

Management English Film Guide



While Melanie Griffith's 'Working Girl' seems an obvious choice, you may come a little unstuck finding clips dealing with mergers & acquisitions, project planning or business

ethics. Arthur McKeown, pre-MBA trainer at Ulster University in Belfast, steers us through his own Management English Film Guide.

The use of feature films in the classroom is not new; but their use may be easier and different with the arrival of resources such as iTunes and YouTube.

Storytelling in the western tradition goes back to Homer; and many of us are familiar with parables: stories with a meaning, message or pedagogical point. Most students, regardless of age and learning style, seem to respond well to stories and, even more, to films as a way of bringing variety into the classroom; films can complement and enhance students' learning, demonstrating how concepts can be applied in practice. Films such as Charlie Chaplin's *Modern Times* (1936) have been referred to in many university classes on management industrial processes and organisational behaviour. Rowan Atkinson's *Mr Bean* continues the tradition of the (almost) silent movie.

This article considers some films I use to present a range of key concepts in business and management, including some key vocabulary and collocations; that said, broadly similar principles can be used to source and exploit films for other types of learner; e.g., young learners, General English.

Other types of video material

Television programmes – YouTube provides short clips from a large number of the BBC's television shows - *Yes (Prime) Minister*, *The Two Ronnies* and *Not the Nine O'clock News* – that can be exploited in ways similar to film clips.

TED – 700+ 18-minute presentations on a range of social, education and technology topics www.ted.com

Bnet – Short videos on a range of business and management topics. www.bnet.co.uk

Advertisements – The online resource at TV-ark can be used to find short video

Title	Year	Leading Actor(s)	Subject Area
12 Angry Men	1957	Henry Fonda	Decision making, consensus building and the range of perspectives different people can bring to a group task.
Apollo 13	1995	Tom Hanks	A case demonstrating options for decision making.
Chariots of Fire	1981	Ian Clarkson	Goal setting, coping with competition.
Charlie and the Chocolate Factory	2005	Johnny Depp	Recruitment and selection
Crimson Tide	1995	Denzel Washington, Gene Hackman	Conflict in senior management
Harry Potter and the Goblet of Fire	2005	Daniel Radcliff	Lesson in decision making, risk, power and ethics
Henry V	1989	Kenneth Branagh	Leadership and motivation
Local Hero	1983	Brut Lancaster	A multinational company v. a local community
Other People's Money	1991	Gregory Peck, Danny DeVito	The language of mergers / acquisitions, formal shareholder meetings
Shackleton	2001	Kenneth Branagh	Leadership in adversity
The Coca Cola Kid	1985	Greta Scacchi	Marketing and overcoming resistance to change
The Constant Gardener	2006	Raloh Fiennes, Rachel Weisz	Ethical business in pharmaceutical testing
The Day of the Jackal	1973	Edward Fox	Project planning and execution
The Efficiency Expert	1992	Anthony Hopkins	The management of change
The Firm	1993	Tom Cruise	Contrasting an organisation's public persona with its real activities
Tucker—The Man & His Dream	1988	Jeff Bridges	The (true) story of an entrepreneur and the innovative car he designed in the late 1940's
Working Girl	1988	Melanie Griffith	Career advancement in a competitive environment.

versions for a large number of different products and services, stretching back several decades. www.tv-ark.org.uk

Useful references and further reading

- J. Billsberry & L. H. Gilbert (2008). 'Using Roald Dahl's Charlie and the Chocolate Factory To Teach Different Recruitment and Selection Paradigms'. *Journal of Management Education*
- D. A Buchanan and A. A. Huczynski (2010), *Organizational Behaviour*, Financial Times/ Prentice Hall, Harlow
- P. W. Cardon (2010). 'Using Films to Learn About the Nature of Cross-Cultural Stereotypes in Intercultural

Business Communication Courses'. *Business Communication Quarterly*

- J. E. Champoux (1999). 'Film as a Teaching Resource'. *Journal of Management Inquiry*
- M. H. Rosser (2007). 'The Magic of Leadership: An Exploration of Harry Potter and the Goblet of Fire'. *Advances in Developing Human Resources*
- S. Stempleski, B Tomalin (2001), *Film*, OUP.

~ Arthur McKeown

