



Capstone Units and Enterprise at the University of Bath

Capstone and enterprise

Bath curriculum

Agency

Partnership

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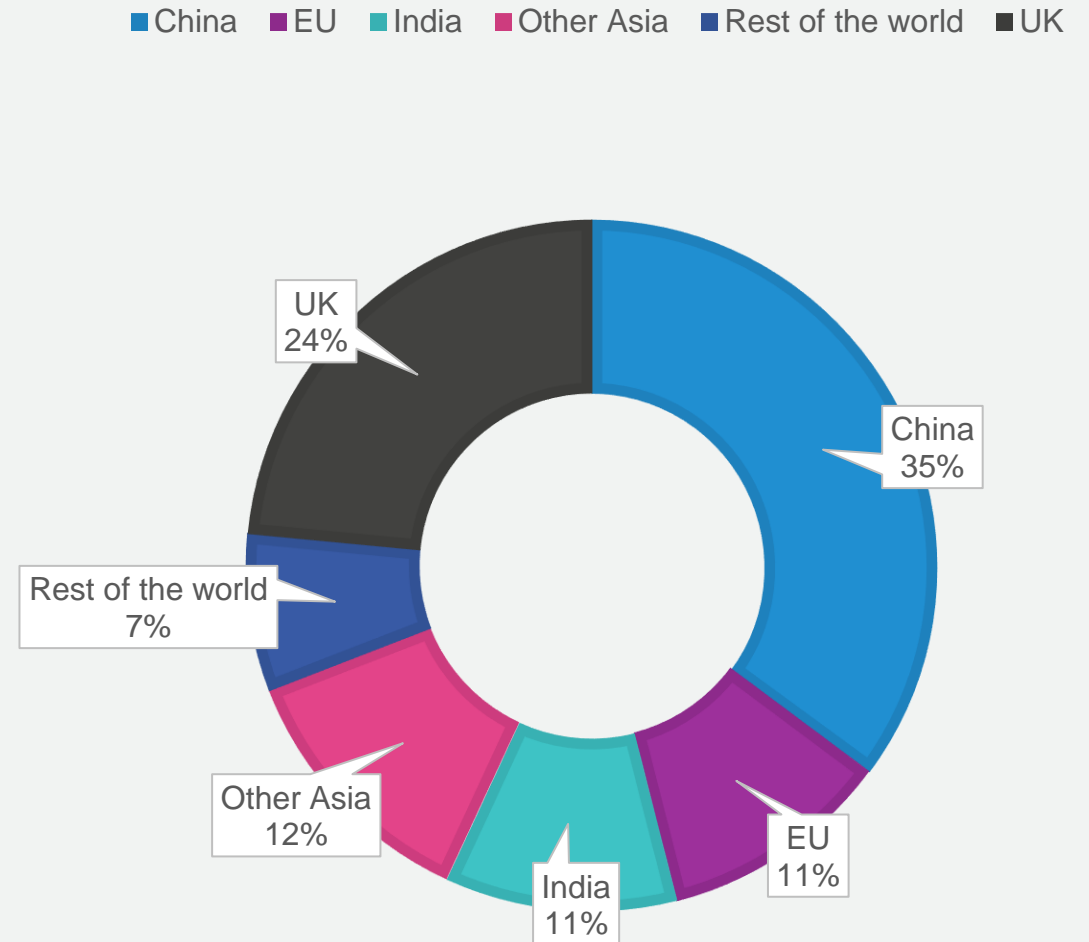
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Action Project

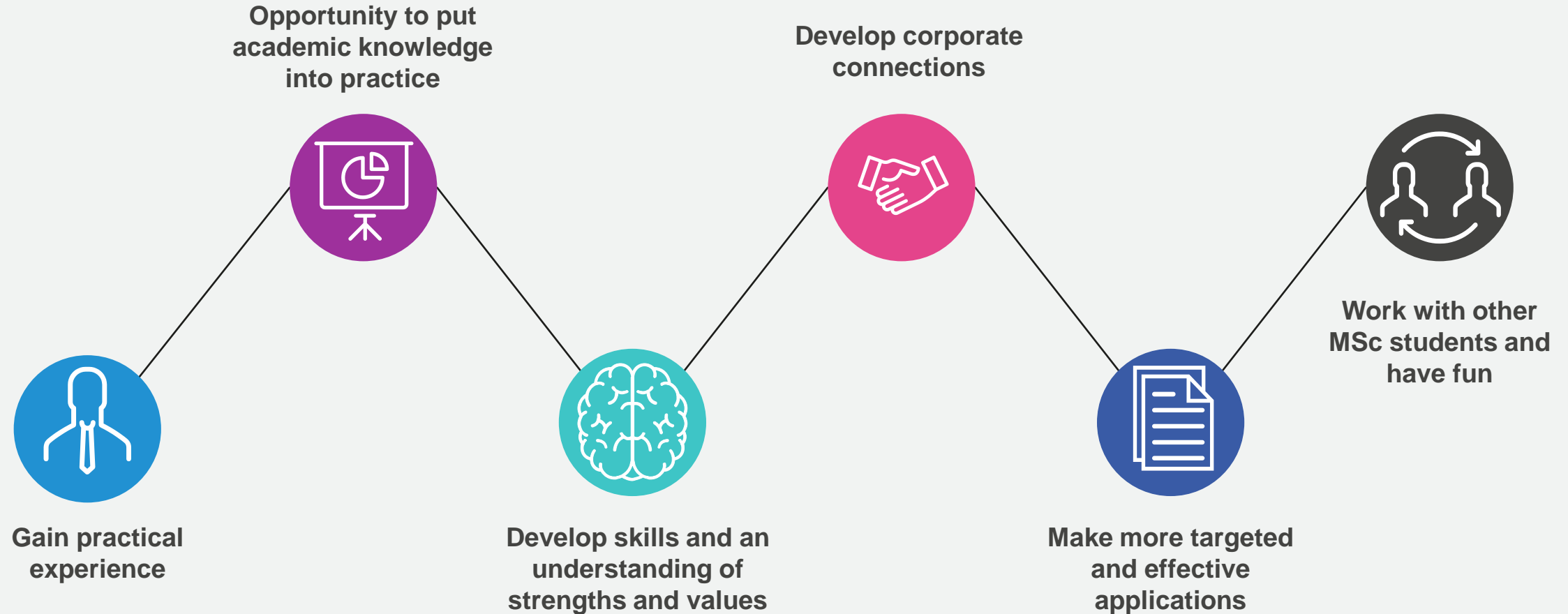
Putting Theory Into Practice

Our MSc students

- 500+ students
- 14 courses
- All 12 months full time
- 55+ nationalities
- Average age 23



Impact of careers support and corporate engagement



Extra-Curricular

Embedded

VIP Consulting

Future Business Challenge

Practicum

Dissertations



MSc and MBA students
 Students apply to participate
 4 week long consulting project with SMEs

Week of guest speakers and company visits
 Mix of large MNCs and SMEs
 80-100 participants
 Teams analyse what makes a business resilient

Credit bearing module
 Project set by industry
 Teams spend 7 months on consulting project

Students opt to write dissertation on a topic set by industry
 Projects sourced from MNCs and SMEs and allocated to individual students

MSc Practice Track

- Alternative to dissertation on 8 courses (250, over 65% of eligible students)
- Counts as one third of the MSc degree
- No selection process

3 elements:

1. Case Project (20%; group; consulting)
2. Action Project (20%; group; funds/awareness raising)
3. Reflective Essay (60%; individual; 5000 word)



In practice

Case Project

During the Case Project, students will be required to derive their own solutions to a real management problem presented by the sponsoring company.

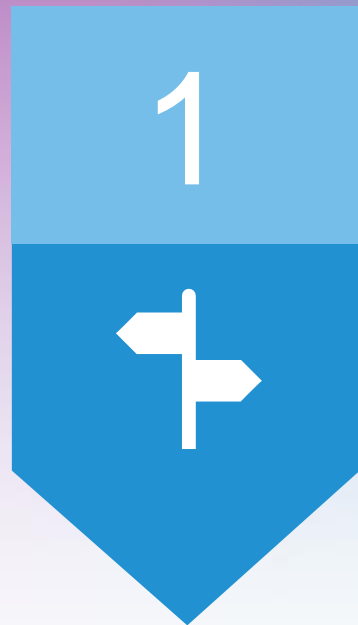
- Company client
- Clear brief/challenge set by client and approved by academics
- Final output:
 - Presentation & Business Report
 - Recommendations

Action Project

This component of the practicum requires students to run their own project, demonstrating management skills and knowledge, and reflecting on the process.

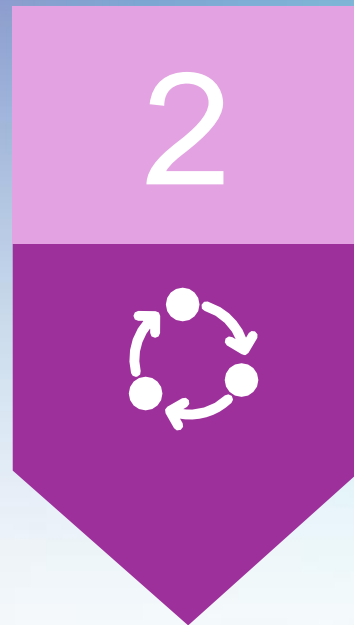
- Charity client
- Charity sets objectives; students have to scope and deliver project
- Final output:
 - Narrated Presentation
 - Reflection

Key aspects of the Action Project



Non-prescriptive

Students scope project
Make use of individual strengths



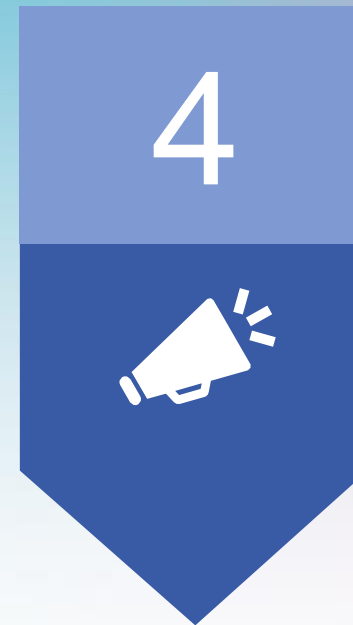
End to End

Includes delivery
Requires problem solving / adaptability



Student led

Client Management
Planning
Overcoming challenges



Impact

Genuine opportunity to make a difference



High stakes

20% of Practice Track
Group Project
Unregulated input

Action Project – Assessment criteria

Have the team:

Demonstrated a clearly justified academic and professional approach to their project?

- Why did you do the things you did? Apply relevant management concepts and techniques.

Described the timeline of their project clearly, with reflection?

- What happened and when? What were the milestones from a managerial point of view?

Created a good presentation?

- Slides and other material put together well. Coherent structure. Easy to understand.

Delivered their presentation well?

- Is the presentation well-paced, covering all relevant parts with due emphasis and keeping the viewers engaged?

Action Project – Case Study 1

Bath City Football Club Foundation

Charity brief:

- Facilitate community physical fitness initiatives for the 60+ population in the immediate locality of Twerton.

Initial proposal:

- Exercise program, digital integration

Revised proposal:

- Prepare a detailed plan for grant funding application and create booklet on use of tablet and exercise guide

Action Project – Case Study 1

W Group13 Action Project Presentation



Grant Application

Applying for funding of up to £10,000 through the National Lottery to cover project costs.

Presented information on:

- Characteristics of the target group
- Reasons why over 60s needed support and challenges they faced
- Local and national supporting statistics and research
- Short and long term effects of Covid-19 on the group

UK-wide and Twerton-specific information and data


W Group13 Action Project Presentation

Booklet Development

Aid social reintegration for target residents by being active digitally, physically and mentally.

Active digitally:


- Simplified instructions on
 - How to use the tablet provided
 - Introduction to apps
 - How to download apps
 - How to make a Facebook account
 - How to join the Foundation's facebook community page
 - How to make a video call



W Group13 Action Project Presentation

Hurdles and Issues we came across

Issues we faced	Our Solution
• Initial proposal was over-ambitious	• Revise brief and deliver resources as part of the project.
• Residents do not have wifi in houses	• Portable wifi
• Staff could not do video resources	• Switched to booklet resources
• None of our teammates use Windows Surface Pro	• Asked friends who had Windows Surface Pro to demonstrate use



Action Project – Case Study 2

Great Western Air Ambulance Charity

Charity brief:

- Reflect impact of Covid-19 pandemic; support the flying superheroes team

Proposal:

- Instagram fundraising campaign
- £300 fundraising goal (£361 raised, £148 spend)

Action Project – Case Study 2

F Narrated Presentation
Reflection - benefits

- Allocation of activities among students to encourage responsibility and for advisors to track outputs (Chang and Brickman, 2018).
- Effective social media marketing tactics to engage with different types of individuals in order to deliver the most value and to mitigate risk of any potential negative word of mouth (Powell, Groves and Dimas, 2011)
- Group members better attain creativity and store information for a longer time than individual learners (Hassanien, 2008)
- University social media takeover are not only fun but are also a great example of a 50/50 value exchange—a partnership that's mutually and equally beneficial (Luo, n.d.)
- Dynamic approach - adapted to changes throughout the campaign (Duhin-Kepicz & Verbrugge, 2011)
- Feedback from friends, peers and family throughout the campaign (Li et al., 2020)
- Consistent weekly updates: Eighty percent of participants say it's important to receive information on the impact of the money raised (Wozniak, n.d.)
- Shared marketing knowledge - organizations recognize knowledge as a viable source of accelerated performance within teams (Jamshed, Naaz and Abu Bakr, 2018)
- Contingency plans in place - do not have to use our back-up, but had everything ready (GoFundMe, 2020)
- Symbolic challenge - flying superheroes represent the helicopter and equipped team (Morand, 2020)
- Disclaimers incorporated to avoid any issues regarding creatives (Instagram Help Centre, 2020)

F Narrated Presentation
Reflection - Drawbacks

- Different time zones (Espinosa and Carmel, 2003)
- Difficulty with reach initially (Gangli, 2016)
- Poor communication at times - lack of proofreading across the team (Cullen, 2020)
- Account management - navigating the account and respective roles (Peters et al., 2020)
- Technical problems - negatively impact dependence on technologies (Sitzmann et al., 2010)
- Different cultural backgrounds - ideas leads to creativity and innovation (Reynolds, 2018)
- Lack of control - tracking people who donated, was tagged and followings (Quis, n.d.)
- Participant confusion with challenge - alternative creative options (Martech Advisor, 2019)

F Narrated Presentation
Learnings - Room for Improvement

- 01 Better Team Coordination**
maintain consistent communication to achieve common goals (Rico et al., 2011)
- 02 Micro Influencers**
offer proximity, credibility, engagement, and affordability and content they produce resonates with their audience because they are relatable (Karr, 2018)
- 03 Polls and interactive stories**
to engage conversation and curiosity with followers (Dehayos, 2020)
- 04 Call to action**
in captions to make it easy for people to learn how to get involved (McDonough, n.d.)
- 05 Promotions of smaller budgets**
and different format presentations (Marsh, 2019) - Advertising via Facebook ads (Facebook Business Help Centre, n.d.)
- 06 @GWAAC**
Cross-promoting content to save both time and budget spent on Instagram ads and sponsored content, sharing existing content across multiple social networks for free (Kicksta, 2019)
- 07 Instagram Live**
A marketing tactic to increase engagement, as it is authentic & gives more visibility - incorporated with Q&A sessions, tutorials & live announcements (Pompeo, 2019)
- 08 Scheduling**
content for maximum engagement and coordination with best posting times (Morand, 2019)
- 09**
Incorporate IGTV to Instagram feed - more traffic, longer videos & Instagram integration (Goodman, 2019)
- 10 GWAAC Instagram filter**
with a branded filter, your followers become your brand ambassadors - limitless reach and a door wide open for engagement (Catero, 2019)

Impact of Covid

- More responsibility for students
- Planning for remote delivery in 2021
- Virtual team work is reflective of professional work environment
- Technology in place
- Case studies to build on

Outcome

2020:

18 charities

Over 10k social media interactions

Over £5k raised

“It has been inspiring to work with such a diverse, motivated and creative group of fantastic students. They are a credit to themselves and to University of Bath.”

“Wonderfully engaged group of students. Proactive, professional and full of great ideas.”



Thank you for listening

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