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Picturing a Programme: The Business School Graduate Apprenticeship Journey

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Picturing a Programme: The Business School Graduate Apprenticeship Journey

Background

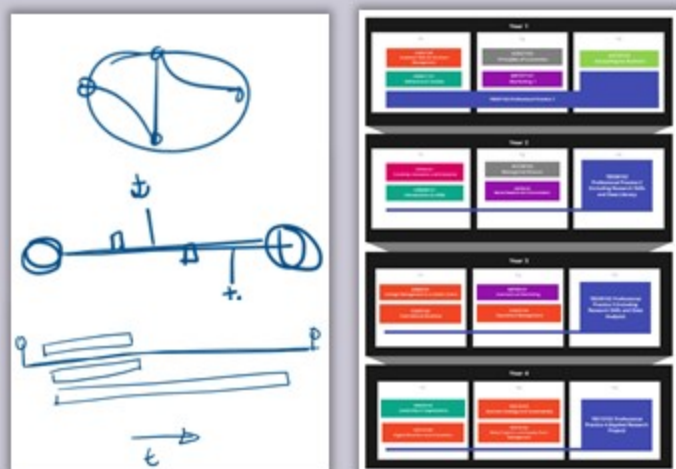
The challenge for our Business School's Graduate Apprenticeship Programme, one which is completely different from a traditional route, was to explain how students develop through this programme.

In early 2022 Ana Paula Fonseca, Programme Leader, reached out through Patrick Harte to Steve Yorkstone, who as the Business Improvement Consultant in our Strategy Hub, had historically worked on visualisations supporting the student journey.

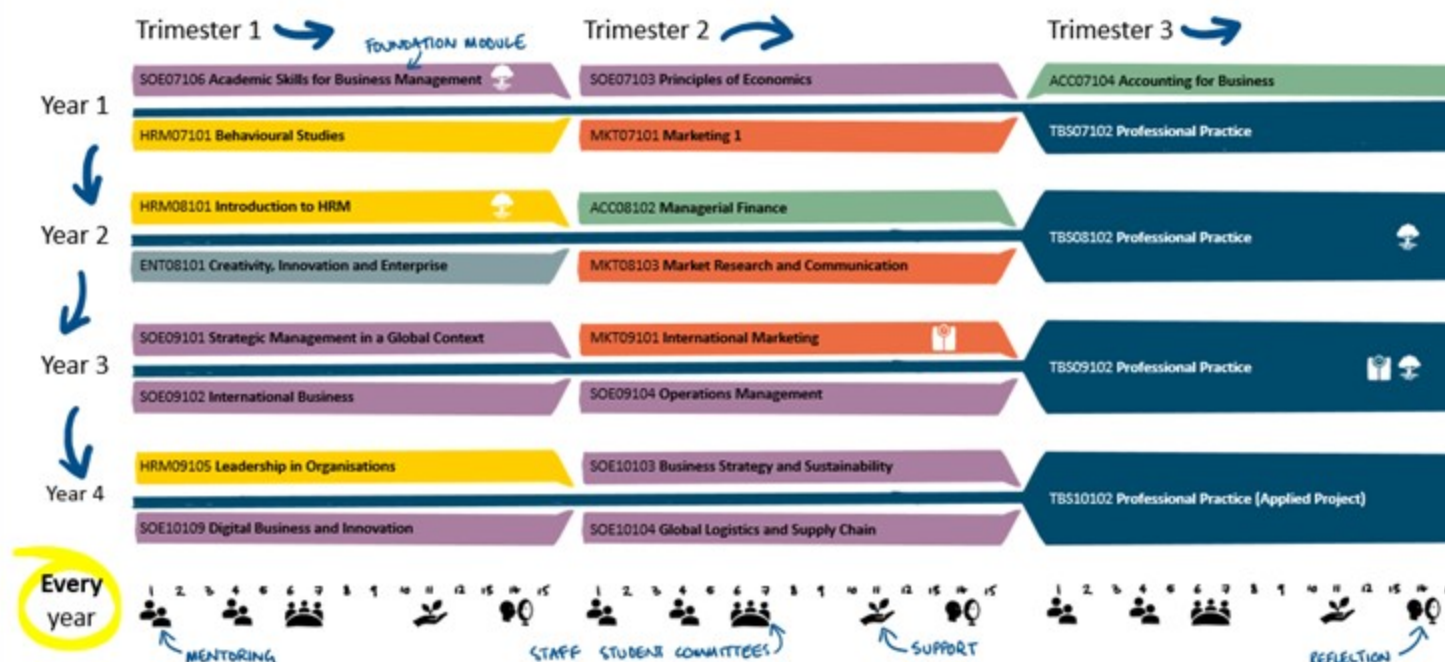


Development

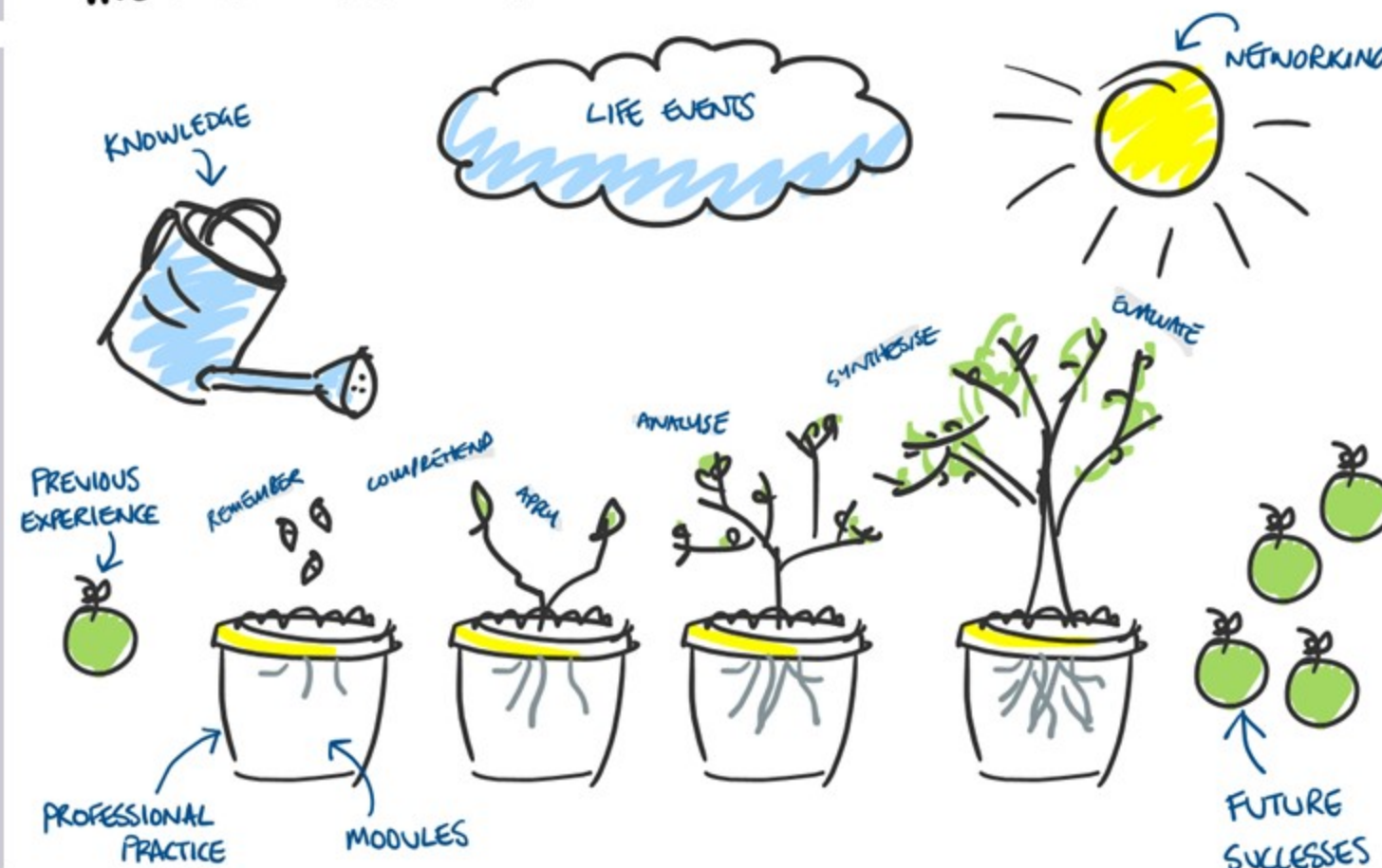
Initially we worked in PowerPoint using a Wacom drawing tablet to create some "rich picture" sketches. Taking an action learning approach we talked about creating a way of seeing how each module linked into every other module, and how they linked together. Moving into a Miro board enabled us to collaborate and refine our thinking.



THE GRADUATE APPRENTICESHIP MODULE MAP



THE LIFELONG JOURNEY



Outcomes

We shared our work as it was emerging. Feedback from colleagues was that it would be helpful to see more than just to how the modules linked together.

Our work so far demonstrated the mechanical more quantitative view of the programme (e.g. the flow of data from modules into professional practice across the years). There was a need for also a more qualitative view (e.g. a metaphor describing the story of their experience, including reference to Bloom's Taxonomy).

We returned to sketching, and reflected on what metaphor could best represent life-long learning. We developed a metaphor around growth.

Now we've decided to use both these illustrations, as they provide two complementary ways of understanding and thinking about the programme.

Benefits

We want students to be able to see how their voice is key to informing the sustainable development of their programme.

We are starting to share this, and not only with students. When we present this to employers and mentors they can see how transferable skills are linked into the programme, and how students can grow not just academically but also in their life-long professional practice.

For the staff team we have a shared language of how professional practice is interwoven to the programme.

For our students, the how this benefits them is yet to be seen. We hope that they will connect better with the holistic nature of the programme, so it can be a springboard for their employability, future successes, and life-long journey.

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