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**Welcome Week Handbook** (Postgraduate)

MSc International Business Management

Cardiff School of Management

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# Introduction

Welcome to Cardiff Metropolitan University

Congratulations on starting your Cardiff Met Postgraduate Journey! We have put together a series of activities and events to help you get to know Cardiff Met, connect with your programme of study, and meet staff and other students.

Welcome Week provides you with the opportunity to settle into Cardiff Met and to get involved with your postgraduate studies right from the start. During Welcome Week you will be involved in a series of activities which will provide you with a taste of what you can expect during your postgraduate studies at Cardiff Met. You will also be able to:

1. Meet your Programme Director, academic staff, and fellow students.
2. Attend social activities and events on campus.
3. Get to know the Cardiff Met campuses and surrounding areas.
4. Find out what services we have available to support you on your Cardiff Met journey.

When you turn up for your first day you will meet a range of people who will provide academic support and guidance during your time of study at Cardiff Met. They will also give you your Cardiff Met student card, as long as you've uploaded your photograph!

Please make sure that you attend the activities planned by your programme of study during Welcome Week, so you are prepared to start your Cardiff Met postgraduate journey.

Finally, I hope you enjoy your time studying at Cardiff Met and I look forward to meeting you during Welcome Week.

Yours sincerely,

A person leaning against a wall

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Dr Jun Zhang

Programme Director

Jzhang@cardiffmet.ac.uk

# A picture containing text, vector graphics Description automatically generatedEssential Information

## Programme Details

This programme aims to deliver an integrated and multidisciplinary approach towards the understanding of international business management. It encourages students to recognise and critically consider the complexity of the international business environment. It will provide you with a range of business skills, attributes and competencies to evaluate and successfully operate within such an environmental setting. You will be encouraged to recognise the wider ethical and sustainability contexts within which such decision-making will be made and the implications of this for effective business practice.

We aim to develop both knowledge and skills to Master's Degree level. This programme emphasizes the transformative impact of learning, it considers how this can facilitate and promote change along with personal/professional development. The programme uses Enhancement Weeks as an opportunity to provide a dedicated programme of extra-curricular events, which can have a transformational impact on students. Similarly, it promotes greater social learning and inter-cultural understanding. Enhancement Weeks provide the opportunities to deliver learning in unique and distinct ways.

The programme uses innovative and creative teaching methods, practices and assessment. No one form of assessment is used more than once on the programme and all modules are supported by an extensive programme of formative assessment and feedback. The aim is to enhance both academic and professional practice, and ensure that students leave not only as knowledgeable postgraduate students, but have acquired and can demonstrate a high level of skill and competence whether it be in the pursuit of employment or further study.

## Part-Time Students

Whilst full-time students should participate in everything, we recognise that you may not be able to do everything because of other commitments, and we understand this.

Talk with staff on your programme of study about which activities will be most valuable for you. You will be welcome to join in all events during the week, as and when you can. Do, though, ensure that you have registered, and done the required paperwork before attending any events.

International Students

We understand that for international students coming to the UK, adjusting to a new culture; finding somewhere suitable to live and following new processes and procedures can be quite overwhelming. The Global Student Advisory Service is available to offer friendly advice and support to all international students in relation to welfare concerns, academic skills, and immigration matters. For more information about the services available, access the links below:

Global Student Advisory Support

[Global Student Advisory Service International Welfare Advice](https://www.cardiffmet.ac.uk/international/currentstudents/Pages/International-Welfare-Advice.aspx)

[Global Student Advisory Service International Academic Advice](https://www.cardiffmet.ac.uk/international/currentstudents/international-academic-advice/Pages/default.aspx)

[Global Student Advisory Service Immigration Advice](https://www.cardiffmet.ac.uk/international/currentstudents/Pages/International-Immigration-Advisory-Service.aspx)

Global Student Advisory Contacts

Welfare advice – [intstudentadvice@cardiffmet.ac.uk](mailto:intstudentadvice@cardiffmet.ac.uk)

It is also important that you attend the activities planned for your programme of study during Welcome Week, so you get to meet your Programme Directors, Tutors, and the rest of your cohort. This will help you to settle into your new environment and make new friends.

# A group of people in clothing Description automatically generated with low confidenceMeet the Team

Dr Jun Zhang

Programme Director

Mark Sutcliffe

Senior Lecturer in Strategic Management

Gary Samuel

Senior Lecturer in Business and Management

Dr James Whitehead

Senior Lecturer in Strategic Management

Dr Francesca Mariotti

Senior Lecturer in Strategic Management

Stephen Bibby

Senior Lecturer in Strategic Management

Dr Richard R. Bakare

Senior Lecturer in Strategic Management

Dr John Williams

Senior Lecturer in Operations and Strategic Management

Dr Sajjad Haider

Senior Lecturer in Strategic Management

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| **Staff Profile** | |
| A person with the arms crossed  Description automatically generated with medium confidence | Dr Jun Zhang has many years’ experience in lecturing in the Higher Education sector in the UK. Her teaching expertise is in international business management with special research interests focused on China and the UK. Jun combines industrial experience as well as academic knowledge in her teaching to connect students with the real business world. Previously, Jun worked in Shanghai for many years as a senior executive responsible for managing key commercial accounts for a major Chinese company. Jun has varied interests and has been awarded for her efforts towards equality and diversity. Jun loves global cuisine, as she believes that it’s at the heart of understanding culture. |
| A person in a suit and tie  Description automatically generated with medium confidence | Dr Richard Bakare is an experienced teaching, marketing and academic management professional with strong interest in International Business, Strategy and Entrepreneurship. He has taught a range of business related subjects on several undergraduate and postgraduate degree programmes during the past two decades and has also held leadership positions as Programme Leader, Head of Programmes and Director of Academic and Student Services. He holds a Doctor of Business Administration (DBA) and has written five books for the Chartered Institute of Marketing (CIM) Professional Qualifications. In his spare time, Richard supports capacity building activities and mission work in Eastern and Southern Africa. |
| A person with blonde hair  Description automatically generated with low confidence | Dr Francesca Mariotti is Senior Lecturer in Strategic Management at Cardiff Metropolitan University where she teaches courses in international business, research methods and strategic management. Francesca earned her PhD from Cardiff University and her research has been published in highly ranked academic journals such as Organization Science, Technological Forecasting and Social Change and Journal of Knowledge Management. She received research awards including the Academy of management TIM Division Best Doctoral Dissertation (2004) and the EDAMBA best doctoral dissertation (2004). Before joining Cardiff Metropolitan University, she worked as an Assistant Professor at King Abdulaziz University (Saudi Arabia) and as lecturer at Aston University and Stirling University. |
| A person with a cat  Description automatically generated with low confidence | Mark Sutcliffe is a Senior Fellow with the Higher Education Academy and was awarded in 2015 the role of Teaching Fellow. Mark’s background is as economist, where he wrote several successful textbooks during his early career. Today, his research interests are in trust, belonging and enhancing student engagement. As well as teaching political economy, Mark’s other teaching specialisms include research methodology, creativity, and international business management. Mark is currently developing programmes in the use of philosophy in business, and the enhancement of carbon literacy. Mark’s side kick is Brian the Cat, who shot to fame during COVID as a regular addition to the weekly lecture. He was offered a full-time teaching contract for the coming semester, but he declined, saying he was too busy at this time! |
| A person sitting at a desk  Description automatically generated | Stephen Bibby is a Senior lecturer in Strategic Management. He joined Cardiff Met School of Management after several years working as a business coach, mentor, and management consultant. Stephen has worked as an Economist and specialist in inward investment at the Welsh Development Agency then working as a management consultant in Capgemini, Enterprise Plc Consulting where he was Director of operations and as independent consultant. Stephen's interests are sustainable development and the circular economy, international business management, strategies for business growth, implementing strategy, innovation and entrepreneurship. |
| A person in a white shirt and tie  Description automatically generated with low confidence | Dr James Whitehead has been an army officer and business consultant and is now a senior lecturer in strategic management at Cardiff Metropolitan University. His teaching focuses on strategy, creativity and leadership and management development. While his principal research interest is leadership, particularly from a biographic perspective of leaders. He is the author of *Network Leadership: Navigating and Shaping Our Interconnected World*, which emerged from his own leadership biograph. |
| A person in a suit and tie  Description automatically generated with medium confidence | Dr John Williams has over 20 years managerial experience in International Healthcare and Hi-tech Industries before joining academia. John obtained a MSc in IT Management and an MBA. He was awarded a PhD in "Strategy and IT in SME's" in 2006. Previously, he taught business and IT subjects at the University of Wales, Newport. He also spent 4-year sabbatical at the University of Melbourne. Since returning to the UK in 2012, he has been a working as a visiting lecturer/examiner at The University of South Wales and Cardiff Metropolitan. In addition to this, he has also been working as board member for the St David's Cancer Hospice and a member of the board of Fairwater High School.​​ |
| A person in a suit  Description automatically generated with medium confidence | Gary Samuel began his academic career in 2012 and joined Cardiff Met in 2014. Prior to this, Gary held leadership roles in the public sector, in both the National Health Service and local government, including leading a number of service development and modernisation programmes. Gary also has third sector experience working for a registered charity supporting economic regeneration and he has also led a number of social enterprises. Gary is currently undertaking a Doctor of Management, the focus of research being community asset transfers in Wales. |
|  | Dr Sajjad Haider is a Senior Lecturer in Marketing and Strategy department at the School of Management, Cardiff Metropolitan University. Prior to joining the Cardiff Met, he has worked in a number of universities including Cardiff Business School, Edinburgh Napier University, Hong Kong Space University, King Abdulaziz University and Lahore University of Management Sciences (LUMS). He has taught International Business, Strategic Management, Management and Organisational Development, and Entrepreneurship and Innovation at undergraduate, post-graduate, and doctoral levels. His research interests are in the areas of interfirm and intrafirm Relationships, Innovation Management, Decision Making, Management of Operations, Learning and Unlearning, and Knowledge Management. |

# A drawing of a person Description automatically generated with low confidenceWelcome Week

## What to expect

During the week you will have the opportunity to engage in several activities, which you will undertake with a group of other new postgraduate students from your programme, supported by staff and current students who are on your programme. There will also be lots of help from the other Cardiff Met services showing some great tools and techniques you can use during your post graduate journey.

There will be an introduction to your new school and programme of study and lots of activities to help you meet new people.

You will need to complete a bit of administration and check-in with your programme team so we know who is doing what, and when. You will also need to complete any outstanding enrolment matters, pick up Students’ Union cards, and touch base with any specialised support services that you need.

Here’s what Cardiff Met students enjoyed about Welcome Week  
  
*“Helped me settle in and took the pressure off travelling to a new place”  
  
“The group activities helped me to find out about our peers was a nice way of getting to know everyone”  
  
“Helpful to chat informally to the Programme Director and chat about random things to help settle in”.*

## Programme Activities and Projects

**Induction Activity – Case study analysis of Frugi**

Please read the attached task information on page 16 of this handbook. We will allocate you into small groups to work on this activity when we meet you on the first day. Your group presentation will be on the last day of the induction/welcome week.

## Welcome Week Activities (Postgraduate)

During Welcome Week you will have the opportunity to:

* Attend a welcome meeting with your Programme Director and meet the team, where they will provide an introduction and outline expectations.
* Meet other postgraduate students.
* Meet your Personal Tutor.
* Take part in a welcome week activity with other post graduate students.
* Familiarise yourself with campus.
* Explore what services are available to support you on your learner journey.
* Attend a programme Meet & Greet Inspirational Session.
* Familiarise yourself with the digital tools you will be expected to use during your studies.
* Take part in a ‘wrap up’ session, reflect on the week and make sure you know what your timetable is looking like for the first week of teaching.
* Attend the Cardiff Met celebration event on Friday afternoon.

**A picture containing shape

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During Welcome Week you need to make sure that you have:

* Completed the enrolment process.
* Collected your student ID card.
* Attended programme activity session.
* Attended some social events on campus/online.
* Met with your Programme Director and staff on your programme of study.
* Familiarised yourself with the library and any support services you might need e.g., Dyslexia or Disability help.

*\*Add more bullet points if necessary*

# A picture containing text Description automatically generatedUseful Information

## New Students Information

The [Course Joining Information website](https://www.cardiffmet.ac.uk/study/newstudents/Pages/default.aspx) has lots of useful information to help with your planning. Simply select your level of entry on the website to find out more and access your important joining information.

Student Services

[Student Services](https://www.cardiffmet.ac.uk/study/studentservices/Pages/default.aspx) provide support and guidance, including mental health, disability support, careers advice, part-time jobs information and money management.

## SU Welcome Guide

An interactive guide to help you navigate your journey into and throughout your university life. Take the tour and enjoy each section designed to help you get to know Cardiff Met.

[What you need to know before you go](https://www.cardiffmetsu.co.uk/what_to_know_before_you_go/)

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## Academic Calendar 2023/24

[Academic Calendar 2023/2024](https://www.cardiffmet.ac.uk/registry/Documents/ENG%20Term%20Dates%202023-24%2015_02_23.pdf)

Campus Map   
  
*\*Delete map as appropriate.*





**Induction Activity – Case study analysis of Frugi**

Objectives:

1. Investigate the resources and capabilities of companies.
2. Explore the Resource-Based View (RBV) of strategic capability.

Task:

Conduct an online search of the following company:- FRUGI (welovefrugi.com), and complete the following tasks:

You need to gather information on the nature of activities of this company, the size (e.g. numbers of staff), industry (e.g. retail, electronics), what kind of products they produce (e.g. smart phone, car), where they sell their products, their suppliers and buyers, the level of competition within the industry.

You need to conduct an internal assessment of the company and answer the following questions:

* What are the resources and capabilities of Frugi?
* What are Frugi’s core competences (if any) that create the competitive advantage for them to compete with their competitors?

Additional Information:

The resource-based view (RBV) of strategy emphasises that the competitive advantage and superior performance of an organisation are explained by the distinctiveness of its resources and capabilities.

Resources and Capabilities: Key Questions

1. What are resources and capabilities?
2. What type of resources and capabilities can contribute to competitive advantages and superior performance?
3. How can resources and capabilities be evaluated?
4. How can resources and capabilities be developed and managed?

Reading:

Johnson, G., Whittington, R., Scholes, K., Angwin, D. and Regner, P. (2017) Exploring Corporate Strategy: text and cases. 11th edn. Harlow: Pearson Educational. Chapter 4: Resources and Capabilities Analysis

Barney, J. (1991) ‘Firm resources and sustained competitive advantage’, Journal of Management, vol. 17, no. 1, pp. 99–120.