

Corporate Connections

The Bath Advantage

Daniel Goord,
BSc in Business Administration,
on placement at Zurich

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Contact us (inside back cover)

www.bathconnectsyou.com

Welcome to The Bath Advantage.

As a leading UK business school, we have an excellent reputation for business education and international research. We work with a wide range of organisations in different ways to realise the potential of our high-calibre students, academic expertise and extended network.

🔗 We can help your organisation attract some of the best students to work on placements and projects which will support your recruitment and talent development strategies. We can also create research partnerships, sponsorship opportunities and executive development programmes, tailored to your needs.

Across the School we have an extensive business network of organisations covering all industry sectors from banking to FMCG, to charities and public sector bodies. This includes our alumni, many of whom are in senior management roles, and the members of our international advisory board. We hold regular events and forums that provide excellent networking opportunities, bringing together academics and practitioners to exchange ideas and share experiences.

If you are interested in developing a long-term, multi-layered relationship with us, our Corporate

Partner Scheme may be of interest. It offers a number of exclusive benefits such as an enhanced presence on our campus, exposure on our website, and editorial in our thought leadership publication, *The Bath Perspective*.

This brochure provides an overview of the many ways in which your organisation can benefit from working with us. If you have ambitions for your organisation's future, talk to us about how we can help make those ambitions a reality. 🔗



Stephen Rangecroft
Director of External Relations & Marketing

World-renowned academic excellence and research

📍 The School of Management is proud to be a part of the University of Bath, one of the UK's top universities.

The School of Management is proud to be a part of the University of Bath, one of the UK's top universities. The University too has an international reputation for the quality of its teaching and research. It also has a distinctive approach that emphasises the education of professional practitioners, fosters high achievement and promotes original inquiry and innovation in partnership with business, the professions, public services and the voluntary sector. In *The Times Good University Guide 2011*, the University of Bath is ranked 13th in the UK and it has never been out of the top 20.

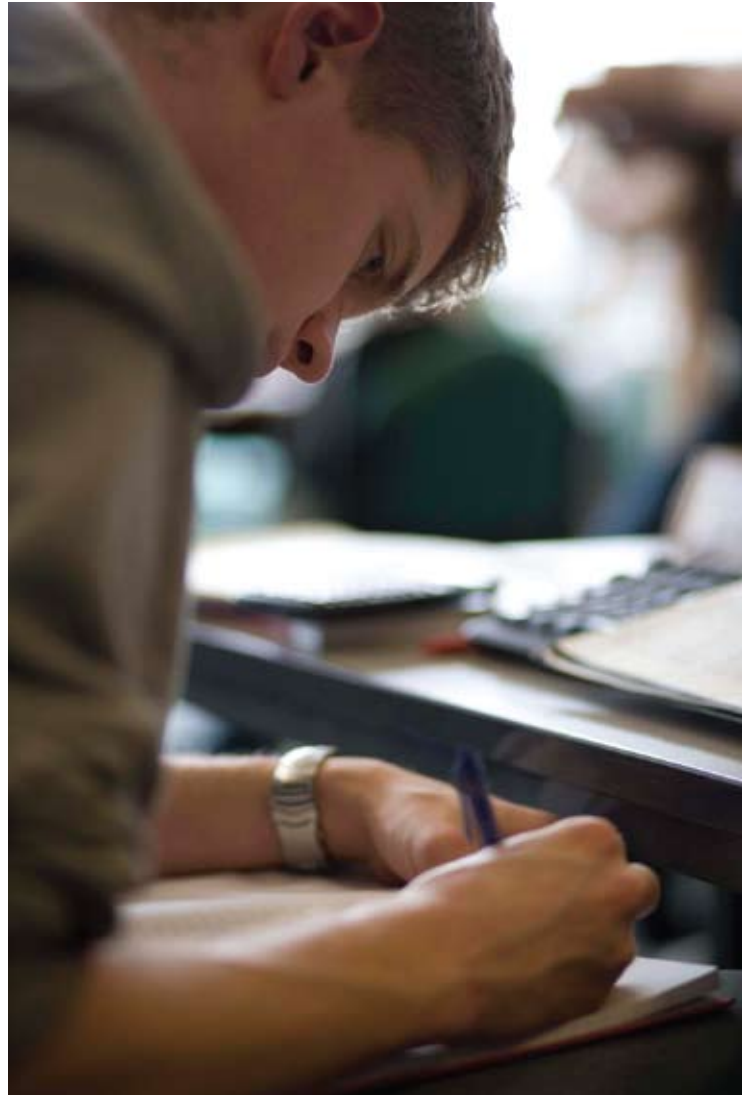
With over 40 years' experience of delivering high-quality management programmes, the School of Management is one of the oldest-established business schools in the UK. We have achieved top ratings for both our research and our teaching and we are consistently ranked among the top business schools in the UK, currently placed 4th by the *Times Good University Guide*. The Bath MBA is ranked among the top programmes in the world by the *Financial Times*.

We are a firmly established, leading international centre for management research. This was reflected in the 2008 Research Assessment Exercise (RAE) which

placed us 5th in the UK, equal to Oxford. We have been consistently ranked in the top ten in Europe for research by the *Financial Times* (MBA ranking), and most recently were rated 7th in Europe and 4th in the UK for research. A number of industry-funded research centres, groups and networks exist within the School and these span a wide range of management issues.

We have a faculty of some 90 teaching and research staff with a support team of around 70 managerial and administrative staff. We have approximately 1,900 students in total, comprising some 200 MBA students, 370 Master's students, 210 full- and part-time research students, and over 1,100 undergraduates following BSc degrees. The School also runs joint programmes with departments in the Faculties of Engineering and Design, Science, and European Studies and Modern Languages.

In 2009, the School was granted re-accreditation from EQUIS, an international seal of approval awarded by the European Foundation for Management Development (EFMD). Being accredited by this body means we are meeting the very high standards set by EQUIS, giving the School worldwide recognition. Our MBA programmes have also been accredited by the Association of MBAs (AMBA) since 1976.



Our expertise



Research-intensive, practice-driven

As a research-intensive institution, the centrality of research to teaching is an essential feature of all our programmes. In addition to this, the value we place on students gaining practical work experience alongside their academic study has long underpinned our ethos – for over 30 years, our undergraduate students have been working in organisations on placements. Through our research, we aim to generate knowledge which we then disseminate it through innovative teaching, going beyond the classroom into situated management practice in world-leading organisations.

High-calibre students and graduates

Our students are highly diverse with over 100 different nationalities being represented in our student population. They are already high-achievers when they join us, usually having gained high grades in their A levels or equivalent studies, or an excellent first degree if they are joining us for postgraduate

study. On leaving us, they enter the competitive job market with a highly reputable degree and, often, valuable work experience or a period of study overseas. In 2009, 96% of our BSc in Business Administration graduates finished with a first or 2:1.

Excellent programmes

The School of Management has a long tradition of providing high-quality and innovative degree programmes, from undergraduate to postgraduate/post-experience level to research degrees. The quality of the student intake across all the School's degree programmes is high, and for some programmes the criteria for admission are exceptionally difficult to meet. Demand for places significantly outstrips supply with an average of more than nine applications being received for each place on our degrees. Employers and external examiners equally attest to the high quality of work that our students deliver, whether on work placement or as part of the academic assessment process.

Our programmes:

Undergraduate

- BSc in Business Administration
- BSc in Accounting and Finance
- BSc in International Management and Modern Languages

Specialist Master's

- MSc in Management
- MSc in Finance
- MSc in Finance and Banking
- MSc in Finance and Risk
- MSc in Accounting and Finance
- MSc in Advanced Management Practice
- MSc in Marketing
- MSc in Innovation and Technology Management
- MSc in International Management

Research

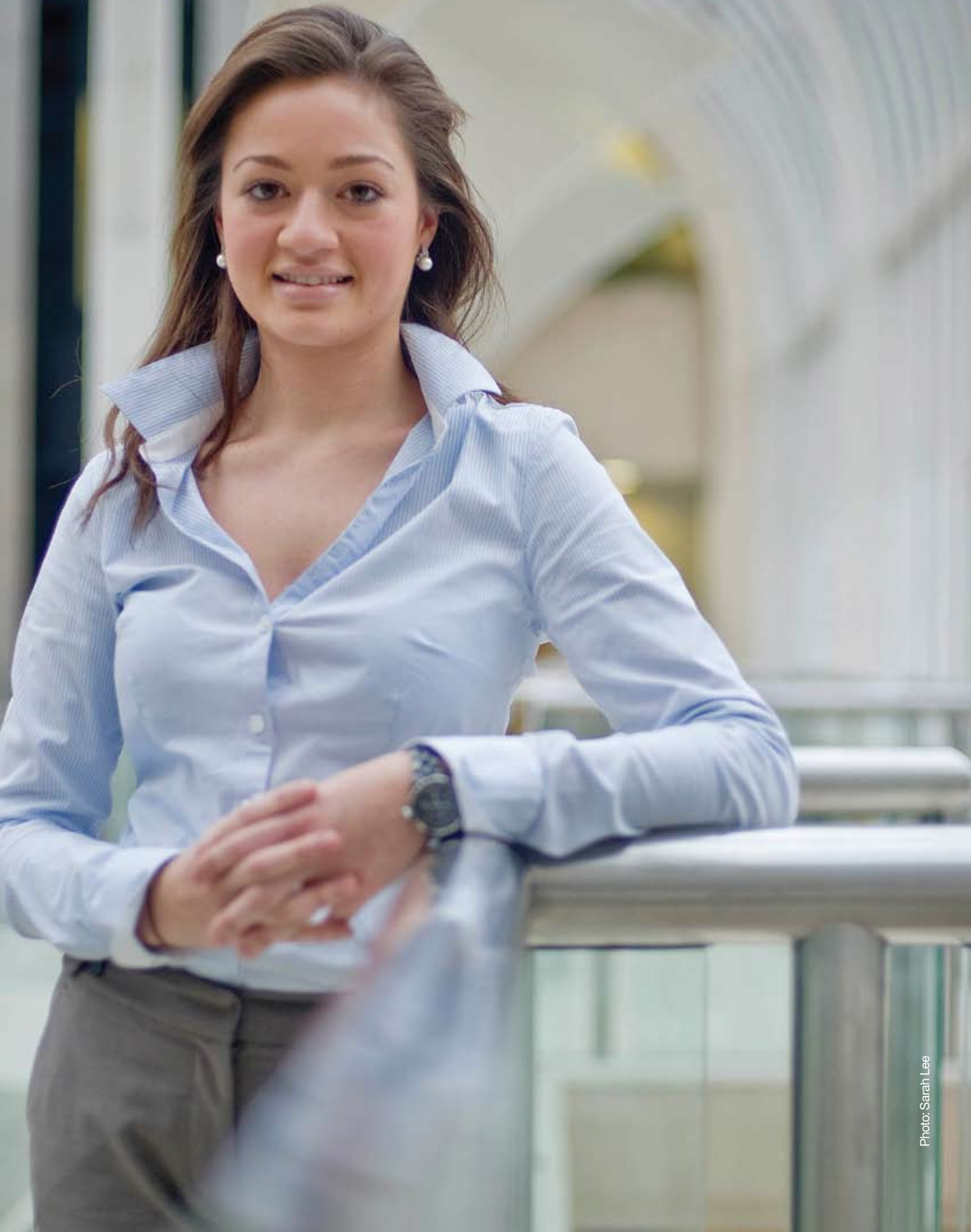
- MPhil & PhD
- DBA in Higher Education Management
- MRes in Management
- Engineering Doctorate (EngD)

MBA & Executive Development

- The Bath MBA
- Executive Development



Lauren Dolan
MSc in Advanced Management Practice, 2009
Pictured at her employer Danone, in London.



Working with our students

👁️ Our students can support your company in a number of ways: they can undertake a special project, provide a fresh perspective and boost your resources. Whatever your requirement, you can be assured that our business students are amongst the best in the country.

Work placements

Currently ranked 4th in the UK for business studies by *The Times Good University Guide*, our competitive undergraduate programmes attract some of the highest-achieving students, highly sought-after by employers. We like to think that our students begin their career as soon as they start learning with us. This is because we believe in the practical application of learning: we not only teach our students, we provide opportunities for them to work in real jobs while they're studying, allowing them to gain vital skills and experience before they've even graduated.

There is no hard-and-fast rule as to what type of work is suitable since a great deal depends on the student's own maturity, skills and abilities, and the requirements of your organisation. However, all our students are eager to learn, quick to take on extra responsibility, and able to handle a variety of different tasks and projects.

The benefits to your organisation include:

- Placements, which can be seen as an extended interview for both you and the student and are a very cost-effective way of recruiting – 61% of the BBA graduates surveyed last year secured a graduate job with one of the companies where they had undertaken a placement
- Specialised knowledge
- International knowledge
- An external viewpoint
- Special project work

We work with over 200 organisations, including blue-chip companies, medium and small organisations, public sector bodies and charities. Here are some of these organisations:

Accenture, American Express, Baker Tilly, Barclays Global Investors, BG Group, Canterbury of New Zealand, Citibank, ConocoPhillips, Danone, Deloitte,

Deutsche Bank, Dresdner Kleinwort, Electrolux, Ernst and Young, Eurosport, Fiat, Future Publishing, Goldman Sachs, Google, Home Office, HSBC, Innocent, Intel, JP Morgan, KPMG, Kraft Foods, Lloyds TSB, L'Oréal, Mars, Microsoft, Motorola, National Trust, Nestlé, Orange, P&G, PepsiCo, Porsche, PricewaterhouseCoopers, RBS, Rohde&Schwarz, Santander, Siemens, Sony BMG, UBS, Unilever, WHSmith, Xerox, Zurich.

The programmes we offer which include work placements are:

[BSc \(Hons\) in Business Administration \(BBA\)](#)

This is one of the top undergraduate business degrees in the country and one of the only programmes in the UK to include two six-month periods of professional work placement rather than a whole year in one organisation. The first placement occurs at the start of the second year, and the second takes place at the end of the third year.

[BSc \(Hons\) in Accounting and Finance \(BAF\)](#)

This three- or four-year programme provides a solid grounding in the basic management disciplines in year one and specialist knowledge thereafter, to students who have strong quantitative skills and who wish to pursue a career

in accounting or finance. This programme offers one optional twelve-month placement in year three.

[BSc \(Hons\) in International Management and Modern Languages \(IMML\)](#) (For French-, German- and Spanish-speaking placements)

This four-year programme, offered as IMML French, IMML German, or IMML Spanish, includes a compulsory year abroad either working, studying at a partner business school, or a combination of both. Students are placed in a variety of national and multinational companies in all sectors, private and public, including subsidiaries of large and small British organisations.

Most students work in France, Germany or Spain but placements in other French-, German- or Spanish-speaking countries such as Belgium, Switzerland, Austria, Canada and Latin America are also possible.

[MSc in Advanced Management Practice](#)

In addition to our undergraduate work placements, Master's-level students are now available through the one-year MSc in Advanced Management Practice – the only Master's degree of its kind to incorporate a compulsory work placement, of 20-22 weeks.

“ The course gave me a very solid foundation, both in terms of theoretical knowledge and practical work experience. I was given responsibility from the start and the very varied tasks enabled me to develop my skills. I started work the day after my course ended, so it was definitely worthwhile. ”

Lauren Dolan, Danone

“ [The team] all pulled together to deliver an excellent final presentation to our business which was well received by everyone in the audience and will be used in our future planning/thinking. ”

Kim Mead, Activation Manager,
Danone Waters (UK & Ireland) Ltd

Projects

MBA projects

Providing an MBA project could help your organisation address issues within your business for which your permanent staff may lack either the time or the specialist expertise to conduct themselves. They are a cost-effective way of bringing in expertise on a consultancy-style basis to help address a specific business issue. The three-month consultancy project (usually taking place from June to September) forms the concluding part of the Bath MBA programme; it must handle a real business problem or issue and it represents a significant part of the student's qualification. Your organisation would be closely involved in defining the remit of the consultancy exercise, and would be able to select the student whose experience and skills best reflect your requirements.

The benefits to your organisation include:

- Professional, high-quality consultancy and research conducted at a fraction of the cost of a mainstream provider
- Individuals working for you who have a highly international perspective and recent learning from leading academics and practitioners
- Tangible results, typically a project report and presentation, within a short timescale

- Balanced input drawn from the latest thinking, theory and practice
- The opportunity to observe potential future recruits

Like our students, our project providers vary enormously and we welcome projects from all kinds of organisations. Recent project providers have included:

Accenture, Barclays Capital, BG Group, ConocoPhillips, Danone, e-dialog, IBM, Nestlé, NHS, Serious Fraud Office, UK Borders Agency, and Unilever.

BBA team projects

In their final year, BSc in Business Administration students carry out a team project which involves working on a real business issue for a company or organisation, from October to April. A project could produce valuable and useable results for your company and can cover issues such as strategic research, market research, feasibility studies and intra-organisational analysis.

Each multidisciplinary team of four or five students has a range of academic specialisms, business experience, and in some cases language skills, and so can meet the needs of your organisation in terms of specialist knowledge.

The benefits to your organisation include:

- High-quality, in-depth research
- External, objective ideas and analysis
- A team of high-calibre, committed people to work on your project
- A creative, fresh approach to examining a business issue
- Multidisciplinary teams capable of examining a business issue or problem from a variety of perspectives
- Careful monitoring of the project by an academic specialist
- Visibility for your organisation in a competitive graduate recruitment marketplace

Most projects carried out are for companies based in the UK, but some have also been undertaken on behalf of companies based in the Netherlands, Denmark, Sweden, Germany, Switzerland, Belgium, Ukraine, Bulgaria, Singapore and the USA.

Prizes and scholarships

Every year, successful students from across our programme portfolio are awarded prizes for their achievements, and these are sponsored by organisations. The prizes vary in nature from a Best Student category through to recognition for excellence in specialist areas like Finance or Strategy on a particular programme.

The majority of prizes are awarded to final-year students when they graduate, and an annual prize-giving ceremony marks the occasion. The event is a great opportunity for organisations to raise their profile and meet our students as well as other sponsors.

“ A very professional team who tackled the issues logically and sensibly. Their recommendations were well thought through, backed up by their research, and sensitively presented to a Yell audience. ”

Head of Executive Development and Resourcing, Yell Group

Sir Christopher Gent
MBA Guest Speaker

Guest speakers

We are always looking to connect with people who can provide our students with real insight into business life and share their experiences. If a senior member of your organisation would like to be a guest speaker, we should be very interested to hear from them.

Past guest speakers include:

- Ray Kelvin, Founder and CEO, Ted Baker
- John Lautze, Global Accounting and Financial Services Controller, Intel Corporation
- Sir Christopher Gent, Chairman, GlaxoSmithKline and former CEO of Vodafone Group Plc
- Mr António Horta-Osório, CEO of Abbey Santander
- Stephen Kelly (BBA, 1984), former CEO, Micro Focus
- Sir Julian Horn-Smith (MSc, 1979), former Deputy Chief Executive of Vodafone Group Plc, and non-executive Director of the Board, Lloyds TSB Group Plc
- Margaret Heffernan, entrepreneur



Developing your people

👉 Through the expertise of our academics, we can help your organisation deal with business challenges and transform futures.

Executive Development

Our academics are well-grounded in the business world and they are called on regularly to provide their expertise to both SMEs and multinationals, in areas ranging from organisational change to strategy to project management.

Our approach

Our approach begins with developing a full understanding of your specific learning and development requirements. We will work closely with you to ensure that the programme we offer helps to solve the challenges your organisation faces.

The learning objectives and case material will be closely linked to your specific organisational context. We offer total flexibility in all aspects of our management training, including location and timing. All programmes are run off-site and we work with you to identify an appropriate learning environment and facilities. We believe in creating long-lasting and close partnerships with our clients, based on trust and collaboration.

Recently we have created tailor-made programmes for Halcrow and Intel and we also offer Procuring and Commissioning from the Third Sector Programme (PC3). This is a four-day course run by the School of Management with the support of the Improvement and Development Agency (IDeA) and is designed to help participants engage with and create practical responses to the third sector procurement and commissioning challenge.

MBA sponsors

Over its 40-year history, the Bath MBA has earned a reputation for excellence. The programme is consistently ranked among the world's leading MBAs by the *Financial Times* and the Economist Intelligence Unit's *Which MBA?* Our reputation stems from listening to our students, alumni and relevant stakeholders to innovate and maintain our competitive edge at the forefront of management education and research.

Designed for mature candidates with several years' management experience, the Bath MBA encourages self-awareness, intuition, cross-cultural sensitivity and entrepreneurship skills as well as a socially responsible and ethical approach to business and management.

As an employer, you may wish to sponsor members of your staff as they undertake the Bath MBA programme. An attractive option for ambitious managers and employers alike, both can benefit from better leadership and communication skills, and critical thinking. Our Executive programme, with its 'pay as you go' scheme, continues to appeal to sponsoring organisations as well as self-funding candidates.

Forums and networks

Change Management Forum

Change management and leadership are key practical issues facing organisations today, in both the private and public sector, as well as being areas of increasing academic interest.

The purpose of the Forum is to provide a venue where 'thinking practitioners' and 'applied academics' can come together to exchange ideas and knowledge. Our aim is pragmatic in that we seek to promote more effective change and leadership at work through dialogue and discussion.

The Forum meets four times a year at the School of Management on a Thursday evening. Around 30 different organisations are usually represented at any one meeting, from both the private and public sector, ranging from the financial services to the NHS. Themed presentations are either given by an academic reporting research and/or new ideas, a practitioner relaying experiences of managing and leading change, or a combination of a practitioner and academic working together.

All sessions are given under the Chatham House rule and what is said is not reported so that a full and frank exchange of views is encouraged.

Bath Entrepreneur in Residence

The Bath Entrepreneur in Residence (BEIR) scheme brings together successful entrepreneurs and aspiring students. Every year we invite such practitioners to become part of our entrepreneurial community by serving as the Bath Entrepreneur in Residence. The scheme exemplifies the School's commitment to infusing the Bath MBA and our undergraduate curriculum with an entrepreneurial viewpoint. Our current Entrepreneurs in Residence are Margaret Heffernan, Malcolm Lewis and David Richards.

MBA Masterclasses

Our MBA Masterclasses offer an opportunity to experience the Bath MBA – sit in on a lecture, meet with current students, members of faculty and staff, and network with alumni. Our Masterclasses take place several times a year, and dates are listed on our website.

“ Halcrow wanted to develop an entirely new management development programme... the Bath team worked with us in identifying critical development issues and refining them to meet the needs of our middle management. More importantly, that same team has worked with us throughout to adapt the content to reflect specific needs, with the programme receiving consistently high ratings. ”

Neil Holt, Group Board Director, Halcrow Group Limited



David C Williams
Executive Bath MBA, 1999

Head of SME Marketing
Commercial Banking,
Lloyds Banking Group



Building knowledge through research

Our research

Research at the School of Management is structured around four issue-based clusters, which span several functional disciplines:

- Organisational: Work, Leadership and Change
- Decision, Information, and Risk Analysis

- Business, Regulation and Society
- Complex Networks and Systems

Within the School there are also Research Centres and Consortia spanning a wide range of management issues, and these overlap and interlink with the interests of our subject groups and research clusters.

Research Centre	Area
Centre for Business, Organisations and Society (CBOS)	CBOS is concerned with the relationship between corporations and the societies within which they operate. It undertakes research to understand in more depth the role of corporate social responsibility and to inform the ethical position of corporations in different societal contexts.
Centre for Security, Technology and Human Behaviour	The Centre is focused on people's interactions with each other and systems, often from the perspective of security, trust and privacy. Current research includes funded projects on: privacy and value, security and privacy and mobile applications, conflict resolution and computer games, and the behaviour of ideological, radical groups online.
Centre for Research in Strategic Purchasing and Supply (CRiSPS)	CRiSPS' research agenda is aimed at developing practical models, methods, and tools that may be used by both public- and private-sector managers to improve their understanding of, and expertise in, purchasing and supply.
Centre for Research in Advertising & Consumption (CRiAC)	CRiAC focuses on a broad range of consumption practices that constitute consumer culture in both developed and developing economies, and examines the role of advertising in the development of brands.
International Centre for Higher Education Management (ICHEM)	ICHEM's primary objective is to support the effective management of higher education institutions by providing an arena for research, development, liaison and advanced professional training.
Work and Employment Research Centre (WERC)	WERC conducts research into key areas of contemporary practice in the world of work and employment.

Research Groups and Networks	Area
Lean and Agile Research Group (LARG)	The key objective of the Management group LARG is to conduct high-quality research into design, manufacture and the management of processes and systems, with an emphasis on Lean Production and Agility Best Practice. This research is managed through three industrial sector-led themes: Automotive, Aerospace, Construction.
Research Network for International Business and Emerging Economies (RNIBEE)	The network aims to promote and facilitate research with an international focus. Members pursue a variety of research agendas such as the strategies of multinational enterprises within and across contexts, the strategies and change processes of domestic firms in emerging economies, and internationalisation and competitiveness.

Faculty

👉 The School of Management has some 90 teaching and research staff. Many are leaders in their area of expertise and draw upon a wealth of industry experience.

Here are some of the faculty members your company could be working with:



Professor Richard Elliott

"I joined the School of Management in January 2007 as Professor of Marketing and Consumer Research. I was previously Director of the Bath MBA, until my appointment as Dean of the School of Management in 2008. I have developed consumer insight and brand strategies for a wide range of companies including BT, Capital One Bank, P&O Cruises, Diageo, Unilever, Coors Brewers (Bass), and as an Expert Witness for ASDA on Brands and Consumer Psychology. I have published books on Strategic Brand Management, Strategic Advertising Management, and over 100 papers in academic journals. I am a Fellow of St Anne's College, Oxford."



Professor Mike Lewis

"I am Professor of Operations and Supply Management and I lead the Executive Development team. I have worked with numerous organisations including Morgan Stanley, RBS, John Lewis Partnership, BMW, Rolls-Royce, QinetiQ, DVLA, and IBM. Before coming to Bath in 2004, I was Senior Lecturer at Warwick Business School and Research Fellow at the Cambridge Manufacturing Institute. I have spent time as a visiting researcher at Harvard and as a Visiting Professor at the McDonough School of Business, Georgetown University. My current research interests include professional service productivity, hyper-responsive operating models and through-life capability management."



Dr Juani Swart

"I qualified as a Chartered Psychologist in South Africa and then went on to receive my PhD in Organizational Knowledge. After this, I came to Bath and undertook a period of Directorship of the Bath MBA. My latest research, conducted in collaboration with Cornell University, inquires into the management of intellectual capital in professional services firms. I have also worked as a Human Resources Consultant with a number of blue-chip organisations. My executive development expertise is in the areas of leadership styles, personal effectiveness in the context of people management, and the management of professionals."



Professor Andrew Graves

"I am a mechanical engineer and political scientist. I worked in Formula 1 and 2 racing as a development engineer and team manager before joining the University of Sussex in 1985 where I researched R&D and technology issues with MIT's International Motor Vehicle Programme. I came to the University of Bath in 1994 and now hold the Chair for Technology Management, heading several research programmes into LEAN Manufacturing and AGILE Production."



Professor Michael Mayer

"I joined the University of Bath in 2006 after appointments at the Universities of Glasgow and Edinburgh and I am currently Director of the Bath MBA. My main interests lie in the areas of strategic change and restructuring, and the interface between strategy and organisation, as well as international and comparative management. I have contributed to executive education programmes for companies such as KPMG, Scottish Power, and Associated Newspapers, as well as a range of public-sector organisations."

Recent research projects

The following examples give an idea of the scope and depth of our research and its relevance to business. More information on these and other recent projects can be found on our website.

The School of Management Interactions Lab

The School of Management Interactions Lab provides a custom-designed space for research that investigates how we interact with other people, technologies and the environment.

Based within the University's Innovation Centre in central Bath, the Interactions Lab hosts research projects on a range of topics including: leadership; privacy and new technology; mobile phones and location sharing by teenagers (in conjunction with British Telecom); using video games to manage conflict resolution in children (with Serious Games Interactive); using feedback from virtual communities in product innovation (with Ipsos MORI); and how new media are used by ideological groups. Members of the Lab have worked with a variety of private and public organisations as consultants and research collaborators.

The research in the Lab is supported by research grants awarded by various funders including the Technology Strategy Board; Centre for Defence Enterprise; ESRC; EPSRC; The European Union; British Academy; the Home Office; and the Ministry of Defence. The Lab is open to use by members of the School of Management and provides

an ideal location for focus groups, usability testing, or psychological assessment of individuals and groups.

Global Sustainable Public Procurement conducted by the Centre for Business, Organisations and Society (CBOS)

As concerns over environmental and social issues have assumed greater political significance, public procurement has become a visible mechanism for government action. This comparative international study investigates approaches to public-sector sustainable procurement practices in the US, Canada, Western Europe, Eastern Europe, Scandinavia, and the Rest of the World within a sample which reflects organisations involved in healthcare, education, public order and justice, transport, and the provision of general public services. Preliminary results suggest that sustainability is embedded in procurement practices around the world but that environmental pressures are not the most prominent.

Senior strategists undertake research with Intel and Motorola

Faculty members from the Strategic and International Management Group have recently launched a three-year research project with Intel and Motorola.

The objectives of this project are to advance knowledge in the area of dynamic capabilities and organisational adaptation so that firms may better understand how to withstand environmental jolts such as the credit crunch, disruptive innovation and deregulation; how to explore



and innovate for competitive advantage in volatile environments; and how to adapt and reconfigure organisations and business models to take advantage of new opportunities.

The project involves interviewing a range of managers, including members of the organisations' EMEA management teams, as well as holding interactive workshops for feedback and idea-generation. This will ensure that practical

recommendations are developed to help companies secure sustainable competitive advantage in conditions of rapid and unforeseen macroeconomic change.

This project has been facilitated by the School of Management's existing relationships with Intel and Motorola.



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oi*

FINANCIAL TIMES

Osborne bows to EU hedge fund rules

From farm to...

Inflation rise seen

World Cup top...

Ian Gear
 BSc in Business Administration, 2005
 Pictured at his employer PwC, in Bristol

Be part of our international network

📍 The many touch-points we have with organisations around the world provide us with an impressive network of business contacts. In addition to these, we have our alumni community – successful graduates from the School of Management, working in organisations around the world – and senior professionals who make up our international Advisory Board. By working with us, you can join this network and your company can benefit from these links.

Our alumni

We have a thriving global network of over 9,000 former School of Management students. These members live in over 100 countries across the world and work in a range of organisations from multinational companies to SMEs and not-for-profit organisations. Our alumni play a major role in many of the touch-points listed here.

Alumni Groups

Special Interest Groups exist in the areas of Human Resources and Marketing. Made up of senior professionals and academics with common interests. The groups hold two formal meetings a year to look at case studies from the perspective of the senior practitioner and to share best practice.

We also have a number of international alumni groups. These are formed by alumni who want to meet regularly to enjoy social and networking events.

We have active alumni groups in:

- **Botswana:**
Gaborone
- **Canada:**
Toronto, Ottawa
- **China:**
Beijing, Shanghai
- **Greece:**
Athens
- **Hong Kong:**
Hong Kong
- **India:**
Delhi, Mumbai, Kolkata
- **Japan:**
Tokyo
- **Kazakhstan:**
Almaty
- **Norway:**
Oslo
- **South Korea:**
Seoul
- **Switzerland:**
Geneva
- **Taiwan:**
Taipei
- **Turkey:**
Istanbul
- **USA:**
New York
- **Zambia:**
Lusaka

Advisory Board

The School's international Advisory Board plays a key role in the strategic development of the School. Board members are drawn from a variety of backgrounds, both from industry and the public sector, to help us garner a variety of skills and a breadth of knowledge. Members offer strategic advice on issues

such as academic development and planning, graduate attributes, employability issues, fundraising, and emerging technologies/business practices. They help to guide the School in its development and enable us to strengthen links between the academic community and its external constituencies.

Current Members of the Advisory Board:

- **Sir Julian Horn-Smith**, Chairman of Advisory Board
- **Mr Michael Clarke**, Partner, Clarke Willmott Solicitors
- **Dr Peter Hawkins**, Bath Consultancy Group
- **Ms Margaret Heffernan**, Entrepreneur
- **Mrs Debbie Hewitt**, Plural non-executive director
- **Mr Tony Illsley**, Plural non-executive director
- **Mr Philip Lowe**, Former Director-General for Competition, European Commission
- **Lord Ian MacLaurin**, Former Chairman, Tesco
- **Mr Mervyn Metcalf**, Global Leisure Partners
- **Mr Mike Price**, Director, Better Strategy Limited
- **Dr Jack Rowell**, Former Director, Bath Rugby
- **Ms Betty Thayer**, Plural non-executive director
- **Rear Admiral Rees Ward**, Chief Executive Officer, Aerospace, Defence and Security (ADS)

The Corporate Partners Scheme

One of our goals is to establish long-term, multi-layered relationships which optimize the wide range of services that we can provide. Once we understand more about an organisation, its challenges and what it is looking to achieve, we can design a bespoke partnership scheme to suit them.

Often the desired outcomes are greater brand awareness on campus, connections to our academic research and improved access to our students. We can also help with talent development through our executive education capability, and networking opportunities via the various forums and events that we operate.

Our current partners include Intel, 3M, P&G, PwC, Nestlé, Zurich and BP. You can read about some of these relationships and what benefits they have delivered in the case studies opposite. We take a flexible approach to designing the scheme including how long it

may last, the services it covers and the financial costs.

The benefits to your organisation might include:

- Presentations on campus alongside other corporate partners
- Guest speaker appearances for senior managers
- Programme contributions through case studies and business games
- Sponsored student prizes and scholarships
- Discounted rates for the Executive MBA
- Editorial in the School's thought leadership publication 'The Bath Perspective'
- Exposure on the School's website within a dedicated Corporate Partner section
- Membership of the Change Management Forum and invitations to Masterclasses and executive development workshops

“ The concept has quickly spawned many ideas, exceeding our expectations of what the Partnership could offer us ”

Hannah Betts, HR Business Partner, Intel EMEA



Zurich's James Sutherland with staff and placement students at the Big Team Challenge, our annual, sponsored induction event for new students.

Our Corporate Partners include:



Corporate Connections

www.bathconnectsyou.com



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