Paper 78 – Pecha Kucha

Including creative skills in an undergraduate module

Janice Whatley
Simon Ireland
Richard Bell

Salford Business School, University of Salford, j.e.whatley@salford.ac.uk
Salford Business School, University of Salford, s.ireland@salford.ac.uk
Salford Business School, University of Salford, r.bell@salford.ac.uk

Abstract

Various drivers, such as reducing lecturing costs, integrating different disciplines within Salford Business School and a need for developing employability skills in graduates, have led to the development of a new module for first year undergraduate students, called Management Development Programme. The module was designed to provide new undergraduate students with a range of skills, as preparation for the remainder of their studies, and for their future employment.

The module, being skills based, draws on a variety of learning activities, aimed at providing opportunities to develop skills such as communication, in its various guises, information technology and other employability skills, like creativity, design, team working and time management. Reflection on learning was an important part of this module, but often students resist efforts to get them to participate in PDP (Personal Development Planning), because it is perceived as not relevant in their first year of university study. The approach taken in this module was to include learning activities that were designed to be short, focused and enjoyable, whilst at the same time providing an opportunity to develop their skills, be creative and to reflect on their achievements.

This Pecha Kucha is a showcase of some of the activities provided for the students and their creative responses to these activities, for example in using Excel and PowerPoint. A final activity was reflection on their learning over the year, and the presentation will include reflective quotes from students, providing the tutors with feedback on the students' reactions to this alternative means of developing their skills profile.