



Dean pens next edition of best-selling textbook

Lord Alan Sugar's contestants in *The Apprentice* might learn a thing or two from Paul Burns at the University of Bedfordshire. Professor Paul Burns is just celebrating the release of the bigger, better and updated third edition of his book *Entrepreneurship and Small Business*.

The title, a best-selling textbook in the UK, has had a major makeover since the second edition in 2007. It now has an accompanying website with videos, psychometric and other aptitude tests for budding entrepreneurs as well as the more usual exercises and case studies.

Paul is Professor of Entrepreneurship at the University. He said: *"The most time consuming thing is keeping up-to-date with new entrepreneurial case studies – the new success stories and the new failures. Although the principles of good entrepreneurship are enduring, their application is continuously changing.*

"In the first edition the internet was an exciting new opportunity set to revolutionise how we do business. Ten years later that has happened and it's

just part of the many things you need to sort out for a start-up."

The third edition has sections on social entrepreneurship and entrepreneurship in large organisations with more of an emphasis on Corporate Social Responsibility (CSR).

The book has been praised for its unique breadth of coverage and the way it mixes theory with practice. Elizabeth Chell, Professor of Entrepreneurial Behaviour at Kingston University said:

"This text should be indispensable to any student of entrepreneurship. It combines well researched understanding of entrepreneurship issues with considerable practical guidance in the form of cases, exercises, advice and tips."

Students and lecturers can access tailored interactive zones on the accompanying website by visiting www.palgrave.com

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Enterprising Bedfordshire students scoop national title



Six budding entrepreneurs from the University of Bedfordshire won the National Flux Competition 2010.

Alexia Francesca Grech, Manjunath Basapoor, Greg Dorban, Alin Dobrea, Batjargal Sugarjav and Simona Stasiulyte represented the University in the challenging three-day inter-university Flux competition in Nottingham.

They were chosen as the winning team and awarded £500 each from a competitive process involving 32 universities from across the UK.

Flux crams a whole raft of enterprise and employability challenges into less than 36 hours. Organised by the Working Knowledge Group, it is the UK's largest annual competition promoting entrepreneurship and bridges the gap between education and the world of work.

One of the students, Greg said: *"Winning was a fantastic feeling! To come top out of over 30 leading universities is just unbelievable. Obviously we went there to win, but never expected it, especially after seeing and hearing our competitors."*

Another student, Batjargal, said: *"We gained a lot of business experience and confidence by attending specialised workshops, Apprentice-style meetings and Dragons' Den-style sales pitches, and by presenting in front of around 300 people."*

Three Flux champions from the University – Arti Kumar, Paul Harrison and Ina Maslejova, coached students to develop the necessary skills to win the competition.

Paul Harrison from the Centre for Personal and Career Development, said: *"Students resolved a real business challenge. They had to defend their business proposal and plan under intense cross-questioning from the panel of judges with senior managers from Experian, Backup Direct, KPMG and other big brands."*

Alin said: *"Our idea revolved around the simple concept of training and providing NVQ certifications for disadvantaged people by involving them in the full production process of organic baby food."*

Alexia added: *"Talking to the experts was undoubtedly the most intimidating part of the process. But it was a great privilege to have such successful people share their expertise and knowledge with us."*

The annual competition was held for the fifth time – 30,000 students have been involved in total so far.

Tom invested in his future with work placement

One graduate from the University of Bedfordshire has landed on his feet at leading investment bank Morgan Stanley.

Tom Wiggins-Wilson, originally from Yorkshire, studied BA (Hons) Business Management at the Bedford campus. His stay at Bedfordshire included a one-year work placement in the London offices of Morgan Stanley.

The UoB graduate said: *"I kept in touch with quite a few of the people at Morgan Stanley from my work placement. When this job opportunity came up at the Glasgow office, I applied for it and managed to get it."*

Tom started his permanent position as a credit risk operations analyst and has successfully completed his probation period.



He said: *"Making and keeping contacts is vital and my work placement was pivotal in getting this job at Morgan Stanley. It's a similar role to what I did during my work placement."*

The job has seen him move North of the Border and Tom admitted: *"I was a little bit homesick at first but I'm getting used to living up here now."*

He enjoyed his time studying at Bedfordshire and said: *"The course was very well rounded and gave me a view of a lot of different things. I feel I developed a lot during my time there."*

Tom was one of 18 graduates taken on by Morgan Stanley at its Glasgow office, a number which is significantly fewer than in previous years due to the harsh economic climate.

Mark Diggie from the University's Careers and Employment Service said: *"For many students it can be as important to gain valuable work experience as it is to excel in your subject of study when it comes to landing the best jobs. Work placements and internships can make all the difference."*

What students say...

Read the interview with Meri Eerikinharju (pictured on the right), a final year BA (Hons) Business Management student from Finland.

Why did you choose University of Bedfordshire?

I chose this University as it provided a chance to start my course in February, saving me some time. Instead of waiting until September for a new academic year, I was able to join the second year at that time. The University was located in a small town, which also attracted – I prefer them to bigger cities.

What made you choose your course?

I chose Business Management as I have been interested in the business world for a few years. My dad is an entrepreneur himself, so that is something I look up to and hope to someday have my own business after gaining some valuable experience. This course also provides appropriate units if you are aiming for more management-focused rather than basic business studies.

What is the best aspect of the course?

The best aspect of this course is a wide variety of units helping me develop new skills every academic year.

What is the biggest challenge?

The biggest challenge is to push myself and stick to my own timetable. Time management is one of the skills that is needed in this course, and it gets improved during it. Another challenge for me as an EU student was that everything is in English and it took a while to get used to the new business vocabulary.

How well do you think your course is preparing you for a job after graduation?

I think the course is preparing me well, teachers give good real-life examples in their lectures, which helps putting the theories and models to concept.

Your advice for prospective students...

Enjoy the course and manage your time well.

Three words to sum up University of Bedfordshire...

Demanding, intensive and supporting.



Basics of Building a Business (B3)

Are you dreaming of starting your own business? Do you want to gain practical advice about starting a new company?

B3 is short series of seminars at the University of Bedfordshire presented by successful business people aiming to offer encouragement and support in starting up a new enterprise. They are free of charge, and include topics from business idea formation and defining the market to building a team and raising investment.

The seminars link directly with B3 Business Concept Competition and the B3 Business Plan Competition, where participants have the chance to be awarded with financial support for their new business start-up!

The course runs both in Bedford and Luton campuses and is open to all University of Bedfordshire students.