



University of  
East London

## University of East London Candidate Brief

Professor of Business



# Message from Professor Amanda Broderick - Vice Chancellor & President University of East London

Thank you for your interest in for the role of Professor of Business at University of East London.

This is an exciting time for the university with the university's commitment to our mission to advance Industry 4.0 careers and lives, where we expand mental wealth, create careers, build business and connect communities in East London and beyond through our global gateway, local anchor.



Our Vision 2028 is a 10-year strategy that will see University of East London being at the forefront of careers-led education - a springboard for the jobs and opportunities of the future.

We have developed a range of extra career experience opportunities in the form of a career passport for student to add to their skills and CV alongside our dedicated career zones to ensure we bring students, industry and career specialists closer together.

This is a perfect opportunity for an ambitious and enthusiastic professional willing to make a difference to the lives of our students. I am looking forward to receiving your application.

**Professor Amanda Broderick,  
Vice Chancellor & President,  
University of East London.**

# 2028

## Our new vision

Vision 2028 is a 10-year strategy to be at the forefront of careers-led education - a springboard for the jobs and opportunities of the future.

It aims to drive diversity in the 4.0 talent pipeline to give graduates the skills, tools and competencies sought by employers and entrepreneurs in a rapidly changing world, likely to become even more relevant in an employment landscape altered by the Covid-19 pandemic.

The strategy builds upon the institution's long-standing commitment to inclusion and social mobility, and advances research and entrepreneurial knowledge to produce solutions that help people, our community, a greener planet and the sustainability of our future.

Our priorities remain resolute in our mission: driving career-ready student inclusion, increasing our reputation for the benefit of our alumni and social impact of the university.

Whilst year one of our vision set out our plan, year two has been very much about investment, focus and determination. The following annual report reflects upon 2020 and looks forward, by demonstrating our successes and the strides we have already made.



# BE PART OF OUR STORY

#BeTheChange

Our story starts in 1898. Since then, we've survived wars, celebrated momentous sporting events and fought against a global pandemic. Now we are in the digital age facing new challenges and we are consistently adapting, innovating and thriving.

1898



**West Ham Technical Institute opens**

Only for a fire to break out a year later and burn down most of the institute.

1939



**College at war**

The campus is evacuated and is used as a military training base.

1992

**Birth of a university**

The University of East London is born.



2012



**The London Olympics and Paralympics.**

Team USA base themselves at University of East London's new SportsDock, Michelle Obama visits us and The University of East London student Gemma Gibbons wins Olympic judo silver.

2015



**Growing reputation.**

Four University of East London architecture lecturers nominated for the Turner Prize.

2020



**Global Pandemic:**

University of East London leads the Royal Docks support of NHS Nightingale in the fight against Covid 19 and supports the vaccination effort to stop the spread of the disease in the UK.

1900

**Phoenix rises**

The phoenix is part of our logo and crest of arms because just like the mythical bird, The University of East London was reborn from the ashes.



1981

**Docklands revival begins**

The London Docklands Corporation is set up to transform derelict industrial areas.



1999

**Docklands campus opens.**

London's first new university campus for over 50 years.



2014

**Making an impact.**

We were first in the UK for impact for psychology research – ahead of both Oxford and Cambridge Universities (REF, 2014).



2019

**Professional Fitness and Mental Wealth introduced.**

We built a unique programme into all our courses to help prepare for careers of the future.



2022

**Dual Delivery 2.0 introduced:**

We've created a new model of education that combines a traditional university experience with the modern digital classroom to give our students the essential skills needed for future career.



# ABOUT UEL

## Our vision and who we are

- The University of East London recognises that the world is changing. We have a strategic Vision 2028 to be pioneers of future careers and sustainable innovation for a changing world.
- Our vision is to positively change the world as we advance knowledge and innovation to help people and the planet.
- We are ranked in the world's top 200 young universities.
- Our focus is on careers, Glocal engagement, sustainable innovation, Economy 4.0 and beyond, our EDI and health gain.
- We are signed up to the Race Equality Charter recognised by Times Higher Education.

## Our careers-led positioning

- We have re-developed, re-designed and validated our portfolio with 156 programmes across the University now reflecting the needs of our learners and employer partners in a modern economy.
- We are leading the way in education through our Dual Delivery 2.0 framework, meaning more choice in the way students can study virtually and in person. We've transformed our processes to give our students careers-first learning, increased flexibility and ongoing personal support. This includes investing £20m in 2020/21 on the Digital First and Connected Campus programmes (including CRM, Cloud, Wifi, IT infrastructure, IT applications and IT equipment) to support and enhance a better student experience, in addition to £6m invested on estates and IT infrastructure in 2019/20.
- We have developed innovative programmes including embedding mental wealth and professional fitness modules as mandatory throughout our undergraduate curriculum, which is industry-focused and aligned to the jobs of the future.
- We have developed a range of extra career experience opportunities in the form of a career passport for student to add to their skills and CV alongside our dedicated career zones to ensure we bring students, industry and career specialists closer together.

# Royal Docks School of Business and Law

The Royal Docks School of Business and Law is a vibrant and growing school at University of East London. With a clear focus on creating graduates of the future, we are a key School within an ambitious University. Based in a fast growing and diverse environment of East London and Docklands, the school is well positioned in a community benefiting from substantial inward investment and regeneration.

The school is going through a number of exciting developments including the introduction of Career Passports and Mental Wealth modules in all our courses to help connect and accelerate career opportunities for all our students. In addition, many courses are being re-designed to assure Industry 4.0 readiness which will provide our students and graduates with the skills and innovative solutions for the future of work.

We take pride in all our staff and students who are talented, hard-working and come from a rich diverse background. We are driven to providing the best qualifications, practical ability and career support that allows our students and graduates to have the best possible chance of developing a great career in their chosen field. Our academics deliver original and innovative teaching ensuring that students are academically challenged. If you are an ambitious and creative individual who wants work for a University with an ambitious vision, then we invite you to join the Royal Docks School of Business and Law at this exciting time. You will work to develop our programmes in a fast-changing market and deliver a distinctive education focussed on future proofing the skills of our students.

**Professor Mohammad Ali**  
**Dean of Royal Docks School of Business and Law**  
**University of East London**



## OUR CORE VALUES

**PASSION IS AT  
THE HEART OF  
LEARNING  
COURAGE WILL  
ENABLE US TO  
EXCEL  
DIVERSITY IS  
A SOURCE OF  
STRENGTH**



**BY CREATING COURSES GEARED TOWARDS INDUSTRY, OUR GOAL IS TO BE THE UNIVERSITY THAT PREPARES PEOPLE FOR THE CAREERS OF THE FUTURE.**



**ALLIED & PUBLIC HEALTH PROFESSIONS**



**CONSTRUCTION, TRANSPORT & LOGISTICS**



**MEDICAL SCIENCES**



**ARCHITECTURE & PHYSICAL DESIGN**



**EDUCATION**



**NURSING**



**ART & DESIGN**



**ENGINEERING**



**PERFORMING ARTS & CREATIVE PRODUCTION**



**BUSINESS MANAGEMENT, ENTREPRENEURSHIP & FINANCE**



**FASHION**



**PSYCHOLOGY, COUNSELLING & WELLBEING**



**SOCIAL & COMMUNITY WORK**



**LAW, POLICING & JUSTICE**



**SPORT**



**COMPUTER SCIENCE & DIGITAL TECHNOLOGIES**



**MEDIA & JOURNALISM**

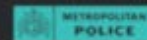
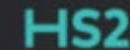
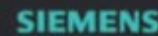
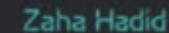
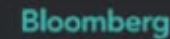
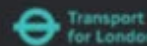
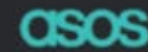


**TOURISM, HOSPITALITY & EVENTS**



**GLOBAL DEVELOPMENT**

**WE WORK WITH INDUSTRY**







## Job Description

<b>Job Title:</b>	Professor of Business
<b>School/Service:</b>	Royal Docks School of Business and Law
<b>Grade:</b>	Professor
<b>Campus:</b>	Docklands, USS and Stratford
<b>Responsible to:</b>	Department Head / Dean of School
<b>Responsible for whom:</b>	Academic leadership within the relevant area
<b>Liaison with:</b>	Director of Impact and Innovation / Department Head / Cluster Lead / School Business Manager University staff and students and staff from and external organisations as appropriate.

### **ABOUT THE UNIVERSITY OF EAST LONDON:**

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London has commenced Year 3 of its transformational 10-year [Vision 2028 strategic plan](#) led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 4.0 careers-1st education. We have a clear route-map to provide a springboard for the jobs and opportunities of the future; drive diversity in the 4.0 talent pipeline - working in partnership to promote talent wherever it is found; and to create an inclusive and sustainable, green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in an inclusive and diverse University community who are never not moving forwards.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. With Athena Swan Awards and being one of a small number of Universities to have achieved the Race Equality Charter Award, we continue on our journey to address and reduce barriers to opportunity.

So, if you are looking to build your career in a dynamic, inclusive and performance-focused team and are inspired by our environment and drive for success, we want you to apply to join the University of East London. We are looking for inspirational individuals who have a passion to make a positive difference to people and planet, creating a more sustainable future for everyone.

### **ROYAL DOCKS SCHOOL OF BUSINESS AND LAW:**

The UEL student body is rich in its diversity; students are drawn from a wide range of backgrounds and age-groups, with a high proportion from low income groups. We are committed to providing a high quality, innovative, relevant and research-led teaching experience which attracts, engages and develops students, supporting their academic achievement and professional ambitions. We look for outstanding teachers, who exude a love of teaching, who inspire and motivate both students and colleagues through their approaches to teaching, and who are strongly committed to achieving excellent outcomes for students.

## **JOB PURPOSE:**

The purpose of this post is to raise the profile of the school in the research related field of International Business. The post holder will be responsible for leading and developing the School's work in International Business, both in relation to research, consultancy and income generation and also in terms of the taught courses. As an academic leader within the subject cluster the post holder will take a leading role in the School's strategy for the promotion of research, learning and teaching in the field and will contribute to all aspects of the School's work, including staff development activities, as well as a prominent role in obtaining funding for research and knowledge exchange activities in the area.

Post holders at this level will have substantial experience in research and teaching leadership, and in related management/administration leading to wide recognition for their expertise within their academic discipline. The role typically requires significant leadership or management contributions, usually within the school but may be in the University more widely. The post holder will provide leadership that will influence and shape the output of their School and contribute directly to the level of success enjoyed by the School. They will be responsible for a level of research income appropriate to the discipline.

Scholars at this level will continue to teach, advise and assess both undergraduate and postgraduate students. They will also be expected to make a wider contribution to the success of the University through their participation in faculty and university-wide governance and development activities.

## **MAIN DUTIES AND RESPONSIBILITIES:**

- Lead and encourage research and consultancy activity in International Business, particularly leading on research and knowledge exchange bids.
- Undertake research, publication and scholarly activities and contribute to the general research life and activities of the School.
- Initiate and to collaborate with colleagues in income generating activities.
- Support staff development.
- Devise and implement research programmes in the relevant field
- Organise and attend conferences and other activities associated with staff and professional development.
- Supervise postgraduate research students and to encourage and to support applications from such students.
- Represent the School on various internal and external committees in consultation with the HOD/ Director of I&I / Dean.
- Undertake such reasonable duties as may be requested by senior management of the University and the School.
- Establish and maintain links with organisations operating in the relevant field in the UK and abroad.
- Engage in income generation as appropriate through applications for research grants, consultancy, short courses, etc.
- Work in accordance with UEL's equality and diversity policies.
- Contribute to the development of undergraduate and postgraduate programmes, teaching and curriculum development in the relevant area.
- Organise and undertake teaching and assessment of both graduates and undergraduates, including face-to-face tuition and participation in distance learning programmes.

## **Supporting Duties**

- Ensure that teaching in their area of expertise is quality assured and achieves the educational standards expected within the University.
- Support the design and development of the overall curricula within the cluster.
- Develop the quality assurance framework within the University's overall framework e.g. for the validation and revalidation of courses and student admission and assessment.
- Encourage the development of innovative approaches to course delivery and ensure that teaching delivery achieves the educational standards of the School.

**Health and Safety**

- To work in a safe and healthy manner always ensuring statutory and university health and safety requirements are always complied with.

## PERSON SPECIFICATION

### EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS:

#### Essential criteria;

- PhD in relevant area or relevant professional qualification (A/C)

### KNOWLEDGE AND EXPERIENCE:

#### Essential criteria

- Outstanding knowledge of their subject area aligned with International Business (A)
- A demonstrable outstanding track record of research projects and REF-able research output (CV)
- A demonstrable track record of successful curriculum design and teaching at all levels in higher education (A)
- A consistent record of successful significant research grant capture (CV)
- Proven record of having successfully designed and implemented research programmes within International Business (A)

#### Desirable criteria

- Record of successful PhD supervision and completion (CV)
- Experience of knowledge transfer/consultancy (CV)
- Experience of networking and engaging beyond the academic community, with policy makers and the wider public (A)

### PLANNING AND ORGANISING:

- Ability to work on own initiative and organise workload effectively (I)

### TEAMWORK AND MOTIVATION:

- A positive team player who proactively supports activities and is confident to progress chase information (A/I)

### COMMUNICATION:

- Excellent verbal and communications skills including report writing, presentations, and interpersonal skills for working at all levels inside and outside of the organisation. (I)
- Ability to ensure that accurate information is passed onto the most appropriate people in a timely fashion (A)
- Is involved in internal or external networks to pursue a shared interest and contribute to building and strengthening working relationships, sharing information and ideas to help others develop their practice/area of work (A)
- Excellent team working skills (I)

### LIAISON AND NETWORKING:

- Experience of effectively dealing with customers in a complex organisation with multiple internal and external stakeholders at all levels (A/I)

### INITIATIVE AND PROBLEM SOLVING:

- Demonstrates exceptional problem-solving skills using high level proactiveness, initiative and creativity (I)
- A self-starter able to work on their own as well as part of a team (I)

## **SKILLS AND ABILITIES:**

### **Essential criteria:**

- Demonstrated commitment to, understanding of, and intervention to address equality and diversity within a diverse and multicultural environment (I)

### **Criteria tested by Key:**

A = Application form

C = Certification

I = Interview

T = Test