

Navigating Through Uncharted Waters: Large Scale Innovation in Undergraduate Business Education

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This paper describes a Massey University initiative to restructure the design and delivery of the Bachelor of Business Studies (BBS) to meet the changing needs of students for today's global business environment. Against the backdrop of recent tertiary education reform, the process of curriculum redevelopment in Massey's largest distance programme is described, including core principles and the new graduate profile that anchor the redesigned BBS programme. Although a robust framework exists to scaffold the exciting redevelopment process, the paper highlights the challenges of navigating and implementing change on a large scale in the delivery of a complex multi-mode degree across multiple sites. The process raises a number of wider questions about the conditions for sustainable innovation, the nature of e-pedagogy, the role of new technology, and traditional distinctions between face-to-face, flexible and distance delivery.