



Magazine

Connect



OXFORD

BUSINESS COLLEGE



March - May 2021



WELCOME LETTER FROM THE MANAGING EDITOR

Dear Reader,

This is my first letter to readers as Managing Editor of OxConnect Magazine. I'm proud of Mr. Sarwar Khawaja for having the faith and foresight to grant us this unique opportunity.

It is a pleasure to welcome you on behalf of the OxConnect team to our quarterly magazine's first edition: it is with profound pleasure, modesty and anticipation that we celebrate the launch of OxConnect with this inaugural issue.

The purpose behind the name "OxConnect" is to connect our key stakeholders, students, staff and the wider business community with OBC and to provide a platform for sharing ideas, stories and perspectives. We are looking forward to hearing the views of all our readers.

I would like to take this opportunity to thank our authors, editors, coordinator, interviewer and visual designer, who have contributed to the magazine's success.

I close this message by inviting everyone to submit their exciting stories, news and thoughts to the next issue of OxConnect.

We hope to hear from you soon, and we welcome your feedback!

If you have any questions, suggestions or concerns, please address them to coordinator.ed@oxfordbusinesscollege.ac.uk

We hope you will find OxConnect exciting and informative.

Dr Fayyaz Qureshi
Managing Editor
managing.editor@oxfordbusinesscollege.ac.uk

Thank you

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Following the success of the Oxford Business College during my first year working as a visual content producer, I am proud to have developed and designed the first edition of OxConnect Magazine. I would like to thank our managing editor, Dr Fayyaz Qureshi, Unai Ledesma (coordinator), our copywriter and all the other contributors, such as our team, staff and students who all contributed to making it a success.

Antonino Pilade

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Professor Andrew JT George MBE, MA, PhD, DSc

Dear Student,

Let me introduce myself as the Chair of the Board of Governors of Oxford Business College. The role of the Board of Governors is to provide strategic oversight to the College and to scrutinise its performance.

We recently reviewed the achievements of students at Oxford Business College and were incredibly pleased with the high percentage of students who are progressing at every stage in their studies. The results were very pleasing and make me proud to be associated with the College.

Good results like these come as a result of a lot of hard work. Clearly, the academics and other staff involved in your education have played a vital role and need to be thanked. However, the most important people in this are you, the students. These results are testimony to the impressive dedication and hard work of so many of you and I am so pleased that your efforts have been rewarded.

Congratulations are due to everyone and I am looking forward to seeing you continue to achieve and thrive in your studies over the following years.

Best wishes
Andrew



Awards and Recognitions for OBC Staff

We see OBC's greatest achievement as the success of our students, but we're also really pleased to congratulate our staff and lecturers on their accomplishments.

Lecturer Alexandra Kraveva was declared 'tutor of the year' in 2020 after achieving the best submission rate and excellent feedback from students.

Our Marketing and Welfare Officer, Unai Ledesma Gorostizaga, has been nominated in the 'Rising Star' category of the 2021 Heist Awards.

Unai and his team also secured first place in Edurank's table of top-performing colleges in the UK and Ireland in terms of social media marketing.

Furthermore, Oxford Business College was named WhatUni's Best Independent Higher Education institution in the Student Choice Awards 2020. We also featured among the top four best colleges for giving back to local, national and international communities.

We want to thank all our staff, lecturers and students for the part they played in these incredible achievements, which help us to ensure the success of all our students at OBC.



Coventry Campus



An Exciting Future for Oxford Business College

OBC achieved enormous growth in 2020 and 2021. We welcomed new students, lecturers and colleagues, and we even launched our new West London Campus. However, this merely marks the beginning of the College's exciting future.

The next step will be the official inauguration of our newly-acquired campus in Coventry. The ninth-largest city in England, Coventry was awarded the title of UK City of Culture for 2021. As an important cultural and industrial hub in the Midlands, it is an ideal location for OBC.

Our Coventry Campus will meet the same high standards we set for all of our HEI facilities. It will feature state-of-the-art classrooms, a library, IT suites and a Student Common Room.

Stay tuned for more details on our new campus in Coventry. We're looking forward to bringing our business expertise to even more students beyond Oxford.





Research at Oxford Business College

We're pleased to confirm details of two new books that will comprise Oxford Business College's 'Handbook of Teaching and Learning in Private Higher Education'.

The two books, written by lecturers and staff at OBC, cover a wide range of topics that inform our approach to the educational process. The handbooks may also prompt other private higher education institutions to review key issues in teaching and learning.

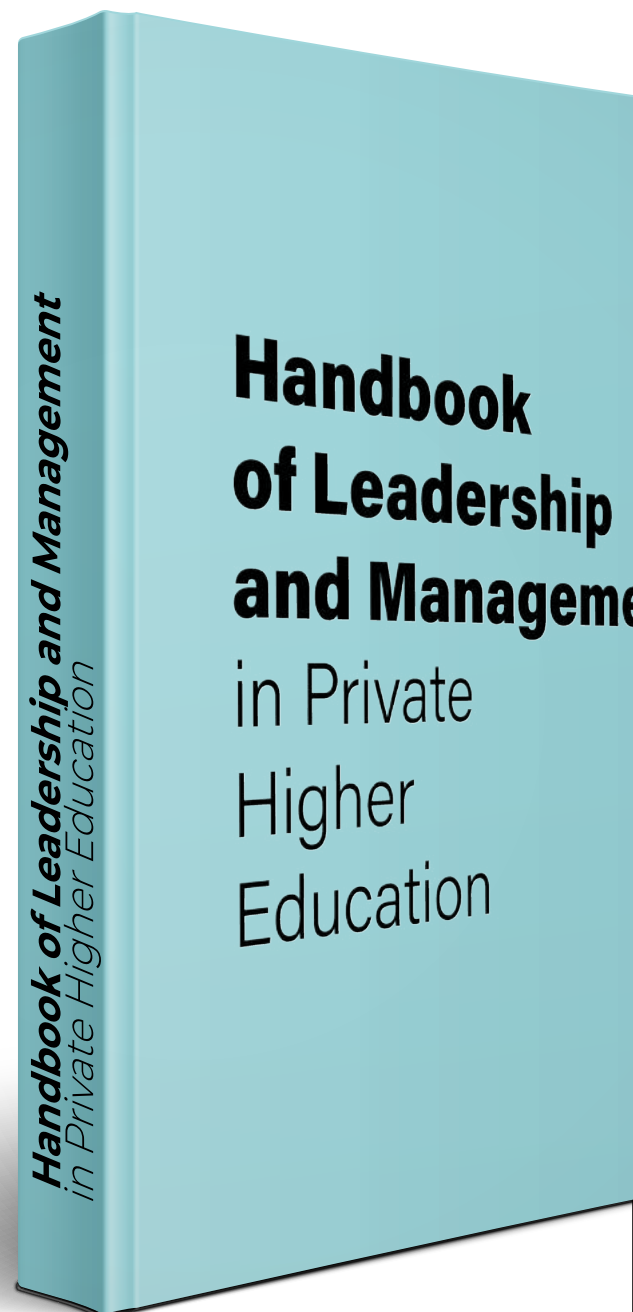
The first two books will be available in due course. Keep an eye on the Oxford Business College website for more details.

Below, you will find a list of chapter titles and topics covered by these books.

Handbook of Leadership and Management in Private Higher Education

Chapter Titles

1. Introduction to Private Higher Education: Global and UK Perspectives
2. Leadership and Governance
3. Virtue Ethics for Leadership in Higher Education
4. Vision, Mission, Goals and Strategy
5. Business Models: Partnership and Collaboration
6. Students as Customers
7. Boards, Committees and Meetings
8. Academic Leadership and Management



9. Course Management and Planning
10. Recruiting and Selecting Academic Staff
11. Management and Development of Academic Staff
12. Staff Performance and Motivation
13. Quality and Enhancement
14. Operational Models and KPIs
15. Infrastructure and Resources
16. Key Challenges and Solutions

Handbook of Teaching and Learning
in Private Higher Education

Handbook of Teaching and Learning in Private Higher Education

Handbook of Teaching and Learning in Private Higher Education

Chapter Titles

1. Introduction to Private Higher Education and Andragogy
2. Student-centered Education
- 3.. Becoming a Successful Teacher in Higher Education
4. Teaching Methods and Strategies
5. Effective Research Supervision
7. Designing Effective Assessments
8. Teaching in the 21st Century
9. The Effectiveness of Feedback
10. Student Motivation and Learning
11. Student Satisfaction and Academic Performance



 **OXFORD**
BUSINESS COLLEGE

How is Neuromarketing Enhancing Student Motivation in Online Classrooms?

UNESCO has been tracking the impact of the COVID-19 global pandemic on students worldwide. At the height of the pandemic in May 2020, more than 1.4 billion students were affected by school closures - that's 84% of all primary, secondary and post-secondary learners, not to mention the volume of professional education and corporate training that has moved online over the past eight months. Even before COVID-19, there was high growth and adoption in education technology, with global edtech investments reaching almost US\$19 billion in 2019 and the overall market for online education projects is expected to reach \$350 billion by 2025 (Louttet:2021).

As the world continues to fight the pandemic, colleges and universities have been taking steps to improve student motivation in online environments.

Most colleges today ask for feedback from students through questionnaires and surveys. However, research in the field of behavioural science has revealed a gap between what people say they will do and what they actually do.

Interview questions are asked in a vacuum, as if the decision-making environment has no effect on our behavior. Therefore, unless we can replicate the exact decision-making environment, we cannot trust people to tell

us what they will or will not do. This means that, if we want to understand why somebody does what they do, we cannot just ask them (Berman:2019).

With Neuromarketing, we can move beyond asking people questions and begin to study what they actually do. So, how can we understand student behaviour and develop solutions that will help colleges and students?

Thanks to Dr. Fayyaz Hussain Qureshi, who serves as Director of Research and Quality Assurance at OBC, and who recognises the importance of using Neuromarketing in online learning, this year, OBC has teamed up with the Institute for Neuromarketing in Croatia. Dr Hedda Martina Šola, Director-General of the Institute for Neuromarketing and Senior Lecturer & Research Coordinator at Oxford Business College, said:

"Neuromarketing focuses on what people do, not what they say, which enables us to conduct real-world experiments. Instead of asking people why they are doing something, or what they will do (predictions about the future), we are shaping the environment to lead us to the best outcome for both colleges and students. Devices like eye-trackers, facial coding, emotion analysis, EEG (electroencephalography), GSR (galvanic skin response) have the capacity to provide us with a greater understanding of student motivation in online environments: their emotional engagement, content coverage, student learning performance, student/teacher dynamics, etc."

We are proud to announce that Oxford Business College, in collaboration with the Institute for Neuromarketing, has embarked on a large-scale Neuromarketing research project for OBC students to understand how stimuli-based gaze analytics can be utilised to enhance motivation and learning performance in the online classroom.

A research paper summarising our findings will be published in the OBC academic journal. The results will serve as a benchmark for OBC and other colleges who may follow in OBC's footsteps by using a modern neuroscience approach to motivating their students.

Staff News and Testimonials

Tayyaba Zia

I joined Oxford Business College as a Business Lecturer for BNU courses last year in April 2020. I had a professional development meeting with the Head of Programmes (Mr Asim Riaz) and he recommended three things for a bright future career in the Higher Education Sector. The first is the need to have a PhD, the second is to gain Advance HE membership and the third is to contribute to publications in reputable journals. I took his advice seriously and developed a professional plan. I published a research paper as a co-author last year, I am pursuing a PhD in Consumer Behaviour, and my HEA membership application is ready to submit.

Thank you, OBC!



Dr Susan Nwadinachi Akinwalere

Joining Oxford Business College (OBC) has been a significant stepping stone for me towards my academic and professional development. Joining OBC in February 2020 afforded me with lots of opportunities to develop my skills as a lecturer, and this has shaped me into a successful and passionate tutor, able to deliver innovative and focused instruction and learning, which is especially strengthened through regular monthly CPD meetings chaired by Mr Asim. I was impressed with the e-learning strategies adopted by OBC, which focused on supporting tutors in the development and delivery of online learning during the pandemic, making the transition from face-to-face to online learning as smooth as possible without comprising the quality of learning and teaching provided to students. OBC afforded me the opportunity to gain this experience. Through OBC, I am on the right path towards achieving my FHEA membership, having already submitted my application in March this year. Last year, I was able to co-author and publish a paper on Business Models: Partnership and Collaboration, which was made possible through the establishment of the Centre of Applied Research and Entrepreneurship (CARE) at OBC. I am indeed grateful for these opportunities provided by OBC.

Thank you, OBC!



Dr Nicoleta - Alina Dumitrache

I am proud to say that I work for Oxford Business College, one of the most prestigious private colleges in Oxford, which has been growing and reshaping itself over the past two years. I have been witnessing its expansion ever since. What I love most about Oxford Business College is that staff members and students are from all over the world, which makes it a multicultural environment where I have been able to expand and improve my skills, be they linguistic, customer service or academic. Such an international environment makes you feel amazing and helps you perform your job in the best way possible. I joined the College about two years ago. It has been an incredible journey and I have enjoyed every moment of it.

I have a PhD in Romanian Literature and my BA and MA were in Romanian and English Language and Literature. I used to teach Romanian and English and I have published research papers, but now I work in the Academic Department as an Academic Assistant. I really enjoy what I do and I think I am one of the most fortunate members of staff because I think that, when you love what you do, it somehow becomes a lifestyle. It is very important to have a job that you love.

Thank you, OBC!



Alexandra Kraveva

I had the pleasure of joining Oxford Business College as a lecturer in May, 2020 at the height of the COVID-19 pandemic. During my first year at OBC, the team and I have achieved excellent academic results. I have developed a strong lecturer-student relationship with my students based on a supportive, motivational and friendly approach. Undoubtedly, my professional and personal experiences at Oxford Business College have expanded my academic knowledge and I am very excited to see what the future holds for me at OBC'.



Lecturer Dr Alaoma Alozie Contributes an Article on Holistic Management

Alaoma Alozie, a lecturer at Oxford Business College, has written a valuable article on Holistic Management which was published by the Tekedia Institute - a business school with global expertise.

[See TEKEDIA](#)



Dr Hedda - Nomination for the Global Woman Corporate Award 2021

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We are incredibly proud to announce that Dr Hedda Martina Šola, a valued member of the Oxford Business College faculty, has been selected as a top finalist in the Global Woman Corporate Award 2021.

Announcing her nomination on Facebook, Dr Hedda thanked Oxford Business College students for playing an integral role in her selection. She said, "thank you for nominating me for this prestigious award ... regardless of the final outcome, I'm so happy and proud to have students like you".

The Global Woman Corporate Award is a celebration of inspiring women who deserve to be recognised for their work in bringing positive change to the world.

Dr Hedda was nominated due to her outstanding contribution to education. As well as being a pioneer of neuromarketing, she's a hugely positive tutor, sharing her wisdom through business courses at the College. Students value her high-quality expertise and warmth.

We wish Dr Hedda all the best and congratulate her on this massive achievement.

Our Partnership with Buckinghamshire New University: Student Results

We have an exciting update about our partnership with Buckinghamshire New University (BNU). According to recent data, the February 2020 pass rate of Oxford Business College students participating in a BNU course was 92%. OBC's retention rate for all intakes is 96.5%. These are impressive figures, which underscore the importance of our on-going link with BNU. Collaboration is key in academia. We're proud to have forged a strong relationship with Buckinghamshire New University, and our partnership with them is yielding strong results. We're looking forward to continued success with BNU and all our academic partners.

Distinguished Scholar Award



Dr Fayyaz Qureshi, Sarwar Khawaja and Tayyaba Zia of Oxford Business College have co-authored a study examining how mature students experienced online learning during the pandemic. The study, published in the *European Journal of Education Studies*, is available to read now.

Lockdown and social distancing regulations have forced educational institutions across the world to move to online platforms to allow students to continue learning during the pandemic.

It's now important for schools, colleges and universities to review how mature students have responded to digital education tools in order to understand how this new trend is affecting them and what changes can be made to improve the learning experience.

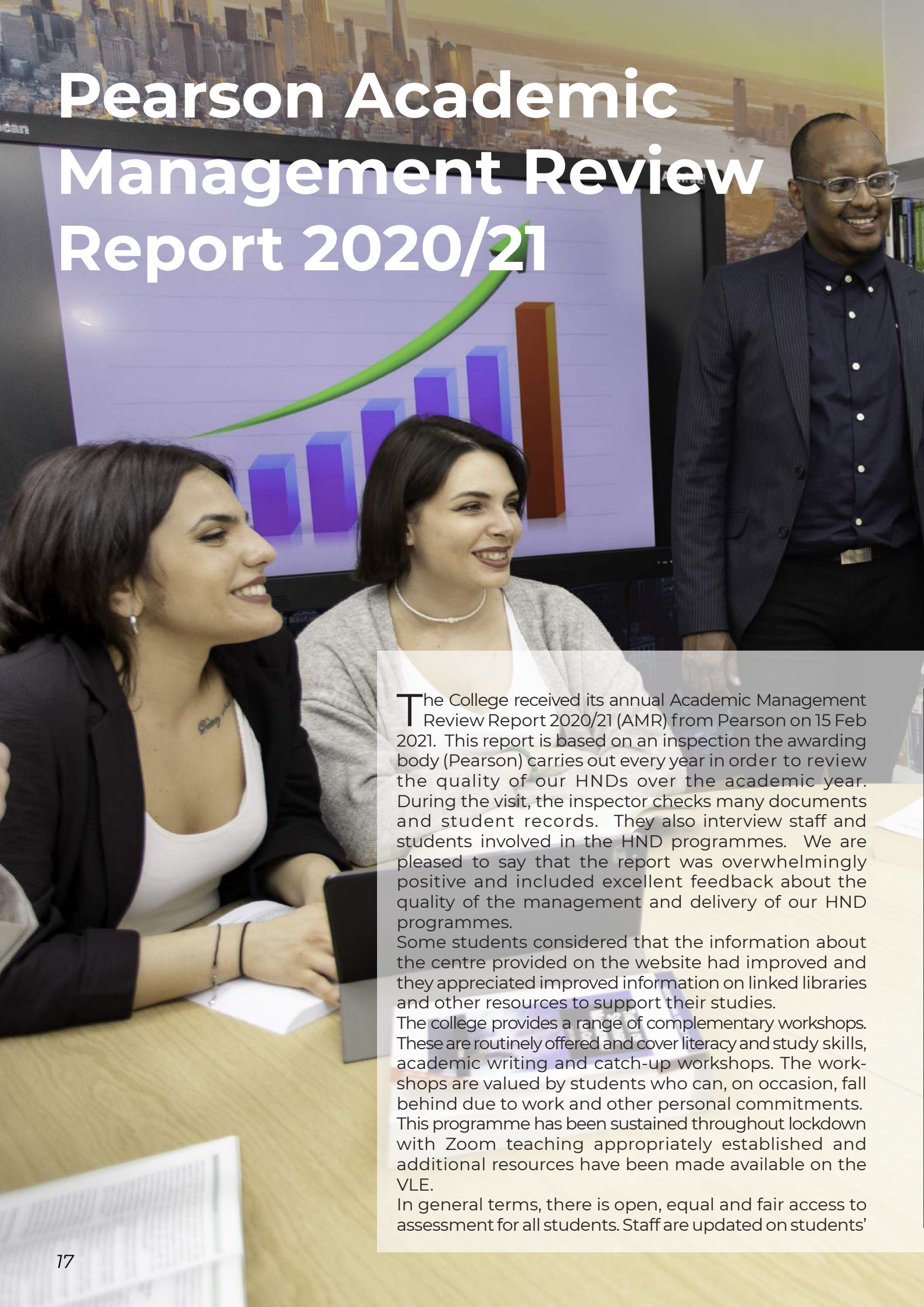
In this study, the authors devised a questionnaire aimed at mature undergraduate students. 95% of respondents were using online teaching for the first time, ensuring that the results addressed the specific issues affecting those new to digital learning.

Among the key results, the study found that the majority of students were excited by online learning and would like to continue learning online in some form after the pandemic. According to the authors, students said that "online teaching ... provides ease and convenience, no travelling time

and cost, freedom and autonomy."

In considering what changes could be made going forward, the authors concluded that more could be done to improve computer skills so that students feel more confident using online learning tools. They also noted that higher education institutions should take steps to address challenges, such as poor internet connectivity and outdated hardware (i.e. old laptops or computers) in order to optimise user experience. The authors, Dr Fayyaz Qureshi, Sarwar Khawaja and Tayyaba Zia, represent Oxford Business College. The College quickly adopted online learning technology at the start of the pandemic in March, 2020, giving the authors valuable insights into the rollout and development of digital education solutions. The independent ad-hoc Scientific Award Committee and the Editorial Board of the *European Journal of Scientific Research* recognised all three authors as 'Distinguished Scholars' based on their contribution to academic research with their study entitled "MATURE UNDERGRADUATE STUDENTS' SATISFACTION WITH ONLINE TEACHING DURING THE COVID-19", which was published in Vol. 7 Issue 12 of the *European Journal of Education Studies*. The award was presented to all the authors involved in the study.

Pearson Academic Management Review Report 2020/21



The College received its annual Academic Management Review Report 2020/21 (AMR) from Pearson on 15 Feb 2021. This report is based on an inspection the awarding body (Pearson) carries out every year in order to review the quality of our HNDs over the academic year. During the visit, the inspector checks many documents and student records. They also interview staff and students involved in the HND programmes. We are pleased to say that the report was overwhelmingly positive and included excellent feedback about the quality of the management and delivery of our HND programmes.

Some students considered that the information about the centre provided on the website had improved and they appreciated improved information on linked libraries and other resources to support their studies.

The college provides a range of complementary workshops. These are routinely offered and cover literacy and study skills, academic writing and catch-up workshops. The workshops are valued by students who can, on occasion, fall behind due to work and other personal commitments. This programme has been sustained throughout lockdown with Zoom teaching appropriately established and additional resources have been made available on the VLE.

In general terms, there is open, equal and fair access to assessment for all students. Staff are updated on students'



needs and are supported in the best way possible. The students who took part in the review confirmed that staff are supportive and teaching and assessment had improved. Since lockdown, students have been able to attend virtually via Zoom and have been pleased with this new resource. There is good oversight. Flow charting is used to support staff with compliance. There are termly committee meetings (IT Group, Assessment Board, Student Council, General Staff meeting and Senior Management team). These are used to support continuous monitoring and response to action is in place. Through these meetings, stakeholder interests are considered and students have the opportunity to provide feedback through the Student Council. The students confirmed that they believe their voices are heard and valued by the College. Students are satisfied with provision, especially the quality of teaching and timeliness of assessment. They are well-informed and, with good use of language, suitable for the level of programmes they attend. They consider the quality of teaching provided to be good; they appreciate the support offered by the College and are looking forward to completing their HND's. The Board of Governance and the Academic Board - both with external membership - are now well established and appear to be functioning well.

Profiles of New Members of Staff

Abimbola Taiwo



Abimbola Taiwo is a lecturer in business management. Abimbola is a leader in both business and education. He is here to help Oxford Business College students achieve their goals.

Abimbola has studied business to a high level. In 2010, he obtained a Postgraduate Diploma in Business Management. He later graduated with a Master's in Business Administration (MBA) from Sunderland University.

Abimbola is an Associate Member of the Chartered Institute of Personnel and Development. He is also a Fellow of the Higher Education Academy. One of his core academic strengths is providing meaningful feedback. Abimbola is effective at assessment and relaying valuable advice to students. He helps learners to improve their understanding and maximise their potential. He also knows how to build a good rapport with students and fellow staff members alike. He aims to establish a positive learning environment, which is both friendly and professional.

In his spare time, Abimbola says he enjoys reading, listening to music and inspiring people.

Joseph Olugyemi



Met Joseph Olugyemi, a lecturer at Oxford Business College. Joseph teaches management, entrepreneurship, decision-making, marketing and hospitality. Joseph has an impressive array of academic qualifications.

He is originally from Nigeria, where he graduated with a Bachelor's Degree from the University of Calabar. He later earned a Master's in Business Administration from Anglia Ruskin University.

He also holds a Master's of Science in Management and is currently studying for a PhD in Management at Robert Gordon

Adeel Tufail



University.

Moreover, he has a Diploma in Education and Training, Level 4 and 5, and is a Member of the Society for Education and Training.

Joseph's academic excellence goes hand-in-hand with his extensive professional experience. Over the course of thirty years, he has worked in senior roles in the insurance, risk management, higher education and oil and gas sectors.

Alongside his academic work, Joseph also serves as a member of charitable organisations, both in Nigeria and the UK.

Joseph is a highly qualified lecturer and valued member of our faculty.

Adeel Tufail is a lecturer at Oxford Business College. A fully qualified Chartered Accountant, Adeel knows his numbers. He combines excellent financial understanding with valuable business know-how.

Adeel has strong academic credentials. As well as being a qualified Chartered Accountant, he has an MBA from the University of Wales. He also graduated with a PGCE in Higher Education from the University of Westminster.

He supports these academic credentials with over six years' professional experience in financial management. He has worked for large-scale, complex organisations, both in the UK and abroad.

Adeel is an expert teacher in finance, business management, strategy and personal development. In December 2020, he received an award for his outstanding teaching performance. He is also recognised for delivering strong student progression rates.

Underpinning his excellent academic insights, Adeel also understands Quality Control in education. He knows how assessment works in higher education and what students need to do in order to achieve the best grades.

In his spare time, Adeel enjoys playing cricket and snooker.

Our New Sub-brands

We're excited to launch a series of new sub-brands representing key services at Oxford Business College. These include OxPATH, OxSHAPE and OxConnect. OxPASS is our Professional and Academic Student Support service. This service will help students with personal and academic matters, including careers guidance.



OxPATH is our Professional Academic and Teaching Hub. The goal of OxPATH is to ensure we offer consistently high standards in teaching and learning. The Hub will also contribute to the delivery of strong student results.



OxConnect is the name of our new outreach initiative, including this magazine. We'll also reach out online, through e-mail, newsletters and social media to engage with students, staff and stakeholders. We'll connect with alumni as well as local employers in and around Oxford. OxConnect, our quarterly magazine, will be our link to the community and beyond.



Support In Humanocracy And Professional Empowerment

OxSHAPE is our programme to Support Humanocracy and Professional Empowerment. OxSHAPE's mission is to empower our staff. The programme will help to power inclusivity, diversity and responsibility within our faculty.



Personal and Academic Student Support

OxPASS is our Personal and Academic Student Support service, which helps students with personal and academic matters, including career guidance.



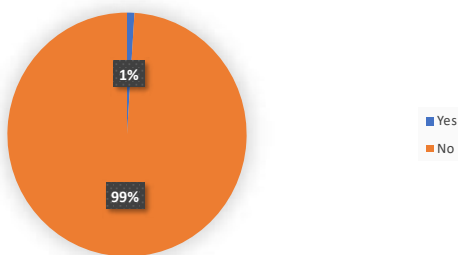
Business Research And Innovation Network

OxBRAIN Oxford Business Research And Innovation Network-OxBRAIN is a newly established (2021) platform. The primary purpose of OxBRAIN is to provide a stimulating and congenial environment for research, collaboration and the exchange of research ideas both within the College and across the world.

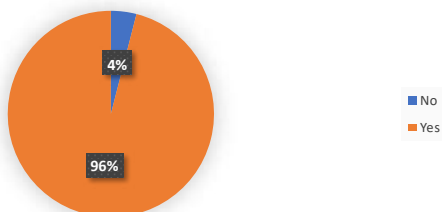
Student Survey: COVID-19 and Satisfaction

In response to Covid-19, we asked our students a variety of questions to better understand how the pandemic has affected our academic community. Their responses, which you can see below, are helping to inform our policies and procedures in order to reduce the spread of the virus within the College.

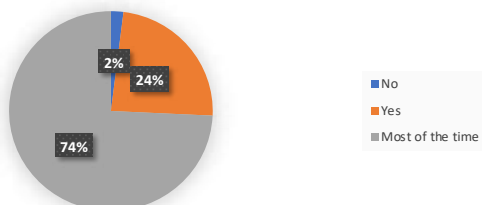
Have you ever been tested positive for COVID-19?



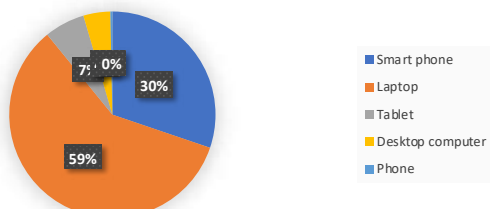
Have you been in contact with someone who has tested positive for COVID-19?



Have you been following social distancing laws/guidelines?



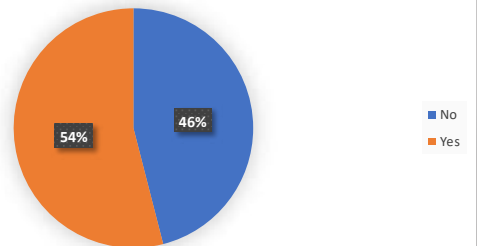
What kind of device do you use at home?



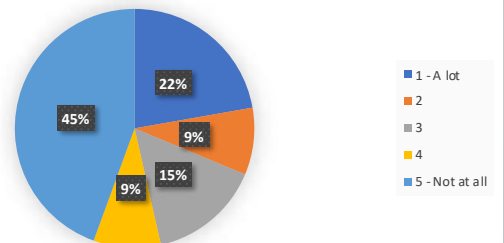
For the September 2020 semester, would you like to attend face-to-face sessions or online sessions? (Although...



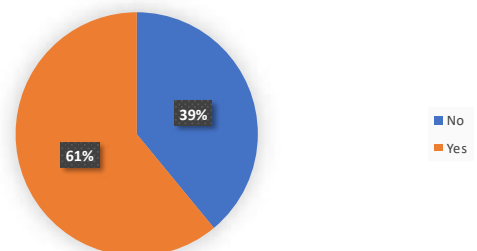
Engagement in lessons



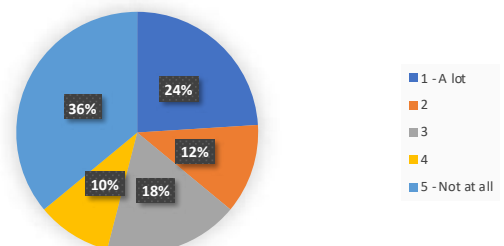
Engagement in lessons.



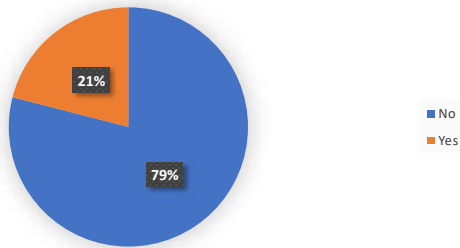
Keeping up with coursework



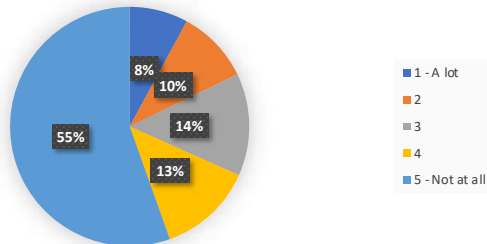
Keeping up with coursework



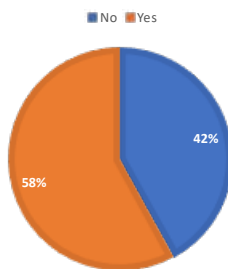
Losing contact with lecturers



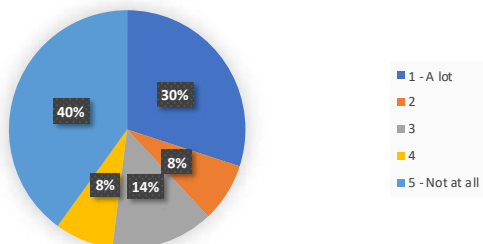
Losing contact with lecturers



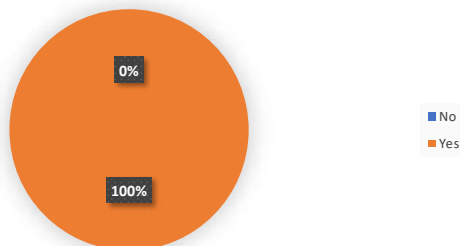
ACCESS TO INTERNET AND LAPTOP.



Access to internet and laptop.



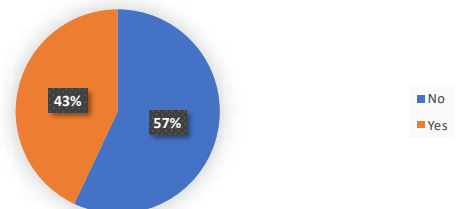
Do you have access to the internet?



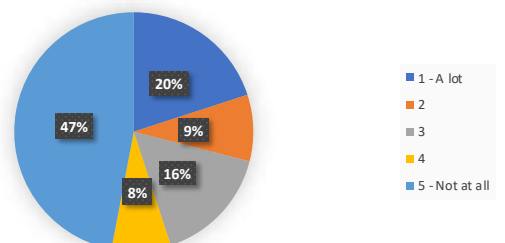
Is the internet reliable?



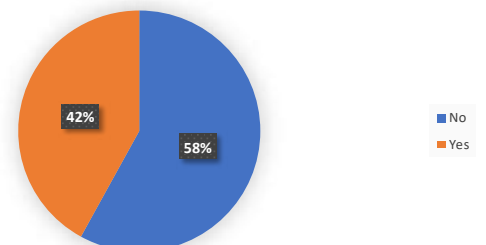
Additional priorities i.e Job, child care, etc.



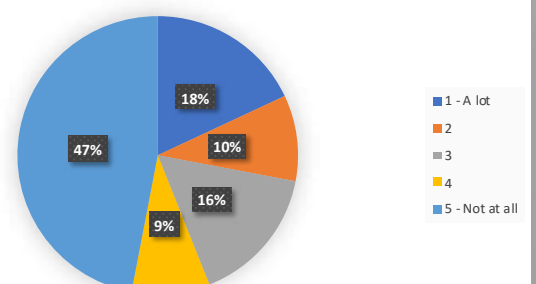
Additional priorities i.e Job, child care, etc.



Physically isolated from other students



Physically isolated from other students



Student Satisfaction Survey Results 2020

We would like to share the good news that overall student satisfaction is 98%. In most areas, student satisfaction has been between 96% and 98%.

We would like to take this opportunity to congratulate the OBC team on such excellent results in the Student Satisfaction Survey 2020. These results will be published on the OBC website and will be available to view until the next survey in 2021.

Once again, congratulations to the Oxford Business College team for their sterling efforts during the COVID-19 pandemic and for achieving such impressive student satisfaction results.

We do hope that we will be able to maintain, or even improve upon these results in the next survey!

Please see the attached summary.

Admission
Process

98%

Enrolment
Process

98%

Induction

98%

Events

96%

Funding
Experience

94%

Timetables

97%

Academic
Staff

98%

Student
council

96%



Quality of Teaching

98%

Feedback

98%

Grades

98%

Learning Resources

96%

Admin Staff

94%

Support - Academic

98%

Support - Non-academic

79%

Overall satisfaction

98%

Students are at the Heart of the System

We are putting students at the heart of everything we do at OBC.

Student Council

Oxford Business College Student Council is a group of students democratically elected by students of OBC. The primary purpose of the OBC Council is to represent the voice of the students, solve their problems, and promote their ideas, views and interests. It is a fundamentally democratic and non-political group of individuals, with all students given equal opportunity to participate. Its role includes helping the College serve its students as effectively as possible and making students aware of broader issues. The Student Council also plays an essential role in establishing links with the community.

The Student Council service is free, independent, impartial and confidential, offering advice, guidance and representation to all Oxford Business College students. Our team is on hand to assist you with a range of issues and to advise and represent you on Oxford Business College academic policies – appeals, exceptional circumstances, academic misconduct and complaints. We can also support you with housing matters (such as contract checking and helping you understand the right to rent checks).

All services are free of charge and advice is provided in the strictest confidence.

The objectives of the student council are to:

- Represent and promote the general interests of students at the College and contribute to a positive student experience.
- Provide a forum for bringing together staff and students from different areas of the College.
- Provide a recognised means of, and forum for, communication between students and OBC Senior Management

- Promote equal opportunities and challenge all forms of discrimination, whether based on sex, age, race, ethnicity, sexual orientation, disability, marital status, religion or cultural background.
- Act as a body with which College management can consult to encourage student opinion and involvement.
- Consider cross-College issues, such as the College environment and health & safety, and to safeguard the health and well-being, enjoyment and achievements of our students.
- Provide advocacy and support services for all students.
- Be solution- and action-oriented.
- Suggest improvements to the College environment for the benefit of all College's students and to identify and share areas of good practice within the College.
- Plan and promote activities that bring Oxford Business College's student community together.
- Promote Prevent Strategy and follow the channel process within the College.
- Representation on all College Boards and Committees except the Assessment Board.

Maintaining a Student Council

Oxford Business College Student Council is already established, but the members of the council change from time to time.

Students Reps

Student Representatives are more commonly referred to as 'Student Reps'. They represent the students' voice at the College. Class fellows democratically elect the Student Reps and their primary role is to collate, listen and communicate students' concerns to College staff and management. Student Reps also have the opportunity to attend management and committee meetings, such as Senior Management Meeting (SMT), Academic Quality and Enhancement Committee, Academic Board and Board of Governance (BOG) meeting. The system ensures that students are given the opportunity to have their voices heard throughout the college.

Introducing Your Student Council President

Meet your new President, Vlad Cosmin Huminiuc, who promises to enhance your experience as students at Oxford Business College.

You can contact him at council@oxfordbusinesscollege.ac.uk

Introducing Our New West London Campus

Welcome to our new London campus. Oxford remains our home but, as with all businesses, expansion is important. Our London campus provides exciting new educational and business opportunities for all our students.

London, the UK capital, is alive with possibilities. For the sixth consecutive year, it has been voted the world's best city in which to live, work and invest by the well-respected Resonance Consultancy city ranking system.

With six major international airports, direct rail services to Europe and a system of ports with global connections, London has for centuries been the UK's gateway to the rest of the world.

Founded during the time of the Roman Empire, the city has grown exponentially during its 2000-year history and is now a thriving metropolis. With a population nearing 10 million, more than 1 million private companies and GDP in excess of £480bn, London's economy is one that no business can ignore.

Multinational firms pride themselves on

a London HQ and, with the ever-expanding number of tech firms, start-ups and corporations choosing the city as their base, now is an exciting time to study business in the capital.

Our new campus opens at a key time in London's development. With the city and the UK embarking on new trade deals, our London campus represents an unmissable opportunity for students to learn and gain experience in a business environment full of endless possibilities.

Combining the expert-driven insights of our experienced faculty with the evolving business landscape of London, our new campus is now ready to welcome students from around the world to learn everything they ever wanted to know about business.

Join us and take the first step on your journey to personal and professional development. At Oxford Business College, our motto is: "it's not where you come from, it's where you choose to go". With our new London campus, that saying couldn't be more relevant. Whether you're studying with us in Oxford or London, you can now choose to go wherever you wish.



Our Student Caleb Petcu and His Artistic Journey

I began dabbling in the art world when I was in Year 11. Because I began the subject later than everyone else, I had to catch up on two years of coursework. Every spare moment I spent improving my drawing and painting skills and putting together the portfolio that was required of us. I was practising so much that I became engrossed in my own work. However, it wasn't long before the quality of my work began to improve, which kept me motivated and committed.

I took a break from painting after accomplishing the 'impossible' - creating a well-thought-out portfolio that was supposed to take two years in less than nine months and yielding among the best results. I only recently rediscovered my old easel and paintbrushes and began expressing myself through art. I believe we are all creators and that the art of creation can bring us closer to our natural state of being. I also believe that everything, from the way one walks and talks to the way one writes and smiles, is ultimately an act of art.

When I used to paint, I only drew myself from various perspectives because the theme of my portfolio was 'perspective' and 'self.' However, I challenged myself to paint other people's faces as well as more abstract art. I have discovered



that art enables me to experience a 'flow state' - the fluidity of your body and mind, when you are absorbed and deeply centered beyond distraction. Time appears to slow down and all your senses are enhanced; you are fully aware of the present moment, and nothing can disrupt the creative flow.

I was inspired by someone I met and told myself that I should try painting a portrait of someone else besides myself for the first time. Since then, I've created a few more portraits, some of which feature faces I've never seen before, as well as portraits of well-known people. In comparison to what I've done so far, my most recent creation is quite large. It is an interpretation of my higher self and myself merging as action and awareness synchronise to create effortless momentum. I believe that we should all explore the 'essence' of our beings in order to recognise and comprehend life's miracles, and art has helped me to connect to previously unknown areas of myself.



OBC's 'Edurank' Success

Once again, Oxford Business College has been named Edurank's top UK College for social media performance. March 2021 marked the seventh month the college topped the ranking in the last twelve months - an outstanding achievement offering further evidence of the college's engagement with a key area of modern business practice.

Recognition of the position of prominence obtained by Oxford Business College in this sector is testimony to the fact that the college is reaching its target audience and adding value to its message.

Social media marketing is a key element of a business's promotional strategy, offering the opportunity both to make people aware of your enterprise and to offer useful information to potential customers.

As a marketing tool, social media also allows businesses to connect existing and potential clients on a one-to-one basis, boosting interaction by providing potential customers with opportunities to ask questions and offer feedback on content, thus providing valuable input in terms of helping to shape products and services. Social media users can also 'spread the word' via their own online networks. Social media marketing offers a further benefit in that it's free of charge. Ensuring a presence on popular social media channels, such as Twitter, Facebook, Instagram and LinkedIn, costs nothing - you simply need to post relevant and eye-catching content, highlighting the most important features of your enterprise.

If you're looking to add mileage to your business profile, expand your presence on social media. Connect with your target audience, highlight your business values and reap the benefits of using social media!



International Poetic Symposium



Dr Padmesh Gupta

Our Managing Director, Dr Padmesh Gupta, was recently invited to read a poem during a special event celebrating Republic Day, an Indian national holiday.

The event, which took place on January 26th, was hosted by the Cambridge University Indian Society and featured recitals from acclaimed poets and academics from around the world.

Congratulations to Dr Gupta and the Cambridge University Indian Society for a wonderful event. You can watch the full event on YouTube!

[Watch YouTube video](#)

Apply for the NUS Card

A Student ID Card can be incredibly useful during your studies. The card proves your status as a full-time student, which can demonstrate your eligibility for a number of discounts and special offers that are exclusively available to students. If you're a student at Oxford Business College, you'll receive a Student ID card each academic year.

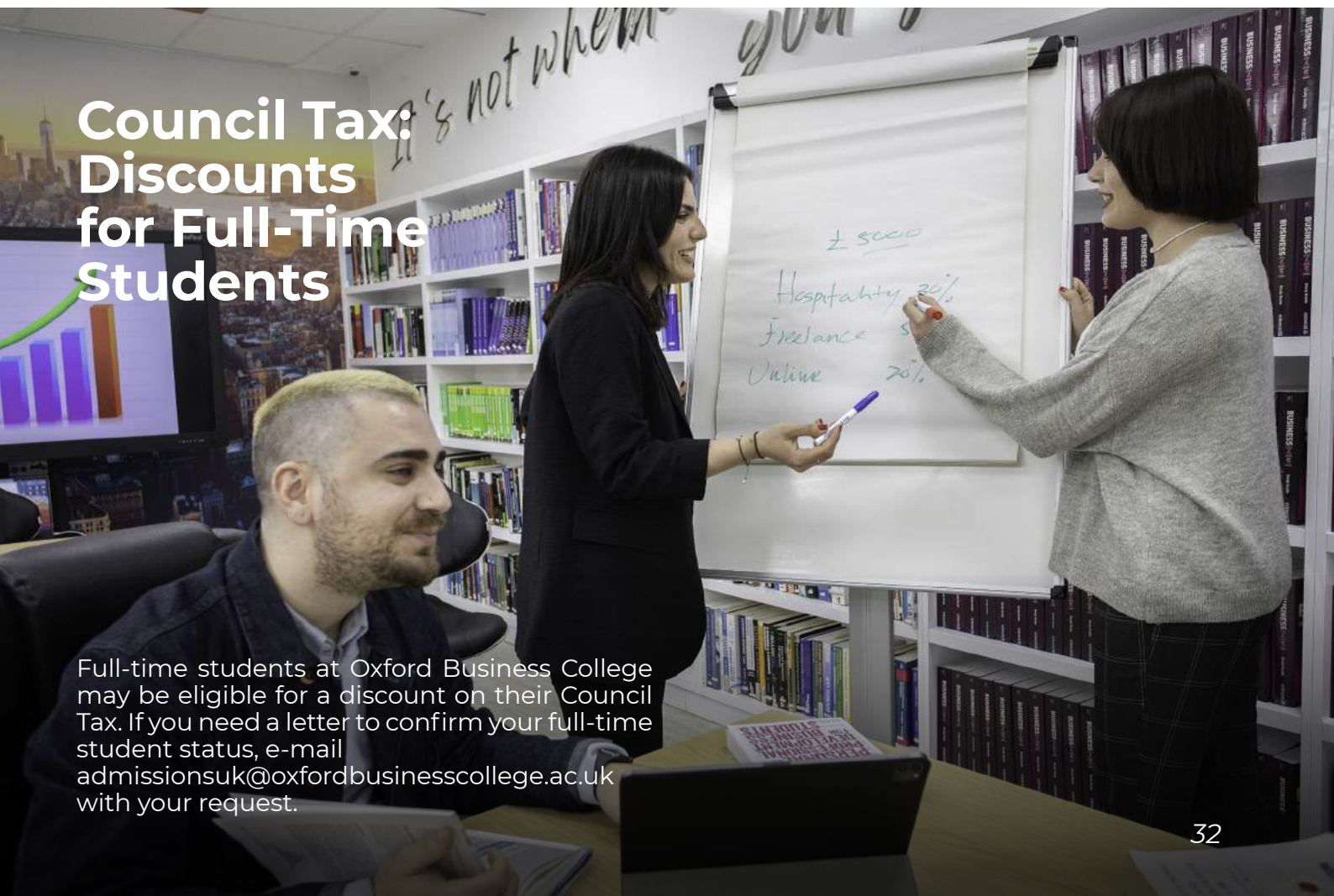


Students enrolled on a Buckinghamshire New University (BNU) course can also apply for a BNU ID Card through their UNiDAYS account.

All you need to do is register on the UNiDAYS website using your registered e-mail address. Then, once your account has been verified via an e-mail from BNU, you'll be able to start benefitting from various discounts on the UNiDAYS website. You'll also receive your ID card at your student address.

Council Tax: Discounts for Full-Time Students

Full-time students at Oxford Business College may be eligible for a discount on their Council Tax. If you need a letter to confirm your full-time student status, e-mail admissionsuk@oxfordbusinesscollege.ac.uk with your request.





Asim Riaz, Head of Programme at Oxford Business College, has over 25 years' work experience and an extensive portfolio of successful global projects. Here he shares his motivational story to inspire OBC students and disclose his future plans in this first edition of OxConnect magazine. The interview took place at our new West London campus, where he was met by Alexandra Kraveva, an OBC lecturer.

Mr Asim, congratulations on achieving outstanding results for the BNU BA (Hons) Business Management programme! Would you like to describe your experience with us?

Thank you Alexandra for giving me this opportunity to inform all OxConnect readers of how we have achieved these outstanding results.

First it's down to teamwork. Throughout the team, there is a keen sense of commitment and healthy competition. Each individual is allowed to be creative, innovative, and to take a lead in what they believe they can do better — get the needed support, learn from their mistakes and grow as a team.

Furthermore, any organisation's success is also directly related to the Top Management's willingness to implement sound systems, which are crucial to ensure success.

The results that we have achieved stem from OBC's values and core principles, which are to empower students and staff, to inculcate in them the attributes of successful entrepreneurship, and to be supportive and collaborate whenever required, being inclusive in our approach to dealing with all individuals.

We also seek to make a global impact. We want our students and staff to become active not only in the UK, but to become globally active in their professional ventures and pursuits.

Asim Riaz:

“At Oxford Business College, we put students at the heart of everything we do”.

What did you find the most challenging in achieving those results, and how did you overcome any obstacles?

I love challenges and also changing management, as during such challenging times, one's leadership abilities are appreciated. However, to give credit to your question, some of the prominent challenges were to ensure that with the rapid expansion and increased number of students, our systems and culture are flexible enough to adapt to the level of growth.

It was very crucial to ensure and maintain the competence levels of staff during recruitment. OBC now has a pool of highly qualified lecturers who deliver the course contents using their industry specific experience and skills.

Another challenge was to lead a diverse team of academic staff members who are already highly qualified. There is a need to have more planning meetings, to finalise the timetables and also to ensure there are no gaps in our students' learning experience.

What are your goals and what is your personal mission as Head of Programme at Oxford Business College for the rest of the academic year?

Since OBC wants to expand its provision outside Oxford, preferably in Coventry, Nottingham and London, we want to continue to develop the skills of each staff member.

We would like to further enhance the tutorials system, continue to expand the resources to meet students' needs, and incorporate more practical exercises and activities for students that are module specific. An organisation can never succeed if it does not value succession, in terms of their human resources.

We want OBC to be an excellent college, where all staff and students feel committed, excited, happy to engage with each other, and where there is a purposeful professional life. At OBC, we want everyone to enter with a smile and leave the premises having learned something new each day.

How do you think going back to face to face

teaching later in 2021 will impact student performance?

At OBC, we ensured that there was a smooth transition from face to face to virtual online learning. We developed YouTube videos, seminars on how to use Zoom and guides to log in to Blackboard, among other tutorials.

We will welcome all of our students once we can return to face-to-face delivery.

Our students have been amazing during the virtual learning sessions. When they return for on-site learning, they'll have even more opportunities to learn practical skills, engage with their class fellows, have direct one-to-one support, and take advantage of the presence of a diverse pool of lecturers.

Since students are extremely important for OBC, we endeavour to listen to their concerns, have focus groups, enhance the student voice, invite the Student Union President to our important meetings and have a log of issues, which are addressed appropriately.

Students will learn social and emotional skills by interacting with one another; there will be cultural awareness as part of their learning and development, which will prepare the students for the workforce of the 21st century.

How do you motivate your team?

If I explain my viewpoint on motivation, it might be a totally different perspective to other managers.

I instil in my staff members a deeper sense of contribution in the team, a revolutionary mind; I inspire them beyond their thoughts, and try to train them to a level which they never thought they were capable of.

True motivation is to bring an employee to a level where they feel proud of themselves, and it is only then that they start performing better, taking on additional higher level responsibilities, feeling relaxed yet challenged, knowing when to act and how to meet deadlines.

I am never hesitant to share my experience and knowledge with the staff. I consider it will be my success if one day each staff member, under my supervision, understands, values and is able to

able to carry out my job role without failure.

What are the top three soft and core skills that our students should primarily be looking to develop at OBC to keep thriving in their professional life?

This is a very relevant questions and I was hoping that we would discuss the skills required for students to achieve success in the world of technology, rapid advancement in industries and also cost saving. There are several skills, both core and soft, which are incumbent for students, particularly if they want to achieve great success in their chosen professional careers. I am never keen to limit the skills to a fixed number, as these skills compliment each other. However, since you want me to limit skills to only three, I would say that, for core skills, the three most significant ones are: perseverance and motivation, teamwork and confidence.

always exceed our admission targets, as well as the academic team, who are always available for any support the students may require.

For students, I would like to encourage them to achieve more in life, to have higher goals and professional targets. Their targets will determine how hard they will work and, once they understand the value of commitment and hard work, life will be full of opportunities for them.

Make education your priority, learn from each hour, enhance your knowledge, do more research, make every day count, have a log of events and list of new things that you are learning, and the entire student journey will be full of opportunities for success. You will be able to inspire your immediate families, your friends, neighbours; you will make an impact on society and will add value to whatever you decide to do in life.

Students are our national treasure and therefore key investment, and at OBC we will continue to



I would prefer students to develop the following three soft skills: creative thinking, interpersonal skills, and leadership.

What do you expect for the OBC team, students and first edition of OxConnect?

I would like to congratulate the entire OBC team, as everyone has contributed to our excellent progression rate. It starts from our Marketing department for their massive campaigns, and includes the Admissions department, who ensure students meet the eligibility criteria and who

put students at the heart of everything we do. For a successful future, we need to act today to invest in our youth and those who will be running the country in the future.

Thank you, Mr Asim!

“If you have a question or would like to know more about our courses , contact us by e-mail admissionsuk@oxfordbusinesscollege.ac.uk ”

Article by
Alexandra Kraveva

Student Choice Awards 2021

WhatUni are accepting reviews that will count towards the Student Choice Awards 2021. In 2020, Oxford Business College was named WhatUni's Student Choice best Independent Higher Education institution, and we would love to reach the same heights this year.

The awards are based on real student feedback. Students get to have the final say, giving their views on the student experience at their chosen place of study.

We would love to receive your feedback. Positive feedback goes a long way towards helping us know what works, and any feedback that lets us know what we need to improve is just as valuable..

Voting and feedback remain open until May 31st, and you can send your feedback via this link: [university-reviews](https://www.university-reviews.com). We're also entering two other categories. The 'Student Support' award will be given to an organisation which has developed comprehensive support plans for students during the COVID-19 pandemic. The 'Diversity

WHAT UNI?

and Inclusion' award will be presented to an institution which has championed D&I, particularly in light of the pandemic.

We appreciate all forms of support and feedback and would be delighted to read any positive reflections you'd like to share with WhatUni.

Student Partnerships in Assessment (SPiA)

Two key members of OBC's faculty, Dr Fayyaz Qureshi and Mr Asim Riaz, recently attended Student Partnerships in Assessment (SPiA). The event, organised by 'AdvanceHE' - the Higher Education Academy - offered valuable insights into student engagement in the assessment process.

Our lecturers and staff regularly attend events like this one. Training allows our faculty to keep abreast of the latest developments in the field of education and discuss the future of academia.

If you're a staff member at OBC and see a training opportunity that may be relevant, please let us know.



OBC Workshops

Are you keeping up-to-date with OBC's workshops? The College regularly hosts online workshops to help students make the most of their studies.

Some of the workshops are designed to help you catch up if you've fallen behind; others offer the chance for further discussions with your tutors about assignments and course materials.

Check out the 'Workshops' page on the OBC website - oxfordbusinesscollege.ac.uk/student-workshop/ to make sure you're up to date with what's on offer.



Emotional Intelligence Workshop

Emotional intelligence is crucial to team-building and workplace cohesion. All staff at Oxford Business College recently participated in a training session on emotional intelligence to help us appreciate the value of working cohesively and to gain a better understanding of each other.

The topics covered in the workshop included: OBC's core values, how we define teams and groups, understanding cohesion and the importance of teamwork, and recognising the role of leaders in team building.

Continuous Professional Development is

something we champion at OBC both for staff and students. CPD learning helps us to improve and grow as individuals, as teams, and as an organisation.

Oxford Business College Supports OxFoodbank



We're proud to announce that Oxford Business College has launched its own foodbank to help those in need.

OxFoodbank, supported by our OxCharity group, began operations at our West London campus near Park Royal in April. We aim to expand the foodbank to other branches of the OBC family in the near future.

During the pandemic, we've all seen the important contribution of food banks. They help those less fortunate to ensure their families are fed, and they provide an important safety net for those experiencing financial difficulties.

You can support this new initiative by volunteering your time, by referring those in need who could benefit from the service, or by donating food.

If you can help, or would like to be a part of



OxFoodbank, please contact us by e-mail at

charity@oxfordbusinesscollege.ac.uk.

Thank you.



**Empowering through education
Supporting local businesses**



Local Businesses in Oxford

During the pandemic, we made it a priority to support businesses local to the College. The pandemic was a time to champion our neighbours, and we were grateful for the chance to celebrate the work of Oxfordshire's many independent enterprises.

The entrepreneurs we spoke to were facing many difficulties due to lockdown and social distancing rules. Some had to close their businesses temporarily, others had to innovate in order to survive.

Our video series on these local entrepreneurs was designed to give them much-needed

marketing support while also providing our students with an insight into running a company, particularly during tough economic conditions.

Although the pandemic may be slowly coming to an end, we still want to collaborate with businesses across the UK and beyond. As the latest lockdown ends, and the UK economy re-opens, there will be lots of change for businesses and a lot for our students to learn.

If you have an interesting business story to share, please reach out and let us know.

Diversity at OBC: A Truly Global Perspective



We're incredibly lucky to have a global team at Oxford Business College. Our lecturers, staff and students come from all corners of the globe. This diversity gives us a truly international perspective both in the way we run the College and the way we teach our students.

Our diverse and inclusive approach to education means that we welcome students from all backgrounds. It also means we can help our students to better understand the international world of business. Here's a list of our staff and where they're from to emphasise our global expertise!



PRME

Principles for Responsible Management Education



OBC's Applies to Become a Signatory to the Principles of Responsible Management Education (PRME)

Oxford Business College has applied to become a Signatory to the Principles for Responsible Management Education (PRME).

As a higher education institution, becoming a signatory to PRME will reinforce our belief in the core values we associate with good education.

PRME is an initiative founded in 2007 with the support of the United Nations. It lays out six core principles relating to sustainability in schools to help tomorrow's business leaders understand how

they can make a difference.

We recognise the importance of instilling values of sustainability in our students, many of whom will go on to become the business leaders of the future.

We understand our place in the long-term sustainability and development of the world. By signing up to PRME, we will strengthen our commitment to helping today's students become tomorrow's responsible decision-makers.

Societies - Volunteers Needed!



We're proud to work with students, staff and lecturers who come from all corners of the globe. It's part of the diverse, international makeup that ensures Oxford Business College remains such a vibrant, exciting place to learn.

But we also know that living and studying away from home can be tricky. To help, we're launching societies in major UK cities to connect students with fellow nationals.

For example, you may be from Romania but living in Oxford, or perhaps you're from France but studying in London. Wherever you're from, if you'd like to establish a

society to meet up and get to know people in your area from a similar background, please let us know. We're looking for volunteers to lead new societies, and we're open to any ideas you may have.

Engagement Sessions

Engagement Sessions will soon be available to help successful applicants find out more about studying at Oxford Business College ahead of the next intake on May 17th.

These sessions provide an overview of the College and introduce prospective students to key members of the OBC team.

They also help applicants as they continue through the application process and are a valuable way of staying in contact prior to the start of their course.

If you have any questions about the next available Engagement Sessions, please contact us now.



Introduction to OBC for New Staff and Students

Oxford Business College was founded in 1985 by Mr Stanley Hunter MA (Oriel College, Oxford). The College initially offered A-Level courses, focusing on students who wanted to improve their school examination performance. Students were welcomed to the College and received tutoring to improve their results and go on to university. From these humble beginnings thirty-five years ago, OBC has developed into the most desirable undergraduate study destination of choice in the independent higher education sector.

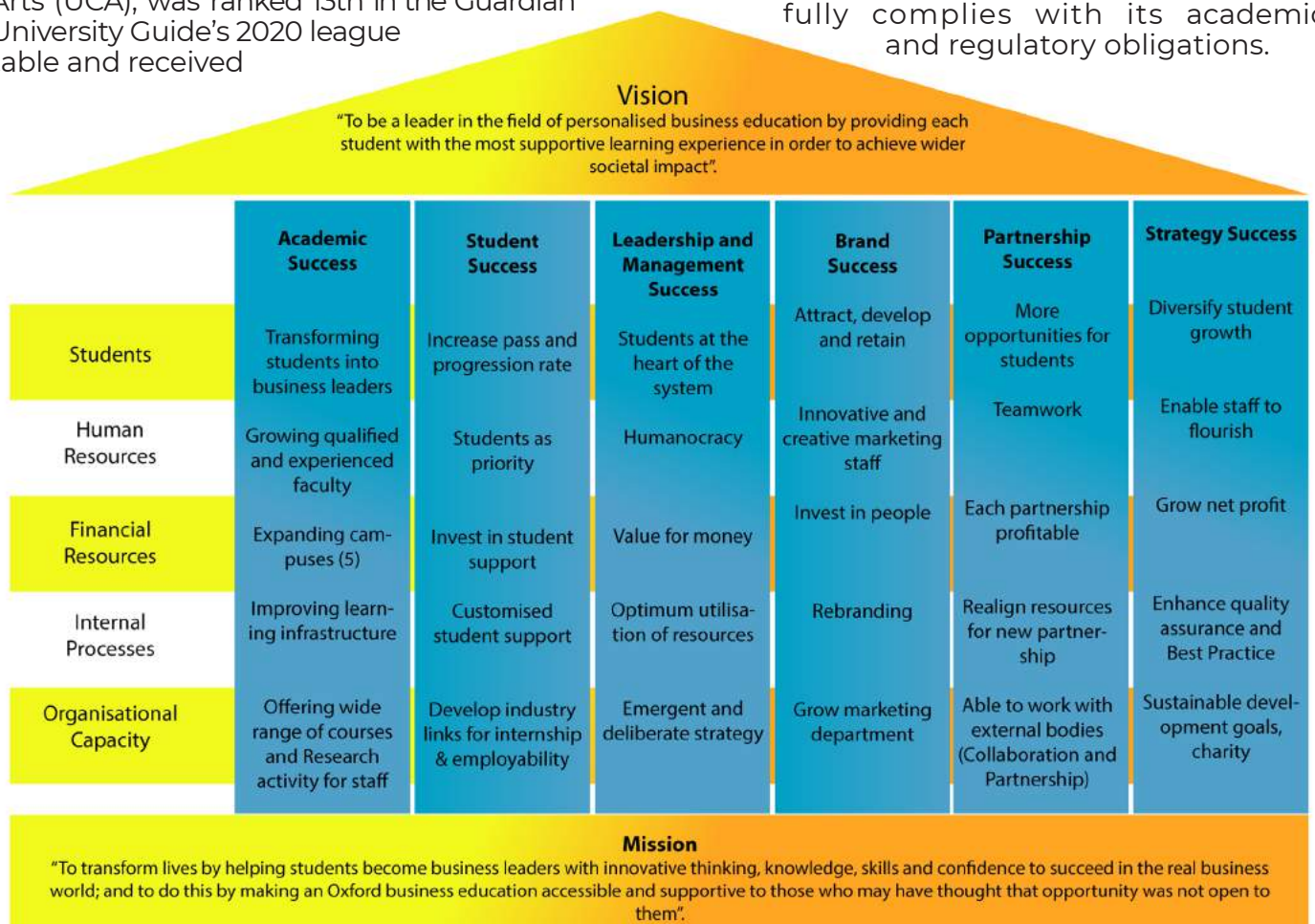
OBC, the oldest independent Business School in Oxford, is acknowledged by leading experts as an epitome of innovation, setting enviably high standards of excellence. The success of the College is based on several initiatives and a novel approach envisioned by its leadership. This is underpinned by creativity and acting as an agent of change has placed OBC among the fastest rising stars in the higher education sector. It is a matter of pride for OBC, consistently beating many larger rivals in the independent higher education sector, to be nominated among the top ten in the WhatUni awards in 2018, 2019, and again in 2020. The College has established a partnership with The University for the Creative Arts (UCA), was ranked 13th in the Guardian University Guide's 2020 league table and received

the Gold Teaching Excellence Framework (TEF) award. OBC has also been the proud recipient of the British Academy of Film and Television Arts (BAFTA) award to deliver undergraduate and graduate programmes in Business Management. The successful partnership with Buckinghamshire New University made the four-year integrated undergraduate degree in Business Management most popular.

The College is also in partnership with United Seevic and Palmers College (USP), offering a Higher National Diploma (HND) in Business Management. A few more partnerships are currently in the pipeline.

OBC's International Foundation is another flagship programme, one of the longest running in Oxford, helping hundreds of students gain admission to universities of their choice. This International Foundation Programme is widely recognised and accepted by over twenty-five UK universities, including some elite Russell Group members.

OBC also boasts a powerful eight-member independent Board of Governors (BoG) chaired by the eminent Professor Andrew George OBE (former Deputy Vice-Chancellor, Brunel University). The BoG is an overarching body ensuring OBC fully complies with its academic and regulatory obligations.



OXBRAIN

OXFORD BUSINESS COLLEGE

Business Research And Innovation Network

Dr Fayyaz Qureshi

Director of Research



Christopher Puzey

PA to Director of Research



Salvena Hussain

Research Assistant



Dr Alaoma Alozie

Research Associate



Dr Hedda Martina Šola

Research Coordinator



Dr Saba Yasser

Research Associate



Dr Christiane Bellucci

Research Associate



Dr Eleftheria Panagiotopoulou

Research Associate



Dr Ilane Frank Dias

Research Associate



Dr Ventsislav T. Ivanov

Research Associate



Tayyaba Zia

Research Associate



Dr Susan Nwadinachi Akinwalere

Research Associate



Dr Aljoša Šestanović

Research Associate

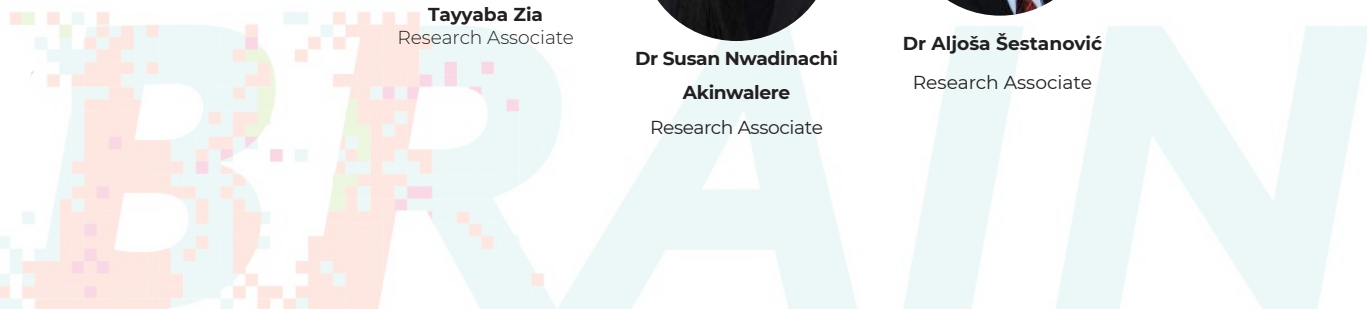


Alexandra Kraleva

Research Associate

The College is committed to research excellence and innovation. Oxford Business Research And Innovation Network - OxBRAIN - is a newly established (2021) platform. The primary purpose of OxBRAIN is to provide a stimulating and congenial environment for research, collaboration and the exchange of ideas both within the College and across the world. OxBRAIN aims to develop a network offering opportunities for international researchers and scholars to participate in research activities. We are developing a global network of Business Research with a significant focus on Private Higher Education in the UK and abroad. As researchers in the field of higher education, OBC's academic staff firmly believe that high-quality research on learning, teaching and assessment inform their practice, and students benefit from it. Most of the academic staff members are writing semi-academic chapters in our two books on "Leadership and Management" and "Learning and Teaching in Private Higher Education".

Research paper on
"MATURE UNDERGRADUATE STUDENTS' SATISFACTION WITH ONLINE TEACHING DURING THE COVID-19" was published in 2020 and received a "Distinguished Scholars" award from the *European Journal of Scientific Research* in February 2021





Thank you for joining us for the first edition of OxConnect. We hope you found the information exciting, insightful and useful. What did you think? We'd certainly appreciate your feedback!

If you'd like to work with us on future editions of OxConnect, please let us know. We're always happy to hear from you.

In the meantime, as the UK's lockdown continues to ease, remember to stay safe, look out for others and, most importantly, don't forget to enjoy life!

It's been a challenging year, but there are lots of positive developments on the horizon. We're here to help you reach your full potential, and we're excited to be part of your journey.

Thank you again for reading OxConnect.

We look forward to bringing you the next edition soon!

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