

UNIVERSITY of DERBY

Paying Students to Attend
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University of Derby Coat of Arms



... but to experience, you must first attend

Why Focus on Attendance?

- Class attendance is “a better predictor of college grades than any other known predictor of academic performance”

(Crede et al, 2010)

- ... and may be disproportionately beneficial for low performing students

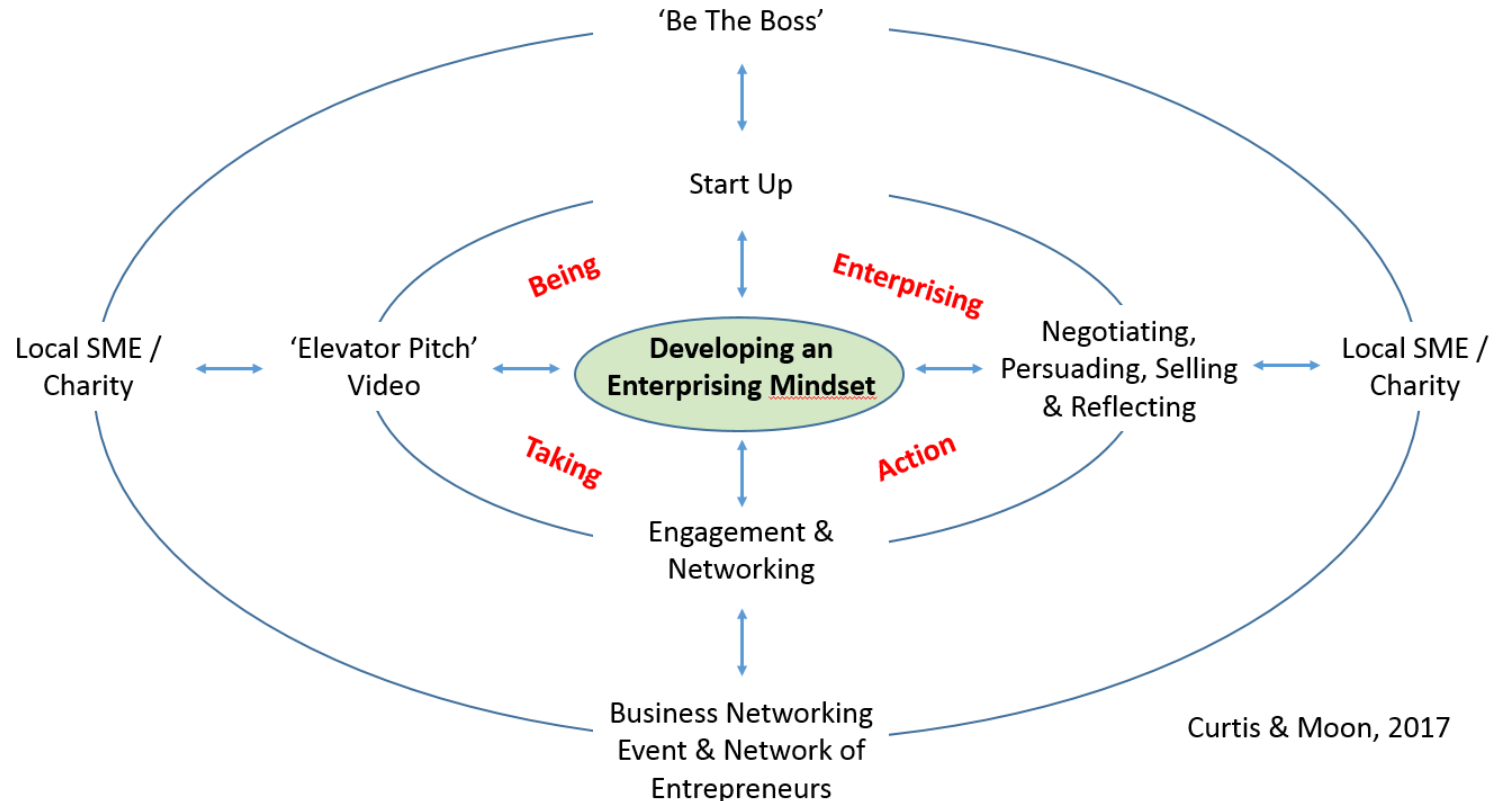
(Kooker, 1976)

So What Do Students Value to Help Encourage Attendance?

MARKS!!

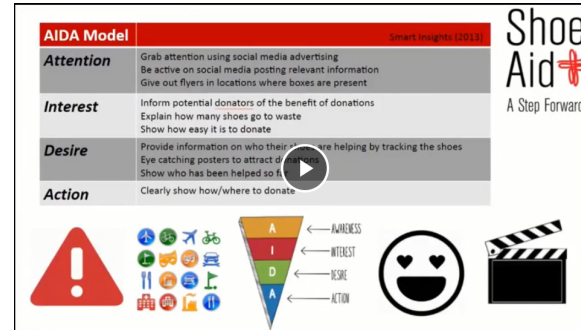
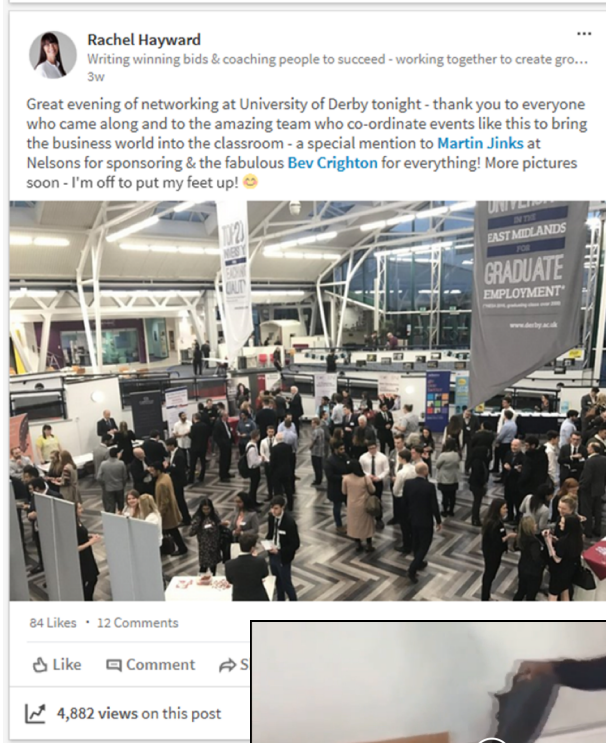
- Decided to allocate 10% of marks dependent on attendance at specified sessions

Developing an Enterprising Mindset

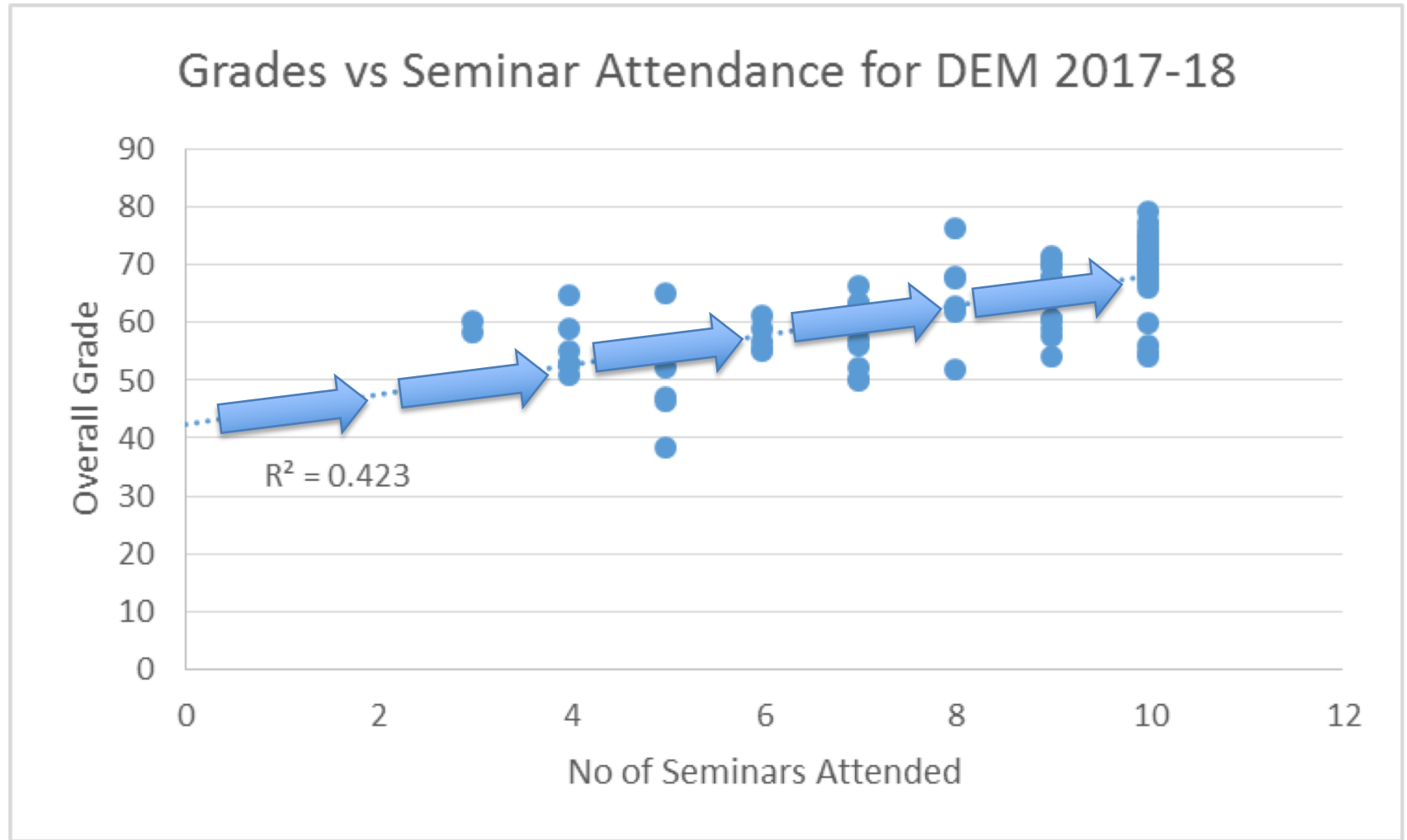


- Impact measured by GET2 Test (Caird, 1990) for higher and lower attenders

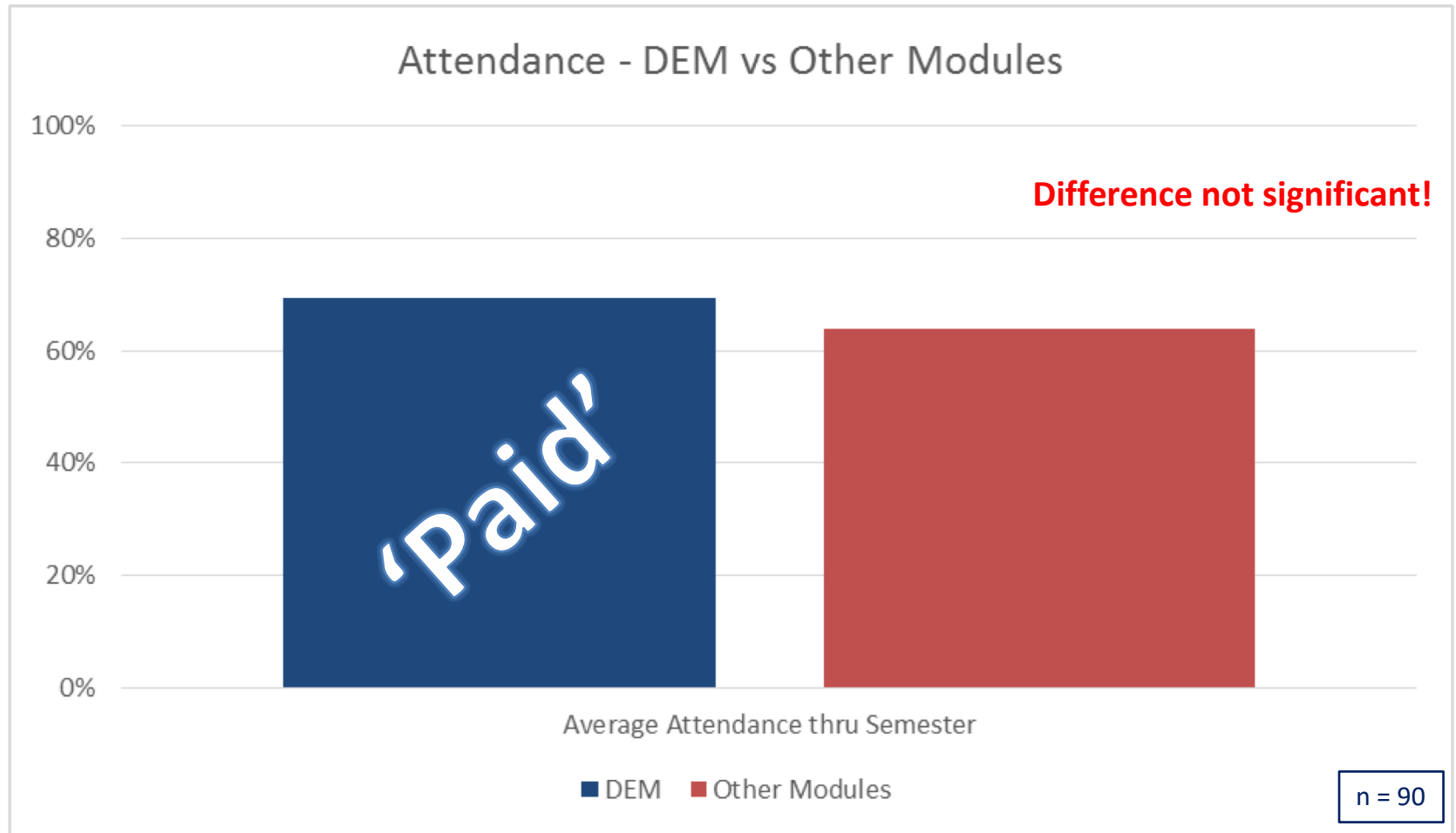
'Elevator pitch' Videos, Networking and Collecting Shoes for Charity



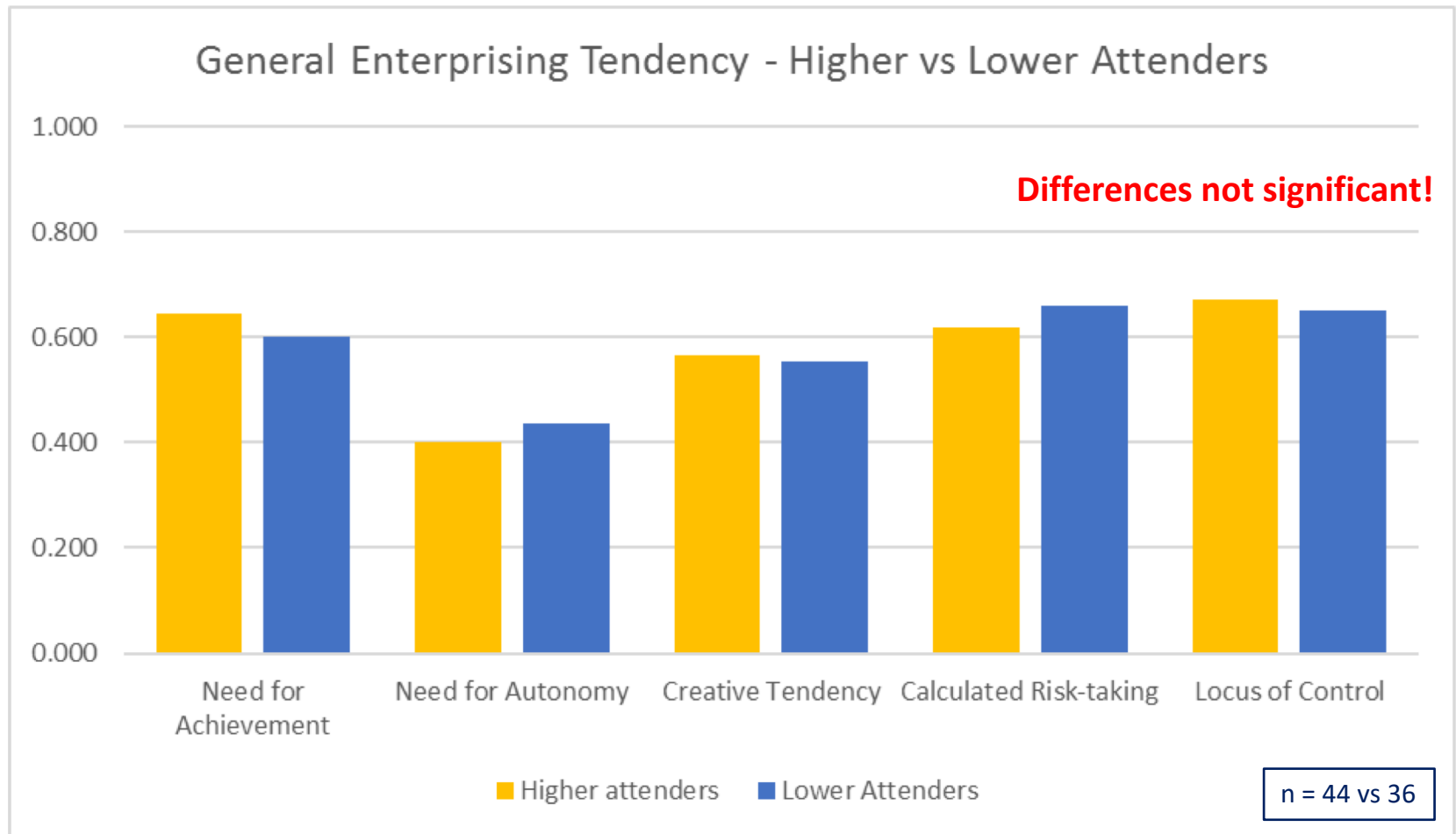
Correlation of Attendance vs Grade



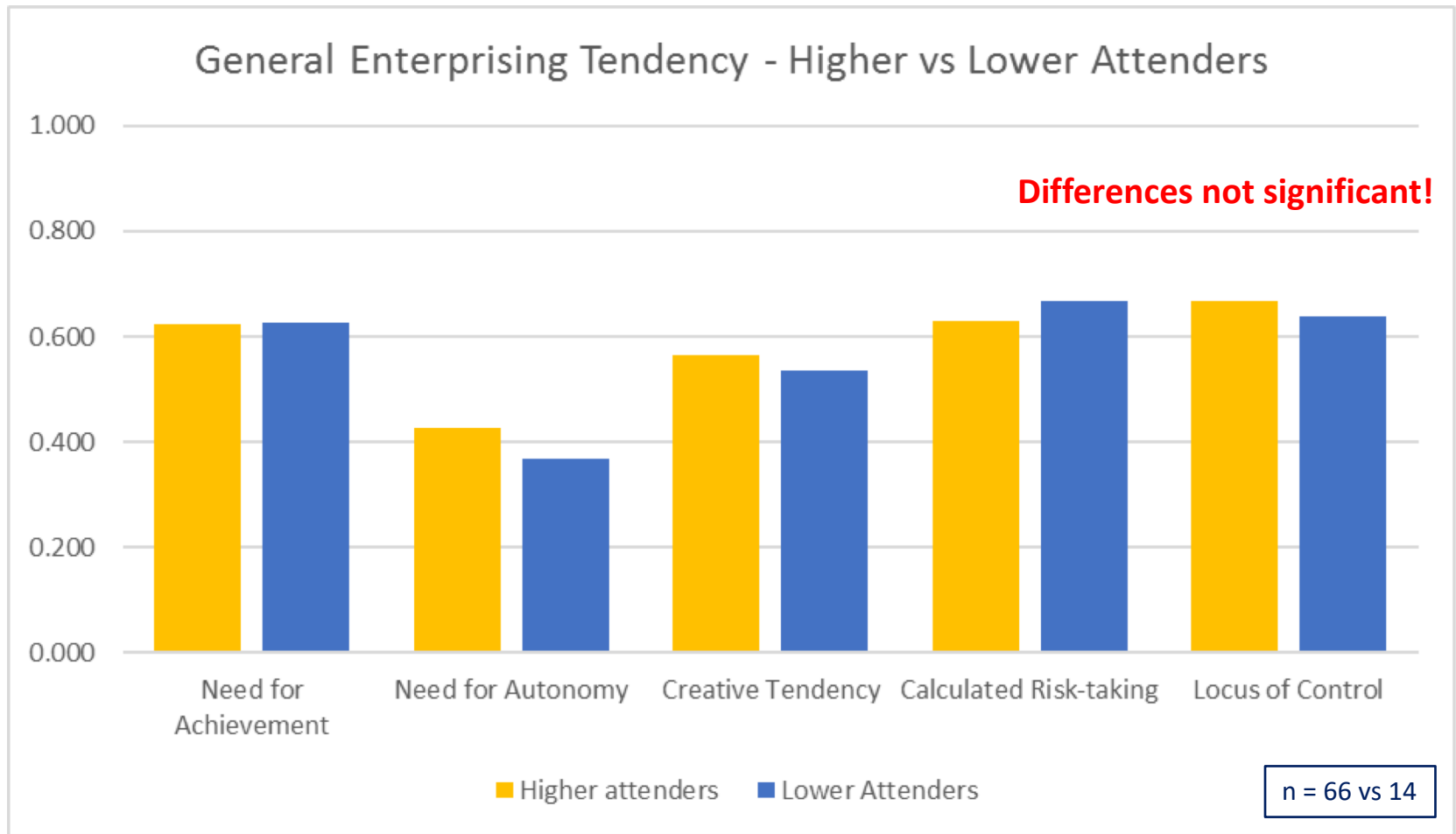
Impact of Paying cf Other Modules



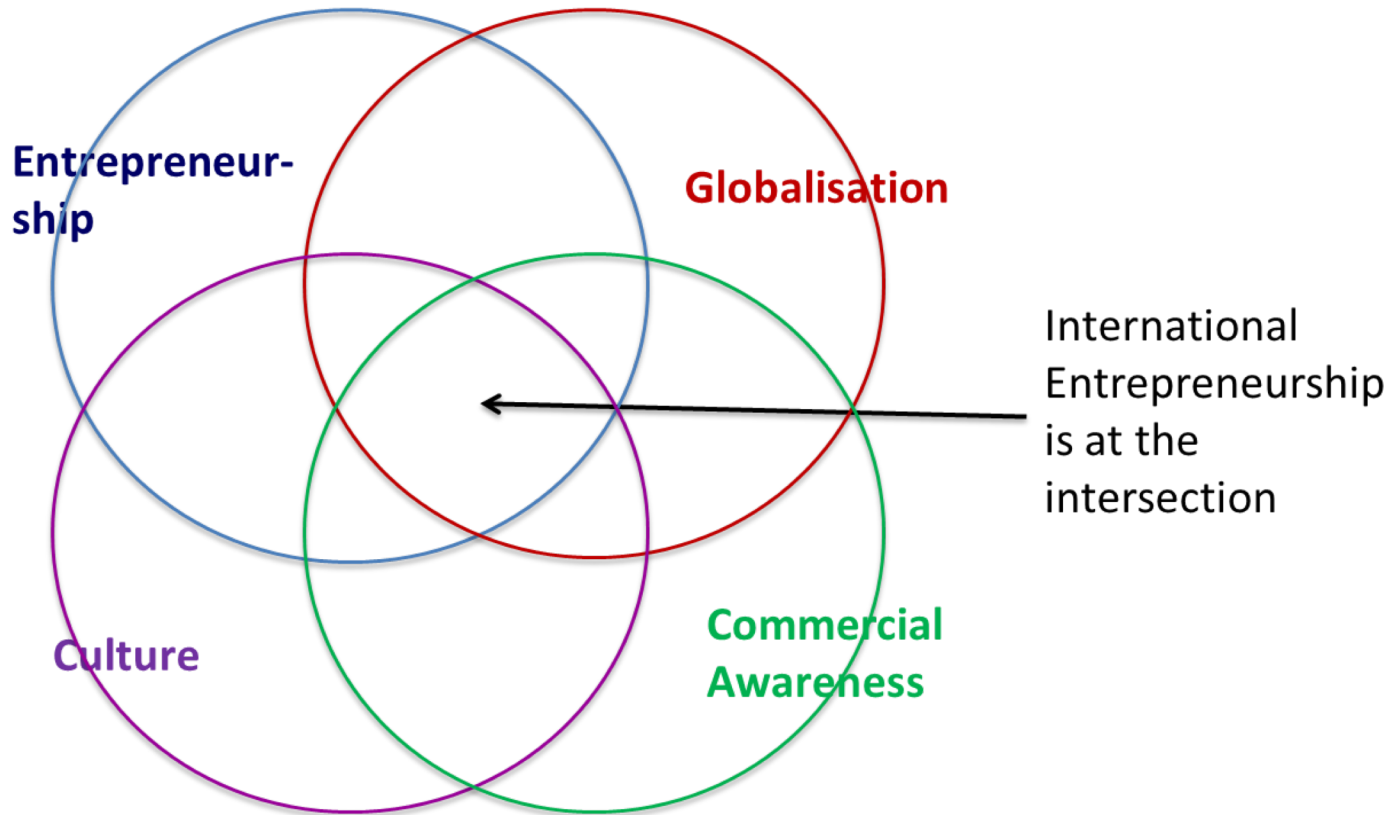
Impact at Median [9 vs 8/10]



Impact at Half [6 vs 5/10]



International Entrepreneurship



- Impact measured by Deep and Surface Learning R-SPQ (Biggs et al, 2001) for higher and lower attenders

International Market Entry Videos

AddQual

Gurajan Mudahar, Bilal Ahmed and Sheryar Khalid
100378508 100338228 100378077

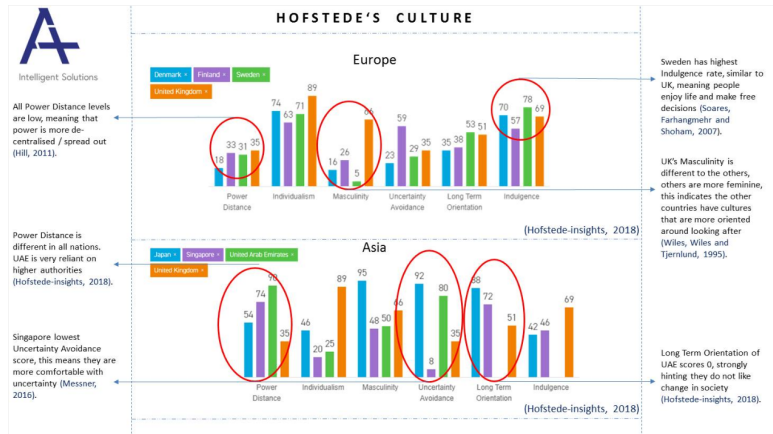
Europe and Asia

WHY ASIA?

Asia has the largest forecasted Civil Aviation/Aerospace market. (Boeing, 2016)

Asia to have the most emerging originally manufactured industry in the world by 2020. (McKinsey, 2013)

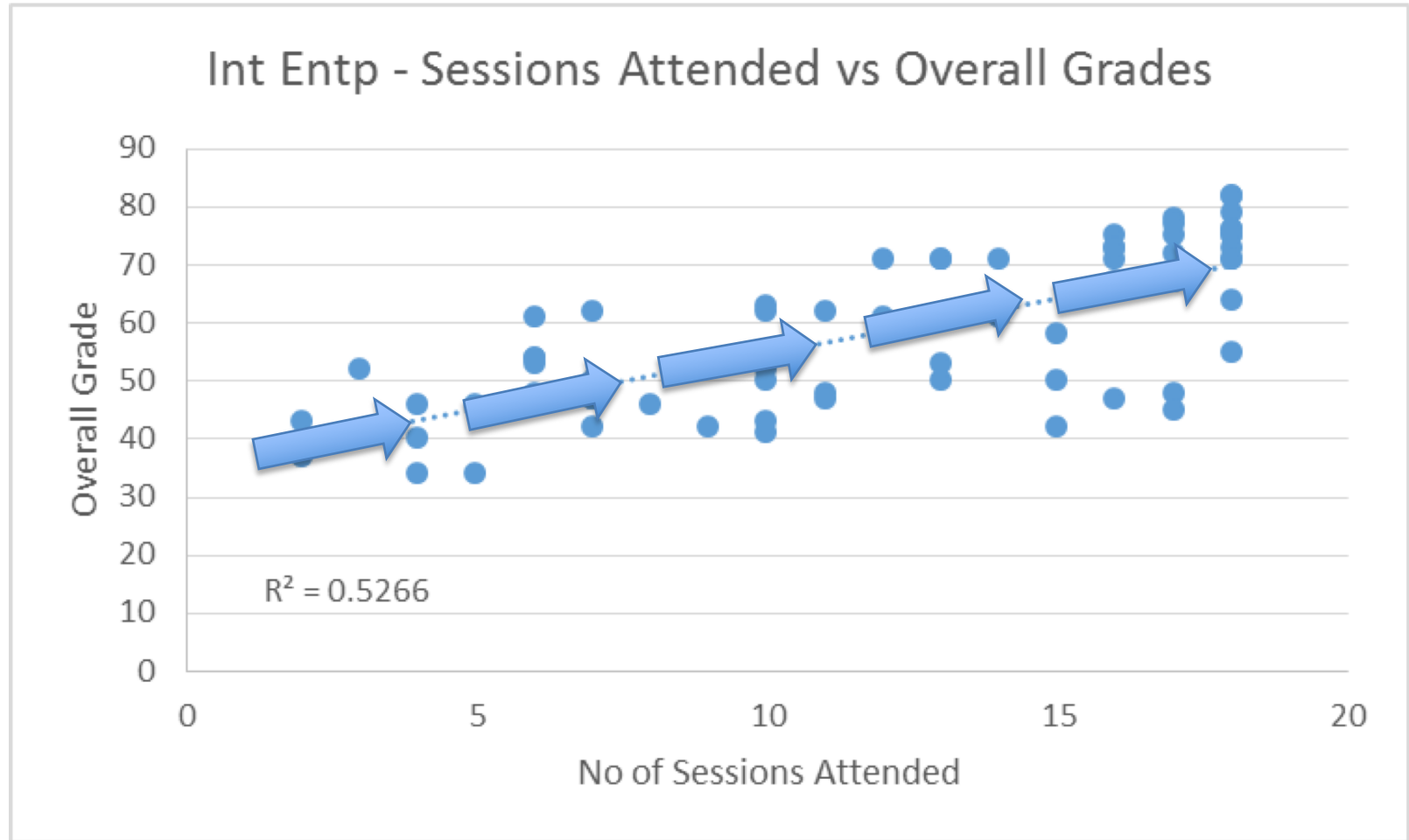
- However, healthcare expenditure is more prominent in Europe and USA (Deloitte, 2018).
- It is decided that the most suitable global regions for AddQual are Europe and Asia.



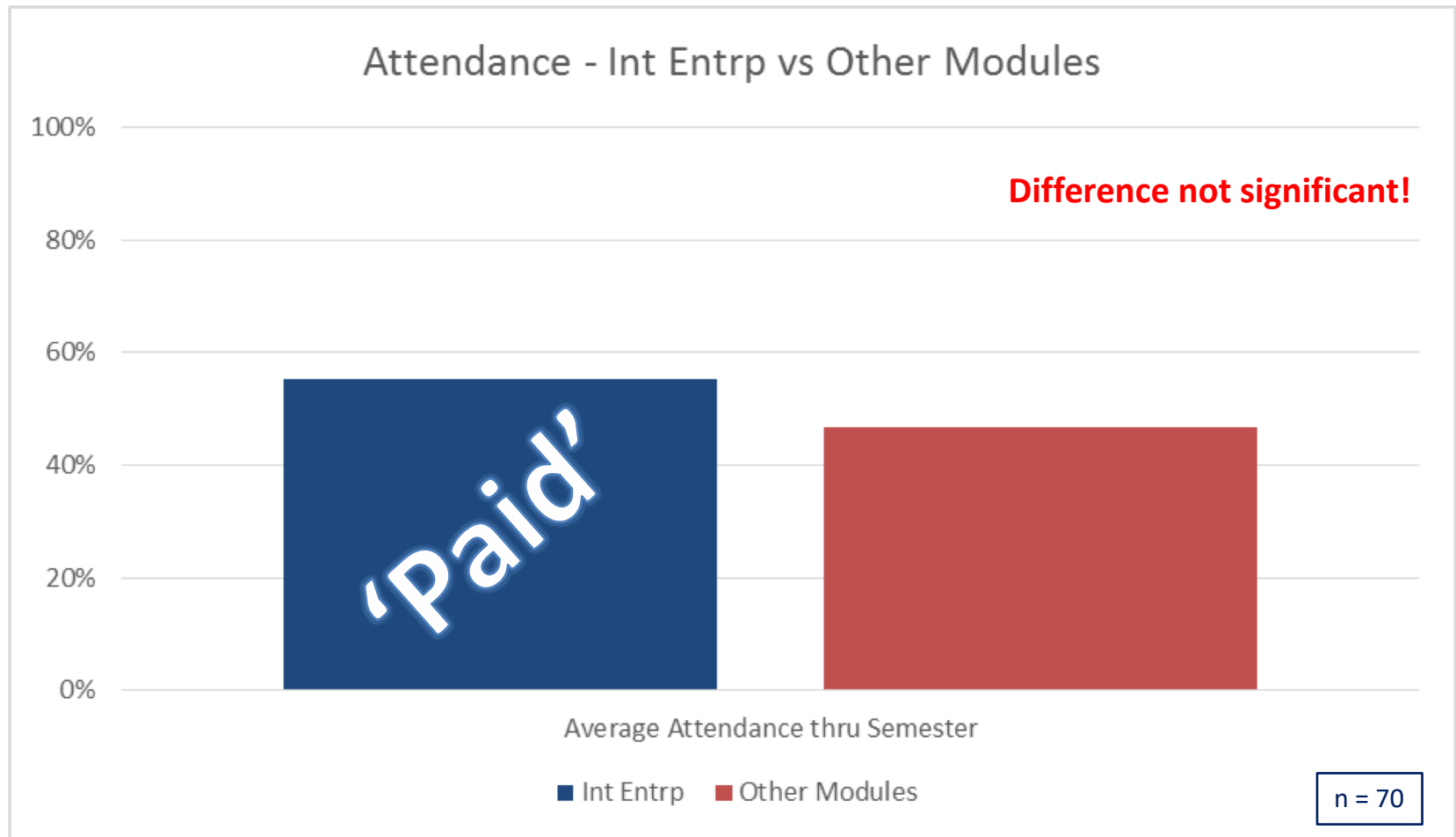
Entry mode

Exporting	Subsidiary	Turn-Key	Licensing	Franchising	Joint Venture
AddQual can establish location and experience curve economies AddQual's speed and flexibility of engaging target markets will increase AddQual can establish location and experience curve economies AddQual is only based in UK so far, appointing a foreign marketing agent in Sweden and Singapore is risky	AddQual has protection of technology Higher engagement in global strategic coordination for the company AddQual can establish location and experience curve economies Expensive for AddQual to open a subsidiary More need for tangible and intangible resources, also AddQual will need to employ local employees from Singapore and Sweden	AddQual can earn returns from process technology skills in countries where FDI is restricted AddQual will help companies in Sweden and Singapore become competitors AddQual is only based in UK so far, appointing a foreign marketing agent in Sweden and Singapore is risky Not a sustainable way for AddQual to build a market presence in the long-term	The cost of developing and establishing a licensing agreement would be a cheaper alternative for AddQual AddQual will have a moderate involvement and commitment (Takes some pressure off) AddQual won't be able to control of their technology AddQual won't be able to engage in global strategic coordination	The cost of developing and establishing a franchising strategy would be a cheaper alternative for AddQual AddQual may be able to avoid some import barriers AddQual won't be able to strategically coordinate globally	AddQual will have access to knowledge possessed by their overseas partner The development costs and risks will be shared rather than being projected solely on AddQual Typically no ownership restrictions AddQual will have a reduced control over their technology AddQual won't be able to strategically coordinate globally Inability to realize location and experience economies

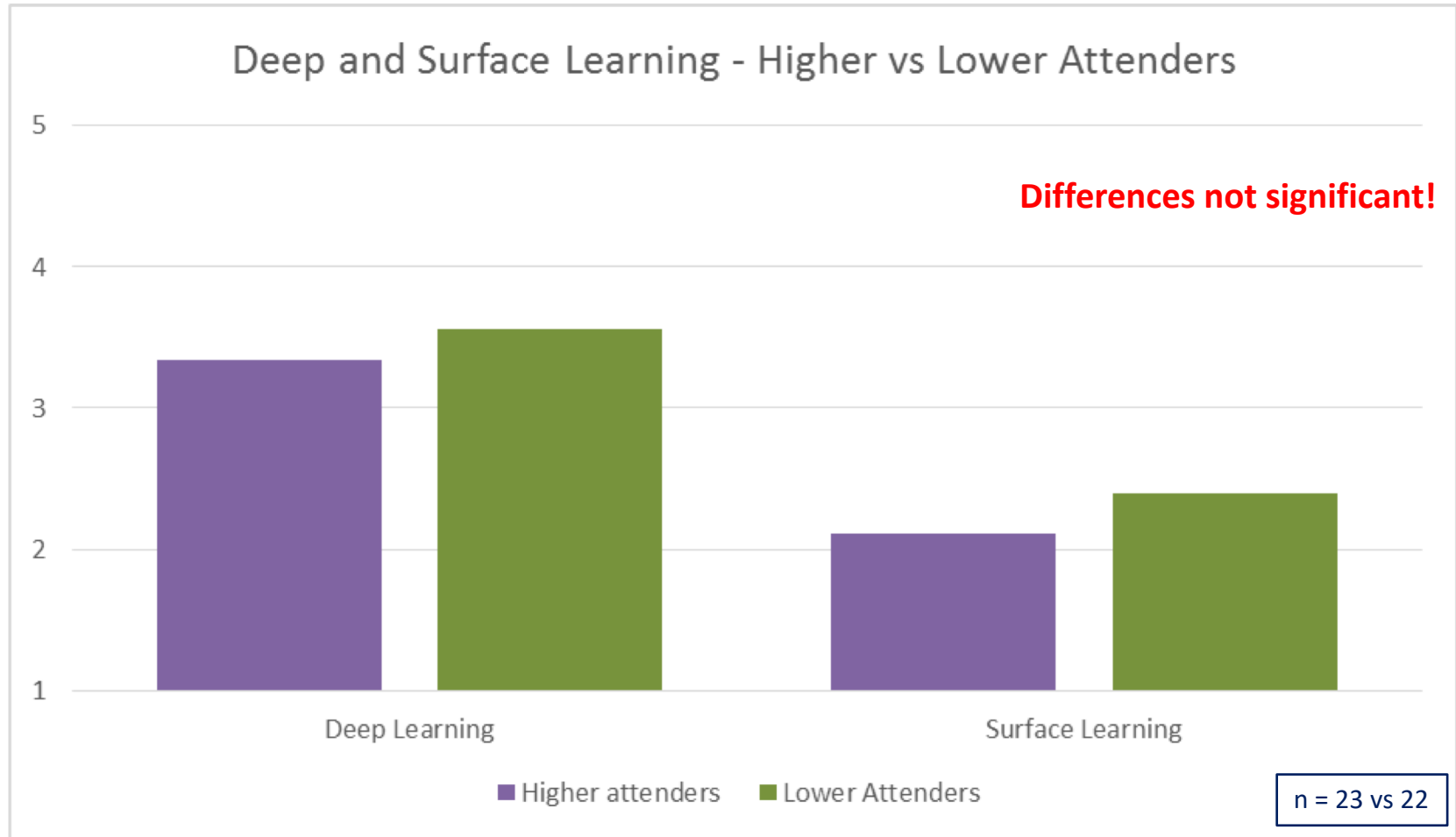
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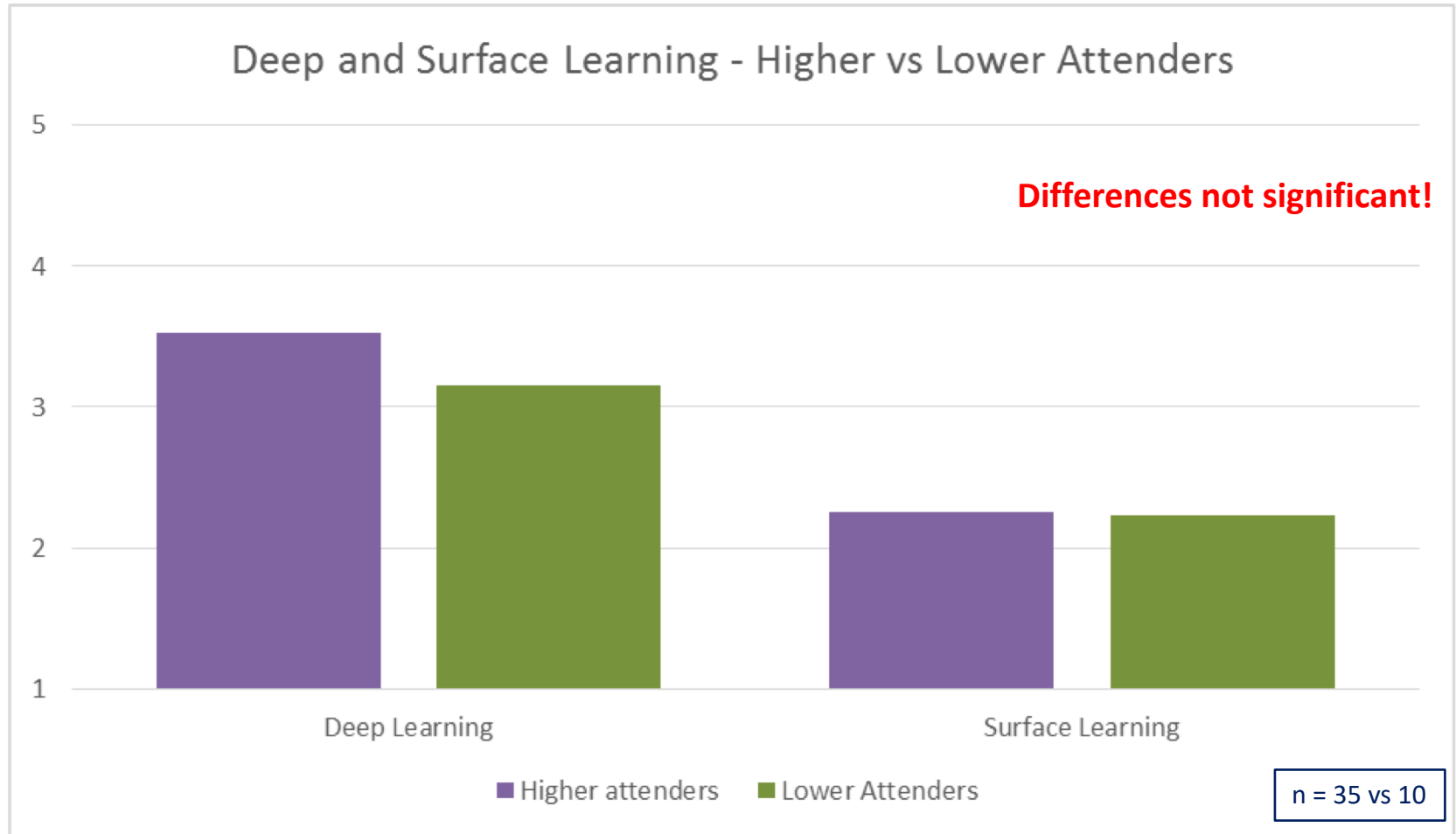
Impact of Paying cf Other Modules



Impact at Median [15 vs 14/18]



Impact at Half [10 vs 9/18]



So, in the Best Tradition of EntEd...



WE FAILED – BUT GLORIOUSLY!!

Anecdotal Lessons?



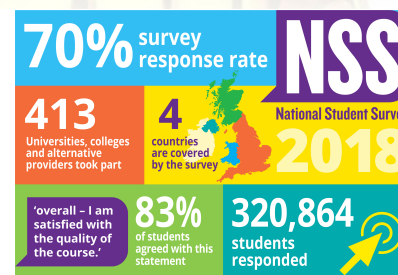
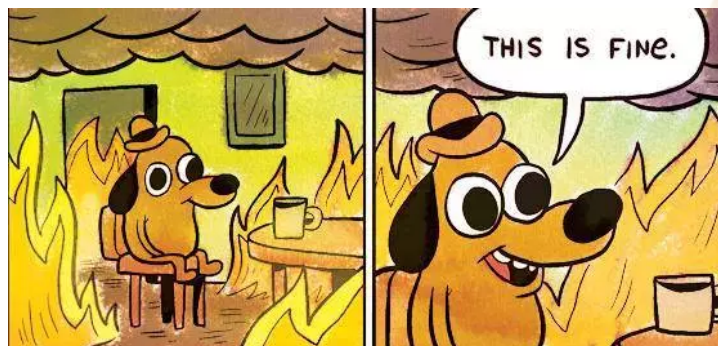
every day counts

ATTEND TODAY -
ACHIEVE TOMORROW!

10%

20%

30%



Main Lesson



People buy in because of **WHY** you do something - not **WHAT** you do.

STRESS FACTORY



Isn't that the UNIVERSITY?

Yup.

homework
pressure to perform



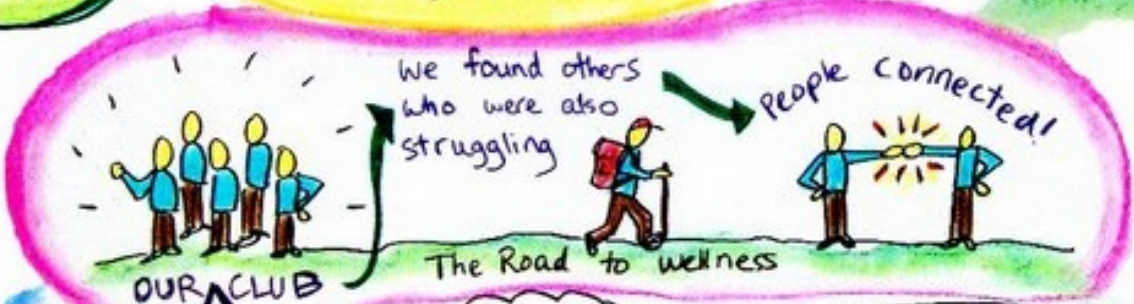
What are some good options?

What about something online?

I don't know if I want to go to an event...



student engagement



But can we get the same level of CONNECTEDNESS?



We want to go, but...

TIME STIGMA OTHER

Why didn't anyone show up?

We wanted future generations to have support - even if we didn't

