



BUCKINGHAMSHIRE NEW UNIVERSITY

EST. 1891

Downloaded from: <https://bnu.repository.guildhe.ac.uk/>

This document is made available with permission. Copyright remains with the author(s).

Use of items from Buckinghamshire New University's institutional repository must comply with the usage guidelines.

This work is made available under a **Creative Commons Attribution-NonCommercial 4.0 International Licence (CC BY-NC 4.0)**: <https://creativecommons.org/licenses/by-nc/4.0/>

Please note that you must also do the following;

- cite the authors, title and full bibliographic details of the item
- include a hyperlink/URL to the repository record in the citation
- keep all files required for use of the item together

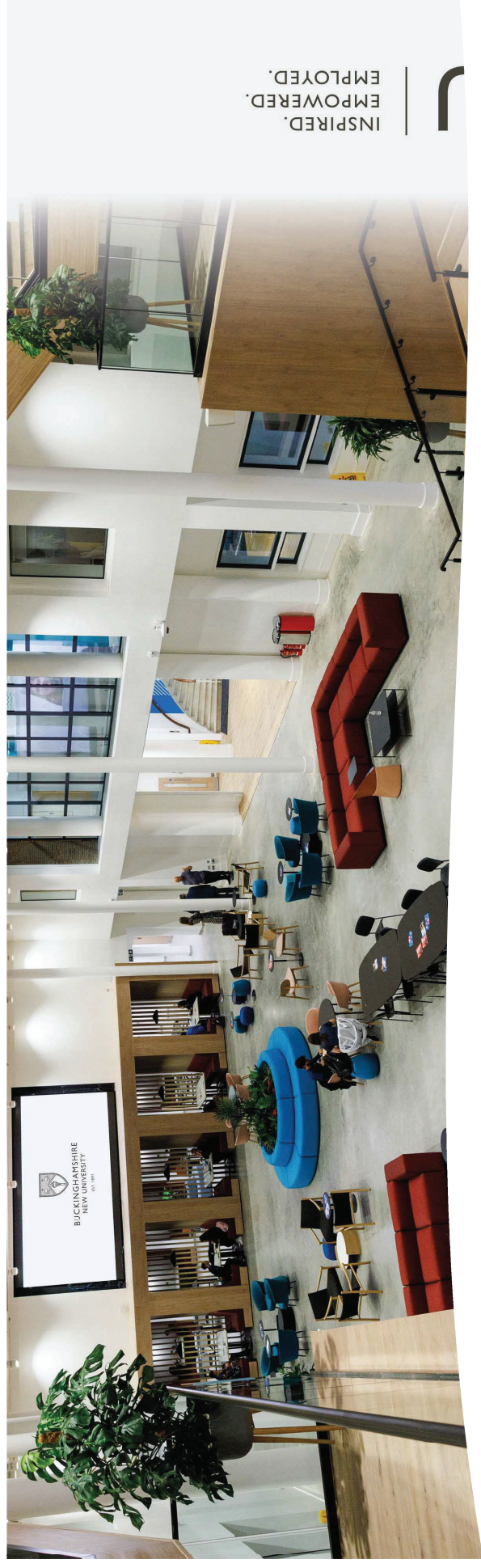
You may not

- sell any part of an item
- refer to any part of an item without citation
- use or adapt the work in a way that misrepresents the author or impugns their reputation
- remove or alter the copyright statement on an item

If you need further guidance contact the Library and Learning Services
at Library@bnu.ac.uk

QAA Assessment and Feedback Roadshow September 2026

Enhancing authenticity and learner engagement through assessment-conference mapping: A reflective case study



Dr Uchenna Nweke | SFHE, CMBE, CMgr FCMII

Programme Lead MSc International Business Management | Buckinghamshire New University



Enhancing Authenticity and Learner Engagement through Assessment-Conference Mapping: A Reflective Case Study

Contents
Innovations – Assessment Mapping
Context and Rationale
Case Description
Alignment with QAA Framework
Core Elements of the Initiative
Links to Authentic Practice
Bucks International Business Management Conference
Impact of the Initiative
Wider Implications for Practice – Framework Proposition

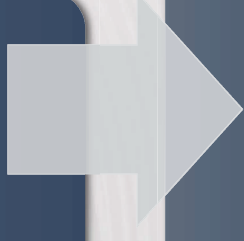


Innovations in Assessment Practice

A growing need to become more innovative in adapting authentic assessment approaches to suit subject-specific purposes

Assessment mapping

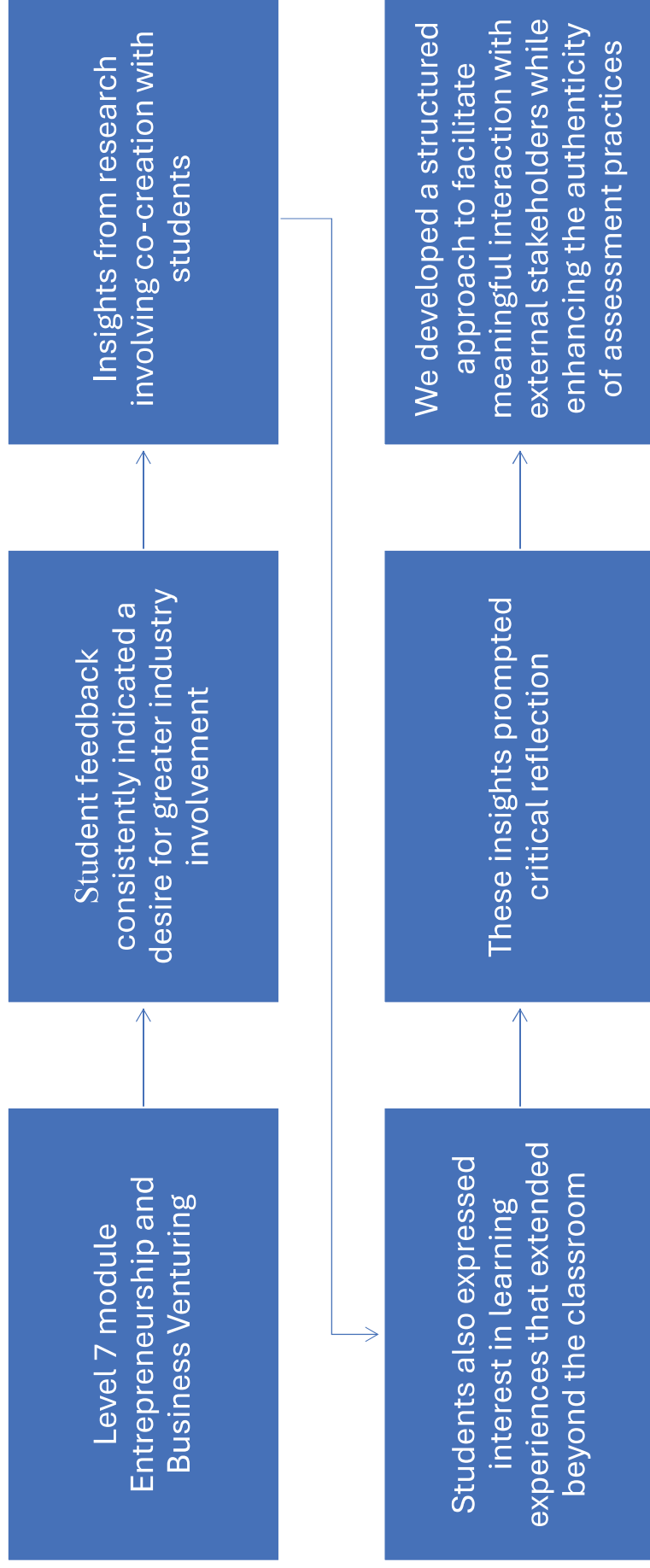
Varieties of assessment mapping constructs
Aimed at achieving alignment in ways that
enhance assessment practice



Assessment-conference mapping is a
developing concept



Context and Rationale



Question:

What have your students been saying?

Please share on the Chat



Case Description

- An innovative pedagogical initiative implemented within the Level 7 module Entrepreneurship and Business Venturing.
- Delivered to students on the MSc International Business Management programme.
- Assessment design, industry collaboration, and live professional contexts were constructively aligned to enhance authenticity, student motivation, and employability outcomes.
- Informed by the Quality Assurance Agency's Guidance for *Enterprise and Entrepreneurship Education* (2018).



Enterprise and Entrepreneurship Education:

Guidance for UK Higher
Education Providers

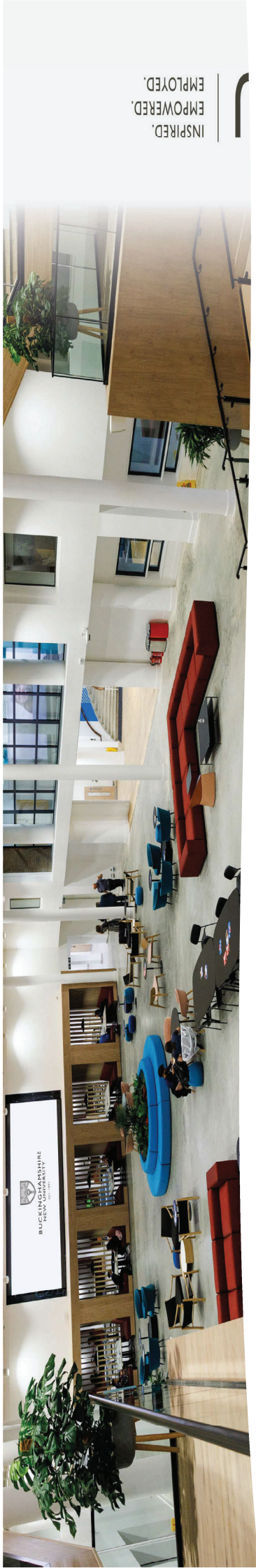
January 2018

Alignment with QAA Guidance

The initiative is informed by the Quality Assurance Agency's Enterprise and Entrepreneurship Education framework (2018):

- Proposes integrating 'learning about', 'learning for', and 'learning through' entrepreneurship within assessment design.
- Requires reflective practice, strong collaboration between educators, students, and external partners, and ongoing responsiveness to emerging industry trends.
- Positions industry contributors as knowledge providers and sources of inspiration, enhancing authenticity and relevance in learning.
- Involves extending learning beyond the classroom through structured signposting, for example, encouraging participation in competitions or enterprise initiatives.





INSPIRED.
EMPOWERED.
EMPLOYED.

Core Elements of the Initiative:

- Assessment-to-practice approach
- The core assessment, a start-up business plan, is mapped onto a competitive pitching process.
- Creation of an international business management conference
- Inclusive access to industry and peer-mentor coaching prior to summative assessment submission

Core elements of the initiative

- Students progress through staged evaluation points that mirror real entrepreneurial journeys.
- Ten high-performing students are shortlisted for an internal pitch event.
- Three finalists advance to present at the IBM Conference before a panel of industry experts.
- A high-stakes, authentic context that elevates students' motivation, professionalism, and confidence.
- Cash prizes and professional feedback further reinforce realism, motivation, and performance standards.

Links to Authentic Practice

Stage	Activity	Authentic Practice Link
Formative Development	Business coaching sessions	Mentorship and advisory input
Summative Assessment	Start-up business plan	Venture planning documentation
Shortlisting	Internal pitch event (Top 10)	Investor-style screening
Final Pitch	Conference presentation (Top 3)	Professional pitching to industry panel



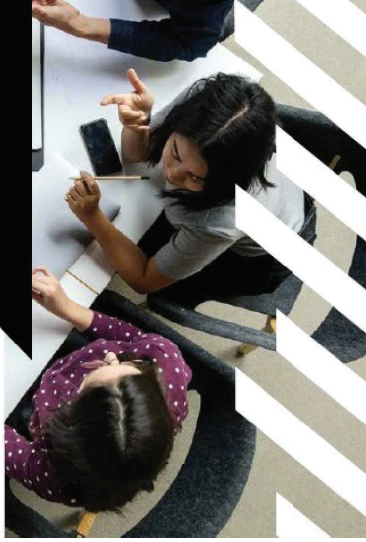
WELCOME TO THE INAUGURAL

INTERNATIONAL BUSINESS MANAGEMENT CONFERENCE

2025

Strategic Positioning in
Business Management
Leading to 2030

Monday 12 May 2025



BNU IBM Conference

- ❖ First piloted in May 2025 and refined in 2026
- ❖ Features a students pitching session alongside academic and industry discourse.
- ❖ Receives support from College SLT, academic and professional colleagues.
- ❖ Strengthens external partnerships, visibility of student innovation, and commitment to experiential and enterprise education.
- ❖ An annual event, demonstrating scalability and sustainability as a pedagogical model.



BUCKINGHAMSHIRE
NEW UNIVERSITY
EST. 1891

WELCOME TO THE

INTERNATIONAL BUSINESS MANAGEMENT CONFERENCE

2026

Driving Collaborative
Advantage through
Industry-Academia
Partnerships

Wednesday, 20 May 2026



Impact of the Initiative

- Student engagement and motivation increased markedly.
- Greater commitment and professionalism in assessment preparation.
- The 2025 winner posted the following reflection on LinkedIn:
 - *“Over the past few months, I’ve been deeply immersed in learning, building, and pitching... That hard work paid off at the ... International Business Management Conference 2025, where I had the honour of pitching my business idea as a finalist, and I am even more thrilled to share that I WON! ... Many thanks to the incredible panel of judges.”*
 -
- Many finalists are running businesses based on their pitched ideas

Wider Implications for Practice



Enterprise and Entrepreneurship Education:

Guidance for UK Higher
Education Providers

January 2018

- ❖ A robust and tested case demonstrating the effective operationalisation of the QAA guidance for Enterprise and Entrepreneurship.

- ❖ Testimonials from academic colleagues:

“A valuable lens into how enterprise education can be delivered effectively.”

- ❖ Highly commended by participants at dissemination events.

- ❖ Offers a replicable model that can serve as a reference point for similar pedagogic interventions.



Framework Proposition

The Assessment-Conference Mapping Framework (ACMF)

- A sustainable model for authentic assessment, industry engagement, and experiential entrepreneurship education
 - A structured experiential learning ecosystem that links assessment, coaching, competition and conference dissemination
 - Collaboration desired for further development
- 

Thank you! Let's keep the conversation going

Uchenna.Nweke@bnu.ac.uk

