

出國報告（出國類別：其他）

赴英國伯明翰城市大學拜訪並洽談 學生雙聯學位事宜

服務機關：國立彰化師範大學

姓名職稱：James Stanworth's (王慕容)/ 企業管理學系副教授

派赴國家：英國

出國期間：2016 年 12 月 19-20 日

報告日期：2017 年 9 月 13 日

James Stanworth's (王慕容) visit to Birmingham City University – December 2016.

Background

Birmingham City University (BCU) is situated in the central part of England. This city has been heavily transformed through business and Government investment and has shed its decaying history as an industrial heartland. This now vibrant city boasts of three large universities (i.e., Birmingham City, Aston and Birmingham) that sit with a cosmopolitan and multi-cultural milieu. Birmingham City University has been investing heavily in consolidating its campus within the central business district with a focus on the performing arts, business and criminology.

Representatives from BCU made two trips to specifically discuss partnership with NCUE. These visits lead to an agreement to initiate partnership activities such as student and faculty exchanges. They also lead to a successful summer camp during which a cohort of BCU's students visited NCUE for a cultural exchange.

Purpose of the visit.

The purpose of the visit was to continue the NCUE – BCU dialogue on cooperation. This was a one person visit – not part of a delegation. I was already in UK at the time and this visit was opportunity to further engage our partner.

Visit

I visited the BCU in December 2016. The visit was hosted by the director of the Office of International Affairs and their partnership manager. I visited their



Figure 1 James in front of BCU business school



Figure 2 James in one lecture theatre

facilities (See Figure 1 and Figure 2).

Our meeting



The meeting was highly productive, starting in their offices and continuing



Figure 3 Post meeting dinner with dean of the office of international affairs

into the meal afterwards (Figure 4 and Figure 3). We covered a range of topics, including:

- Specific research interests of faculty involved within the scope of the exchange.
- The opportunity to finding funding to support exchange activities.
- Their expectations for students coming from NCUE to them and for

Figure 4 James with the ESPRIT grant manager (left) and partnership manager (right)

BCU students coming to NCUE.

- Our expectations about student activity and integration in exchange.
- Their current activities in international exchange and cooperation.

Outcomes

The meeting was part of the deepening the on-going dialogue between NCUE and BCU. Specifically, the meeting resulted in the following outcomes:

- We initiated an application for ESPRIT 2 grant funding. European Union funding is available to support student exchange (both those in-bound to the

UK and those out-bound). The meeting lead to faculty discussion about exchange and the structure of courses that could be offered. This formed the fundamentals of a proposal document.

- Increased understanding of and engagement around faculties complimentary research interests.
- A clearer understanding of BCU. While the University offers a range of courses its heritage as a technical university is still apparent. As a result I suggested shorter – say one semester exchanges – might be useful for our students. This would enable them to engage with a cultural exchange while not missing out of developing their theoretical knowledge base at NCUE.
- We discussed the scale of discounts that students could expect for fees and for accommodation.

Overall the visit more than met expectations. It delivered tangible outcomes (e.g., participation in the ESPRIT process) and deepened our understanding of and with a partner we are working with.