

The Programme „International Business“ in 2010

Tim Froggett

In 2005 I was asked to take over the management of the International Business Berlin programme from my colleague Dr. David Dyer. As a relatively new recruit to what was then Anglia Polytechnic University I knew only of the reputation of International Business and it was a great honour therefore to be appointed to the management of this flagship programme.

Today International Business (now of course a dual Bachelor programme) is in great health with around 30 first year undergraduate starters in each centre. The health of the programme owes a great deal to the excellent management and administration provided by colleagues in Berlin especially their commitment and enthusiasm to a very rigorous application process which ensures a continuing supply of the highest quality undergraduate students. It is a great testament to the reputation of Berlin School of Economics and Law and to the German secondary education system that we in Cambridge are given such wonderful „raw material“ with which to work. The teaching methodologies of our two institutions, the expertise and experience of academic staff in Berlin and Cambridge and the real world challenges of two work placements combine in an educational synergy which delivers to the world of work graduates who quickly make their names in their chosen careers.

Twenty years ago when Professor Rieger worked on the development of the programme an international dual award with mutual recognition of credit was a truly visionary concept. Today the programme is as valid as ever and it's graduates highly sought after. For twenty years the Berliners have been an integral part of the life of our business school in Cambridge enlivening and enriching the lives of those who teach and study with them. Berliners have played a major part in building the reputation of the Ashcroft International Business School in many ways but most notably as a major force in the annual IBM Business School challenge. Each year teams from Universities throughout the UK go head to head in a business simulation competing for a place in the Grand Final played out at IBM UK headquarters. In 2007 a team of 4 Berliners was narrowly beaten into second place in the Grand Final but the class of 2008 went one better defeating all rivals by a large margin to become IBM UK Universities Business Challenge champions. Over the years students from Berlin have made an outstanding contribution to Anglia Ruskin's enviable track record in this competition.

One key measure of the success of an undergraduate programme is the destination of it's graduates. Over the years IB graduates have progressed to Mas-

ters or Doctoral programmes at world class business schools: Insead, Warwick, Judge and St Andrews. Or have begun their business careers in world class companies: Unilever, Proctor & Gamble, Mars, McKinsey, Daimler, BMW, Sony, eBay, Intel, Beiersdorf and many others.

It is of great credit to the Alumni of our programme and to the high regard in which they hold our institutions for preparing them so well that they readily give their time and energies to help today's generation of students. Two years ago a „Meet Global Brand Leaders“ event was hosted in Cambridge when four Berlin alumni with successful careers in eBay, Sony, Intel and Beiersdorf returned to thrill an auditorium full of students with hugely valuable advice, guidance and insights.

An important part of our quality processes at Anglia Ruskin University is the post assessment Awards Panel. It is at this event that module marks are scrutinised by internal academic staff and external examiners. Frequently module tutors are asked to offer an explanation for the numbers of students performing at the high end of the mark range. The explanation is invariably the presence of a cohort of IB Berlin students which always has the impact of improving the mean module mark. Frequently our External Examiners commend the outstanding quality of work produced by our Berlin students.

Twenty years on the International Business Dual Award programme plays an important strategic role in the portfolio of business courses at Anglia Ruskin University. The competitive environment for business education in the UK is changing. Central government demands closer links between business schools and employers and a greater emphasis on employability skills in course content. These ideas have always been central to the philosophy of the IB programme and demand for it remains strong despite enormous growth in competitive offerings. In the second decade of the 21st century our programme remains an outstanding opportunity for high quality, highly motivated students to prepare themselves for the challenging demands of the work place. We look forward at Anglia Ruskin to the continued success of this co-operation and today we are very grateful to Professor Rieger and his colleagues for their visionary work.