



Bradford University School of Management

is one of the UK's oldest university based business schools, with an international reputation in management education, training and research. We offer exceptional programmes in business, management and law from our state of the art, recently redeveloped campus and around the world. Accredited by both EQUIS and AMBA, the School is ranked within the top 10 Business Schools in the UK and higher than any other in the north of England (FT European Business School rankings Dec 2010). We pride ourselves on our focus on sustainability and business engagement, with strong links to business and industry providing valuable student, graduate and management development opportunities.

The appointment of Dr Sarah Dixon as Dean of the School in 2010 has provided further impetus to the School's focus on research excellence and a commitment to the highest standards of teaching and learning.

Our Programmes

We offer a full range of undergraduate, postgraduate and doctoral level degrees in business, management and law subjects to 1,000 undergraduate, 500 postgraduate and 100 doctoral students in Bradford and a further 4,500 across the world. Our postgraduate programmes regularly rank highly in league table rankings such as the Financial Times - where both our Executive MBA and Master's programmes rank 1st in the north of England. Our undergraduate programmes were rated at 93% satisfaction in 2010- the highest in the region!

The renowned Bradford MBA is available on a Full-time, Accelerated or Executive part-time study basis, or can be gained via

Distance learning. It can also be studied in Dubai. Our range of full-time Master's programmes is now supplemented by the addition of an LLM in Healthcare Law and a part-time MSc in Human Resource Management.

Our undergraduate BSc programmes include 3 or 4 year courses in business and management, accounting and finance, human resource management, marketing, financial planning and international business management, as well as a 3 year LLB Law degree. Students selecting the 4 year option spend their 3rd year in paid employment gaining valuable work experience.



BRADFORD University Law School

Our Law School, based within the School of Management, recruited its first undergraduates to its LLB qualifying Law degree in 2005. It now also offers a full-time and part-time Graduate Diploma in Law and a Master's level LLM in Healthcare Law to supplement its undergraduate LLB Law and BA Business Studies and Law courses.

The Law School also works in partnership with the London School of Business and Finance to offer an LLM in International Business Law.



Reputation and Quality

A number of independent ratings confirm our reputation for quality. We are one of only 100 business schools across the world to have EQUIS accreditation – the leading international system of quality assessment among business institutions, having had our accreditation renewed by the European Foundation for Management Development (EFMD) in 2009. Our full suite of MBA programmes and our generalist Master's programmes also received AMBA re-accreditation from the Association of MBAs in 2010, the widely recognised guardian of MBA quality. We have full Economic and Social Research Council (ESRC) accreditation for our DBA and PhD programmes.

The Financial Times (FT) consistently ranks us as one of the top business schools in the UK and Europe, and in 2010 we were ranked as the number 1 business school in the north of England, and 9th in the UK*.

*FT European Business Schools ranking December 2010



Facilities

The School of Management's self-contained site is in 14 acres of parkland in the leafy suburbs of Bradford, 5 kilometres from the city centre and main University of Bradford campus. A £12m redevelopment of the campus opened in 2010, which includes a light and airy atrium space for learning and socialising, a high-quality MBA suite, a learning resource centre that integrates the law collection with the business and management library, and new teaching and office space.

Our Research

Research is at the centre of all Bradford teaching and learning. In the latest research assessment exercise (RAE 2008), almost half (45%) of the Management School's research activity was assessed as being world leading or internationally excellent in terms of originality, significance and rigour, and 90% of our research assessed to be of international standing. Much of the research we do is in collaboration with individual organizations, and companies fund a substantial number of projects. Our research is also international, with co-operative links and exchange agreements with 20 universities in Australia, Canada, Denmark, France, Holland, Spain, Sweden and the USA.

We have three research centres – **The Bradford Centre for International Business (BCIB)**, the **Centre for Entrepreneurship and Innovation Management (CEIM)** and the newly established Research and Knowledge Transfer Centre, the **Centre for Managerial Excellence (CME)**.

The Centre for Managerial Excellence

embraces innovative research and knowledge transfer that is practice-focused and addresses the key global challenges facing businesses. It aims to bring together the worlds of industry and academia to help to build capacity and create and apply research in the areas of -

- innovation, technology and entrepreneurship
- leadership and talent management
- strategic adaptation
- finance

The CME broadly encompasses the research explored within the longer-standing CEIM.

Portfolio of Faculty Contributions

We foster an environment conducive to research of a high academic standard and of relevance to businesses and policy makers through a structure based on six subject groups. These groups provide intellectual homes for research and teaching. Research within subject groups tends to be organised in research themes, listed below, supported by research clusters - groups of research-active staff led by Professors in different cognate areas. Research active staff are also encouraged to work collaboratively across the Groups and across other Universities in pursuit of research aims.

- **Finance and Accounting:** capital markets; corporate accounting and managerial finance and accounting
- **Human Resource Management and Organisational Behaviour:** human resource management and development, employment and industrial relations and organisational analysis
- **Marketing:** consumer research; corporate identity and branding and marketing management and strategy
- **Operations and Information Management:** operations strategy and management; information systems and e-Business; knowledge management; quality and best practice management
- **Strategy, Economics and International Business:** international business; corporate social responsibility; governance and sustainable development; industrial policy; networks and clusters and insurance and financial services
- **Law:** Social justice and Governance in Action are the two key themes which categorise Bradford University Law School research activity.



International Perspective

More than a third of our academic staff are from outside Britain or have non-UK qualifications. In addition, over 70 nations are represented among the students at our Bradford campus. Our international faculty and students bring diverse perspectives on current business and management issues and help to create a stimulating atmosphere for teaching, learning and research.

We also run an extensive range of programmes around the world. On our overseas programmes there are, at any one time, over 4,000 students registered for various awards. We have activities in the Netherlands and Germany with Tias Nimbas Business School, links with universities in France, Spain, Poland, Oman, India, Hong Kong and Singapore as well as Dubai, where we now have our own International Office and also teach the Dubai pathway of the Bradford MBA.

Sustainability Agenda

It is a corporate objective of the University to become a beacon in the HE sector and beyond for practicing sustainable development. Our "Ecoversity" programme aims to embed the principles of sustainable development across the University and has won a number of awards to demonstrate this. It follows that one of the School's main aims is to address major challenges for business and society including corporate social responsibility and sustainable development in a number of ways including the development of our students.



Links with Business

A particular strength of both our taught and research programmes, arises from the close links we maintain with industry, commerce, central government and local authorities. Our visiting lecturers include directors and senior managers from well-known organizations. They provide first-hand experience of management decision making at a strategic level. Our frequent discussions with leading employers, locally and nationally, help to ensure that all our programmes provide the skills that employers value.

Outstanding Talent

We have a wealth of talent in generalist and specialist subjects within the fields of management and law, at both undergraduate and postgraduate levels. Each year we have over 400 undergraduates, 250 Master's students and 150 MBA students from as many as 30 different nationalities, graduating from the School of Management.

There are a number of different ways businesses can tap into this talent, and we encourage businesses to take advantage of the many opportunities our students can offer, including student placements, MBA projects, research projects or business mentoring. This can introduce some fresh thinking in filling long and short term resource gaps, as well as being a great opportunity to develop a business's own managers.

We also have an annual careers fair, advertise jobs free of charge to students and alumni and welcome businesses in to talk to students about future careers.

www.bradford.ac.uk/management/business



Executive Education

At Bradford's Executive Education centre, our solutions are tailored to unique problems. We believe that managers become leaders through understanding the organisations in which they manage and the environment in which they operate.

Our key strength is teaching and facilitation, and our slogan "Making Knowledge Work" reflects our objective for each and every client. Everything we do is customised to the individual requirements of our clients, and our objective is to make our activity engaging, productive, inspirational, enjoyable, relevant and applicable. We believe in real customer focus, with a simple model – we listen, we learn, we deliver and YOU change.

We use a range of learning methods, from traditional lectures and seminars to business simulations, case studies, project work and e-learning. Delivery can be at our dedicated Heaton Mount conference centre or in-house on company premises, and can even be delivered through distance learning to cater for the needs of executives on the move if required.

Our slogan "Making Knowledge Work" reflects our objective for each and every client and we welcome the opportunity to make knowledge work for businesses across the UK and internationally.

Throughout the year we run free events, briefings and workshops to show what we offer and what we can do for you. Visit the website for further details.

www.bradford.ac.uk/execed

Knowledge Transfer Partnerships

Knowledge Transfer Partnerships enable companies to draw on our expertise to support a key development. They involve one of our graduates spending one, two or three years in a company, helping it to realise its commercial aims. The graduates act as advisers in areas such as marketing, finance and accounting, quality management or strategic planning. The graduate gains first-hand experience of managing an in-company project, the firm can tap into the wealth of information at the School of Management and the School develops valuable links with the business world.

Knowledge Transfer Networks

We also offer a number of different networks which create thinking space and enable business executives to drive growth and innovation in their business through the development and application of leading edge knowledge. Each network has a slightly different focus but with shared practice and a number of shared and interwoven services. We follow a rich evidence base of methodologies that really work for our clients. These lean heavily on ideas around social practice - that is people learning to learn, applying new knowledge and in turn creating their own new knowledge - to grow and innovate.

The longest-established of these networks is the SME Knowledge Network, which is one of the biggest of its kind in Britain. The network allows businesses employing less than 250 people to benefit from access to practical and solution-focused learning, using a bank of resources from the School of Management, and tailored to their needs. Other networks include the Innovation network and the Director support network, and in addition there are a wide range of breakfast master-classes and demand led workshops and training and development on offer, with the aim of fostering learning and community across both public and private sectors.



KNOWLEDGE TRANSFER NETWORKS
new ideas • business growth

www.bradford.ac.uk/KTNetwork



Conference Facilities and Accommodation

Heaton Mount is a stylish, highly professional and welcoming conferencing and occasions venue, with expert staff and a high attention to detail.

The beautiful and tranquil setting, away from the hustle and bustle of the city, provides space to relax, meet, celebrate and enjoy the parkland with its flora and wildlife. We not only provide the space for your business meeting, training course or private function, we have the resources and skills to help you plan and implement it effectively too. Heaton Mount offers a range of conference suite sizes to suit your individual needs, all boasting the latest technology. Superb chefs prepare the finest food, and guests can

relax in our conservatory bar and lounge. Heaton Mount also offers comfortable, relaxing en suite accommodation; providing internet access, complimentary beverages and everything you need for a pleasant stay. In addition, the new facilities added to the adjoining Emm Lane part of the campus - including the 92 seat Harvard style lecture theatre and a variety of other flexible teaching spaces - are available for hire outside term time and some evenings. Please contact our conference and events team for more information.

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