways to Permanent Residency

and those of ICL Business School and its academic staff:

- Education, learning and equipping students with knowledge and skills to facilitate their integration into New Zealand communities.

Fundamentally there is a disconnect between what the students are seeking (value) and the value ICL programmes provide. To solve this issue options include:

**OPTION 1:** Simply allow the students to 'do their time' and give them a worthless piece of paper at the end of it.

**OPTION 2:** Move the programmes offered by ICL Business School further up the NZQA education pathway, from lower level programmes (levels 4-6) move to lower volume, higher priced, higher level programmes (level 7-9).

**OPTION 3:** Better align the content of the programmes taught to the wants and needs of the student body.

Presuming that Options 1 and 2 we've just outlined are not viable (at least in the shorter term), perhaps an answer (although not a magic bullet) is to better align the material taught in lower level programs to the wants and needs of the students.

This could be accomplished through re-orientating the context of learning away from 'business models' to student relevant outcome models, i.e. how what is being taught can help them improve their employment prospects and get a job.

#### Further Research

Implementing vocational (student goal orientated) elements to papers taught at ICL Business School may be a new process for many of the ICL academic staff.

Therefore there is a need for research to explore and establish best practice for the implementation of these ideas to help inform and guide the process.

**Key Words:** Student learning, ICL programmes and business models.

## May Research Seminar Presentation

### *Rupert – an innovative literary genre*

**Presenter:** Mr Ewen Mackenzie-Bowie



#### **Abstract**

Rupert first appeared in the *Daily Express* newspaper in 1920 and has continued uninterrupted for nearly a hundred years, mostly as a daily two-picture strip, subsequently compiled into a story and then, with three or four other stories and a handful of puzzles and origami models, an annual. From 1935, under the hand of Alfred Bestall, the *Rupert Annual* develops into an innovative literary genre, in that it operates at different levels of sophistication in narrative technique, tone and form, and presents a range of startlingly imaginative inventions and brilliant plots.

In this paper I shall recount the effect of Bestall's appointment by the *Daily Express*, how his *Rupert* is innovative, how it operates for both sophisticated and unsophisticated readers, and suggest why such a concept, so apparently old fashioned has survived with so little change for nearly a hundred years.

The paper should be of value to students of children's literature and graphic novels and social historians of the 20<sup>th</sup> century.

**Key words:** Rupert, Annual, Alfred Bestall, children's literature, strip cartoon, graphic novel, second world war.

## ICL Research Activities

### Conference Attendance

By ICL Staff



**Minister McClay, Ambassadors to Viet Nam, Mexico and Spain, and MC Susan Wood**

#### ***Future Focus – how to keep ahead of the curve***

**Conference:** Go Global Conference, held at The Langham Hotel, 26<sup>th</sup> May 2016, Auckland.

**Delegate:** Mr Ewen Mackenzie-Bowie

This was the annual exporters' conference run by the employers' association EMA and Export NZ. I was invited to attend on behalf of ICL Education Group, as a finalist in the 2016 ExportNZ Awards. Trade minister Todd McClay opened with an articulate if partial take on the TPP, preaching to the 300 already converted in the room! The minister was followed by the NZ ambassadors to Mexico, where we do \$600m in trade, Viet Nam, with \$1b trade, and Spain, where significant trade is embedded in the EU. All three countries have a range of opportunities including education.

Topics included brand and value chain coalitions and other collaborations. A fine example of this is Family of Twelve wine, which operates very like English NZ, where niche quality producers work together whilst also competing with each other. As a small country NZ companies must collaborate in order to succeed.

Disruption: "the future is already here; it's just not evenly distributed", and change is now geometric. Gary Bolles from eParachute gave a stimulating talk on disruptive change. Traditional layers are breaking up and being replaced by "portfolio" working and living, and by networks.

Cross-border eCommerce is an opportunity for NZ as it removes the disadvantages of geographical remoteness. Diane Wong, CEO of [DHgate.com](http://DHgate.com), in a live link to China, explained that new trends will allow social eCommerce (using social media) and product display centres. Survival into the future requires adaptability. [DHgate.com](http://DHgate.com) performs one transaction every three seconds. Diane says, "It's time to stand out or get out."

Breakout sessions covered Innovation, Creating Marketing Cut-through, and Traceability and Provenance. A challenge many companies face is the need to retrain ageing staff who are slow or unable to adapt to new technologies. The NZ Story is still being researched and updated.

TMF have published the latest Global Complexity report, which happily has NZ ranked 91 out of 95. The basis of the survey is the corporate secretarial perspective, and Argentina tops the list as the most difficult country in the world in which to do business. With such an introduction the next speaker, Gustavo Richardson, was from Argentina, and he bravely presented how his country is recovering from a decade of economic woe. Certainly we view considerable potential there in the education market.

There was a presentation of the ExportNZ Awards finalists, including ICL Education Group.

The final session, presented by Jacqueline Smart from J Walter Thompson, focused on Millennials and what they value. For them, globally connected, NZ is a concept; not a location. Millennials do not rate NZ as entrepreneurial as we might like to think, but recognize the importance of ethics. They care greatly how society and businesses respect them. Millennials increasingly judge our society on how it treats the most vulnerable: actually "we're not alright". Millennials expect leaders and businesses to be both innovative and compassionate. For them, the new GDP is Gross Domestic Purpose.

## NEAS Conference

Sydney, 12<sup>th</sup> and 13<sup>th</sup> May

**Presenter:** Mr Ewen Mackenzie-Bowie

Ewen Mackenzie-Bowie was invited to address the NEAS Conference in Sydney on 12<sup>th</sup> and 13<sup>th</sup> May 2016, as Chairman of English New Zealand. NEAS is the national accreditation body for Australian language schools. Ewen's topic was: "The English language sector in New Zealand: growth and the relationship with Government". An abstract appeared in the last *Research Outlook*.

The presentation was well received and followed by a series of questions, many surrounding the potential NZ opportunity for student and agents experiencing a tightening of Australian visa criteria.

The conference accommodates English language (styled "ELICOS" in Australia) pedagogy, management and marketing. Following the ESOS Act in 2015, the federal government took administering the national standard away from NEAS. Since then the association has relied on voluntary membership and focused on raising quality and using the national ELICOS standard for a considerable benchmarking exercise.

Useful intelligence for NZ was that Colombians are finding it more difficult to obtain visas for Australia, following a restructuring of the visa assessment criteria; so this might be a good opportunity. But international education in Australia is doing well, and a statistic being put about is that there is one international student for every 46 Australian citizens. Informally I believe that the New Zealand figure is one for every 36; so we are arguably doing even better. But certainly the perception in Australia is that that NZ is surging, significantly prompted by the impressive Education NZ stand at the ANZA workshop in Melbourne in April.

There were some great teaching ideas in the pedagogy sessions, and I learned about one teacher's project which included a class creating and performing a three-stage dramatic representation of early migrants coming from England to Australia. Verbal boxing is a great technique to get students actively involved in the class.

An idea that arose was that English NZ might aim to work more closely with FELTOM, the Maltese association of language schools, established 25 years ago, as the scales of operations are reasonably similar: EngNZ has 26 members and FELTOM 20; the number of annual student-weeks is higher with FELTOM, averaging 220,000 over the last five years, against EngNZ's 150,000.

In 2011 EngNZ, FELTOM, NEAS and ACCET from the USA formed QALEN (Quality Assurance in Language Education Network), a network of organizations that cooperate and safeguard standards for the further development of the English language learning services and teaching industry. Subsequently the national associations of UK, Canada and South Africa joined; so that most of the English-speaking world is included. I have been invited to represent English NZ at the 4<sup>th</sup> QALEN Symposium in September in Washington DC and Education NZ have kindly agreed to share the cost with English NZ.

## ICL Guest Lecturers Seminars



**ICL Graduate Students attending the Guest Speakers' Innovation Panel**

We had three guest lecturers visit ICL on Saturday 21<sup>st</sup> May as part of an innovation panel for Graduate Diploma students on the International Business Innovation strand.

The presentations were interesting and engaging and provided different perspective on innovation from experts within the industry.

Each guest speaker gave a presentation on innovation experiences from their relevant fields:

- Paul Davies discussed the importance of intellectual property issues and branding within innovation;
- Fabricio Possamai discussed the innovation creations behind houseware products; and
- Garry Reynolds illustrated examples of technological innovations across industries through several videos

The following are snap shots of the three guest speakers who provided an insight on their real life experiences, which were valuable to the students' learning journeys.



**Paul Davies, Head of Intellectual Property at EverEdge and a member of the ICL Graduate Programmes Advisory Board**



**Fabricio Possamai, Chief Engineer at Fisher and Paykel**



**Garry Reynolds, Founder of The Resource Guys and a member of the ICL Graduate Programmes Advisory Board**



## Graduation Ceremony

Dr Siham El-Kafafi was invited to Manukau Institute of Technology (MIT) Graduation Ceremony to celebrate the achievement of her students and more specifically one of her students' award of a Doctoral Degree from Southern Cross University in Australia, hosted by MIT on Saturday, 28<sup>th</sup> of May.

The following are few snap shots from the Graduation Ceremony.



**Dr Siham El-Kafafi supervised the doctoral thesis of Dr Sushil Varma on his Southern Cross University Program**

Dr Siham El-Kafafi, Director of Research

*Siham El-Kafafi*