



BRADFORD
UNIVERSITY
School of Management



Working With
Our Talent

in partnership with business



Making Knowledge Work



Outstanding school Outstanding talent

Some recent employers of our graduates

Asda
BT
Enterprise Rent-A-Car
Exxonmobil
Green Flag
Hartwell Plc
Hewlett-Packard
HSBC
IBM
KPMG
Lloyds TSB
Lovell
Macquarie Bank International Ltd
NHS
Tesco
Toys R Us
Wm Morrison Plc

As a leading global business school, Bradford University School of Management has a wealth of talent in generalist and specialist subjects in business, management and law at both undergraduate and postgraduate level. We have been ranked the Number 1 University in Yorkshire for employment by the Times Good University Guide – evidence of the quality of our students and the regard that employers have for them. 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 you can tap into this talent – for our mutual benefit – as outlined in this brochure. We believe now is an excellent time for organizations of all shapes and sizes to introduce some fresh thinking into how they fill long and short term resource gaps, undertake project work and develop their own managers. And what better way to do this than by investing in our leaders of tomorrow, today.

Our students – who are they?

Undergraduates following a BSc in a business or management related subject, or an LLB in law.

Postgraduates studying for an MBA, MSc, GDL (Graduate Diploma in Law) or conducting research for their PhD or DBA (Doctorate of Business Administration)

What do they study?

Accountancy and finance
Business and management
Financial planning
Human resource management
International business
Law
Marketing
Operations management





Undergraduate work placements

// Our placement student has become a valuable member of our team. Every department he has worked in has commented on the high standard of work he has produced. //

Damian Hood, Planning Department - Lovell

Every year, the School of Management has around 100 undergraduate students available for placements of 36-48 weeks. This experience forms the third year of their four-year course, so they will be looking to put into practice the knowledge they have already gained. All types of organizations are suitable – our students work in the private, public and charitable sectors, from large multinationals to local SMEs.

What are the benefits to you?

You will find you have someone who brings fresh ideas, a new approach and a real motivation to make an immediate contribution to your business. A work placement has been proven to be an extremely cost effective way of managing a project or filling a resource gap and, of course, provides a possible future recruit who will already know your business.

The full range of courses can be seen on our website, but students may come from generalist Business and Management Studies courses or be specialising in areas such as Accounting and Finance, Marketing, HR or Law. You can also be assured that we will have prepared 'your' student for work through specific pre-placement workshops and relevant employability modules.

What does it cost?

The School of Management makes no charge for placements, you just pay the student the agreed salary for the time they are with you – this is typically £12-£15,000 per annum pro rata.

How does it work?

One of the main aims of the School of Management is to prepare students for a career in management – as such the placement should provide work in an environment with genuine responsibility and exposure to the day-to-day issues facing business today. The process is quite straight forward, and we can help you through this as necessary.

The School's Placement Team are on hand throughout the year to support you and the student. All we ask is that you treat your student as you would any other employee. We will work with you to monitor and review the performance of the student.

To find out more:

Tel: **+44 (0) 1274 234 329**

Email: usingourtalent@bradford.ac.uk

Web: www.bradford.ac.uk/management/placements

How the process works

September onwards

Advertise your placement

Between February and August

Run selection process – as you choose, but we can provide advice, resources and facilities

Select student – make job offer to student, copied to us, with start and end dates, salary and holiday details

June - August

You allocate a supervisor – they will oversee the training, development and well-being of the student in the workplace

We assign a placement tutor who will visit the student and their supervisor in the workplace.

From June, for minimum of 36 weeks

Student starts work



MBA projects – consultancy and research



Could your business benefit from an objective analysis of an opportunity or problem? Do you have ideas about how to develop your business but haven't the time or resource to evaluate the options? If this is the case, you could benefit from our valued, high quality consultancy and research carried out by our MBA students, overseen by leading academic practitioners in their field.

The MBA management project represents a major, applied problem solving element of the MBA programme. The student tackles your chosen issue or opportunity which leads to a final report for assessment.

Some recent project titles include:

- Identification of new international markets for an SME packaging company
- Introduction of an environmental management system for a marketing agency
- Review of process efficiencies and back office activities in a healthcare business
- Digital marketing strategy for an SME on-line fashion retailer
- Recommendations for entry to 'The Sunday Times Best 100 Companies' by a leading regional car retailer



What are the benefits to you?

Excellent value:

High quality consultancy at low cost

Fresh ideas:

An objective, strategic view of complex business models, informed by the student's previous business experience and MBA education

Quality service:

Support from an academic specialist, plus the School of Management's dedicated Business Engagement Team

Talent identification:

Projects can be an excellent source of future employees

// Each of the candidates responded well to the interview and our chosen candidate was the best we have had to date in terms of his commitment and overall management of the project. We are very satisfied with the work produced and we are in the process of making as much of it with our clients as possible. //

Allen Bladon Client Services Director, Huthwaites



// Our project cut across an array of our business functions and needed flexibility, insight and hard work. Bradford University School of Management was able to provide an outstanding student who delivered a 21st century project that exceeded our expectations. We are delighted with the outcome of the project. If we had to describe the School of Management in a phrase, it would be a life changing institution where MBA students deliver outstanding projects to employers. //

Delroy Beverley, MD, Incommunities, Property Solutions.

What does it cost?

The School of Management makes no charge to facilitate the project process. With the exception of charities, we think most organizations would be happy to pay the student for a piece of high-quality consultancy. We leave any payment negotiation to the student and you – this could be a one-off fee or an incentive payment. We do expect out-of-pocket expenses to be covered. We can provide guidance on this aspect of the project if necessary.

How can we protect your confidential information?

In this competitive environment, we recognise the need for confidentiality. If you are uncomfortable with the content of any of the project being discussed outside of your company, or the final report being made available to view, you can protect your interests by asking the student to sign a Non-Disclosure Agreement. We can also arrange for project reports to be withheld from the University library for a pre-determined period on request.

How long does the project take?

The project is undertaken over a 5 month period, with the final report normally being produced in early September.

Other consultancy and research

If you have research or consultancy needs which do not fit the timescales or criteria for MBA student projects, our leading academic practitioners could offer an alternative solution.

// The Management Project allows the amalgamation of previous work experience and knowledge gained during the MBA to be tested in a real world business situation. The necessity to work independently improves planning and time management skills that foster self-discipline; a requirement for future business leaders. The project work is a great opportunity to build credible experience within a new business area too. //

Yuvaraj Eswaran Identifying new international markets for an SME

To find out more:
Tel: **+44 (0) 1274 234 329**
Email: usingourtalent@bradford.ac.uk
Web: www.bradford.ac.uk/management/mbaprojects

How the process works

January

You submit your required outline project proposal

February

Your project is advertised to MBA students

February to March

You interview your chosen students from a prepared shortlist and select your candidate

March to May

The student liaises with you and the academic supervisor to develop the project brief and objectives

June to August

The student carries out the research and produces the deliverables requested by you

September

The student produces the final report



Recruiting our talent



// After going through an arduous selection process with over 200 candidates for a position at a global banking and financial services firm, it was nice to note that out of the 4 graduates who got the job two of us were from Bradford University School of Management.

I believe this is testament to how well the School prepares its students for life outside University and enables them to achieve their dream jobs even in a difficult economic climate. //

Bradley Northrop, Asset Transformation Associate - Macquarie Bank International Ltd.

Advertising your vacancy

We will happily advertise your part time, full time, permanent or temporary vacancies, free of charge, to any group of students or graduates at the University, as well as postgraduate alumni from the School of Management. Please just email us with your vacancy details or other requirements at usingourtalent@bradford.ac.uk and we will do the rest.

Interview support

If you would like to meet our students we can manage the interview process for you, set up interview schedules, arrange rooms and even contact the participants on your behalf if you wish.

MBA directory

If you are looking to recruit a high-calibre individual with a number of years of experience and the potential to progress to the highest levels of your organization, the Bradford MBA Directory is a specialist resource - a searchable online database, profiling students who have recently completed or will be completing the MBA programme in the near future. Contact careers.mgt@bradford.ac.uk for a password and further details.

Careers fair

We run focused events such as our annual Business and Management Careers Fair, held in February/March. This is designed to promote your business and your opportunities to students and graduates in the most cost-effective way.

Interview skills

We also invest time in ensuring our students are as well prepared as possible for the world of business by offering them the opportunity to experience mock interviews. We are keen to invite companies in to help with this, which can also provide a valuable experience for young managers to develop their interviewing skills in a safe environment.

Company presentations

Committed to ensuring our students graduate with a good understanding of how organizations work as a complement to their theoretical grounding, we invite organizations to speak to students throughout the year. This is a great opportunity for businesses to raise their profile and engage with the future graduate market. It is also an opportunity for employees to develop presentation skills, whilst enabling the students to find out more about the real world of business.



Working in partnership

Other partnership opportunities with the School of Management

In addition to recruiting our students, we have a number of other ways we can build successful partnerships with organizations for mutual benefit.

Conferencing and events

Many companies use our Heaton Mount site - the home of our Executive Education centre (pictured above) - to host their own meetings, conferences or other events. We offer a choice of different room sizes as well as being able to offer overnight accommodation on site and first-class dining facilities. Completed in 1866, this former home of a textile magnate regularly features in English Heritage open days. Set in nine acres of parkland, the mansion has been sympathetically extended, restored and redecorated to provide a bright and airy teaching environment. For more information:
Tel: **+44 (0) 01274 234485**
Email: heatonmount@bradford.ac.uk
Web: www.bradford.ac.uk/heatonmount

Executive Education

For over 40 years we have combined top level management thinking with practically applicable solutions, to deliver customised solutions to individual issues. Our key strength is teaching and facilitation. Our slogan "Making Knowledge Work" reflects our objective for each and every client, and our experience of working with managers at all levels – board, senior, middle and front line means that we can

work on integrating the learning throughout the organisation. Our objective is to make our activity engaging, productive, inspirational, enjoyable and applicable. To find out more, please contact Julian Rawel, Director of Executive Education on:

Tel: **+44 (0)1274 236679**
Email: execed@bradford.ac.uk
Web: www.bradford.ac.uk/execed

SME Knowledge network

The SME Knowledge network provides a unique service which allows businesses across Yorkshire and the north of England to benefit from access to practical and solution-focused learning, tailored to the needs of the SME. For more information:

Tel: **+44 (0)1274 235676**
Email: smenetwork@bradford.ac.uk
Web: www.bradford.ac.uk/smenetwork

// We're fortunate to have one of the UK's leading management schools in the city and Bradford University has proved its breadth of teaching knowledge. We were impressed by its ability to tailor the courses specifically for Pace. //

Ian Kydd, Head of L&D, Pace



Contact

If you would like to take advantage of the talent on your doorstep, or discuss any of the initiatives mentioned in this brochure, please contact us at the School of Management to introduce yourself.

Please contact
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usingourtalent@bradford.ac.uk
Web: www.bradford.ac.uk/management/talent

The Bradford MSc	The Bradford MBA	The Bradford PhD and DBA
Undergraduate BSc and LLB Courses	MAKING KNOWLEDGE WORK	Executive Education
Student Placements and Projects	Research and Consultancy	SME Knowledge Network

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