



AUSTRALIAN
INSTITUTE
of BUSINESS

USING SOCIAL MEDIA, CLASS FORUMS AND WEBINARS TO CONNECT WITH LEARNERS



Bora Qesja
Subject Coordinator



Megan Baker
Student and Alumni Marketing Manager



Alicia Stanway
*Subject Coordinator /
Manager, Industry Engagement*

IMPORTANCE OF STUDENT EXPERIENCE & STUDENT CENTRIC APPROACH

*Our Purpose: Deliver lifelong learning for
everyday people*

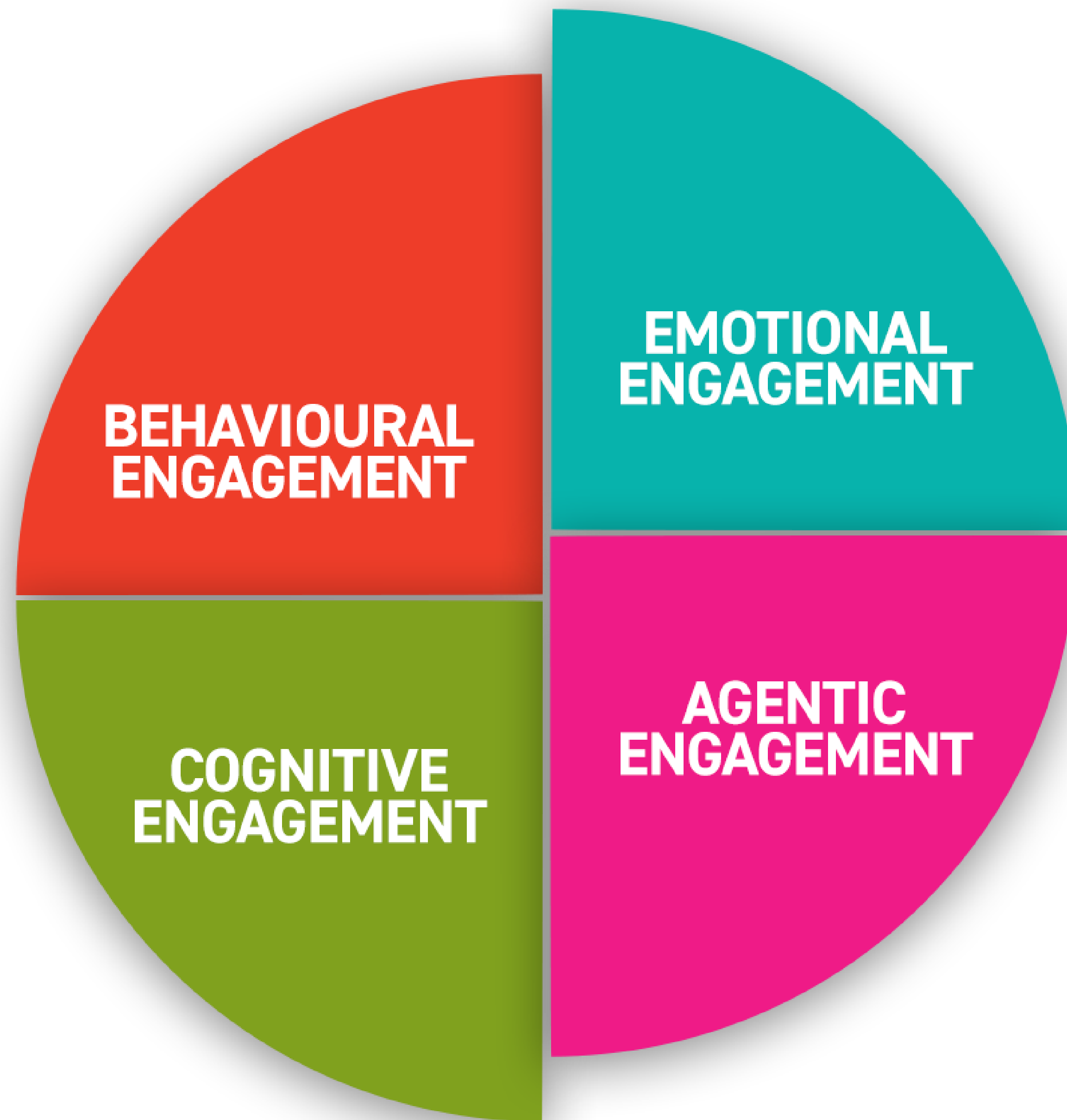


CHALLENGES FACED IN AN ONLINE EDUCATION ENVIRONMENT

- Promoting student engagement
- Promoting peer to peer learning
- Establishing 'teacher' presence & connecting with students
- Building a community (including alumni and prospective students)

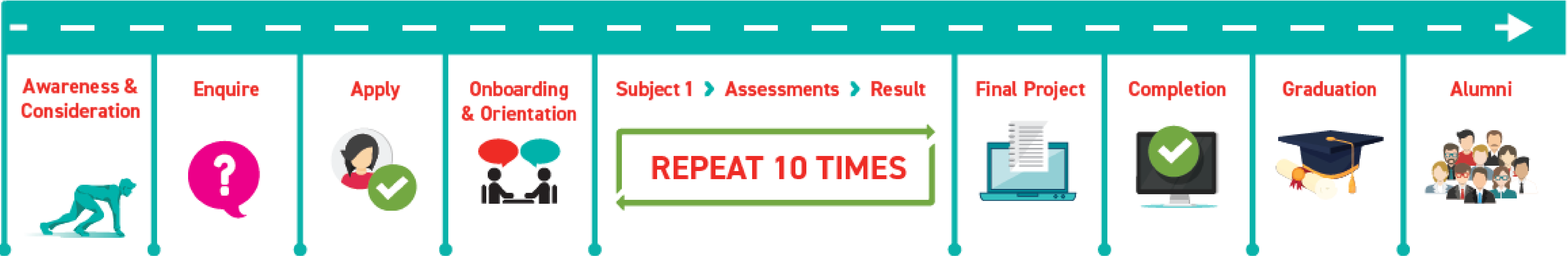


INFLUENCING ENGAGEMENT

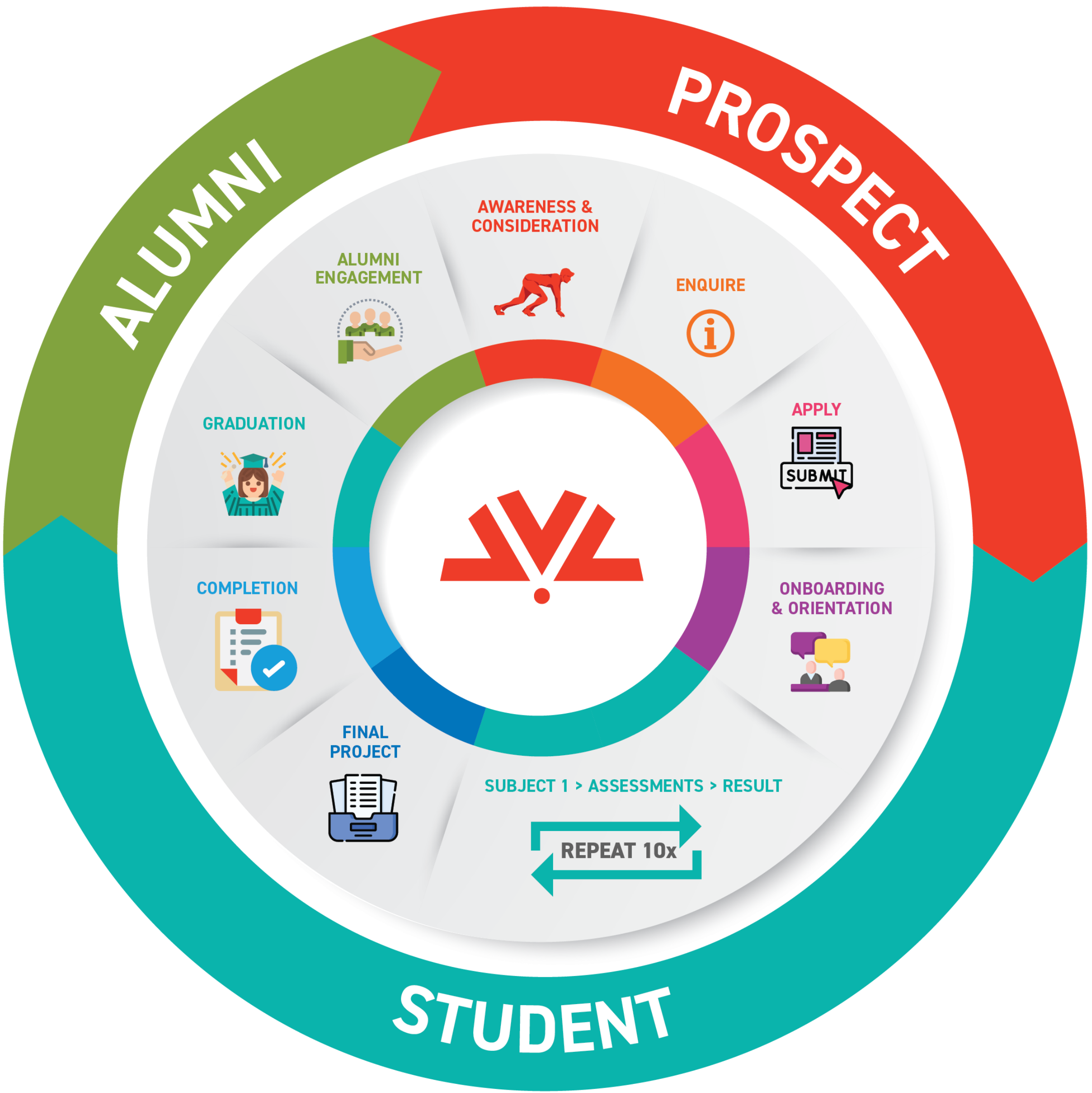


Reeve Engagement Model ([2012a](#), [b](#))
O'Donnell et al. [2011](#)

AIB STUDENT JOURNEY



AIB STUDENT JOURNEY | ENGAGEMENT LOOP



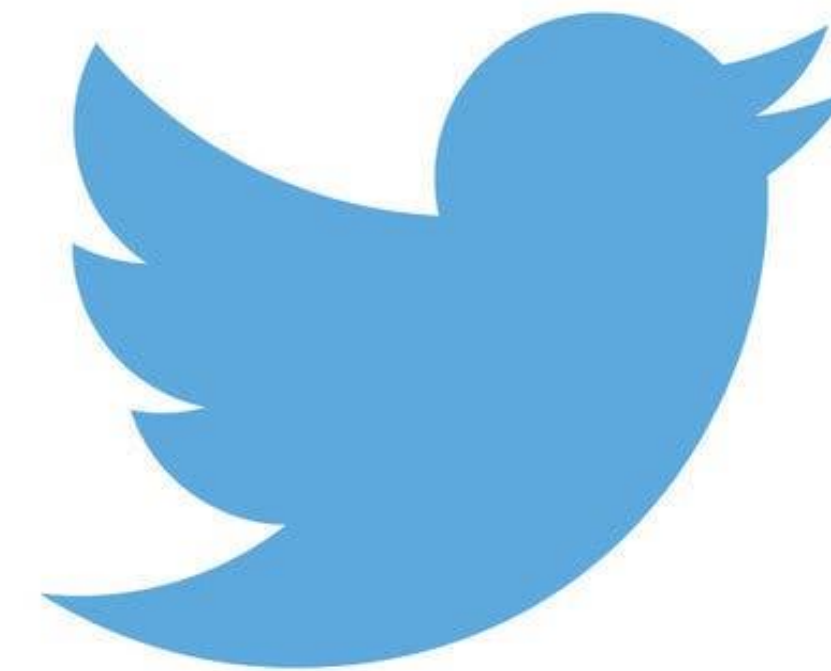
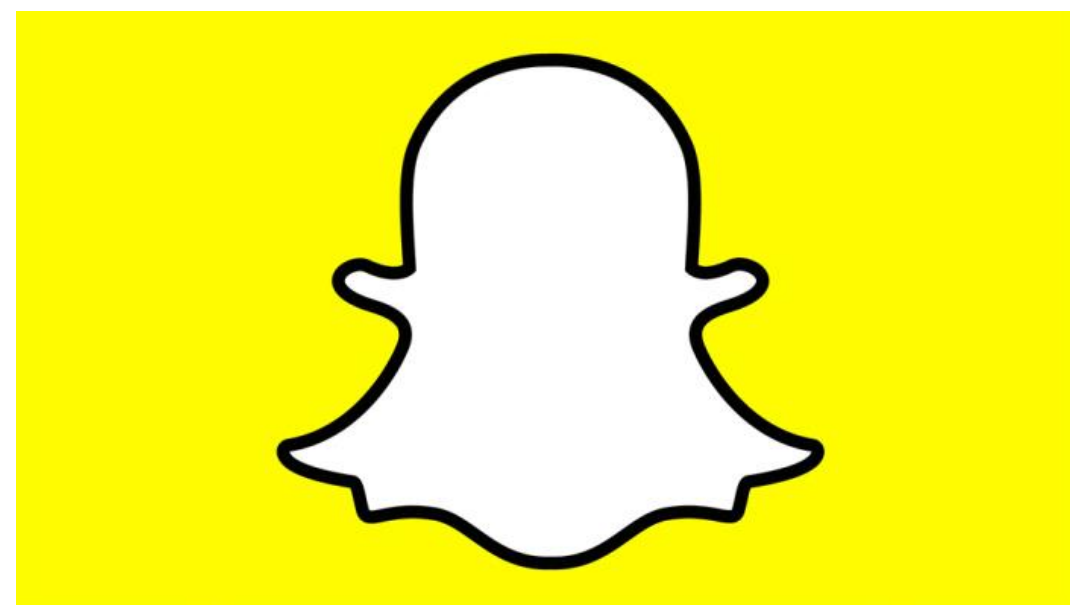
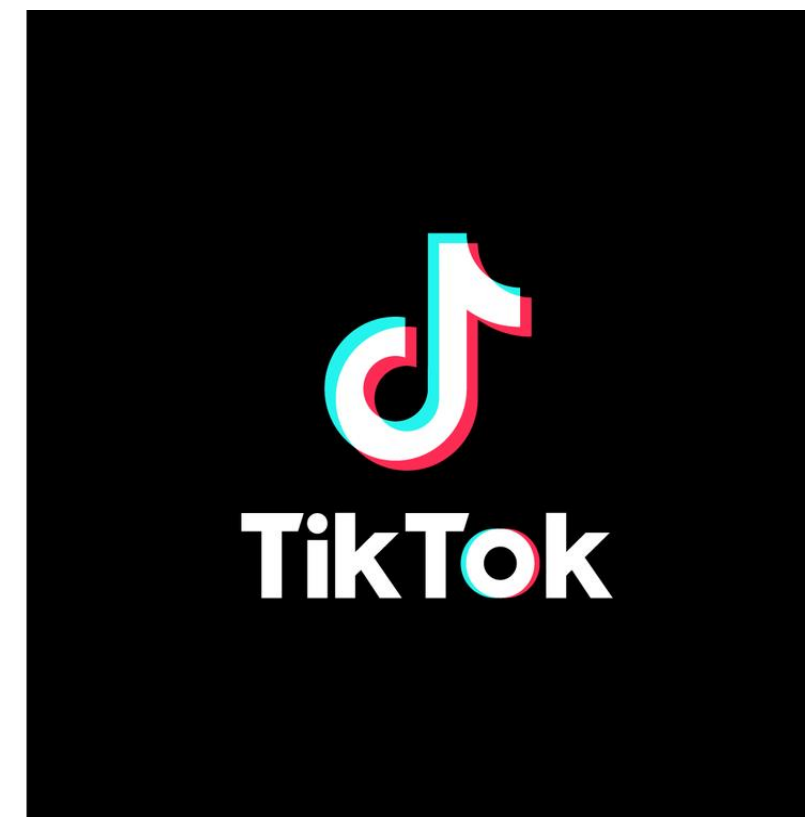


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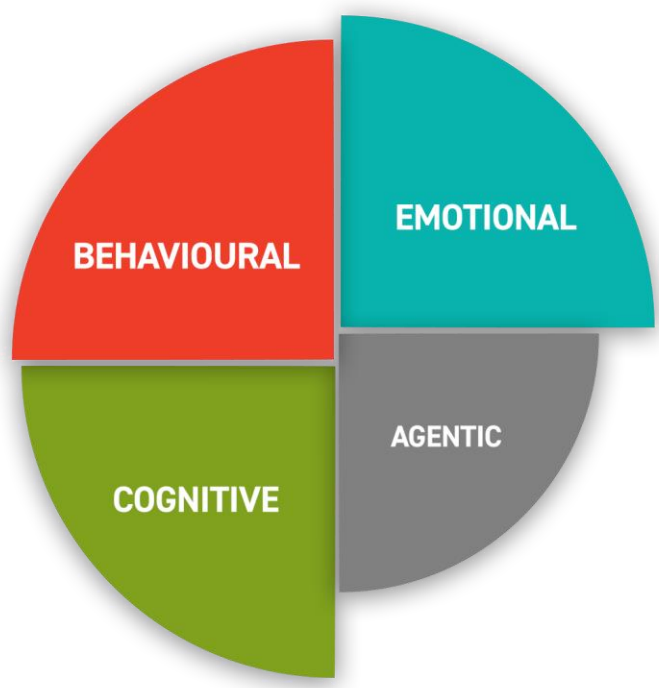
ENGAGING WITH PROSPECTIVE STUDENTS



KNOW YOUR AUDIENCE – AND THE SOCIAL TOOLS THAT ALIGN WITH IT



ENGAGING WITH PROSPECTS ON LINKEDIN




Australian Institute of Business
80,847 followers
2w • Edited •

When it comes to manufacturing in Australia, the government has recently acknowledged that not enough manufacturers are scaling-up. When comparing Australia to other nations, there is a distinct gap in the market. 🇦🇺 📊

In this [#AIBreview](#) article, Dr [Mohsen Varsei](#) emphasises the importance of thinking strategically about operations and [#supplychains](#) if Australian manufacturing is to lift its game.

Check out the full article below, and let us know your thoughts on the Australian [#manufacturing](#) crisis. 📖

[#AIBeducation](#) [#government](#) [#manufacturingcrisis](#)



AIB Review - Thinking Strategically about Operations and Supply Chains
aib.edu.au • 5 min read

31 • 8 comments

Bonnie 1w

Good read, absolutely agree, Australian industry would benefit from seeing more experienced operations leaders at a board level as seen with industry leaders like Apple. Operations is the, predominantly unseen, backbone of corporations, great processes yield significant business results. Sadly a challenging task to convince in the declining Australian manufacturing industry.

Like • 4 | Reply • 1 Reply

Max 6d


Give them access to cheap power and see if that makes any difference. China keeps building coal fired power stations and we entertain the Paris accord. They laugh and the West cries as our costs and economies falter.

Like | Reply

Casey • 2nd
Business Development Executive at KALANO COMMUNITY ASSOCIATION INC
1d •

STUDY TIP!!! Just something I do... WARNING: this is for audio only not video.... Firstly, Subscribe to YouTube Premium... My MBA course uses a lot of YouTube Videos and with YouTube Premium you can download them to your phone to watch off-line. Also when reading a textbook or any recommended reading if I come across a topic I don't know about I look it up on YouTube and download as well. THEN.... Bluetooth your phone to your car and listen to it on your longer drives. Make mental notes, and carry an A5 notebook in your car!!!! This is me arriving in darwin to note what I learnt on the drive. Took 15 minutes and now I know a lot more now than I did before leaving Katherine (just an idea that may help someone)

[#couragetochange](#) [#mba2020](#) [#MBA2021](#) [#strategichumanresource management](#) [#MBA](#) [#AIB](#) [#AIBStudent](#) [#AIBMBA](#) [#SHRM](#) [#HRM](#) [Australian Institute of Business](#)



23 • 3 comments

Australian Institute of Business
80,849 followers
7mo • Edited •

For many, the thought of online learning can seem somewhat isolating.


Which is just another point of difference when you choose to study your [#onlineMBA](#) with the Australian Institute of Business. Our facilitators, staff, students and alumni foster an inclusive community that makes studying your MBA with AIB an enriching experience.

But don't take our word for it, our recent Financial Management students have formed their own effective study group that spans two countries and several time zones to force multiply their learnings!

We love seeing our [#AIBcommunity](#) come together to learn, grow and challenge one another to achieve strong MBA outcomes.

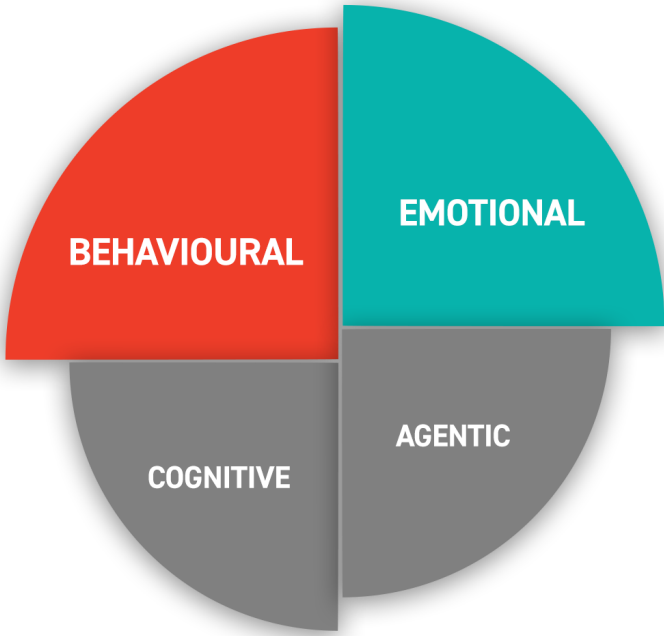
Now more than ever, it's important for us to remain connected and feel supported. Tag your study buddy in the comments below and share with us your no.1 online study tip.

[#aibeducation](#) [#onlinelearning](#) [#onlineeducation](#) [#aibmba](#)



37 • 8 comments

FACEBOOK IS HIGHLY VISUAL AND EMOTIONAL





Australian Institute of Business
Published by Aib Edu [?] · 27 August 2020 ·

We know that no two journeys are the same, which is what makes the #AIBMBA so attainable. Being 100% online, with six start dates a year, you can study our MBA your way and anywhere!


To highlight the practicality of an #AIB course, we spoke with #MBAstudent Caine Chappell, who celebrated his recent win of making it to the halfway point of his MBA development.

Since starting on his journey Caine split his MBA into two reachable parts, taking an 8-month break on the in-between... [See more](#)



16,890
People reached

311
Engagements




Search Facebook


[Australian Institute of Business](#) > Inbox

Inbox


Messages




All messages
1 message



Messenger



Instagram Direct




Australian Institute of Business
Published by Agorapulse · 17 December 2020 ·

Experiencing great growth in his career, #AIBMBA graduate Brad worked his way to the role of #CEO. Seeing an increase in his responsibilities and the number of people he was leading, Brad took to an #MBA to ensure he was performing at his best. 🙌📈

However, the Honeyman family stumbled into adversity when Brad's wife, Kim, was diagnosed with cancer. With the support offered from #AIB, Brad could defer his studies and place his focus on what was important.

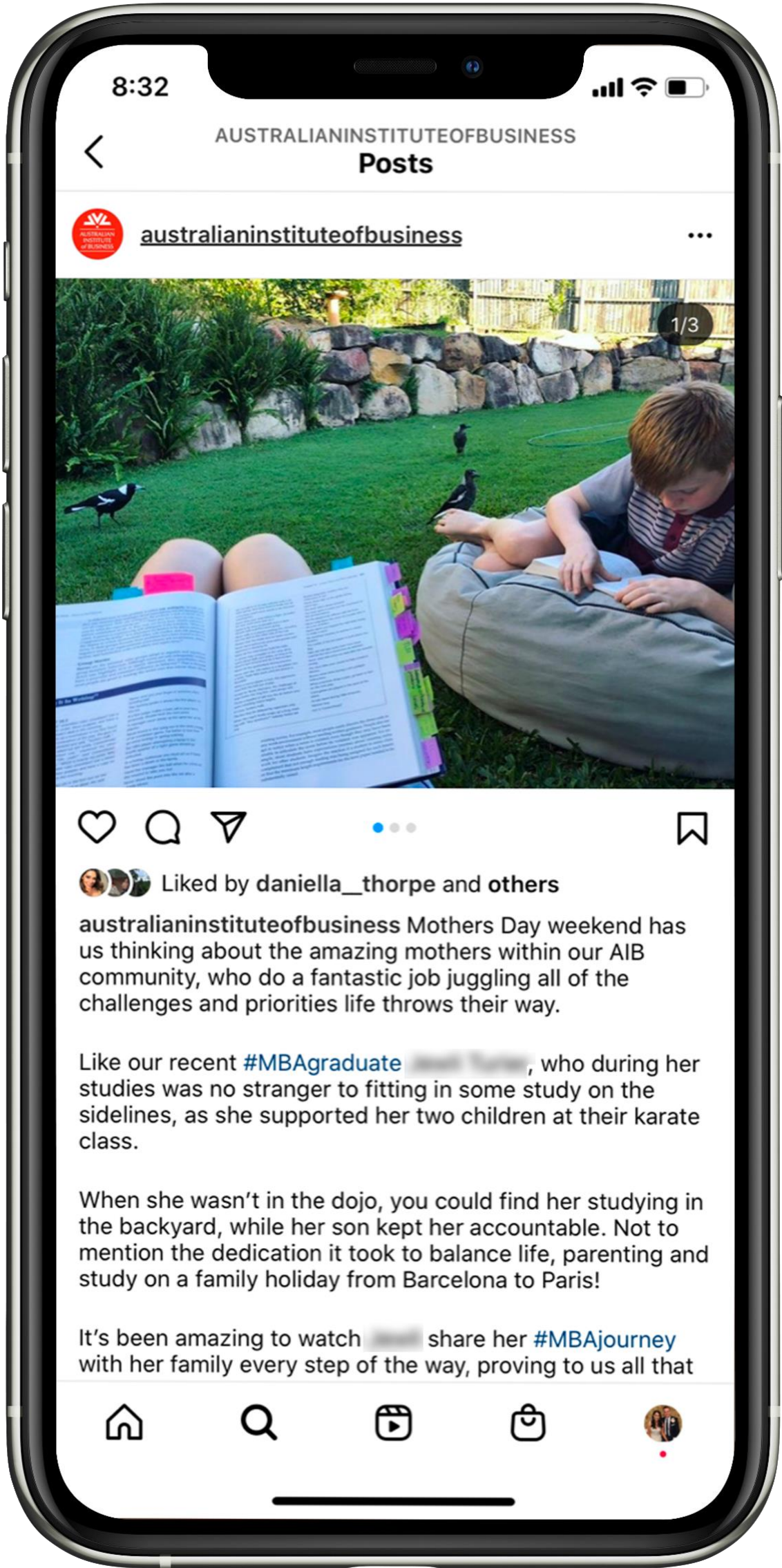
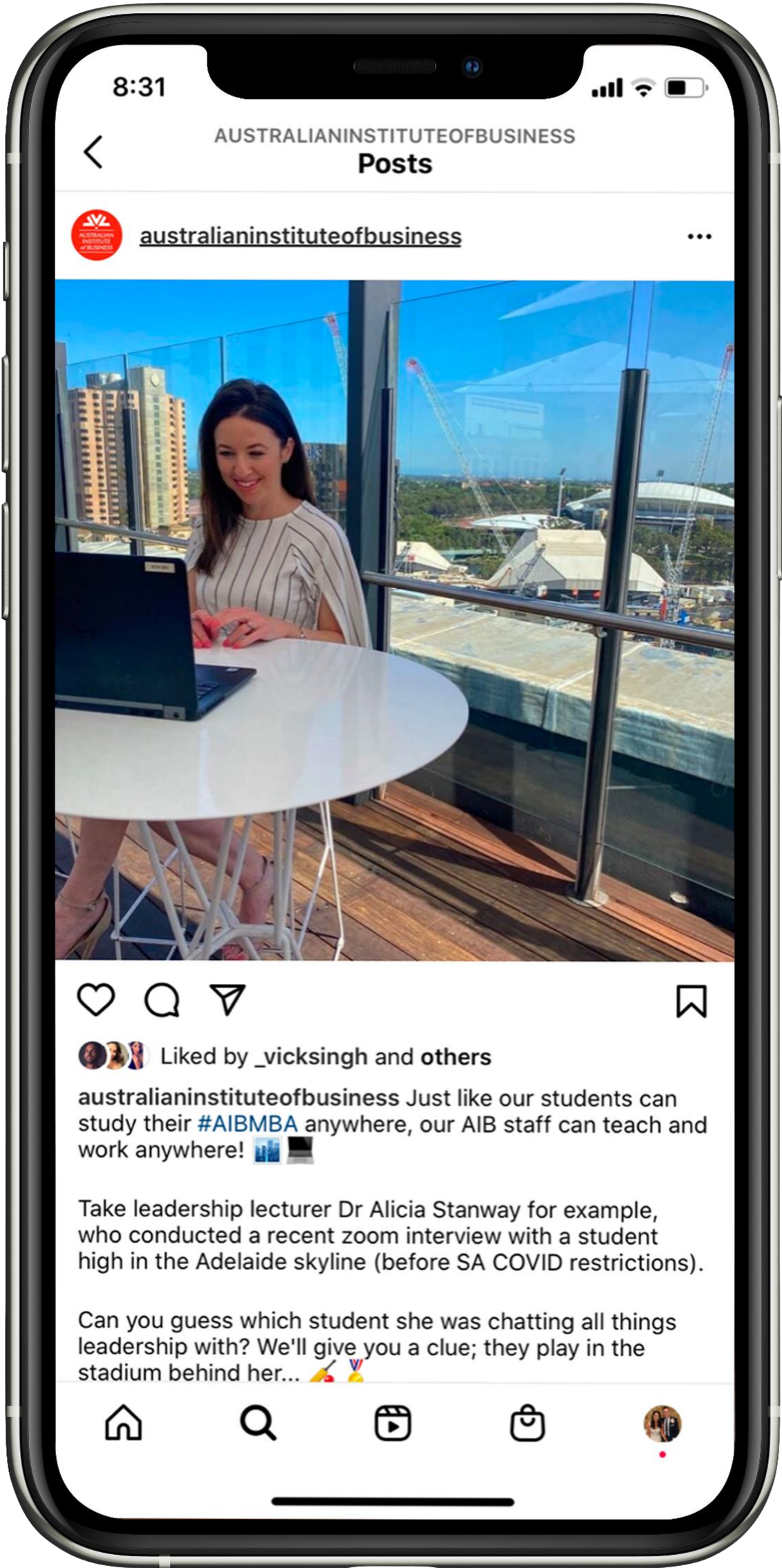
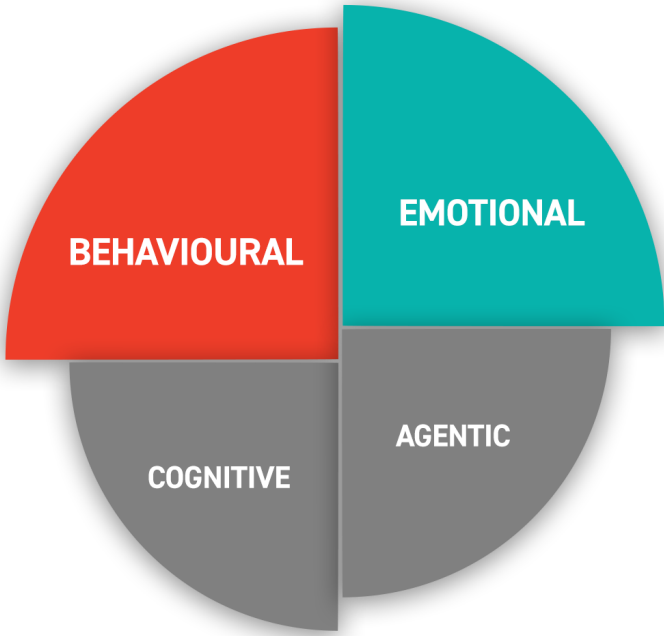
Overcoming these turbulent times, Kim made a recovery and Brad graduated his postgraduate qualification. You can explore Brad's insightful and moving article on LinkedIn here! 📄 <https://bit.ly/2BlnDQ5>

#AIBeducation #AIBcommunity #MBAGraduate



Not many people can say that they've achieved their MBA through huge pressure circumstances. Amazing.

INSTAGRAM & TWITTER



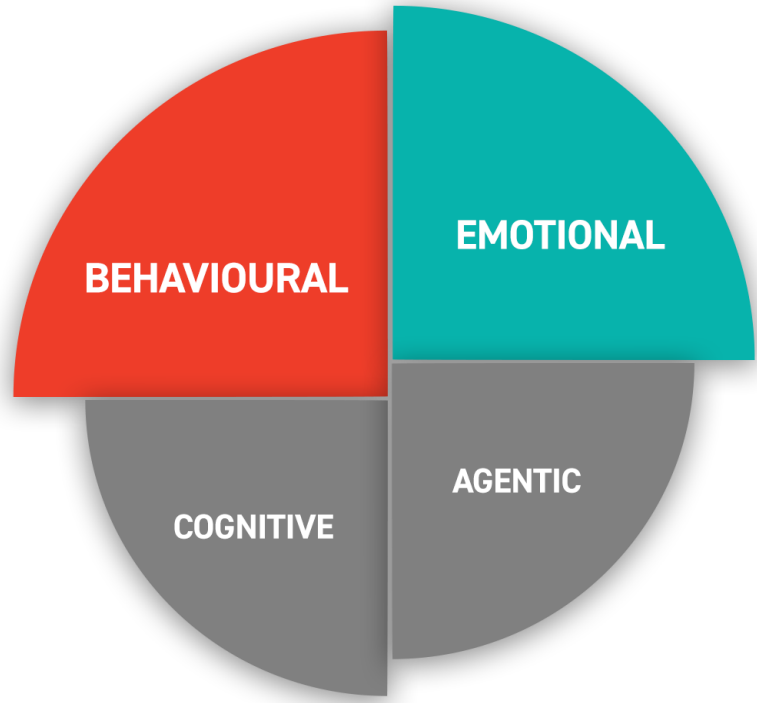


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ENGAGING WITH CURRENT STUDENTS


SOCIAL MEDIA STUDENT COMMUNITIES




- Providing a way for students to engage and collaborate that reflects social interaction
- Online does not mean alone
- Tapping into the communities to garner student feedback and opinion




AIB MBA Sydney NSW Students
515 members




AIB Alumni
1.1K members



AIB MBA Textbook Marketplace
1K members



AIB MBA Leadership
1.4K members



Canadian AIB MBA Students
616 members



AIB MBA Leadership
Private group · 1.5K members

About Discussion Rooms Members Media Files

What's on your mind?

Photo/Video Tag people Feeling/Activity

New activity

Australian Institute of Business

25 January at 09:58 · 🌐

Hi leadership students – present and past! 🙌

About

Welcome to the AIB MBA Leadership study group. This group has been created to allow AIB students studying LEAD to discuss the subject principles... See more


Private

Only members can see who's in the group and what they post.

Visible

Anyone can find this group.

Global



AIB MBA Leadership

Which of the following topics do you believe are the most important areas of learning for leaders and aspiring leaders?

Added by you

Authentic leadership - how to inspire your team

59 votes

Added by you

Servant Leadership - leading with empathy

38 votes

Added by you

Effective communication - communicating with impact

27 votes

Added by you

Behavioural emotional intelligence - be your own boss and influence others

23 votes

Added by you

Inclusive leadership - leading a diverse workforce

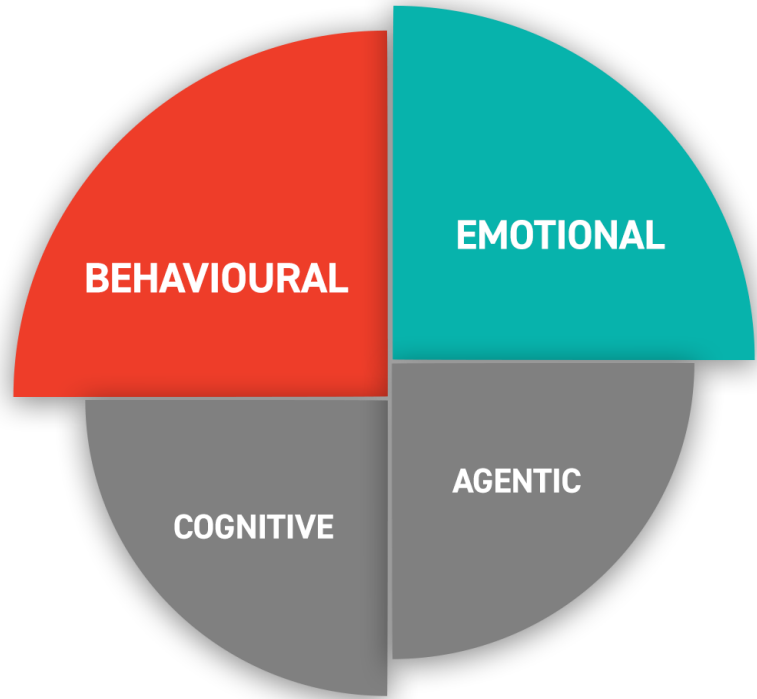
23 votes

Add an option

See 5 More

THE TRANSITION INTO THE FIRST SUBJECT

Using Social Media to promote engagement



1

Alicia Stanway
Leadership Lecturer at Australian Institute of Business
5mo • Edited •

A warm welcome to those commencing their MBA journey with the **Australian Institute of Business!** With **#expansion** as one of my core values, I'm excited for the opportunities that will unravel before you as you lean into this venture with a growth mindset and willingness to evolve!

#mba2020 #leadershipdevelopment #couragetochange

Expansion

To thrive now and in the future, you have to be willing to rise above conventional minds and wisdom. You become indispensable in the world by constantly outgrowing your existing roles.

9

22 comments

Like

Comment

Share

Send

3,444 views of your post in the feed

Ravi
Business Analysis| Business Intelligence| Data Engineer| Data Scienc...
4mo ...

Thanks Dr Stanway. Looking forward to your Leadership Class and my MBA Journey with Australian Institute of Business. Excited and slightly nervous.

Like

Reply

1 Reply

Alicia Stanway **Author**
Leadership Lecturer at Australian Institute of Business
4mo ...

Ravi, that's a perfect balance of emotions!

Steve
General Manager at Convoy International
4mo ...

Hi Alicia - Sorry i missed the first webinar - watched the video AWESOME and really excited to move forward with the MBA.

Class 2 - cant wait

Like

2

Reply

1 Reply

Alicia Stanway **Author**
Leadership Lecturer at Australian Institute of Business
4mo ...

Brilliant! Great to have you part of the crew **Steve**!!

Andrew
Enterprise Architect / Business Systems Manager / Software System...
4mo ...

<https://youtu.be/BTMgXdT0mQM> might be of interest : extreme ownership
#couragetochange #mba2020 #leadershipdevelopment

Like

1

Reply

2 Replies

Andrew
Enterprise Architect / Business Systems Manager / Software ...
4mo ...

here is the original ted talk
https://youtu.be/Qnr_VW-Aul4

Like

Reply

Alicia Stanway **Author**
Leadership Lecturer at Australian Institute of Business
4mo ...

Andrew, just finished watching this (love the dramatic music!) and see the synergy for sure. Lifelong learning, growth mindset, extreme ownership - they all reflect accountability and growth. Thanks for sharing (hadn't seen it before)!

2

AIB MBA Leadership

Alicia Stanway
December 18, 2020 at 3:57 PM •

A warm welcome to those commencing their (Term 1, 2021) MBA journey with the Australian Institute of Business! With **expansion** as one of my core values, I'm excited for the opportunities that will unravel before you as you lean into this venture with a willingness to evolve. Along with our 8001LEAD Co Subject Coordinator, Dr Parth Patel, welcome to **Leadership**!

Given the approaching festive break that we all deeply deserve, log in to Moodle to read the Subject Announcement and then I've kept the next steps simple until the new year 🙌

Now, how are we all feeling? On a scale from 1 (super anxious about the unknown) to 10 (is it 2021 already!), drop your score and a word that reflects how you're currently feeling 🙌

What now?

Pencil in Friday evening 8th Jan for the Welcome Webinar.

Nourish your soul and stamina over the festive break.

Come back on Thursday 7th Jan for your weekly webinar details.

46

37 Comments

Charles
5 Nervous
Like · Reply · 4w

Alicia Stanway
Charles, that's a good thing... time to move beyond your comfort zone 🙌
Like · Reply · 4w

Heather
7! I can't wait to get going on this endeavour, but with some healthy nerves and apprehension about the unknown. Excited to connect with everyone!
Like · Reply · 4w

Alicia Stanway
Heather, a perfect combo of emotions!
Like · Reply · 4w

Amanda
7 nervous, also excited!
Like · Reply · 6w · Edited

Alicia Stanway
Amanda, yes, great combo!
Like · Reply · 6w

Jennifer
6 excited and a little nervous
Like · Reply · 6w

Alicia Stanway
Jennifer, sounds like a great mix of emotions for a new venture!
Like · Reply · 5w

Sneha
I started with a 2, now I've moved up to 6 so feeling good but still a little nervous.
Like · Reply · 5w

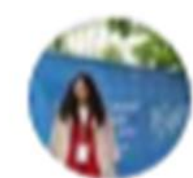
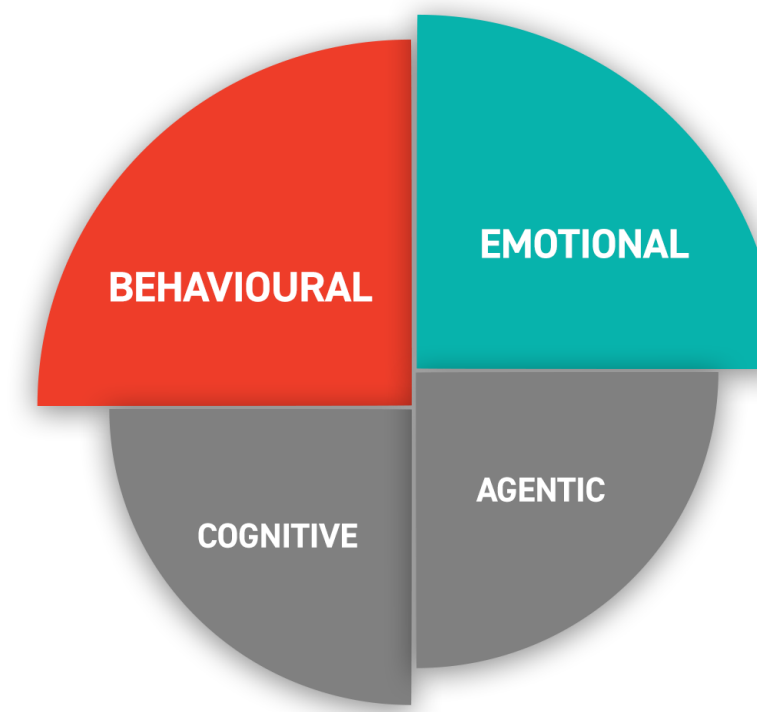
Alicia Stanway
Sneha, progress - love it!
Like · Reply · 4w

3

Paul Coniglio
Business Development Manager

Alicia Stanway
Leadership Lecturer at Australian Institute of Business

USING SOCIAL MEDIA TO PROMOTE ENGAGEMENT IN THE SUBJECTS THAT FOLLOW



Bora Qesja

August 29

I would like to welcome all the 'newbies' to MGMT term 5! I will be your subject coordinator for the term! I would recommend having a look at the portal and the subject outline. The subject officially starts tomorrow and you will be allocated to a class and assigned an OLF. They will be your first point of contact throughout the term. However, feel free to reach out to me if there are any issues. If I were to give one recommendation at this point, it would be to always make sure to either attend or listen to the webinars!

Looking forward to getting started!



Shanta Woodhall, Ladab Enegue and 11 others

7 Comments



Pav Punja Hi Bora I wish I had you my course facilitator when I did MGMT. I have heard really good things about you.

Like · Reply · 9w

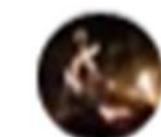


1



Bora Qesja That is very lovely to hear, thank you Pav Punja!

Like · Reply · 9w



Ladab Enegue Awesome facilitator!

Like · Reply · 9w



Bora Qesja

September 27

Hi everyone. Well done to everyone that submitted the interim assessment! If you haven't done so already and need an extension, please contact studentcentral@aib.edu.au. Without an extension, 10% per day penalty applies.

Regarding the grades: As per every subject the grading goes through a process of pre moderation and moderation. The OLFs will have until next Friday to finish marking and then the grades will go through moderation.

We will aim to finish moderation as quickly as possible so that the grades can be released!

Wishing you a great weekend!



Greg Deegan, Gulia-Maree Battistini and 7 others

7 Comments



Dave Vaillancourt While my MGMT class is done and dusted, I would still like to commend you for how well you are communicating with your groups. Many of your colleagues could try to learn from you. We tend to forget to mention positive actions we witness, this is certainly one of them. Thank you for your commitment, AIB is lucky to have you! Australian Institute of Business

Like · Reply · 1w



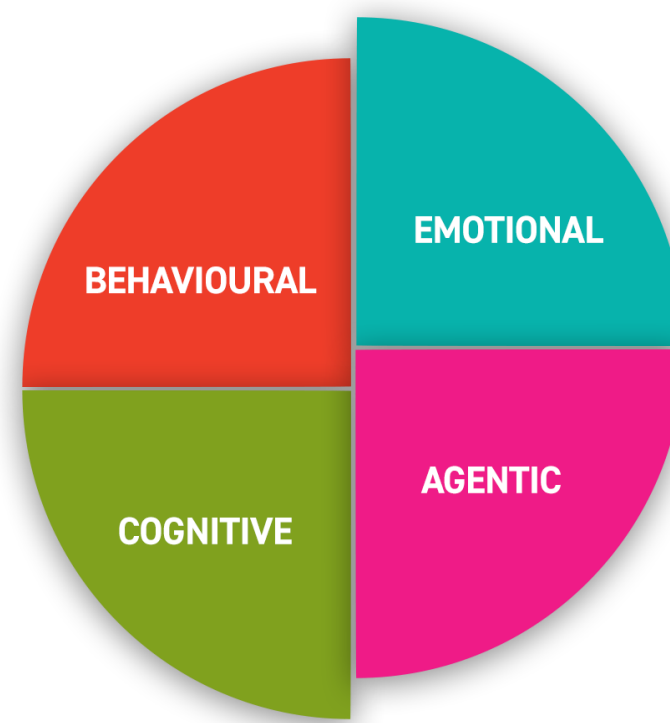
5



Bora Qesja thank you very much for the kind words Dave Vaillancourt!

Like · Reply · 1w

USING WEBINARS TO PROMOTE ENGAGEMENT

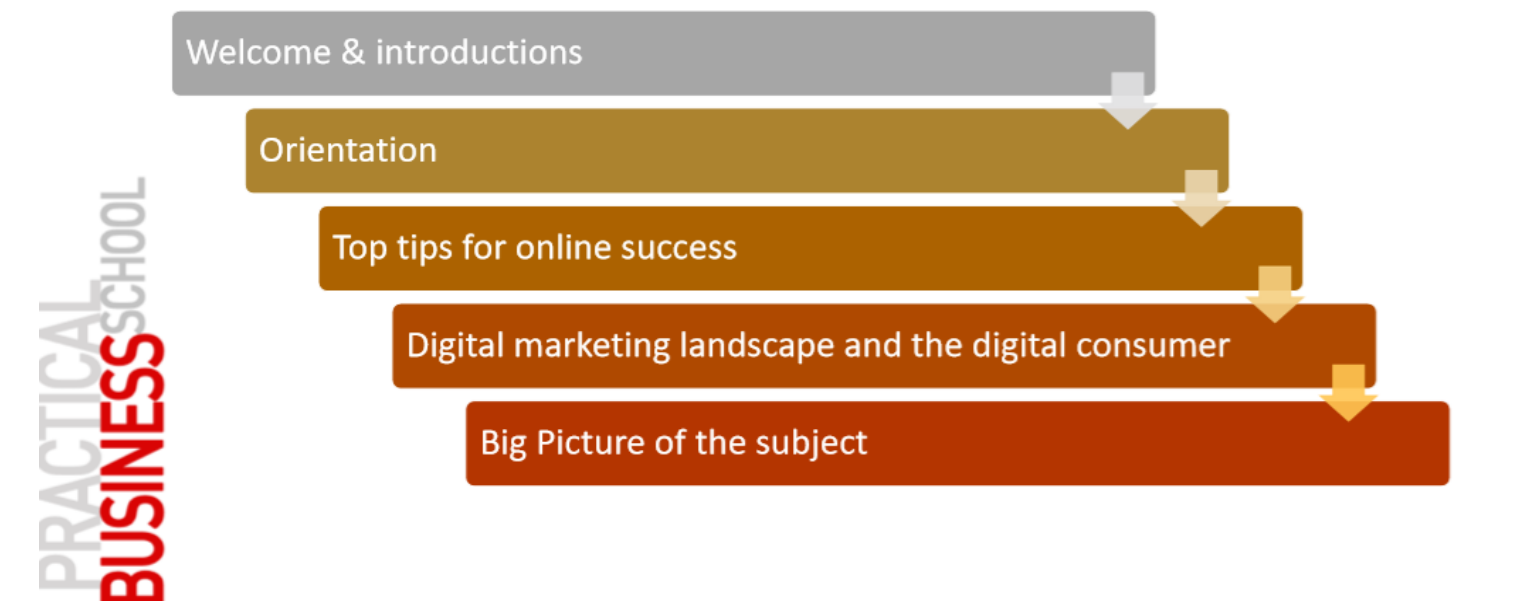


Webinar Structure

- Webinar 1-4 will focus on the interim assessment
- Separate resources will also be uploaded on other key concepts related to the interim assessment
- Key topics that will be covered in webinars 1-4 and extra resources:
 - Targeting, Positioning, Persona creation, Customer experience, Involvement, Motivation
- Webinars 5-7 will focus on the capstone assessment
- Key topics that will be covered in webinars 5-7:
 - Decision making model, perception



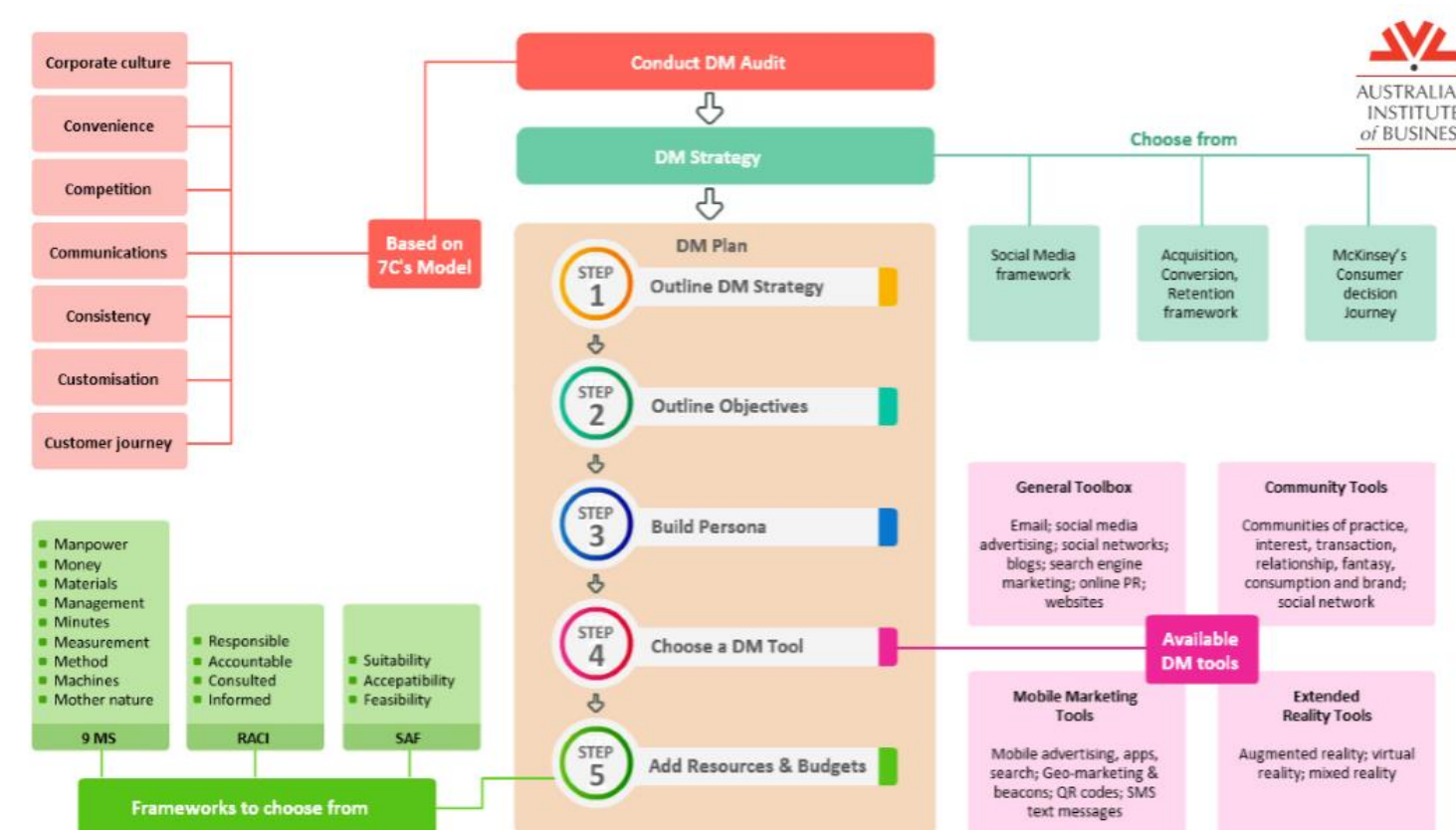
Agenda



Top tips for online success

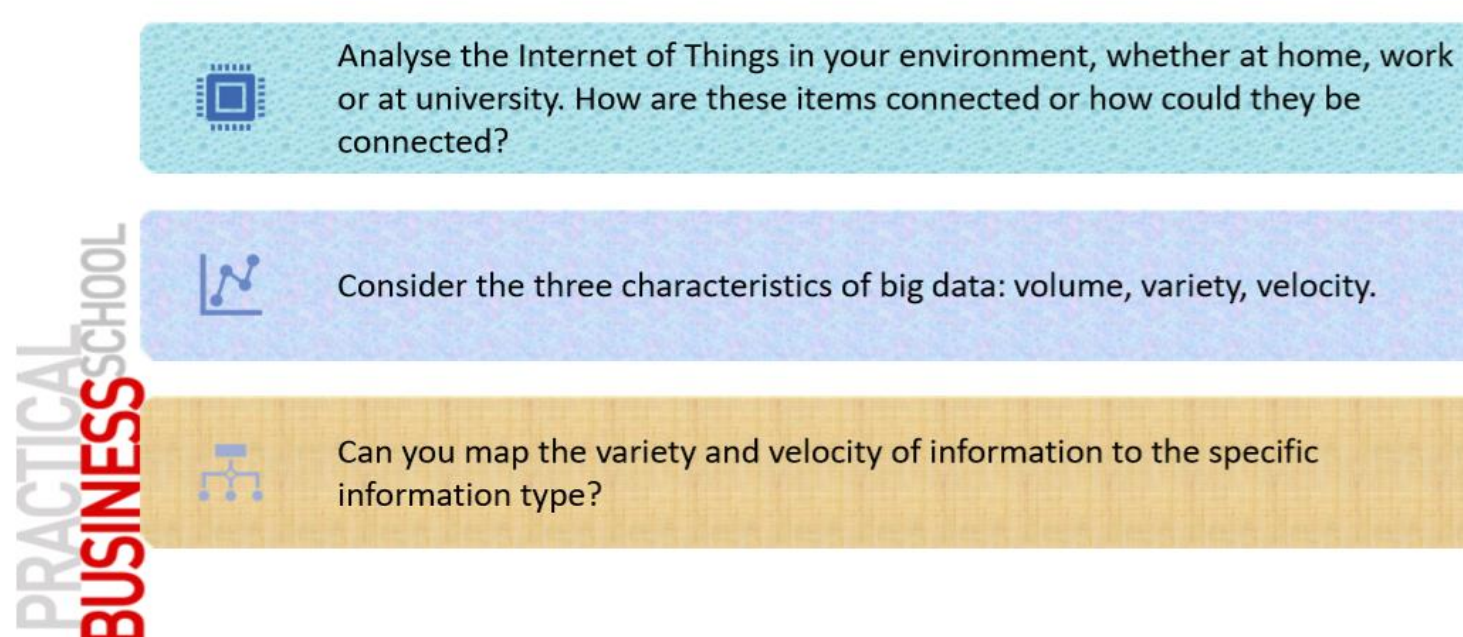


- Creating webinar content and structure that is woven into the assessment criteria.
- Having a clear agenda & setting expectations



- Facilitate learning by conveying the bigger picture

Activity



- Theory and practice are interrelated and should be used to inspire

Discussion: What drives panic buying during the COVID-19 pandemic?



<https://www.bbc.com/news/health-55888888>

Report:



<https://www.economist.com/britain/2020/03/21/how-panic-buying-is-affecting-supermarkets>

Video:

29 Copyright ©2014 Pearson Australia (a division of Pearson Australia Group Pty Ltd) -9781442561533/Schiffman/Consumer behaviour/1e

- Promote engagement via discussion topics & breakout rooms

USING WEBINARS TO PROMOTE ENGAGEMENT



Polling 1: webinar 1 ▼ Edit

1. How do you feel about CB (multiple answers can be selected)? (Multiple choice)

☐ Excited

☐ Anxious

☐ Ambivalent

2. How comfortable do you feel with referencing?

☐ Not at all comfortable

☐ Uncomfortable

☐ Slightly Uncomfortable

☐ Neither comfortable nor uncomfortable

☐ Slightly Comfortable

☐ Comfortable



Polling 2: Webinar 1 poll 2 ▼ Edit

2. The necessary criteria for successful segmentation include all of the following except: (Single Choice)

☐ large enough population

☐ general affluence of population

☐ population with positive buying behaviours

☐ sufficient diversity to be capable of being partitioned

3. Which of the following statements is most true according to a specific company? (Single Choice)

☐ There are usually more market segments than target markets

☐ There are usually more target markets than market segments

☐ Both are true

☐ None are true

- Using polls to understand expectations/emotional state as well as a tool to understand knowledge gaps

Reflection Webinar MGMT T6, 2020 Week 8 - Shared screen with gallery view

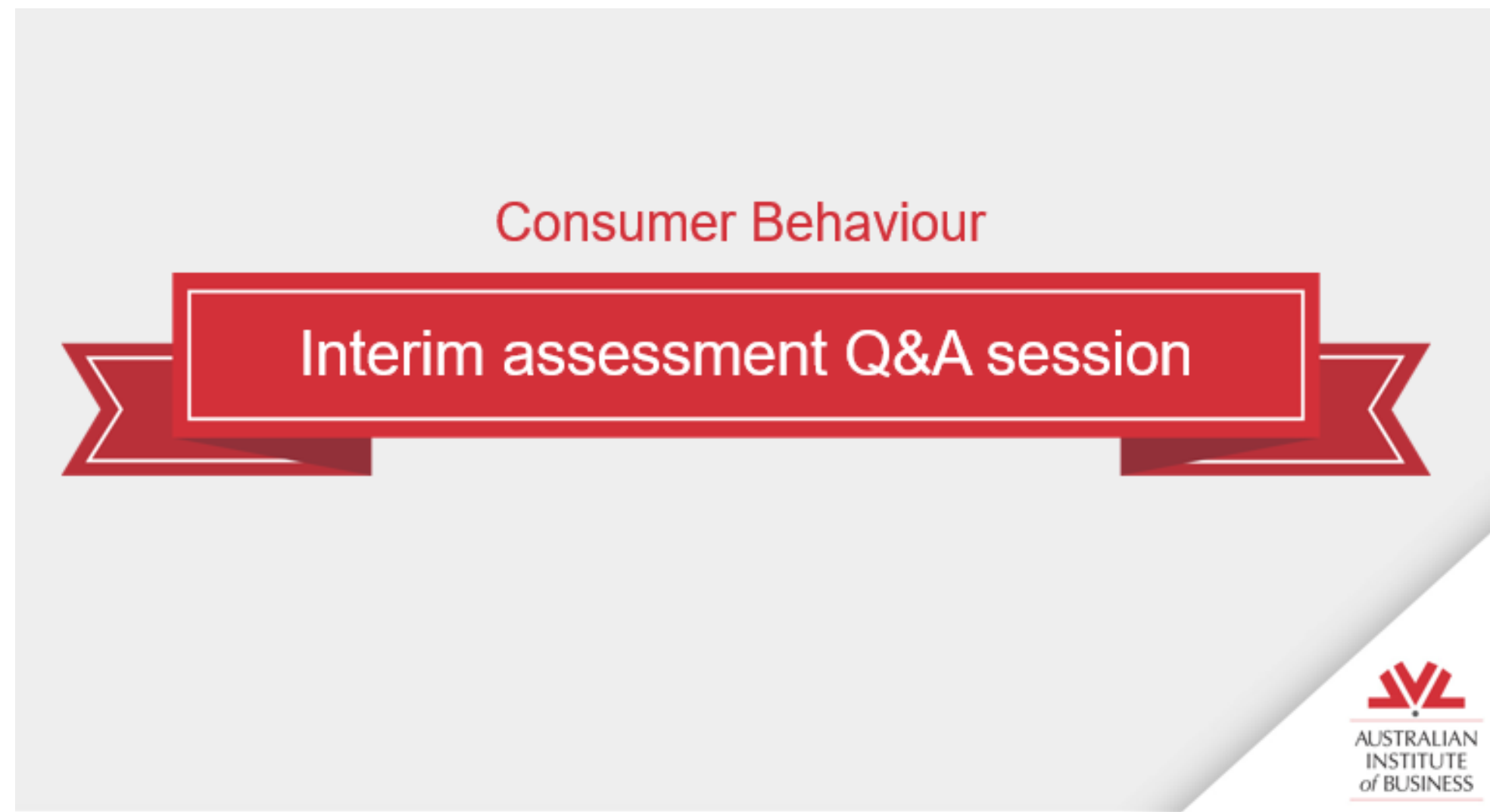
DISCUSSION

- What have you learned about Marketing Management?
- What surprised you the most about Marketing?
- How have you applied marketing to your practice?
- What results have you seen?
- How has your long term potential been increased by the knowledge and skills learned in this subject?

Feedback: Options add a question Open All Questions

- Reflection webinar

USING WEBINARS TO PROMOTE ENGAGEMENT



- Q&A drop in sessions

Guest Lecture

Using design thinking and behavioural economics to uncover consumer insights:
Examples from an energy context

Presented by Dr Kate Letheren

*Co-authors: Dr Charmaine Glavas, Prof. Rebekah Russell-Bennett,
Dr Ryan McAndrew, Dr Rory Mulcahy, Prof. Maria Raciti (USC) &
Prof. Judy Drennan*

QUT USC CLEMINGER BBDO CITYSMART BEST CENTRE
Behavioural Economics . Society . Technology

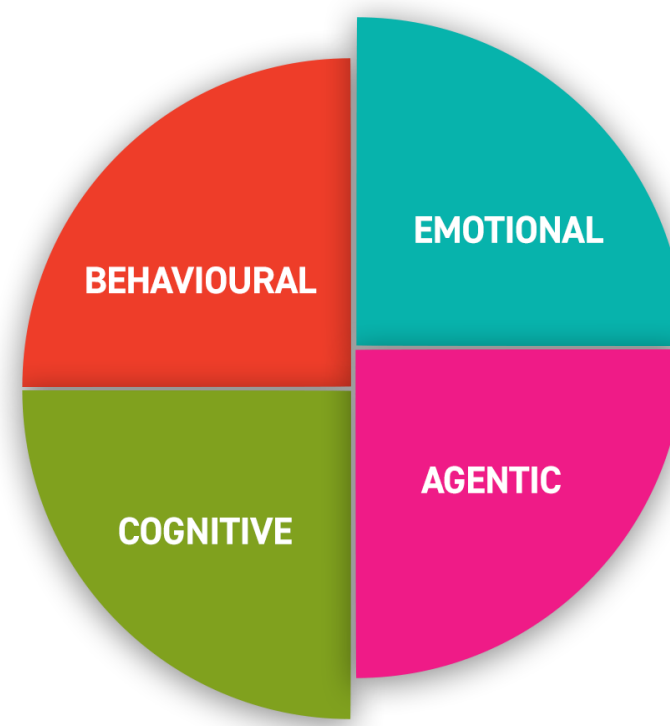
- Industry and/or Alumni guest speakers



- OLF webinars

USING CLASS FORUMS TO PROMOTE ENGAGEMENT

Establishing presence via sincere interactions and building a connection




Week 3 discussion (Applying Gestalt Psychology in Consumer Behaviour: Anti-Littering Campaigns ...)	...	Bora Qesja 22 Jan 2021	Jacqi S... 30 Jan 2021	8
Introduction Thread (tailored to consumer behaviour)	...	Bora Qesja 8 Jan 2021	Sul Nqui 29 Jan 2021	29
Week 2 Discussion "The mind in conflict: Would you celebrate Black Friday or Buy Nothing Day?"	...	Bora Qesja 15 Jan 2021	Sul Nqui 27 Jan 2021	14
Webinar 5 (recording and slides)	...	Bora Qe... 29 Sep 2020	Bora Qe... 30 Sep 2020	2
Preparing for Webinar 5	...	Svetlana... 29 Sep 2020	Svetlana... 29 Sep 2020	0
Working Group	...	Bora Qesja 8 Jan 2021	Bora Q... 8 Jan 2021	
Getting started and pointers for success	...	Bora Qesja 8 Jan 2021	Bora Q... 8 Jan 2021	

- Forum discussion questions (either assessed on non-assessed)
- Share all webinar recordings (from all OLFs)
- Facilitate community creation/peer to peer learning

USING CLASS FORUMS TO PROMOTE ENGAGEMENT





Casual Thread: How are you doing?
by **Bora Qesja** - Monday, 30 September 2019, 4:27 PM

Hi everyone,

I hope you had a great weekend!

As we are now few weeks from finishing, I thought it would be a great time to ask how you are all doing!

How are you finding the course so far?

Are you overwhelmed with the material?

How do you find the webinars (helpful, too long etc.) and other resources?

Did you enjoy working on the assessment?

Is there anything you would like to see that you would find helpful?


Finally, how do you think you are progressing? Has anything been holding you back?


I would love to hear your feedback and have a discussion!

Best Regards


Bora Qesja


- Rely on student feedback for continuous improvement

[OLF Webinar Recording \(29.10.20\)](#)





Svetlana...
29 Oct 2020

[Support materials \(for week 2\)](#)





Svetlana...
29 Oct 2020

[OLF pack](#)





Svetlana...
21 Oct 2020

[Assessment support for students: Turnitin submission of assignments and where is my grade and ...](#)





Svetlana...
21 Oct 2020

[Welcome to MGMT plus T6 updates](#)



Svetlana...
21 Oct 2020

[Future subject improvements](#)



Edward ...
22 Sep 2020

1. **Who is the target consumer of a Tasmanian wine cellar? Utilising the case study and external research, build a data-based persona.**

Webinar 1 covered targeting/segmentation/positioning. Please find the recording below and slides attached.

<https://myaib.zoom.us/rec/share/kAGSqDztOYezKeQqhmVTUy6cFxaO54WqpqlqoZkrdWfHsAvnahSFniNqFAHOql1h.FizxIs1pWzOwaEPk?startTime=1610492492000>

Webinar 2 covered persona creation, how to research external information, and shortly the dimensions of measuring customer experience.

Please find the recording below and the slides attached as a response to this thread:

<https://myaib.zoom.us/rec/play/tAqc--5qsi02S-4V0BR34cfYQCCvR4wpmjC-EwUwr6Cxsx1L-JA1S1ct4kkhiDV30MGUXel1RZIRz2g.Wm1kcwizF4QRSh1x?continueMode=true>

As mentioned in the webinar, as a response to this thread you will also find academic papers helping with data on your persona.

If you have not yet discovered, there are several short, yet useful videos on personas in module 2 that help you to grasp and/ or refine your understanding.

- [Buyer persona examples](#) (2m 59s) on LinkedIn Learning which discusses buyer persona examples in a B2C and B2B context.
- [Profile your buyers](#) (3m 46s)
- [Create your personas: Start with 'who'](#) (3m 59s)
- [What are the secrets to persona success](#) (3m 28s) which sheds some light on the secrets of persona success and explains what 'negative' personas are.

2. **Why is customer experience important? What is the experience offered in Tasmanian wineries?**

Please find a paper attached discussing the rapid evolution from product to service to experience.

The relevant pages for you to read are from 1-4.

The above should aid your understanding of the importance of customer experience.

3 **Utilising motivation theory, explain how Tasmanian wine producers influence customer experience, satisfaction and desire to visit.**

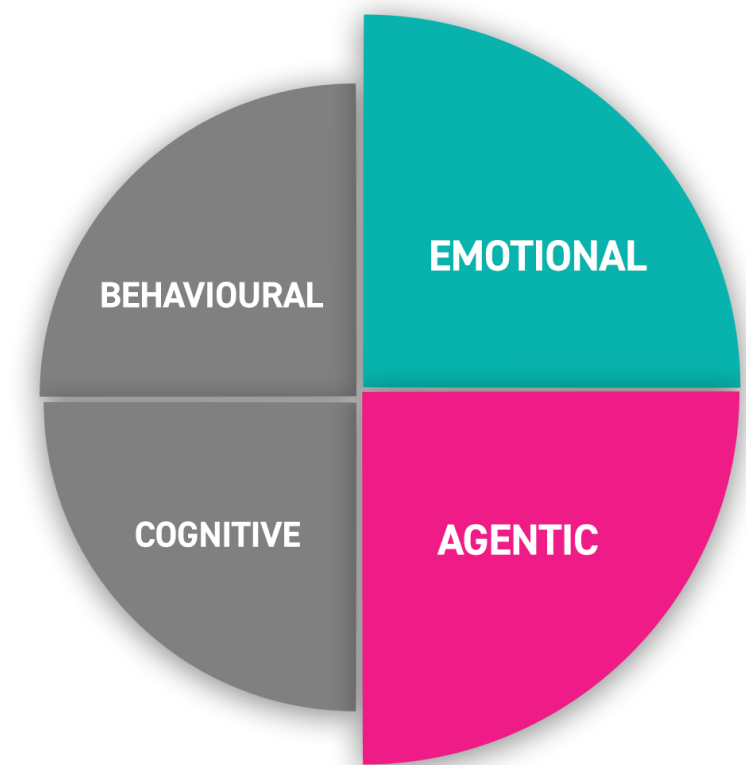
Please find the recording of webinar 3 below:

https://myaib.zoom.us/rec/share/Y6hiu3Hlr6hqcl2ymWmriX6FDWpXKJFMWqVM2PuNavOwR0sd69tS1i68Ni39iSng.eVRGdrhvd_eSRy28?startTime=1611732784000

Moreover, please find the slides attached as a response to this thread.

- OLF Forum
- Facilitate learning/outcome of student feedback

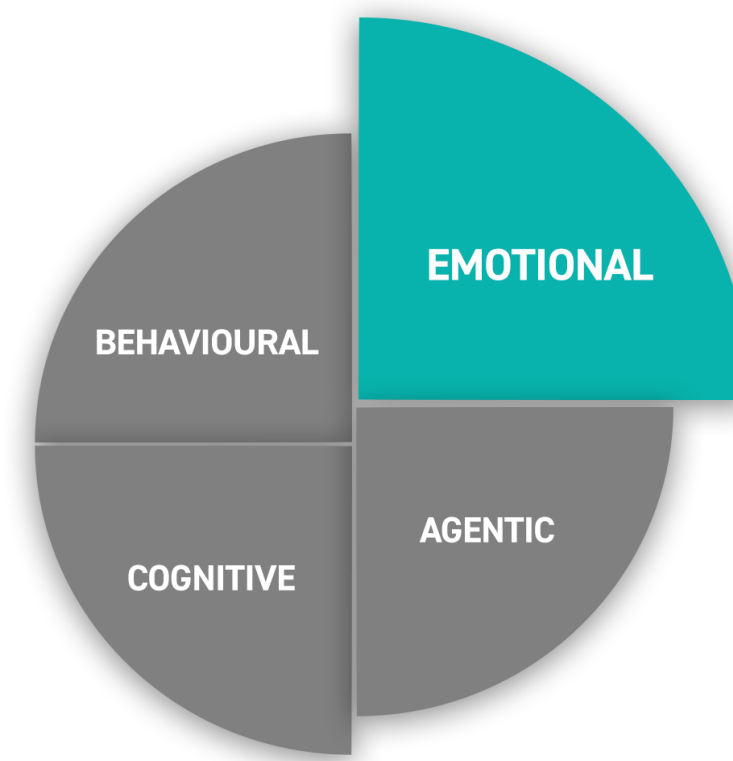
CO-CREATION WITH STUDENTS: TOWN HALL SESSIONS



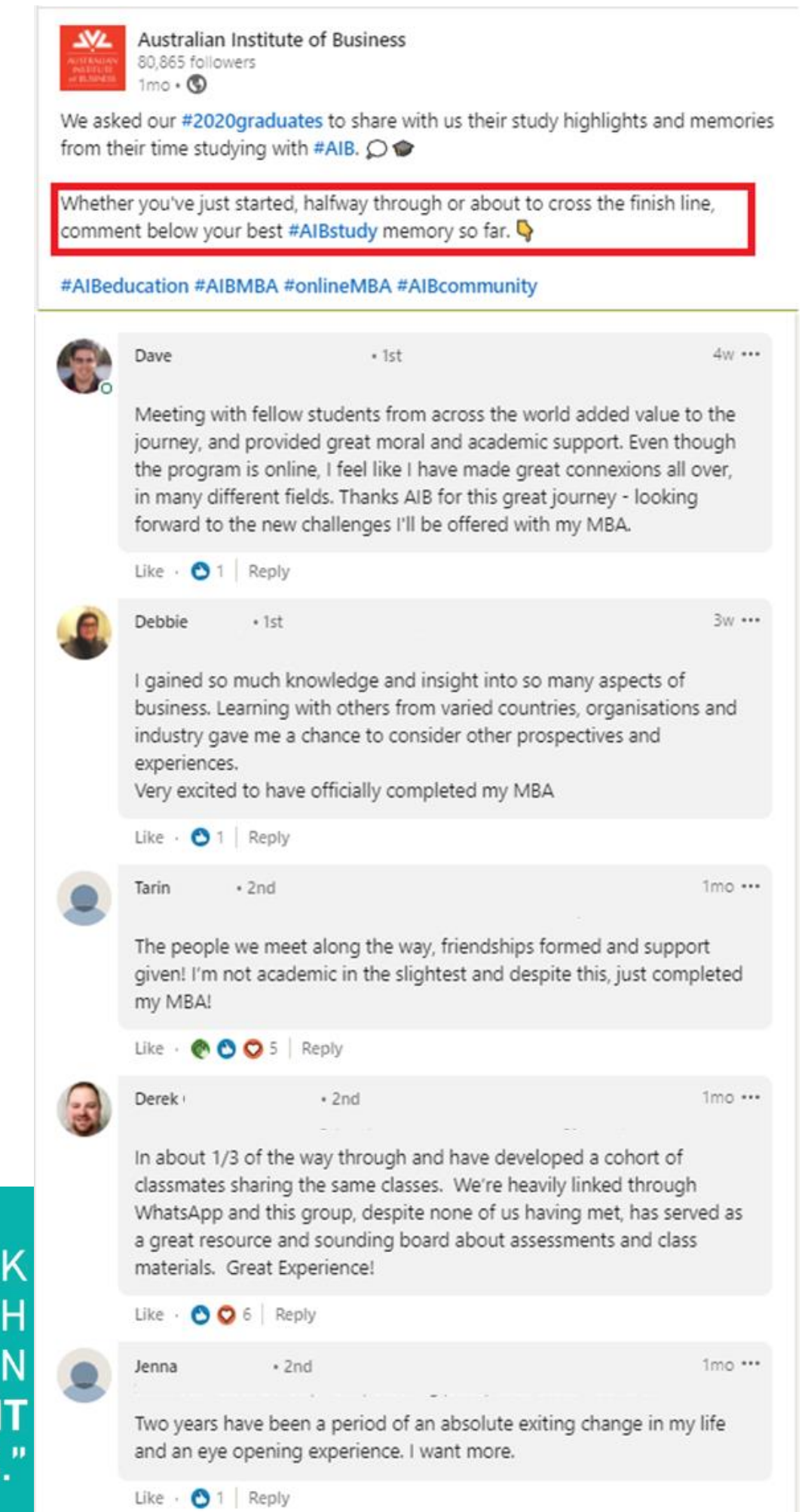
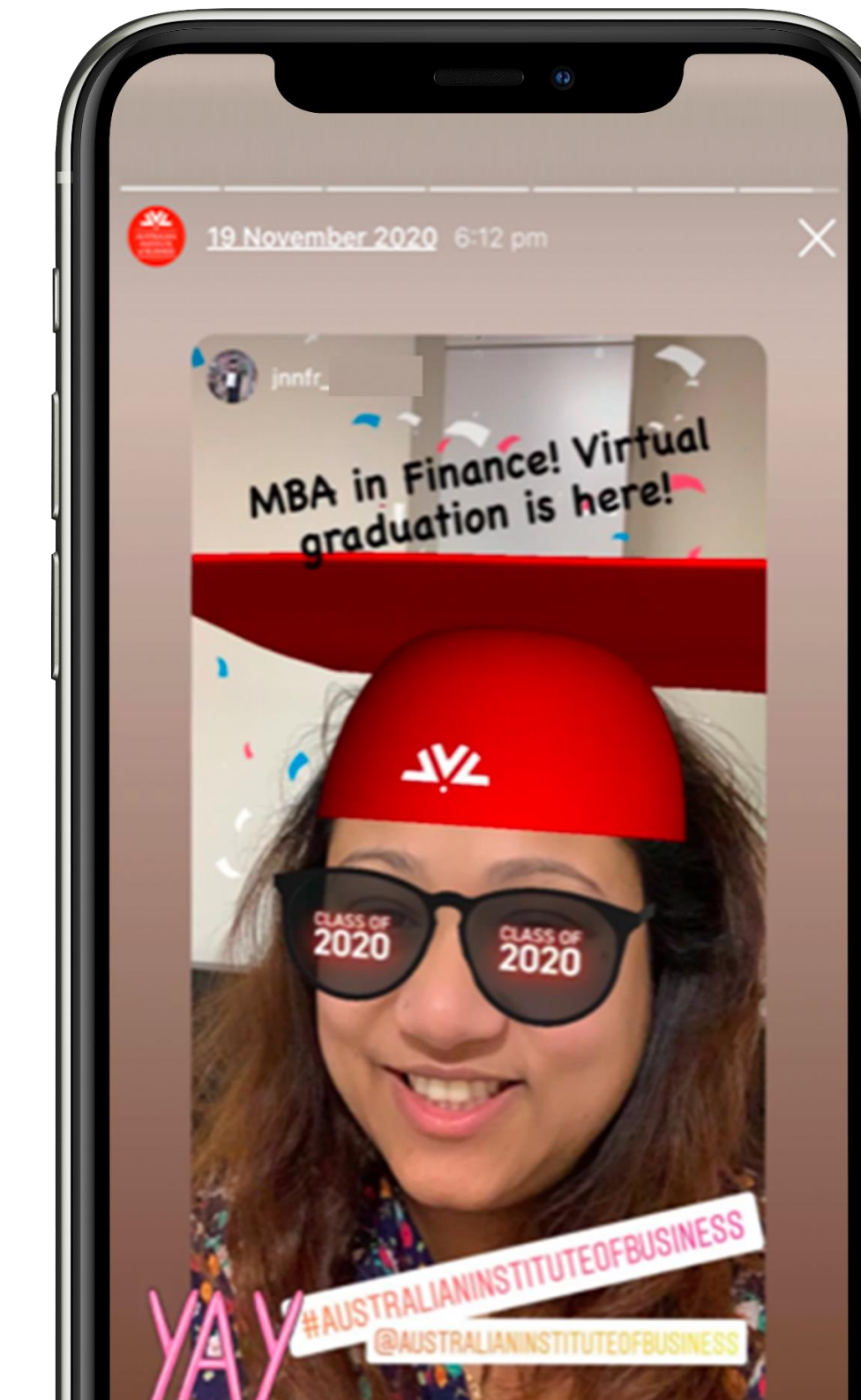
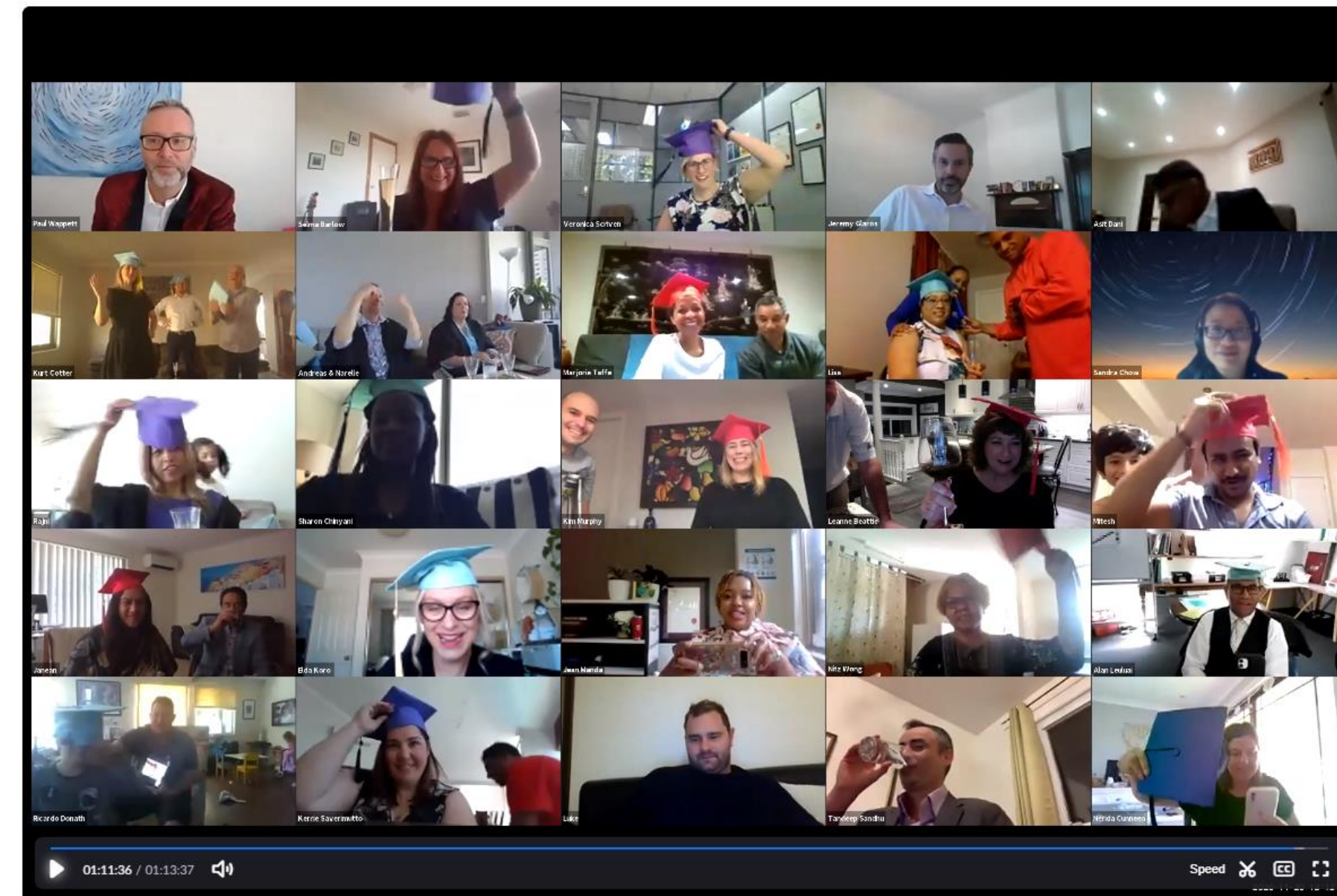
- Utilises online meeting tools to provide a unique opportunity for student engagement
- Students consult on changes, share feedback, ideas and discuss issues they're having in their studies
- Deconstructs the traditional higher education hierarchy and champions transparency and openness
- Champions the continuous improvement of the student experience
- Builds emotional connection with students
- Value co-creation and enhancing student voice



USING ONLINE TOOLS TO CELEBRATE GRADUATION



- Online meeting tools configured for an interactive online graduation experience with over 300 graduates
- A viral video celebration with student participation ahead of time
- Custom Instagram filter for the graduating class
- Dedicated social communities for the graduating cohort

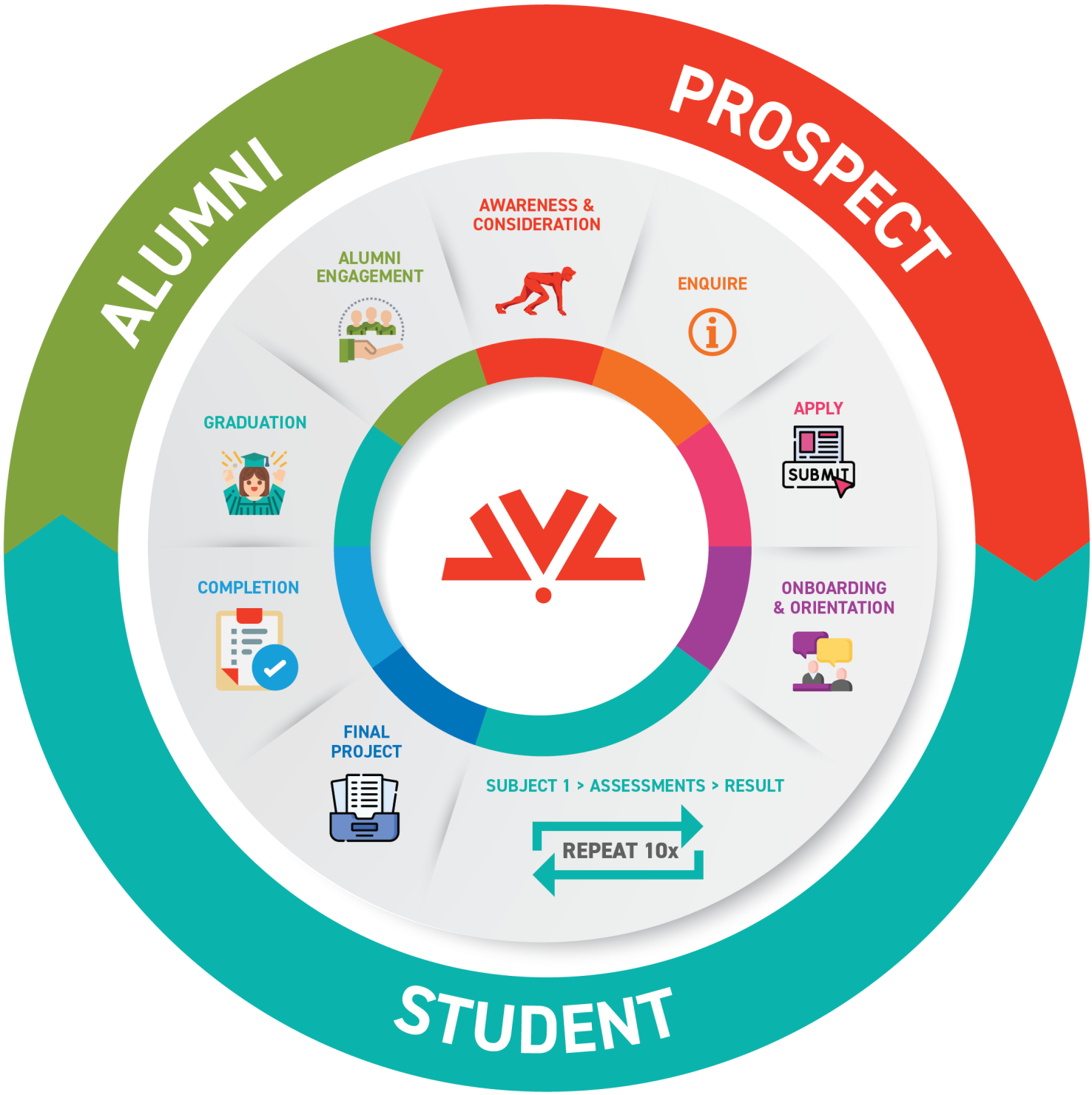
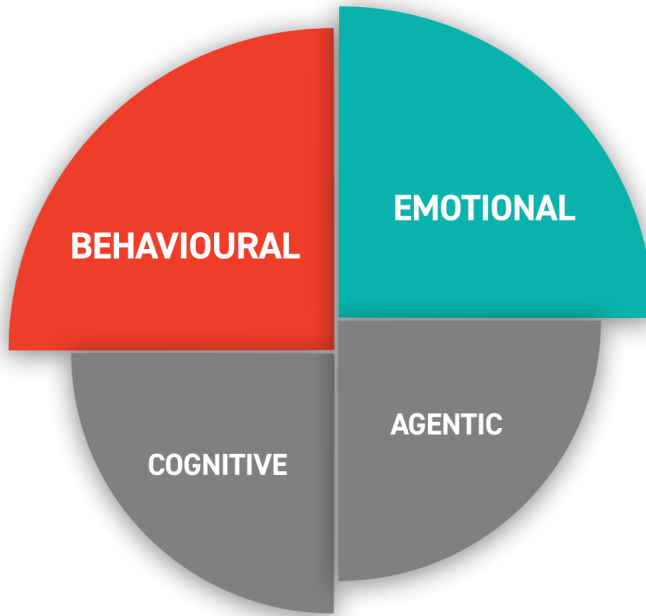




ENGAGING WITH ALUMNI

ENGAGING ALUMNI TO TELL THEIR STORIES

PROVIDING OPPORTUNITIES TO STAY CONNECTED AND CONTINUE TO BE ACTIVE MEMBERS OF THEIR ALMA MATERS COMMUNITY



Sarah
1mo • Edited •

Mission accomplished...

When I set out on this journey I wanted nothing more than to achieve these three qualifications; Grad Cert Management, Grad Dip in Aus Migration Law and an MBA. But I didn't anticipate what else would be thrown into the mix...

Just a few life detours from bringing two beautiful children into the world, saying goodbye to my closest family member, moving to three countries and four cities, a separation and then COVID... But, I stuck at it.

Receiving the third qualification in the post for Christmas was a wonderful gift after the last few years. An MBA with 8 distinctions, 2 credits, and one paper discussing the challenges and opportunities for artificial intelligence in the public sector marked 100%. The other two qualifications also finishing with distinctions and a paper discussing ministerial powers marked 95%. I was a school leaver, but I no longer need to shy away from my academic history :)

Life is a journey.. it's what you make of it and what you learn from it.

Thank you [Australian Institute of Business](#), [Western Sydney University](#) and to all my wonderful friends and family who helped me along the way.

Hello 2021 :)

214 • 35 comments

Suzy
1mo •

Officially completed my MBA! Thanks [Australian Institute of Business](#) for supporting me to complete this through working full-time, redundancy, pregnancy and maternity leave - it's been fun!

394 • 58 comments

Sam
2w • Edited •

It's Official...

Today I have received confirmation that I have successfully completed my MBA! A nice way to kick start 2021.

A journey that began 2.5 years ago has come to a conclusion. At times, it has been challenging and difficult juggling full-time work, parenthood, and studies. But the learning from the MBA subjects has been invaluable. I am sure the newfound understanding will serve me for the rest of my professional life.

I want to thank...

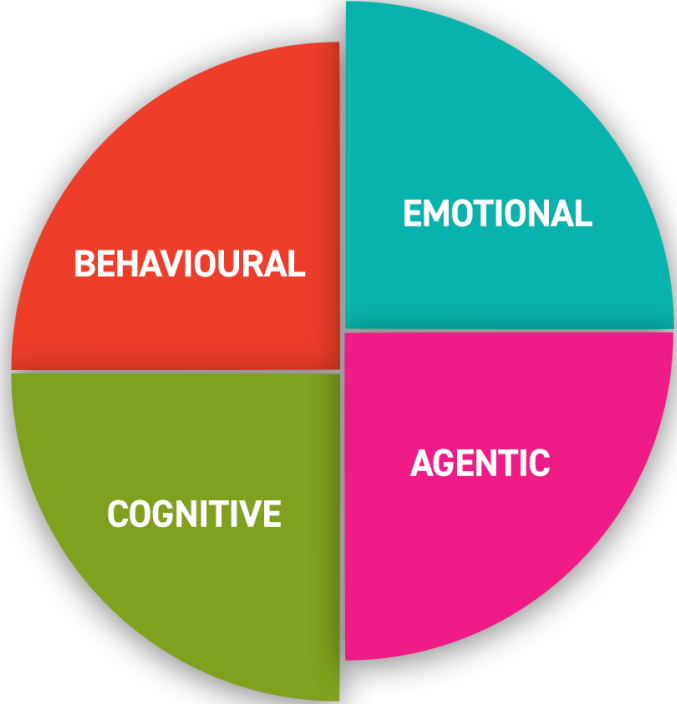
My wife for all her love and patience.
Family, friends, and colleagues for all their support over the last few years.
My peers who made it easy to get through the late nights and weekends.
And finally, the [Australian Institute of Business](#) for making my dream a reality.

Late post but here is a photo from last year, of me receiving my parchment for my Graduate Diploma in Management.
Hopefully, I can attend the graduation in person this year to receive my MBA :)

[#MBA](#) [#MBAStudent](#) [#AIB](#) [#AIBMBA](#) [#business](#) [#education](#) [#bschool](#) [#management](#) [#mbalife](#) [#businessschool](#) [#mba2020](#) [#mba2021](#) [#determination](#) [#grit](#) [#resilience](#)

81 • 52 comments

MAINTAINING INDUSTRY CONNECTIONS WITH ALUMNI



CONSULTING WITH ALUMNI TO INFORM FUTURE DEVELOPMENTS: PANEL OPPORTUNITIES



ALUMNI INDUSTRY PUBLICATION



By Bernard Perchman, Team Lead, ETrading and Australian Institute of Business Alumni.

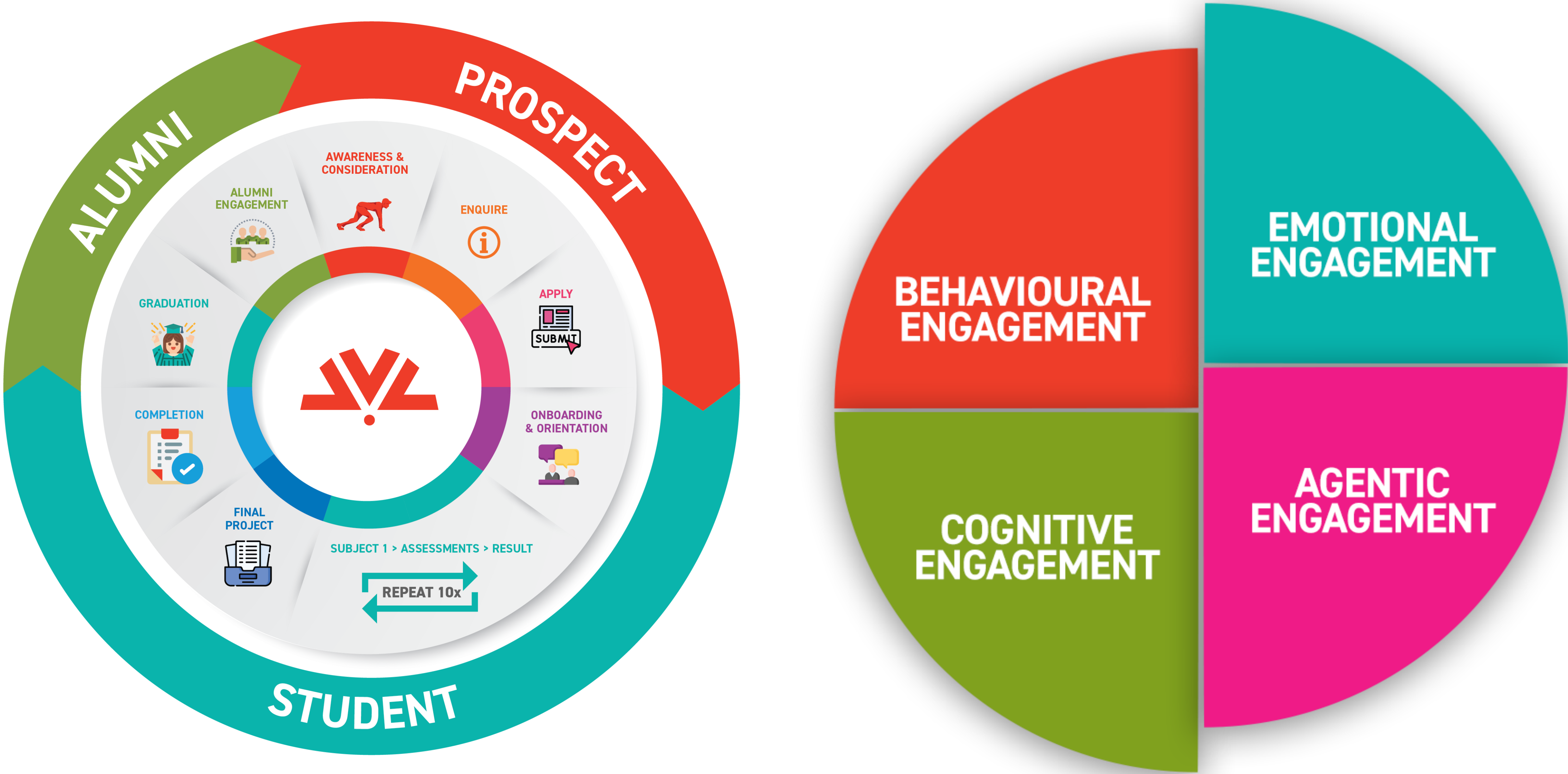
Across the globe, the COVID pandemic has radically transformed the way that we live and work. Employees everywhere have lost their offices and found themselves working from their living

ALUMNI GUEST SPEAKERS



Guest speaker, Aliye Ozcan (Program Director, Information Architecture Strategy, IBM Data and AI)

AIB STUDENT JOURNEY | ENGAGEMENT LOOP



References

O'Donnell, A. M., Reeve, J., & Smith, J. K. (2011). *Educational psychology: Reflection for action*. New York: Wiley.

Reeve, J. (2012a). A self-determination theory perspective on student engagement. In S. L. Christenson, A. Reschly, & C. Wylie (Eds.), *Handbook of research on student engagement* (pp. 149–172). Berlin: Springer. <https://doi-org.proxy.library.adelaide.edu.au/10.1007/978-1-4614-2018-7>.

Reeve, J. (2012b). Handbook of research on student engagement. <https://doi-org.proxy.library.adelaide.edu.au/10.1007/978-1-4614-2018-7> 7



ANY QUESTIONS?

