

# The Business



School of Business  
University of Dundee  
Alumni Update



Issue 1: Spring 2022

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University  
of Dundee

## Accounting and Finance are 50

Help us celebrate. Looking  
back over the last 50 years and  
forward to the next 50 years.

A background image showing two men in a meeting. The man in the foreground is a Black man with a beard, wearing a blue shirt, looking towards the right. The man in the background is a white man with a beard, wearing a yellow shirt, also looking towards the right. They are in a room with a plant and a window in the background.

## 26 & 27 August

[www.dundee.ac.uk/business](http://www.dundee.ac.uk/business) | [business@dundee.ac.uk](mailto:business@dundee.ac.uk)

UoDBusiness



# Update from the School of Business



**Professor Morris Altman**  
Dean, The School of Business

We want to share key developments in the School of Business with you, our alumni, as well as celebrate the ongoing success and achievements of our global alumni community.

I joined the School as Dean in January 2020 and through the many challenges, I have seen much evidence of a successful and engaged global alumni community working with the School of Business. It's always refreshing to see this. It's also important for the School to maintain contact with all of our alumni. Each year we aim to ensure that our current students and most recent graduates understand the benefits of alumni engagement to them and to the future of our School.

Other highlights that I'd like to share include:

- Our signing up to Principles for Responsible Management Education (PRME), demonstrating our commitment to working to achieve the UN Sustainable Development Goals. Student involvement has been significant through our embedding of PRME principles in our teaching, particularly focused on societal impact, including support for the development of a new University Student Enactus group
- Our Master's in Islamic Finance, which we successfully established through collaboration with our colleagues at Al Maktoum College in Dundee, is fast becoming the primary master's degree of its kind in the UK. This is a rapidly developing sector and one we are already seeing a number of our alumni working in

- Alumni have helped our students develop new student societies and grow existing ones. Three student-led societies exist alongside the School; the Business Society, the Marketing Society and the Investment Society. Whilst social interaction has been on hold, interaction online has still been possible
- A key partnership that continues to develop is with Pagoda Projects, who we work with to develop internships, for our students. A notable highlight came in 2020, when internships were swiftly moved to remote opportunities due to Covid. Despite this change, these internships continued to provide a rewarding experience and students still achieved great success

I hope you enjoy learning more about the School and some of our alumni success stories. I look forward to celebrating alumni successes further in the next edition.

The Business is produced by the Department of External Relations at the University of Dundee.

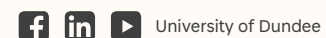
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University of Dundee

# Meet our Alumni Ambassadors

Our Alumni Ambassadors play a vital role in enhancing our reputation across the world, helping to build connections and to contribute to a thriving student and alumni community



**Cindy Clarissa Adriaan**  
Singapore

**Degree Subjects:** BSc Business Economics with Marketing  
**Graduated:** 2015

## About Cindy

I currently work in Singapore as an Account Director at Gartner, Inc. – a technology advisory service provider. I also lead a community of Indonesian tech professionals who are working in Singapore, with an aim to be a community that fosters and enables the sharing of professional and personal information and value to help one another propel in our lives.

I believe that all my experiences and what I learned at Dundee has helped me tremendously in my career and developed me into who I am today, and I still have much to learn from our alumni network. If I can help prospective students or fresh graduates to gain as much value during their time in Dundee as I did, or to be able to help them at all with their career, through my own experience or the connection that we have with Dundee alumni, I would be more than happy to be able to facilitate such a platform or conversation.



**Philip Botchway**  
Ghana

**Degree Subjects:** MSc International Business and Finance  
**Graduated:** 2013

## About Philip

I am a Credit Risk Management expert with great passion in managing credit exposures to risk through financial statements' analysis, client due diligence, credit limit monitoring and collateralization. I have over seven years of experience in the Ghanaian banking industry and active involvement in Credit Risk Policy formulation at various levels coupled with varied stakeholder deliberations.

I have great passion for the University of Dundee. I have many heart-touching stories of the city and the school which I don't mind sharing anytime and anywhere thus I would do anything for the University with the least being an Alumni Ambassador.

I can hold organic, one-to-one conversations tailored to the need of each individual alumnus and I lend a helping hand to people particularly in an alumni community where linkages and professional referrals are required.



**Namrata Sarkar**  
India

**Degree Subjects:** MSc Finance  
**Graduated:** 2018

## About Namrata

I hail from New Delhi, India. I graduated from the University of Dundee in 2018 with MSc in Finance, having extensive experience in Financial Services and the Banking sector. I love travelling (visiting the Highlands being the most memorable place), meeting new people, and often hosting pot-luck dinners with friends.

Being an international student myself, I understand how a prospective or current student would feel. With a lot of questions running through their heads as to where to start, whom to contact, would this be the right choice, and what might be my future? Having someone who has experienced before, to direct and guide is not only helpful to the mentee but would be a rewarding experience for me too. Having worked with the University as an International Student Ambassador and Mentor for the School of Business I did learn how to be proficient with these roles.





**Rida Amjad**  
Pakistan

**Degree Subjects:** MSc  
International Business  
and Management  
**Graduated:** 2016

#### About Rida

I am an Data Scientist at Afiniti, an AI based company. Along with that, I have my small business of plantable paper and sustainable products known as Seed Cards Store.

As much as it sounds like an uncommon combination, I love to code and also love to paint. I am into home designing and am a regular table tennis player. I aim to rise in the field of AI, and in parallel contribute to a more sustainable lifestyle in the future.

I had an engaging and joyful learning experience during my time at the University of Dundee. It only seems fair to represent Dundee and engage prospective students about what to expect from an academic and social perspective. It's also my way to stay in touch with the University.



**Crystal Tao**  
China

**Degree Subjects:** MSc  
International Business  
**Graduated:** 2021

#### About Crystal

I like to play badminton and to travel. I am now studying a Masters at Royal Holloway.

I was a Student Ambassador when I studied at the University of Dundee. I am familiar with working with students and introducing them to Dundee. What is most important is that I love and miss the University so much!



**Jack Wu**  
China

**Degree Subjects:** MSc  
International Business,  
Banking and Finance  
**Graduated:** 2017

#### About Jack

I work in HSBC and I really enjoy singing and swimming in my spare time. For the past few years, I have been a career mentor.

I am really proud to be part of the University of Dundee community and I want Dundee to increase its reputation and attract more students to choose to study here, particularly by helping with events.

You can view the profiles of all of our University  
of Dundee Alumni Ambassadors

[dundee.ac.uk/alumni/alumni-relations/alumni-volunteering/alumni-ambassadors/meet-our-alumni-ambassadors/](https://dundee.ac.uk/alumni/alumni-relations/alumni-volunteering/alumni-ambassadors/meet-our-alumni-ambassadors/)

## Meet our Alumni Ambassadors



**Cait Bradley**  
Northern Ireland

**Degree Subjects:** MA International Business with Marketing

**Graduated:** 2020

### About Cait

I'm a big rock and metal fan and love going to gigs whenever I can. I'm also a bit of a petrolhead and love restoring classic vehicles. I work for Powerscreen, a global manufacturer of crushing and screening equipment (think big rocks into little rocks!), and I work in the Sales/Marketing departments.

I really, really, enjoyed every minute of my time at Dundee and I want to give back and help in whatever way I can. Dundee has an absolute wealth of amazing resources available and I'd love to help spread the word.



**Crispin Reed**  
England

**Degree Subjects:** BA Business Studies

**Graduated:** 1984

### About Crispin

I am interested in physical fitness in various forms – which I think is essential for maintaining resilience in business, and in life generally. I am a keen golfer, with a handicap of 13, I would love to get it to single figures!

I am currently studying for a Masters level qualification in Executive Coaching.

I love to travel and have future plans (Covid willing) to travel to Iceland, Dubai, France, Japan and Portugal for both personal and professional reasons. I really enjoy public speaking and in Dubai, I will be speaking at the Realty 2.0 Conference.

I am on the continuing rollercoaster as a supporter of Arsenal, and have a very soft spot for Leyton Orient.

I also currently volunteer on the Young Enterprise programme, which I find great in terms of learning from 16 and 17 year olds who are setting up a business.

The University gave me so much – an academic foundation which set me up for my career, a love of Scotland and I met my wife there. The very least I can do is to give as much back as I can. To adapt the University's Latin motto, 'My soul has been magnified by the University'.



**Sofia Skevofylaka**  
Greece

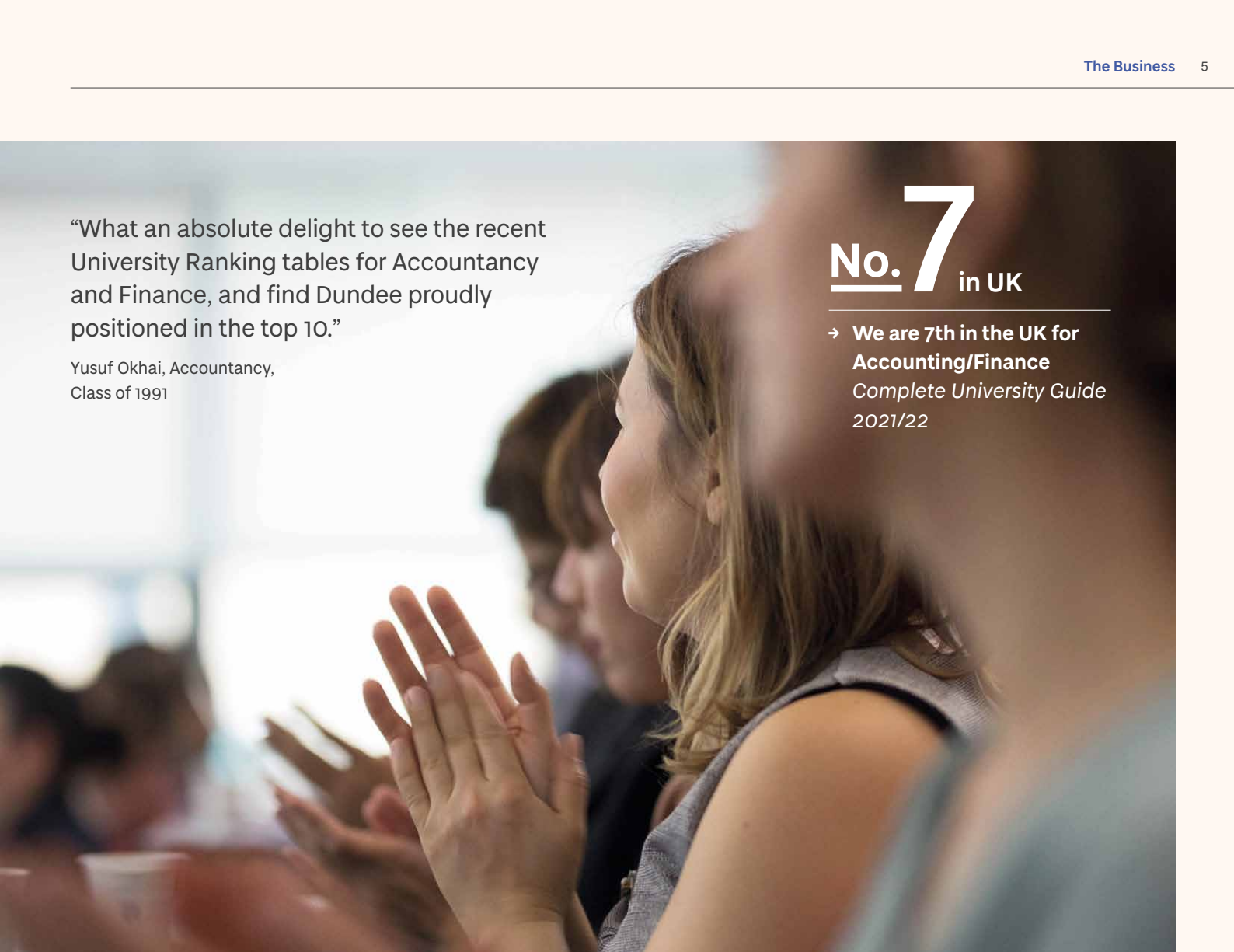
**Degree Subjects:** BSc International Business with Marketing

**Graduated:** 2017

### About Sofia

In September 2021 I co-founded Hatzi Filax Group, a company specialised in training and consulting of companies' workforces and development of organisational cultures and structures concerning Customer Experience, Human Resources, Soft Skills and Digitalisation.

Dundee feels like a second home to me. For that reason, I consider it as my duty to help students as much as possible so they can have the same opportunities as I had when I was in Dundee.



“What an absolute delight to see the recent University Ranking tables for Accountancy and Finance, and find Dundee proudly positioned in the top 10.”

Yusuf Okhai, Accountancy,  
Class of 1991

**No. 7** in UK

→ We are 7th in the UK for  
**Accounting/Finance**  
*Complete University Guide*  
2021/22

# UK top 10 for Accounting and Finance

The 2022 Complete University Guide rankings were released in 2021 and it was positive news for the School of Business.

Last year our accounting, finance and financial economics subjects, were ranked 7th in the whole of the UK. This is a great achievement for the School and puts us in the top 10 with some of the UK's very best business schools.

Our strength and consistency in accounting and finance education goes back decades.

This latest achievement is recognition of the hard work that has gone into developing the degree offerings.

One key highlight from the rankings is the result for the overall 'Graduate Prospects', where we achieved an overall score of 95%. This was the highest overall score, making us number 1 in the UK for graduate prospects in the areas of accounting, finance and financial economics.

“The University gave me so much – an academic foundation which set me up for my career, a love of Scotland and I met my wife there. The very least I can do is to give as much back as I can. To adapt the University’s Latin motto, ‘My soul has been magnified by the University’.”

Crispin Reed

## Meet our Alumni Ambassadors



**Helen Chen**  
China

**Degree Subjects:** MSc International Business and Human Resource Management

**Graduated:** 2016

### About Helen

I have 20 years of experience in international companies as a HR leader. I am a Professional Certified Coach with the International Coaching Federation.

Learning at the University of Dundee gave me a chance to start my new career. At the same time, I had a chance to learn what the real world outside of China is like and how an international education can change one’s viewpoint and life. I hope I can help people to have a similar experience and assist more graduates to select better career opportunities when they are facing choices.



**Jason Zhu**  
China

**Degree Subjects:** MSc International Business and Finance

**Graduated:** 2015

### About Jason

My hobbies include playing the accordion, photography, travelling and hiking. I also enjoy a variety of sports such as badminton, body pump, body combat and battle wave.

In terms of my career, I have been working as an A-Level Economics and Business teacher since 2016, teaching at a school in Shanghai, China. To further my study in the education field, over the last few years I have also completed a Postgraduate Certificate of Education at the University of Nottingham, a TESOL certificate and an IB educator certificate from the University of Windsor, working also as an International Baccalaureate educator now.

The University of Dundee expanded my world, and the horizons for my career and my life.

I am very willing to share my experiences of both my time studying and my career with fellow alumni, students and prospective students, in order to help them. I want to fully support the alumni Relations team and the University from Shanghai. I feel proud and honoured that I am an Alumni Ambassador for the University of Dundee.





## Georgios Exadaktylos Cyprus

**Degree Subjects:** BAcc Accountancy and Finance; MSc Banking and Finance  
**Graduated:** 2016; 2017

### About Georgios

My hobbies include: Sports, exercising, hiking, reading, travelling, dancing and cooking.

I am very interested in stock markets and trading too.

Being an Alumni Ambassador is a way to thank the University of Dundee for the five amazing years that I had studying there, where I was equipped with the necessary tools to pursue my professional career. I want to encourage more people from Cyprus to come to the University of Dundee and get the chance to study at a fantastic university.



## Andrea Benitez Rojas Paraguay

**Degree Subjects:** MSc Management and Entrepreneurship  
**Graduated:** 2020

### About Andrea

I love sports! I play football and handball, I was part of the paraguay national handball team. I enjoy CrossFit, I love biking and outdoor activities too.

I want to encourage South American students to study abroad, to know more about different cultures and perspectives. I want to share everything that the University of Dundee did for me and how it changed my life - I hope that my experience will be able to help other people.

### Contact us

If you want to get in touch with any of our ambassadors to hear their experience or ask questions, then please do email the Alumni Relations Team at:

[alumni@dundee.ac.uk](mailto:alumni@dundee.ac.uk)





## Sofia Skevofylaka

*Chasing my Entrepreneurial Dream*

"Dundee offered International Business with Marketing as a course, and I really liked that it would give me a broad focus and I could combine the two subjects. I gained a really good understanding of lots of different modules through the course – economics, accounting, business marketing, the different types of markets, market research.

"What I've realised is that, I have been able to apply what I learned in Dundee within running my company. You need so many different skills that you are not aware of, when you want to become an entrepreneur. Everything I have done, or every experience that I have had, has helped me to grow and become the person I am.

"Dundee will always be a second home for me. Every time I speak about Dundee, I have a smile on my face. Staying connected with the University, is so important for me too – there is one part of my heart that literally beats for Dundee."

### **MSc International Business with Marketing, Class of 2017**

Sofia is now a success entrepreneur, running her own family business with her mother in Greece

Sofia's full story 'Chasing my Entrepreneurial Dream' can be read here [dundee.ac.uk/stories/sofia-skevofylaka-my-entrepreneurial-dream](https://dundee.ac.uk/stories/sofia-skevofylaka-my-entrepreneurial-dream)



**"Academic research which has 'impact' on society and/or wider businesses is where our success will be measured."**

## Supporting female entrepreneurs

In this edition we are focussing on the work of Professor Norin Arshed who joined the School in 2017. In 2021 Norin was awarded her Professorship and in 2022 she took on the role as Director of Research within the School.

Norin is an economist with professional experience both in the public and private sectors. Her work focuses on enterprise policy, especially the role and contribution of those linked to enterprise policy formulation (ministers and civil servants) and policy implementation (national, regional and local economic development agencies). She is also interested in how entrepreneurs and SMEs experience and use such policy initiatives, women's entrepreneurship and scale-ups. Much of her work draws on institutional theory to shed light on the dynamics of the policy process.

Norin was appointed as an Independent Government Advisor to the Scottish Government's Minister of Business, Fair Skills and Work in April 2019. She has also been awarded a Scottish Parliament Fellowship to undertake a Scotland-wide research project on how women entrepreneurs are coping in the pandemic. Her other external roles include being the Research Director

of Innovation and Entrepreneurship at 89Initiative, a think tank created by the London School of Economics. Finally, she was appointed a subject expert on the external Peer Review Group at the Department for Business, Energy & Industrial Strategy (which involves providing an independent and transparent assessment of the quality of their evaluations prior to publication) and is an independent advisor to the Women's Business Station in Dundee.

Further to her external roles she is a member of the advisory board for Innovation Caucus (ESRC and Innovate UK) and Innovate UK's strategy working group. She is a visiting scholar at IÉSEG School of Management in Paris and an external examiner at the University of Glasgow for the MSc FinTech programme.

Norin's arrival in the School has also allowed us to increase our teaching in entrepreneurial related areas. The School also works closely with the University's Centre for Entrepreneurship, offering support to students and staff. Norin will work closely with the new University 'Entrepreneurs in Residence' who commenced their roles towards the end of 2021.

# Dundee – fast becoming a UK Centre for Islamic Finance education

September 2019 saw the first intake of our new Master's in Islamic Finance which we successfully established through collaboration with our colleagues at Al-Maktoum College in Dundee. As well as being the only teaching focus on Islamic Banking and Finance in Scotland, we are now one of a very small number of offerings in the UK, in what is an extremely fast-growing area of study. And an area offering exceptional career opportunities.



**Al-Maktoum College**  
of Higher Education

In September 2021 and January 2022 we welcomed our new intake of students and the numbers continue to grow. The most satisfying aspect being the wide spread of nationalities studying on the degree, including students from Indonesia, Sri Lanka, Nigeria, Pakistan, Bangladesh, Egypt, Cameroon, Scotland, Tanzania and Ghana. The degrees are awarded by the University of Dundee, but students receive some of their teaching from Al-Maktoum.

This year also sees us introduce a PhD option in Islamic Finance, which is another very positive step forward for us. This is not an entirely new area for us and we have had students in the past focus on this area as part of their PhD. One such alumnus is Dr Khaled Alotaibi who secured his PhD

in Islamic Finance from us in 2014 and was recently promoted to Associate Professor in Islamic Finance at The Public Authority for Applied Education and Training – College of Business Studies – Kuwait.

Funded primarily by the Al-Maktoum Foundation, the College focuses on lifelong learning through academic, technical and customised programmes recognised by the Scottish Qualifications Authority (SQA) and the UK Quality Assurance Agency (QAA).

Their intellectual endeavours are dedicated to building bridges between the communities – namely western and Muslim – that make up our city, nation and world today. In this all-inclusive approach to education, they believe the College is a somewhat unique establishment in Scotland and the UK today.





# Our Industry Advisory Board

In 2020, we welcomed the first members of our new Industry Advisory Board to the School. The Board is made up of leading business professionals from around the world, and from across a wide range of sectors. These individuals meet with the School on a quarterly basis to discuss a wide range of ideas and innovations, designed to continuously improve what we do, whilst ensuring our work and the service we offer our students is aligned to industry.

It was extra special for us to be able to welcome two of our University of Dundee alumni to the Board. Nice to have you back, Jeff and David.



**Jeff Casson**

Chief Investment Officer  
True Potential LLP



**David Morrison**

Partner  
Tax and Leisure, EQ



**James McCafferty**

Managing Director  
Bestport (Europe) Ltd



**Professor Gary McEwan**

Chief Executive Officer  
Elevator UK



**Ben Thomson CBE, FRSE**

Visiting Professor  
School of Business,  
University of Dundee



**Professor John Brown CBE**

Chair  
NHS Greater Glasgow & Clyde





**Scott Brady**

Honorary Fellow,  
University of Dundee  
Entrepreneur in Residence,  
The University of Stirling



**Omar Pacha**

General Manager and Head  
Coach Dundee Stars



**David Nish**

Former Chief Executive Officer  
Standard Life



**Caroline McKenna**

Chief Executive Officer  
Social Good Connect



**Lindsay McCallum**

Executive Director  
NCR



**Magnus Lundback**

Executive Vice President  
Getinge



**Professor Jim Love**

Adam Smith Business School



**Alan Boyter**

Director  
Dignity HR Solutions



**Alison Henderson**

Chief Executive Officer  
Dundee & Angus Chamber  
of Commerce



**Harry MacLean**

Managing Director  
Carrick Management

## New to the Board in 2022

**Professor Jim McGoldrick** – Chair, Public Health Scotland

**Dr Richard Reid** – Non-Executive Director, Liberty Speciality Markets

**Neil Calvert** – Principal, Co-operatives College, Manchester

**Graeme Atha** – Director, Marketing Society

**David Mackay** – Founder, Mackay Consulting



*Professor David Power, Dr Renzo Cordina, Dr Alison Fordyce and Dr Justin Hoff*

Whilst the official development of a School of Business at the University is still relatively recent, Accounting and Finance related education has been delivered at the University since 1962, and celebrating 50 years in 2022.

The last two years has seen major developments in our Accounting and Finance provision. There were celebrations earlier this year when the Complete University Guide Rankings were released, with Accounting and Finance provision at Dundee ranked 7th in the whole of the UK. This was the first time the subjects were ranked in the UK top 10. More encouragingly, as part of the ranking breakdown, we were 1st in the UK for graduate employability.

Colleagues over the last 50 years have a lot to be proud of and we will be celebrating this in August 2022 through a planned series of events. The one consistent outcome from the department over the last 50 years seems to be the success of our alumni.

Colleagues offer up an attentive and supportive learning atmosphere. Not only does this bring academic success, it also bring students and staff together. This positive approach to education helps our graduates secure prosperous careers and we witness that individual success each year.

In 2021, we welcomed Dr Alison Fordyce back to the School of Business. Alison had worked at the School previously and then after a period of 10 years working for the ACCA she has returned to us. In June, Alison also took over the leadership of the Accounting and Finance team within the School.

She took over this role from Professor David Power, who many of our alumni will remember, given his exceptional long service to Accounting/Finance. David continues to inspire and educate students today.

Our professional body accreditations cover ICAS, CIMA, ICAEW, AIA the ACCA and more. These accreditations are critical to the careers of our alumni. The last 50 years has seen us work with professional bodies to ensure our teaching remains relevant and reflective of accounting/finance in practice.

#### **Celebrate 50 years with us!**

In August we will be running a series of events to celebrate our 50 years and all our alumni and friends are welcome. To receive your invite make sure you are signed up to receive our emails [dundee.ac.uk/alumni/stay-in-touch/email-sign-up/](mailto:dundee.ac.uk/alumni/stay-in-touch/email-sign-up/)

# 90 years of Economics

The story of Economics education in Dundee began in 1919, when the textile magnate George Bonar offered the University of St Andrews £25,000 to develop a faculty of commerce at University College Dundee. His idea was that this would teach business subjects, but would also provide those who perhaps did not have the traditional background or required qualifications to attend university, or study existing courses, an opportunity to obtain business qualifications.

The proposal was welcomed in Dundee, however many, particularly in St Andrews were concerned about how this would fit in with their existing academic structure. The plans progressed for a number of years and in 1927, Bonar announced that he was offering £40,000 to fund a School/ College of Commerce Dundee.

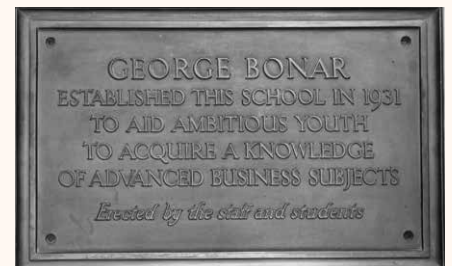
In 1930, it was established, and the name Dundee School of Economics and Commerce was announced. It was opened in 1931 in Bell Street, Dundee. The inaugural address ahead of the first session in October 1931 was given by Sir Josiah Stamp, a well-known economist and businessman. His brother was the renowned economist, L. Dudley Stamp of the London School of Economics, who had been

involved in consultations about how to set up a similar school in Dundee and how it should develop.

The first principal was James Alexander Bowie. He was a very popular figure in the college and indeed in the town as a whole. He was committed to linking the school to the town and to help local businesses benefit from the education on offer. As well as Bowie, there were other distinguished staff, including J. K. Eastham, who eventually succeeded Bowie as acting Principal, in 1949. Ronald Coase was a member of staff in the early days, and of course, went on to be one of the most renowned economists of the 20th century, earning a Nobel Prize. He died in 2013, well over the age of 100.

Bowie and many people associated with the School of Economics felt that the way forward was cooperation with University College Dundee, especially when Principal Wimberley came after the Second World War. A problem remained in St Andrews, particularly with their Principal - Principal Irvine - who was very much against this.

In 1952, there was a reorganisation of University College into Queen's College Dundee. The medical faculty in Dundee



was moved under the control of Queen's College. At that time, another recommendation was that the School of Economics should be part of Queens College, and this happened in 1955. The School of Economics also taught subjects related to economics, like history, and it was decided that the School of Economics would form the basis of a school for social studies. This evolved into the Faculty of Social Sciences and Letters, and eventually became the Faculty of Arts and Social Sciences. Today, Economics is part of the School of Business and continues to deliver a variety of undergraduate and postgraduate degrees, along with a wide range of academic research. It remains a hugely diverse subject and still maintains close links with other subjects, such as history, politics and finance. This diversity is evidenced by the extensive range of careers and industries that Economics alumni have moved into over the last 90 years.

Memories of studying economics can be watched here [uod.ac.uk/archive-school-of-economics](http://uod.ac.uk/archive-school-of-economics)







## Greg Colgan

*A vision for Dundee*



“Dundee really is a place that is on the move. The potential that exists to further improve Dundee and establish it as a top destination in Scotland is really exciting. Our people are passionate about their city and we are lucky to have strong partnerships across the public, private and third sectors, working together to bring about more change.

“The city council and its partners are committed to improving the lives of everyone in Dundee and making it a better place to live in, to visit and to study in. That includes everything from the quality of our nursery schools through to care of the elderly. There are still many new opportunities available for Dundee through the investment that is being unlocked by the Tay Cities Deal into innovation projects, including those at the University of Dundee.

“Our shared City Plan showcases a vision of a strong and sustainable city economy that provides jobs for the people of Dundee,

retains more graduates and makes the city a magnet for new talent. We want Dundee to be a vibrant and attractive city where the root causes of social and economic exclusion have been tackled. Although serious challenges exist, I am convinced that there are many positive developments ahead for the city and all of its people. Fairness is a cornerstone of our approach to policy and, whilst much remains to be done, I am proud of the positive changes that have already been made across Dundee.

“The council is on a journey to help improve attainment, and our children and modern educational facilities are key to that. Dundee is forging ahead with the expansion of early years and childcare to give young children the very best start to their education possible.”

**BAcc Accountancy**  
*Class of 2000*

Greg is now Chief Executive at Dundee City Council

Greg's full story 'A vision for Dundee' can be read here  
[dundee.ac.uk/stories/vision-dundee](https://dundee.ac.uk/stories/vision-dundee)





**MA Business Economics with Marketing and Psychology, Class of 2007**

Sheryl now works as a Senior Economist and Manager of Intergovernmental Strategy at a state Treasury, in Victoria, Australia

## Sheryl Bartlett

*Dundee gave me the foundation to become a Manager of Intergovernmental Strategy*

Having decided upon Business Economics with Marketing and Psychology, the course definitely did not disappoint Sheryl.

“The breadth of the course has been one of the most important things in my career. I covered a lot of different subjects from comparative studies in European economics and politics, to research methods, and even did a unit in counselling.

“I also chose an optional dissertation in Economics, specifically in experimental economics, and this allowed me to combine the economics and psychology within the economic space right at the end of my degree.

“In the roles I've held since graduating I've been required to understand how the world works generally, not just economic theory and that's what I got at Dundee.

“Dundee provided the foundations for me to embark on what has already been a varied career. I have applied my economic understanding to deep technical issues in the energy and water sectors and more broadly across a range of sectors in my current role in intergovernmental strategy.

“My Economics degree hasn't pigeon-holed me into a specific area or career path, it has been very flexible, and I have been able to apply my understanding and knowledge to a broad range of matters.

“We need women in economics, because we need the female perspective. We're more than half of the population and the roles that I've held have involved important public policy decisions and women absolutely need to be part of that.

“I think having a rich experience at university, I was able to blossom personally and professionally, and to my own surprise, this has already led me down a really interesting, fulfilling career path.”

Sheryl's full story '*Dundee gave me the foundation to become a Manager of Intergovernmental Strategy*' can be read here [dundee.ac.uk/stories/dundee-gave-me-foundation-become-manager-intergovernmental-strategy](https://dundee.ac.uk/stories/dundee-gave-me-foundation-become-manager-intergovernmental-strategy)

# Sustainable Future



## PRME

In February 2020, we became a signatory of Principles for Responsible Management Education (PRME). We are proud to place PRME at the centre of our strategic development.

Founded in 2007, PRME is a UN-backed initiative that raises the profile of sustainability in business schools around the world. PRME equips today's business students with the understanding and ability to deliver change tomorrow.

Working through Six Principles, PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact.

As part of our commitment to advance the PRME Principles, we also commit to promote and work towards contributing to the 17 UN Sustainable Development Goals (SDGs) through our teaching, research, impact and operations.



Enactus UK is an organisation set up to support and encourage students and young people to engage in social action/enterprise projects.

Earlier in 2020, School of Business students and students from around the University put together a University Enactus Team. In a short period of time, the Dundee team achieved great success and won prizes for a number of their projects.

The Enactus Dundee group won 'Newcomer of the Year Award' in Enactus' annual national awards. One other competition was called



“Race to end Poverty” and after pitching their initial project proposition, which they called ‘Boost Dundee’, Enactus saw potential and encouraged the Dundee team to apply formally. A successful, winning entry followed and the team received funding and guidance from Enactus UK to help increase impact in Dundee for their project.

“I think I speak on behalf of the whole team when I say we felt extremely proud and above all honoured to be the recipients of the funding and expert guidance. The Boost Dundee project was only in its early stages when we entered the competition,

but from the get-go there was a clear appetite for success from all involved. This achievement allows the project to advance at a faster rate and has installed a sense of confidence within the team that will allow the project to flourish in the future”

**Andrew Maclean**, Project Lead, Boost Dundee

## Award-winning Angus Scott

Business Management alumnus, Angus Scott, was the founder and President of the Dundee branch of Enactus UK.

Angus was heavily involved in the work of the group throughout his time at University, involving over 40 students and running multiple projects that give back to the local community.

“When I was first introduced to Enactus UK, I was shocked that Dundee wasn’t already involved,” said Angus. “The idea of using entrepreneurship and innovation for real life projects that can benefit communities really interested me.

“When I set out to start Enactus at the University, I never did it for recognition or any other ulterior motive, I just wanted to do good.

I had a genuine interest and passion for helping the city and community I studied in. Enactus Dundee had four live projects. They looked at educational and creative poverty within primary school aged children, youth homelessness and employability, alleviating social isolation and loneliness in the elderly community, and sustainability concerns.

“The group secured funding for all four projects and worked with a variety of partners and community leaders throughout the city.

“I can’t see the momentum stopping. I can only see it growing and getting bigger and better. I’m looking forward to seeing what Enactus Dundee will achieve in the future.”

Angus demonstrated his hard work across much more than the Enactus project and received the 2021 Wimberley Award for demonstrating extraordinary commitment to the University.

“Receiving the Wimberley Award was a complete surprise.”

The Wimberley Award is named after Major General Douglas Wimberley, a war hero and former Principal of University College, Dundee. It was his ‘Wimberley Memo’ that proved instrumental in establishing the University of Dundee as an independent institution. The award is given in his honour each year.





## Xiaoxiao Zhang

*Xiaoxiao's destiny to be in Dundee*

"I always wanted to have my own business after I graduated, business is something I am passionate about. While I was studying at University, I met my partner James. He runs his own digital marketing business in Dundee. After lots of conversations with him, I applied for the entrepreneurship visa after I graduated. I started my own business and my original business plan was an app called CTurtle. People who study abroad and go back to China are called 'sea turtles' in Chinese, so the app was to help Chinese students when they first arrived in the UK to help them to find the right place to stay or give them guidance on life, and help them to adapt to a new culture and British life quickly."

Xiaoxiao now works alongside her husband James at Zudu, the app, web and digital marketing company that he started in 2014, looking after the China side of the business and their digital marketing as China Partnership Manager.



**MSc International Business and Marketing**  
Class of 2017

Xiaoxiao's full story 'Xiaoxiao's destiny to be in Dundee' can be read here

[dundee.ac.uk/stories/xiaoxiaos-destiny-be-dundee](https://dundee.ac.uk/stories/xiaoxiaos-destiny-be-dundee)

alumni stories





## BSc International Business

Class of 2007

Anthony is now a Director of Business Development at mtc.

Anthony's full story 'From student to Director and Board member aged 35' can be read here [dundee.ac.uk/stories/student-director-and-board-member-aged-35](http://dundee.ac.uk/stories/student-director-and-board-member-aged-35)

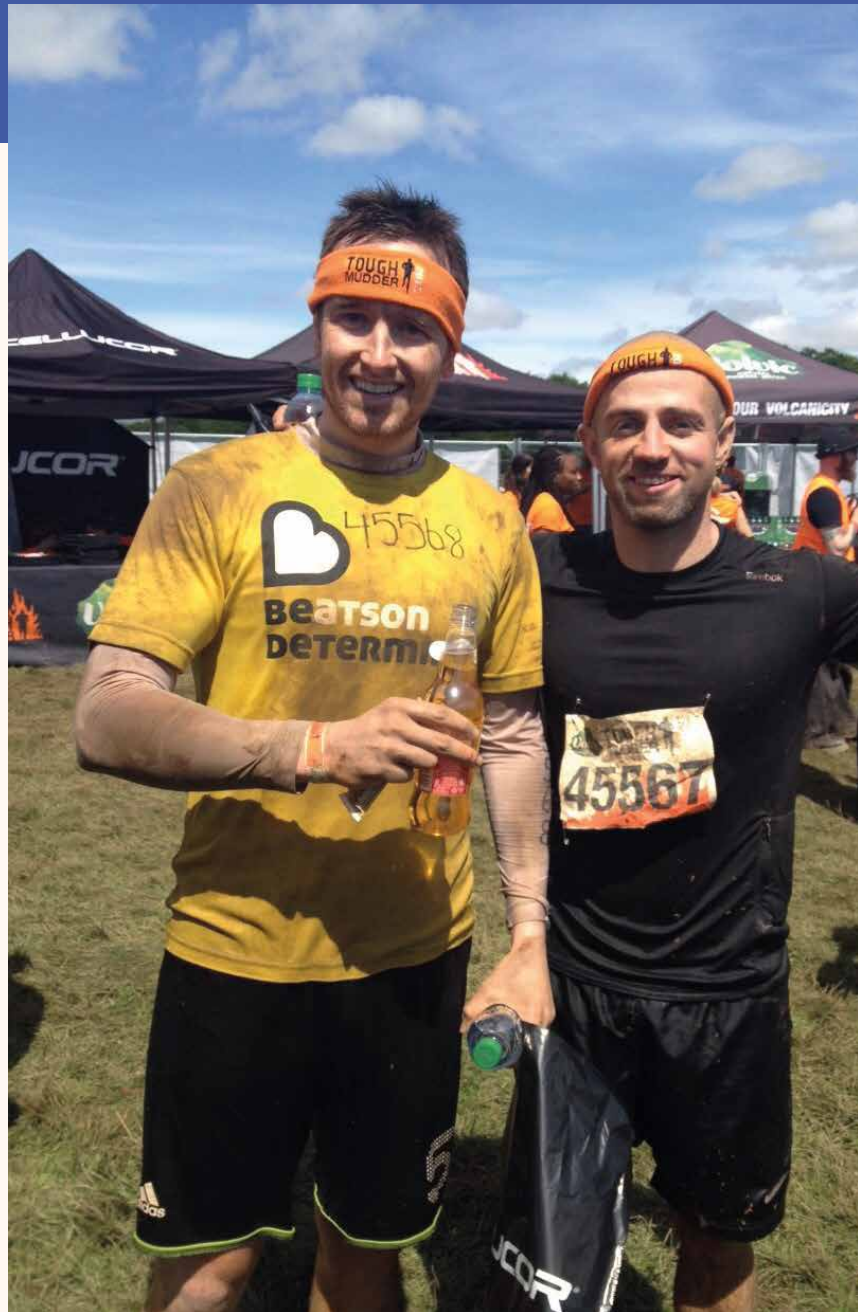
## Anthony Brennan

*From student to Director and Board member aged 35*

Anthony Brennan always had his sights set on being in business. Since graduating in 2007, he has climbed the ranks in the business world and is now a Director and Board member at a rapidly growing technology business that specialises in web development, mtc.

Hailing from a town in North Lanarkshire called Wishaw, Anthony originally toyed with the idea of following in his brother's footsteps and going to a local University, but after further research into his dream course and a visit to the city of Dundee, his mind was made up.

"Right away, I started looking at the city and thinking, wow, this is such a nice place, and somewhere that I could see myself. When I came away, I had a good feeling – something just told me this was the right move for me, at that time."





## Crystal Tao

*Bringing China to Dundee*

"Business was always what I was interested in and the degree I chose was International Business. Although I didn't have a medical interest, Dundee caught my eye and started to interest me because the Medical School here is so famous. It made me want to know more about the University.

"Moving to Dundee was a big change - it is very different from China in lots of ways. Dundee completely changed my learning pattern. I was used to a lot of private study and individual learning and coming to Dundee introduced me to a lot more teamwork and team discussion.

"I made a lot of friends from the teamworking projects, the connections developed into friendships and we still keep in touch over WhatsApp, despite most of my friends being in other parts of the world. Perhaps one day we will have the chance to meet back in Dundee. I have made friends for life."

Crystal also found that her skills and abilities with the English language improved very quickly too after her move to Dundee, with a little help from the locals.

**BSc International Business**  
*Class of 2021*

Crystal's full story  
'Bringing China to Dundee' can be read  
here [dundee.ac.uk/stories/crystal-tao-bringing-china-dundee](https://dundee.ac.uk/stories/crystal-tao-bringing-china-dundee)

If you want to share your experiences and alumni story with us, you can do so by emailing [alumni@dundee.ac.uk](mailto:alumni@dundee.ac.uk) - we would love to hear from you!

# Andrea Benitez Rojas

*How my Dundee experience helps me shape lives and businesses in Paraguay*

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"I wanted to study Entrepreneurship because my family have a business. I wanted to learn the skills and abilities to be able to take control and manage it, in the future. My other main goal was to be able to speak fluent English by the end of the year. The University offers the option of starting courses in January, which fitted in with my life at the time too."

After reaching Dundee, it is safe to say that Andrea's choice did not disappoint her.

"Dundee has a programme for international students that supports your English if it's not your first language, and the University offers a lot of support for international students, through places like the Global Room. The University gave me so much diversity – I had the opportunity to meet people from so many different parts of the world."

**MSc Management and Entrepreneurship**  
*Class of 2020*

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Andrea's full story 'How my Dundee experience helps me shape lives and businesses in Paraguay' can be read here [dundee.ac.uk/stories/andrea-benitez-rojas-dundee-experience](https://dundee.ac.uk/stories/andrea-benitez-rojas-dundee-experience)





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