

GUEST SPEAKER GUIDELINES

by Dr. M. May Seitanidi¹

Connecting theory with praxis to achieve 'Thexis'¹

1. INTRODUCTION

Inviting practitioner guest speakers to contribute to the CSR Module aims to *connect the module's theory with practice* as guest speakers present examples of CSR implementation while providing opportunities for student engagement at the end of the guest speakers presentation. Moreover, due to the critical role of *reflection* within the module at different levels (individual, in-groups, collective and public sphere) the interaction with guest speakers provide opportunities for developing reflection skills that later will lead students to become reflective practitioners. In effect, the module aims to teach students how to link theory with practice and how to bring their academic learning experience into their future workplaces in a meaningful way through reflection. The module adopts the student-centred approach by employing flipped learning and putting students and their learning and development needs at the centre of the lectures.



2. KEY ELEMENTS & BENEFITS OF THE GUEST SPEAKER PROGRAMME

There are three key elements that make the guest speaker programme unique and mutually beneficial for students and visiting practitioners.

DROPBOX FOLDER

- You will be provided with access to a Dropbox folder where all of the module's theoretical slides will be made available allowing practitioners to select one or two theoretical insights and apply them to their presentation.
- Each presenter has a dedicated sub-folder that includes the relevant theoretical slides, the guest speaker's proposed readings and his/her presentation.
- You will have access to the module guide providing a holistic understanding on how the module is run.
- You will also have access to all the sub-folders and slides across the CSR module providing you with the opportunity to develop a deeper and theoretically-informed understanding on the subject of Business Ethics and CSR and how other colleagues from the industry present their CSR implementation within different practice areas.

¹ **Thexis**: bridging the divide between theory and practice in the broad area of Business & Management aims to retain practical relevance for academia and achieving theoretically informed practice in order to develop improved processes and outcomes. A unifying word that was firstly proposed in the [Annual Review of Social Partnerships \(ARSP\)](#) 10th issue was '**thexis** (Seitanidi, 2010: 14) "'to describe the outcome that is achieved when combining the knowledge and skills associated with the realms of 'theory' and 'praxis'. Thexis is derived from the combination of the two words **theory** and **praxis**. Thexis refers to the ability to move to an evolved understanding in any field by merging theoretical and practical insights, theories and experiences.'" (ibid).

STUDENT QUESTION FOR LEARNING THROUGH REFLECTION

- Each speaker develops a 'student question' which will guide the discussion and interaction after the 20-minute presentation. The question provides students with the opportunity for focused thinking and reflection. The students are required to answer the question before the lecture in their own time (individual-level reflection).
- Once the formal part of your presentation finishes (20 minutes), students have 5-6 minutes to discuss in small groups their individual answers debating with their peers and deciding which answer they will report in class (group-reflection).
- This process allows students to gradually build their confidence and learn to present and debate their views with confidence and passion.
- Examples of student questions are provided in the module guide (e.g. Lecture 8: *Can the fashion industry ever be ethical?*; Lecture 4: *What are the challenges of establishing and driving consistent ethical behaviour in a multinational company?*)
- In the remaining time the students will share their individual and group reflections with you in the class in order to stimulate collective reflection and discussion.

READINGS

- Each speaker provides in advance (before the term starts) one or two readings relevant to her/his presentation. The readings can also take the form of a personal contribution of the guest speaker presented on a website, magazine, an interview, an article or an organisation's report, a corporate video or any other material that can inform the students' thinking and provide background to the presentation.
- The aim of the reading(s) is to allow each student to reflect in their own time as they answer the student question individually at home. This also allows the students to have a common reference point when they discuss their individual answers with their peers in the lecture-theatre.
- The reading should be linked with the 'student question' either directly and explicitly or loosely.

Inviting you as a guest speaker is designed as a mutually beneficial experience that will allow you to gain theoretical insights in the process of developing your presentation, your 'student' question and interacting with the students as you reflect on your CSR implementation practice. The aim is that we will work collaboratively so that your contribution to Kent Business School will be a learning opportunity for you as well as the students through reflection and interaction by:



- Receiving feedback on your slides in advance of your presentation in order to develop a thesis (theory & praxis) presentation
- Developing collaboratively the 'student' question and deciding on the most appropriate readings
- Interacting and reflecting with the students on the best possible courses of action. The students are prompted to ask challenging questions in order to build their ethical imagination and confidence
- Contributing your reflections after your presentation on the CSR reflections blog (if you so wish)
- Informal interaction with the module leader before/after the presentation discussing opportunities for collaboration

3. PREPARATION PROCESS & PRESENTATION

The sections below explain the process and your involvement at the different stages before, during and after your presentation.

BEFORE THE LECTURE

- Please send your email address where you wish to receive the Dropbox invitation
- Please send your bio, reading(s) and your student question at your earliest convenience.
- **Please send your power point slide a week in advance at the latest to receive feedback and a day earlier (this is a University of Kent regulation) at a minimum to be uploaded to our intranet making them available to the students**

AT THE LECTURE

- The lecture starts 12:05 and ends at 12:55. It takes place in the [Church Lecture Theatre at the Chatham Historic Dockyard](#). Aim to arrive at the reception of Sail and Colour Loft before the start of your presentation (you can arrive any time from 11:15 onwards). Someone will welcome you and walk with you to the lecture theatre. We will provide with a bottle of water before the lecture and coffee/tea afterwards.
- Your presentation should be 20 minutes long. The last slide of your presentation should be the student question. Time permitting, after the discussion of the student questions there may be further Q&A on your presentation.

AFTER THE LECTURE

- After the day of your presentation you will be contacted by the Editor of the CSR Student blog inviting you to share your own reflection, if you so wish, publicly. Advice will be provided in the email on how to develop your reflective contribution.
- The CSR Module Assistant will send you the travel expenses form which you will need to complete. Send it to the address indicated in the email in order to be reimbursed.

TRAVEL ARRANGEMENTS

- If you are arriving by car, please send us the vehicle registration number in advance so that we can inform security and provide further instructions that will allow you to park inside the Dockyard.
- If you are arriving by train the nearest train stations (equal distance) are Chatham train station or Gillingham train station. They are usually taxis waiting outside the train stations (please keep the receipt). If there are no taxis waiting you can call the following local taxi companies: 01634 840840, 01634 302010, 01634 363636.

**We are grateful for your contribution to Higher Education & to [Kent Business School](#)
We look forward to welcoming you to Kent Business School at the
[Chatham Historic Dockyard!](#)**

CSR Module Leader: Dr. M. May Seitanidi

Address: Kent Business School (Medway), Sail and Colour Loft, University of Kent, The Historic Dockyard, Chatham, Kent ME4 4TE

Map:

<https://www.kent.ac.uk/maps/medway/historic-dockyard/building/royal-dockyard-church-lecture-theatre>

ⁱ Sincere thanks to **Jude Houston** (guest speaker to our CSR module) for her valuable feedback, comments and suggestions to the guest speaker guidelines.