

University of Bath Management Knowledge Transfer Partnerships (MKTPs)



TRANSFORMING BUSINESS PERFORMANCE

Introduction

Innovate UK has introduced a new programme designed to inject significant management expertise that expands business capability, increases efficiency and enables transformation and growth.

The Management Knowledge Transfer Partnership (MKTP) programme runs alongside the highly successful Knowledge Transfer Partnership (KTP) programme that has been helping companies innovate and grow for over 40 years.

Innovative processes introduced through a management focussed KTP could support your business rebuild and adapt to make a strong recovery post-COVID-19.

The KTP model

Knowledge Transfer Partnerships (KTPs) link businesses with an expert academic team and a suitably qualified graduate (the associate). This highly skilled, motivated three-way partnership collaborates to deliver a strategic project - sharing expertise, experience and resources to bring about transformation, embed knowledge and deliver growth.

What are Management KTPs?

The focus of an MKTP is driving effectiveness of the business through better management practices. These are delivered through a range of leadership and management skills and models that introduce strategic change and ultimately improves business performance.

MKTPs seek to support strategic management projects across core activities including:

- Monitoring and target setting
- Communication and motivation
- Organisation, resource planning and strategic thinking
- Problem-solving and decision-making
- Commercial awareness and risk management
- Coaching and mentoring
- Options evaluations, horizon scanning and fore sighting

Why the University of Bath?

The University of Bath has successfully managed over 200 KTP programmes, consistently delivering positive transformational impact to businesses. Over 80% of Bath's completed KTPs have been awarded Very Good or Outstanding by Innovate UK.

The University of Bath's School of Management is one of the UK's leading business schools with expertise in a diverse range of industry sectors and business areas including; Healthcare, Strategy & Organisation, Marketing, Supply-chain, Innovation, Governance and Regulations.

Cost/Criteria

- Innovate UK contributes either 50% (large) or 67% (SME) of the total project cost depending upon the size of the company.
- The company partner contributes the remaining project cost.
- MKTP projects last between 12 months to three years.
- Company partners must be registered within the UK.
- Associates are employed by the University but based on a day-to-day basis at the company and as such companies must be able to host the associate.

WHY AN MKTP?

Benefits to Academics

- Apply your research expertise through knowledge exchange to a range of business topics.
- Work with diverse businesses in different sectors and stages of development.
- Potential for Academic outputs, including publications, literature and contributions towards Impact case studies for Research and Knowledge Excellence Frameworks (REF & KEF respectively).
- Opportunity to help businesses re-build for a post-COVID19 world.
- Widen your business network and opportunities for future collaborations.
- Develop and build new and/or stronger links with project partners.
- Unprecedented access to commercial operations.
- Funding towards your research account.
- Contribution to the development and upskilling of a KTP associate.

Benefits to Company

- Funding to help deliver transformative change for a post-COVID recovery.
- Introduce businesses to new approaches that disrupt the standard 'business as usual model'.
- Boost productivity and increase profitability.
- Plan and develop strategies for 'future proofing'.
- Potential for R&D tax credits.
- Draft and execute practical plans to radically improve your business processes.
- Upskill existing workforce by implementing effective management strategy.
- Develop a highly skilled graduate with in-depth knowledge of your business.
- Generation and deployment of a structured framework to introduce, implement and manage business changes.
- External review of business practices and opportunity to build stronger links with project partners.

How do I apply with Bath?

If you would like to find out more about the opportunities of getting involved in an MKTP with the University of Bath, please contact our Industrial Partnerships Managers at the University of Bath:
industrialpartnerships@bath.ac.uk

Innovate UK offers **regular open calls** to access MKTPs (approximately 6 per year).

The University of Bath's KTP team has an outstanding success rate of KTP proposals being awarded. In addition we have a dedicated MKTP support team who work closely with all partners throughout the full lifecycle of a MKTP programme. This includes guidance from the initial stages and introducing potential project partners, through to recruiting an associate and offering project management from initiation to project completion.

More information at www.ktp-uk.org