Engaging Strathclyde Business School
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Engaging
Strathclyde Business School

Strathclyde Business School is Scotland’s premier business school, an enterprising, pioneering institution of global standing within a leading international technological university.

ENTREPRENEURIAL
SBS offered the first one year, part time and distance learning MBAs in the UK. It is Europe’s first university faculty to be awarded a licence to operate in the UAE. Over the last 30 years we have established international centres around the world.

EXCEPTIONAL
SBS holds triple accreditation from AMBA, EQUIS and AACSB, and has done so since 2004. We were the first business school in Scotland to achieve triple accreditation.

Strathclyde is also the first business school in Scotland, and one of just 5 in the UK, to be awarded the Small Business Charter Gold Award. This award recognises our world-leading support for scaling Scottish firms through innovation, internationalism and leadership.

EXPERIENCED
Our departments and programmes also hold internationally recognised industry accreditations. Our departments are accredited by expert professional bodies such as CIMA, ICAS, CIPD, Institute of Export, Chartered Institute of Marketing, the Market Research Society, the Institute of Hospitality, and the Energy Institute.

ESTABLISHED
We have eight well-established centres in the Middle East, SE Asia and Europe plus international partnerships across the world.

ENLIGHTENED
Strathclyde Business School has a reputation for research excellence. In the most recent Research Assessment Exercise (2014), SBS was rated 1st in Scotland and in the top 10 of business schools in the UK.
Engaging research

Strathclyde Business School is highly rated for its research. We are top in the UK for research environment and third in the UK for research impact (REF 2014). Our strengths reflect a number of distinctive factors:

1. We have world class research experts across all business disciplines.
2. Our research has impact.
3. We work across all business sectors.
4. Our research informs policy.

Industry engagement is in our DNA. It enhances our teaching and research and allows us to have an impact on business practices and government policies. We work with a wide variety of organisations – from start-ups and SMEs to multinationals through to public sector and government agencies.

Our collaborative approach to working has many benefits. We add value, we shape and help achieve organisational excellence and help tackle important social and business challenges. Partners can engage with us in a variety of ways:

- Consultancy projects
- Applied research
- Knowledge Transfer Partnerships – This Europe-wide approach helps businesses improve their competitiveness and productivity through greater involvement with university research.

SBS has an exceptional track record of such engagement. One of our key ambitions is to grow and further develop our research partnerships.

Winner of the Multi-Party Collaboration award 2016: the Low Carbon Power and Energy Programme, a collaboration with Strathclyde, Scottish Power and SSE on 14 projects related to offshore wind projects.

Scottish Knowledge Exchange Awards

A KTP project between Howden Group and Strathclyde’s Department of Marketing has been awarded the highest grade by the Innovate UK evaluation panel: ‘A: outstanding’.

INNOVATE UK, 2016
Our current research projects and knowledge exchange collaborations are on our website (www.strath.ac.uk/business/research), and the following sections outline our formal centres of research excellence, all of whom welcome engagement with industry partners:

**FRASER OF ALLANDER INSTITUTE**

Over the past forty years, the Fraser of Allander Institute (FAI) has established a reputation as the leading economic research institute in Scotland with a distinct strength in the analysis of real-world policy challenges.

The founding ethos of the Fraser was to adopt an enlightened approach to economic issues. This independent approach to policy-relevant economic analysis has remained the hallmark of the Fraser ever since.

The culture of the Fraser is diverse with a mix of internationally renowned academics, early career researchers and established senior practitioners with a wealth of real-world experience. FAI has been the home to generations of students and academics, many of whom have gone on to highly successful careers as professional economists in academia, the private sector and public policy.

The Fraser’s key activities include:

› **Research**: FAI provides neutral economic analysis to inform policy and improve business practice.
› **Monitoring and Commentary**: FAI informs economic discussion and policy debate in Scotland and beyond.
› **Economic Services**: FAI provides commissioned analysis, tailor-made research and impartial economic advice.

FAI is benefiting from a major investment by the University which will see an expansion in the scale of the Institute’s knowledge exchange activities, as well as in its research.
The Hunter Centre for Entrepreneurship is now one of the largest university-based centres of entrepreneurship in the UK. It focuses on the study, research and encouragement of entrepreneurship. The Centre engages with world class research to inform the design and delivery of a growing portfolio of useful entrepreneurial learning experiences and is a key player in regional and national entrepreneurial ecosystems.

Research expertise includes:
› Global Entrepreneurship Monitor (GEM)
› Growing innovative enterprises
› Social entrepreneurship
› Family business
› Entrepreneurial business models
› Entrepreneurial management and leadership

We offer a range of practical programmes designed for entrepreneurs and their ventures, including:

**Growth Advantage Programme:** a specially-designed 10 month programme that enables entrepreneurs and growth-focused business owners to gain the business insights, management skills, entrepreneurial mindset and know-how to achieve their organisation’s full growth potential.

**Supercoaching the Entrepreneur:** a four day course designed for individuals and organisations, working with and advising entrepreneurs pre and post start-up.

**Scotgrad:** is supported by Highlands and Islands Enterprise. This year long programme helps firms grow by matching them with graduates with the skills needed to realise their growth ambitions.

"Start-ups are good, but scale-ups are great."

Sir Tom Hunter
Philanthropist and entrepreneur
**SCOTTISH CENTRE FOR EMPLOYMENT RESEARCH**

The Scottish Centre for Employment Research (SCER) is part of the department of Human Resource Management and produces high quality academic research for policy use in public, private and voluntary sectors.

Central to SCER's activities is research and knowledge exchange activities that have organisational impact. The centre promotes extensive stakeholder engagement in academic, policy and practitioner communities and networks. SCER's enlightened approach to research is centred on engaging with multiple organisational stakeholders to produce useful learning and shared benefit. SCER's research output includes academic publications, commissioned reports, stakeholder dissemination presentations and multimedia outputs.

SCER's current research programme focuses on four key themes:

- Workplace innovation
- Fair work & job quality
- Employability
- Employment regulation & equality

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**CENTRE FOR FINANCIAL REGULATION AND INNOVATION**

The Centre for Financial Regulation and Innovation (CeFRI) was established in 2016 as a centre of academic excellence within the department of Accounting and Finance. Its vision is to provide a strategic link between academia, policymakers, regulators and other financial industry participants.

The purpose of the centre is to foster policy relevant research to support the practical application of innovation in finance.

CeFRI aims to foster better financial regulation of innovation in capital markets. It promotes insights in innovation, market efficiency, risk management, investment benchmarks and corporate governance to a wider audience.

CeFRI also operates as a hub for excellence in PhD and postgraduate teaching programmes in financial markets. It hosts a visiting researcher programme and welcomes consultancy collaborations with public and private policy makers and stakeholders.

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**STRATHCLYDE INSTITUTE FOR OPERATIONS MANAGEMENT**

The Strathclyde Institute for Operations Management (SIOM) brings together leading experts in operations management and advanced manufacturing from the departments of Management Science and Strategy and Organisation, and the Faculty of Engineering. Its aim is to establish operations management as a strategic resource with a view to innovating and underpinning best practice operations management in manufacturing.

As organisations seek to increase value and improve productivity, operations management plays a critical role in ensuring success.

Operations management is about the production and distribution of goods and services, but also has to involve supply chains, innovation, and strategy, with a view to creating robust and sustainable organisations capable of coping with and benefiting from change.

SIOM activity focuses on:

- Improving productivity through innovation and application of a range of established techniques.
- Enabling a networked view across value and supply chains. This is increasingly important as the way we do business evolves.
- Implementation of innovation through effective leadership, culture and change management.
Engaging students

Organisations can engage with our students at all stages of their education. From undergraduate and postgraduate through to MBA and executive education.

STUDENT PROJECTS & CONSULTANCY

If you are looking for innovative ideas and solutions to a problem or challenge within your business, our students can help you. You can work with our students from various subject areas to assist you with an upcoming strategic project in your company.

A project can be undertaken by our students through all of our subject departments:

› Accounting and Finance
› Economics
› Management Science
› Marketing
› Strategy and Organisation
› Human Resource Management
› Hunter Centre for Entrepreneurship
Some examples of how this works in practice include the following:

**UNDERGRADUATE OPPORTUNITIES**

**Management Development Programme (MDP)**
This is a core element of our undergraduate degree programme. Running over three years, it provides students with a learning environment where they develop business and commercial awareness alongside graduate employability skills. Students are exposed to the reality of business through industry engagement driven by real business problems.

We currently work with major employers across all sectors including Deloitte, Procter & Gamble, Screenmedia and Ernst & Young. The programme is largely project based with students providing recommendations to businesses based on real issues.

**Business Clinics**
Business Clinics are designed for small and new businesses across all sectors. They provide consultancy solutions tailored to the needs of small and entrepreneurial firms. Strathclyde business faculty and local entrepreneurs mentor teams of third year students in diagnosing the root cause of individual business issues and designing a plan of action, helping them develop innovative, practical solutions for young businesses.

**POSTGRADUATE OPPORTUNITIES**

**Strathclyde MBA – projects and Strategic Consulting in Practice (SCIP)**
The Strathclyde MBA project gives our students the opportunity to examine in depth a managerial, organisational or environmental issue. Over a two month period, students analyse and research a strategic work issue, often based within an organisation.

Organisations can utilise the talents of MBA students at no or very little cost to undertake a project within their own organisations. Using the skills of these students provide businesses with:

- Access to expert advice and the latest research from a world-leading business school
- A fresh, multicultural perspective on any challenge/opportunity faced by an organisation
- Practical, creative and innovative solutions and recommendations
- Additional staff at no/little cost

The international nature of our operations means that we attract high calibre applicants from all over the world. Our admissions committee select only those candidates who have sufficient managerial experience and relevant academic qualifications to make a positive contribution – both to the programme and, ultimately, to a range of industries.

The range of business cases an MBA can tackle is diverse and includes growth or business development strategy, marketing and research, operations or finance.

As part of their MBA studies, students also undertake an intensive SCIP module over three to four days, where they address a strategic issue provided by a client organisation. Each group will deliver a presentation outlining strategic option(s) they consider as the most feasible for the organisation. Client organisations have been very impressed with the quality and diversity of the solutions developed, often adopting some of the proposed solutions and ideas.

Client organisations who have participated to date have been very varied, with examples of public, private and third sector organisations.

Previous projects have included:

- A company looking for strategic options to leverage its debt and provide strategic direction for the future to retain its marketing position
- Exploration of a restructuring strategy for a new collaborative partnership
- A luxury chain of hotels exploring options for entry into Asian markets

“...The team have ...acted as excellent ambassadors for SBS and I look forward to engaging another MBA consulting team next year. In a nutshell: excellent!”

Michael Cooper
Global Head, Office of Regulatory Affairs & Compliance, Life Science Cognizant

“Prior to graduating, the Strathclyde MBA Careers service introduced me to a position at a prestigious FTSE 100 company. A few years down the line, as Director of Supply Chain, I identified several project opportunities that my team did not have the time nor the skill set to undertake. Having reached out to the Business School I have been fortunate enough to engage with several professional individuals with time and motivation to review and develop solutions for my business challenges. The students have had the chance for real world consultancy experience and I am delighted with the support and conclusions provided.”

Jenny McGeough
Supply Chain Director
Weir Minerals
STUDENT WORK PLACEMENTS AND INTERNSHIPS

Many of our students undertake a work placement as part of their degree both in postgraduate and undergraduate studies, so we are always keen to engage with organisations who would be interested in offering internship opportunities.

Programmes which include specific internship opportunities include:

UNDERGRADUATE OPPORTUNITIES

Business Enterprise
Honours year Business Enterprise students participate in a Venture Management in Practice class, which provides them with the chance to explore what it is really like running an entrepreneur-managed business - and to explore the issues that affect business success.

Local entrepreneurs are asked to host an individual student for one day a week over a ten week period in their business. As well as providing final year students with a fantastic opportunity, the outcome of these projects can help add value to a business providing extra resource to hone in on an area of the business that requires an additional focus.

Local businesses gain a new perspective and the opportunity to address some of the issues that may be challenging the growth of their business.

POSTGRADUATE OPPORTUNITIES

Business Analysis and Operational Research
Our department of Management Science offers two distinct masters programmes. The MSc Business Analysis and Consulting prepares students for an effective role in providing model-based support to managers to help them make better decisions at a strategic level. They develop an understanding of key quantitative business analysis methods in addition to being introduced to models used to support the development of strategy for organisations and enable the monitoring and measurement of strategic processes. Key consulting skills are developed in order to effectively support management.

The MSc Operational Research shares some core classes with Business Analysis and Consulting, but the main difference is that the focus of this programme is on developing model-based support for decision-making at operational and technical levels. It also develops personal skills via effective practice of using operational research models.

Both programmes offer students an intensive three week work placement during January each year, embedded in the analytical function of a host organisation which have recently included Capita, Department of Health and Tesco Bank.

Marketing Works
Our department of Marketing offers three masters programmes: MSc Marketing, MSc International Marketing and MSc Tourism Marketing Management.

A unique component of all three programmes is the Marketing Works project, which provides students with a challenging organisation-based, action-learning opportunity to advise a company on a marketing problem/opportunity.

Students will consult their client organisations with the objective of delivering realistic recommendations which if implemented could reasonably be expected to help generate strategic marketing plans. The scope of the project is to allow students to work in groups to manage the project at hand, and communicate their outcomes to their clients.

The groups are responsible for managing their relationships with their clients, and will be assigned a supervisor from the department who will oversee the students’ progress.

The Marketing Works project benefits clients who have marketing research needs. Business clients can be assured that each consulting project carried out by our students is supervised by expert academics.

Project Management and Innovation
The MSc in Project Management and Innovation from the department of Strategy and Organisation provides students with the fundamental knowledge and skills required for managing small, medium and large scale projects conceived to bring about change, transformation, and innovation in both technology and organisation. The programme draws on the contributions of leading academic experts across all the key relevant disciplines - project management, innovation, strategy and organisation - as well as exploiting the synergies that derive from a range of interdisciplinary collaborations via the new Technology and Innovation Centre at Strathclyde.

The programme includes the Consulting in Practice module which involves students working on a live issue for a client organisation. Business clients provide information and material to the students describing the issue to be addressed and the hoped-for outcome. Consultancy between students and client continues throughout the project to allow for the best possible outcome for the identified business issue. Students formally present their final recommendations to the client.

The number of student internship and placement opportunities are increasing each year, and more host organisations are actively being pursued for this programme.
Human Resource Management
The department of Human Resource Management offers two Masters programmes, MSc Human Resource Management and International Human Resource Management. Both programmes incorporate an integrated dissertation and research project where students complete a research project based on the analysis of a human resources issue in an organisation.

Students work within an organisation to investigate a ‘live’ people management issue or problem and business clients receive realistic and appropriate recommendations based on costed options.

GUEST LECTURES
Throughout the year, SBS welcomes a number of guest speakers from various sectors to provide guest lectures on a chosen topic.

Individuals and businesses are vital to enhancing the student experience, bringing their own industrial perspective into the classroom which can greatly motivate and inspire students.

As well as opportunities to lecture to both undergraduate and postgraduate students, you can also provide presentations to mid to senior level executive participants from industry, through our Centre for Corporate Connections.
Engaging recruitment

RECRUITMENT AND CAREERS
The University has one of the most highly regarded Careers Services in the UK, with a specialist Careers Adviser specifically for the Business School.

The Careers Service can provide a first class service to help you to recruit the School's high calibre students and graduates. Strathclyde is again rated within the Top 25 universities targeted by the largest number of employers in the High Fliers Graduate Market study.

They can help you:

› Advertise vacancies free - full-time, career positions, part-time/vacation work, internships
› Exhibit at the Scottish Graduate Fair - features of the fair, guidelines for exhibitors, how to book, who to contact
› Make a presentation to our students - what's involved, how to book, who to contact
› Conduct interviews on campus – how to book, who to contact
› Raise your profile - our advice, ideas, who to contact
Engaging executive education

EXECUTIVE EDUCATION AT OUR CENTRE FOR CORPORATE CONNECTIONS
The Centre for Corporate Connections at Strathclyde Business School provides both customised and open management development programmes to companies from FTSE 100 powerhouses to SMEs, assisting organisations and individuals with a range of industry and business needs.

We place great emphasis on working collaboratively: investing in long-term partnerships and supporting the development agenda and strategic objectives of the businesses we work with. We recognise the importance of demonstrating a return on investment and as a result, we are focused on building a shared vision of success and measuring impact.

Organisations can benefit from our programmes in a number of ways:

› Structured development of senior managers aligned with the organisation’s future goals
› Educational input assisting organisations with their talent development strategy
› Greater ability to attract, retain and engage high potential managers thanks to a demonstrable structured approach to learning and development

Furthermore, individuals will be able to take advantage of:

› A fantastic self-development opportunity to learn new leadership skills and gain knowledge
› Greater self-awareness and increased confidence
› Networking experience with like-minded individuals

The Centre for Corporate Connections has worked with a number of partners in both the private and public sector including Babcock International Group, Weir Group, Iberdrola and William Grant and Sons.

“The establishment of BIG Academy has had a significant positive impact on our business. We have provided the senior teams in each of our divisions with a toolset and knowledge that have helped shape our corporate strategy and improved collaboration across our business.”

John Howie
Executive Sponsor
Babcock Academy

“The Weir Business Management Programme is a significant investment and key component of our Management and Leadership Development Framework. It has been designed to develop the next generation of our senior management population within the group.”

Jim McHarg
Group Head of Learning and HR Business Partner
Weir Group
THE STRATHCLYDE MBA
The Strathclyde MBA is not just a business programme, it’s a stimulating, challenging, life-changing experience, developing ambitious managers, with increased confidence, into entrepreneurial, strategic business leaders.

The Strathclyde MBA is highly experiential and based on collaborative learning with students encouraged to share their varied work experiences, knowledge, understanding and skills.

The structure of the programme is very flexible. We offer a variety of study routes which suit both individuals and organisations:

› full-time (12 months intensive study in Glasgow)
› part-time (evening classes in Glasgow over 2–3 years)
› flexible learning (combination of off-campus, self-paced study, interspersed with workshops and seminars: 3–5 years)
› corporate or consortium MBA programmes – tailored to suit an organisation’s needs
› Strathclyde Executive MBA – International (study your MBA locally in Singapore, Malaysia, Switzerland, Greece, Bahrain, Dubai, Oman or Abu Dhabi)

GROWTH ADVANTAGE PROGRAMME (GAP)

GAP combines world class executive education with the power of peer learning. Launched in 2015, it is unique in Scotland and is designed to deliver relevant, accessible and practical learning for the leaders of ambitious businesses looking to scale up.

Aimed at existing businesses with a minimum £1 million turnover with real growth ambitions, the 10-month programme is structured around 5 intensive sessions comprising a one-day Orientation session followed by 4 two-day workshops dedicated to the advantages which high growth firms are known to possess: Market, Operations, Resource and Leadership.

By involving successful entrepreneurs throughout the programme as panel members, speakers, case studies and high profile Pinnacles of Growth speaker sessions, GAP provides participants with unique opportunities to extend their networks, learn from experienced entrepreneurs and engage in successful peer-to-peer learning which would otherwise be outwith their grasp.

Accessing talent to support growth is another key element of the programme. There are opportunities to secure project support from Hunter Centre undergraduates and MBA students, and product design resource from the Engineering Faculty. Participants can make use of the University Careers Service and source interns via the Santander Universities Internship Scheme and the Saltire Foundation. Participants have represented a wide range of sectors with a majority operating in manufacturing and product development and over half already operating internationally.

There was substantial impact from the inaugural programme with average annualised growth in employment and sales across the cohort exceeding the OECD high growth threshold of 20%.

"This was a life changing experience, both personally and professionally."

Joyce Onuonga
John White & Son (W.M.) Ltd
Growth Advantage Programme graduate
Key contacts

General enquiries for any aspect of engaging with SBS students, centres, programmes and departments
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fraser@strath.ac.uk

Strathclyde Institute of Operations Management
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For more information on how we can help your organisation, please contact:

sbs.engage@strath.ac.uk

www.strath.ac.uk/business

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