



Warwick Business School Media Pack

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ABOUT WBS

Warwick Business School is the largest department of the University of Warwick. It was created as the School of Industrial and Business Studies (SIBS) in 1967 and took its present name in 1984.

It has an international reputation for top quality education and research in management and business in the public and private sectors.

The newly-appointed Dean of Warwick Business School, [Professor Mark Taylor](#), took up his post in April 2010. He is assisted by a Chief Administrative Officer, Darren Wallis and Associate Deans – academic professors, who manage functional divisions.

WBS is situated on an attractively landscaped university campus of 300 hectares, 3 miles from Coventry city centre and offer excellent modern facilities. At the hub of the UK's transport infrastructure, WBS is served by Birmingham International Airport just 20 minutes' drive away. London is 1 hour 15 minutes by rail and Birmingham is 20 minutes. The historic towns of Stratford-upon-Avon, Leamington, Kenilworth and Warwick are all within a ten mile radius.

The continued growth in the number of students¹ and courses during the past decade accompanied by the need for additional space and resources has led to a significant expansion. The third phase of an ambitious new building project totalling £30 million opened in 2007, doubling postgraduate teaching resources and providing an IT resource centre and 100 offices.

¹ In 2001 the total number of students and participants was 2,181. The total in 2011 is 6,238.



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RECOGNITION

WBS has an outstanding reputation for the quality of its research and teaching together with its flexible and personal approach to all aspects of business education.

Accreditation

WBS is the first business school in the UK to be accredited, in 2000, by all three premier international management education bodies:

- European Foundation for Management Development's quality inspectorate, EQUIS.
- The Association of MBAs, based in the UK.
- AACSB International – the Association to Advance Collegiate Schools of Business, based in the USA. WBS was the first UK institution to attain this accreditation

The Warwick MBA was fully re-accredited in 2009. In 2007, the MSc in Management achieved Pre-Experience Masters in General Management accreditation from the Association of MBAs.

WBS is the first business school in the world to achieve, in 2007, both Bachelors-level and Masters-level (levels 1, 2 and 3) accreditation from the CFA, the Chartered Financial Analyst Institute, for those of its degree programmes which include the teaching of Finance.

Research

The December 2008 Research Assessment Exercise rated 75 percent of our research at 3* and above, placing us third in the UK. WBS submitted 130 academics for assessment, nearly 90 percent of faculty, a statistic reflecting the high quality running across the breadth and depth of research. HEFCE has separately rated teaching at WBS as 'excellent', which is the highest level given in the assessment.

GMAC

WBS is one of only nine UK business schools invited to become a member of the US-based Graduate Management Admission Council, which administers the GMAT admissions test.

PIM

WBS is a member of the Partnership in International Management (PIM), a global network of 57 top business schools founded to enable international exchange of postgraduate students and faculty. Membership is by invitation only.



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FACULTY AND RESEARCH

WBS faculty is made up of around 170 academic staff. Staff belong to a [subject group, research centre or research unit](#), often belonging to more than one. In addition to research and teaching, many WBS staff undertake consultancy work for a variety of external organisations.

Search for specific staff or areas of expertise [here](#).

Subject Groups

Accounting, Markets & Organisations
Behavioural Science
Entrepreneurship & Innovation
Finance
Industrial Relations & Organisational Behaviour
International Centre for Governance & Public Management
Information Systems & Management
Marketing & Strategic Management
Operations Management
Operational Research & Management Sciences

Research Groups

- **Centre for Small & Medium Sized Enterprises** – fast growth firms, business start-ups, SME finance, entrepreneurship, public policy for SMEs
- **Financial Econometrics Research Centre** - The City, empirical finance, statistical methods, financial markets
- **Financial Operations Research Centre** - Financial options, risk management, the finance community
- **Industrial Relations Research Unit** - European industrial relations and regulation, diversity and equality, change management, new forms of work and regulation, unions, employee representation
- **Innovation, Knowledge & Organisational Networks (IKON)**– knowledge management, inter-firm relations, academic and practitioner networks
- **Local Government Centre**– local authorities, policy-making, local and central government, development of local authority research consortia and international inter-organisational networks

The **Warwick Finance Research Institute**, based in WBS, is an institute which acts as an umbrella group for Finance-specific research activities across the University of Warwick.

Special Interest Groups and Research Units

- Economics Special Interest Group
- Network on Marketing, Innovation & Chinese Economy
- Sales & Account Management Strategy Research Unit
- Strategy, Organisational Learning & Resilience Research Unit
- Tax Policy Research Group
- Warwick Organisation Theory Network

Research and Publications

WBS faculty published around 1,000 articles, books, and contributions to academic [publications](#) and reports during the past year.

Research at WBS is generally funded in three ways:

- through the Higher Education Funding Council (HEFCE)
- competitive tendering for projects funded by sponsors such as the Economic and Social Research Council (ESRC), the Engineering and Physical Sciences Research Council (EPSRC), the EU, government departments, professional associations and charities etc.,
- direct support from consortia or other supporting organisations.

Consortia or partnerships of organisations support or partially support some of WBS specialist research centres through a membership subscription and thereby gain early access to leading edge research. However, funding organisations do not dictate research directions, projects or aims of the centre they support.

Research Centre Consortia – corporate members include

Innovation, Knowledge & Organisational Networks Research Unit: BAE Systems, Fujitsu Services, NHS Institute for Innovation & Improvement, and PricewaterhouseCoopers.

Local Government Centre: support from a consortium of around 15 leading local authorities

On the next page is a table giving brief details on a selection of current research contracts.

A selection of current research contracts

Funding organisation	Subject/Title	Project leader at WBS
British Academy	Practice of Sustainability Reporting	Professor André Spicer
EPSRC	Next Generation Resilience- game theory & adaptive networks for smart evacuations	Dr Layla Branicki
ESRC	Centre for Competitive Advantage in the Global Economy	Professor Simon Collinson
ESRC	Ireland Bilateral: Assessing the Impact of Employee Information and Consultation Regulations in cross-border enterprises on the island of Ireland	Dr Jimmy Donaghey
ESRC	The Dynamics of Open Innovation - Firm level benefits and the externalities of openness	Professor Steve Roper
European Union	Information Reporting Services, and Analytical Services	Professorial Fellow Mark Hall
NHS	Networked Innovation in the Health Sector: Comparative Evaluation	Professor Harry Scarbrough
PricewaterhouseCoopers	Knowledge & Innovation Network	Professor Jacky Swan

The total value of all ongoing research contracts and projects at WBS currently stands at £7 million.



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INTERNATIONAL and CORPORATE ENGAGEMENT

WBS collaborates with companies and organisations from areas of the private, public and voluntary sectors, on global, national and local projects.

Executive Education

Below are some of the organisations who have worked with WBS in the past year to develop custom executive development courses:

Barclays, Capgemini, Fire & Rescue Service, HSBC, League Managers Association, NFU Mutual, Transport for London, and UBS Investment Bank.

WBS Forum and Events

WBS hosts a full calendar of guest speaker events where WBS staff, students, and alumni can engage in topical debates with some of the leading thinkers from business, policy making and academia. Recent speakers at the WBS Forum, open to WBS staff, students and alumni, have included: David Taylor, inspirational speaker and author of *The Naked Leader*; Denys Shortt, Chairman and CEO of DCS Europe Plc; Mark Skilton, Director, Capgemini and Global Director, Capgemini Applications Outsourcing; Andrew Sentance, WBS Professor and Member of the MPC; John Miles, Arup Group board director; and Guy Esnouf, Head of PR and Public Affairs, E.ON UK.

Visiting Scholars

Twenty-one visiting academics have attended at WBS over the past year. Recent visiting fellows have included Dr Xiaofeng Hu, Shanghai Jiao Tong University in China, Professor Takao Kondo, Japan's Meiji University Graduate School of Global Business, Dr Sandra Nolte of the University of Konstanz, Germany, and Peter Demediuk of Victoria University Melbourne, Australia.

Recruitment

Organisations recently recruiting WBS graduates include:

A.T.Kearney, Barclaycard, Capgemini, DHL, European Commission, Ford Motor Company, Google, Hitachi, IBM, Johnson & Johnson, KPMG, LexisNexis, McKinsey & Company, Novartis, Oceanic Bank, PepsiCo, Rolls-Royce, SABMiller, Tesco Plc, Unilever, Volvo, Wipro, Xerox, Zurich Financial Services.

Study Links

WBS currently has [links](#) with 76 highly-regarded universities and business schools across all continents. These links are made for the purposes of student or faculty exchange, or to encourage collaboration on research and teaching.

STUDY PROGRAMMES AT WBS

WBS is one of the few UK business schools to offer a complete range of business education from undergraduate degrees to executive education programmes.

<u>Undergraduate Programme</u>	No. of students
BSc Accounting & Finance	587
BSc International Business	116
BSc Management	379
BSc International Management (1 st intake 2009)	81
BA German & Business Studies	40
BA Law & Business Studies	189
BSc joint degrees with Sciences	64
Total:	1,456

Masters Programme

WBS offers a generalist Masters (MSc Management) and 10 specialist Masters courses.

Masters Programme	No. of students
MSc Business Analytics & Consulting	76
MSc Finance	102
MSc Finance & Economics	54
MSc Financial Mathematics	46
MSc Information Systems & Management	68
MSc Management	83
MSc Management Science & Operational Research	32
MSc Marketing & Strategy	96
MA Industrial Relations & Managing HR / MA International & European Industrial Relations	70
MA Management & Organizational Analysis	49
Total:	676

(Two new courses, MSc Accounting & Finance, and MSc Finance with Behavioural Science, commence in October 2011).

Doctoral Programme

WBS' Doctoral Programme is one of the largest in Europe, and is regularly highly ranked in the world by the *Financial Times*. It offers researchers the opportunity to join a vibrant international research community.

A year of structured research training is followed by the production of a research project of approximately 80,000 words completed under the guidance of one or more supervisors whose research and expertise reflect those of the student.

There are currently around 164 participants on the WBS Doctoral Programme, including part-time researchers. A new stream for PhD in Finance researchers started in 2007.



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Executive Programmes

Executive Programmes at WBS specialise in continuing professional development offering a number of flexible executive development solutions to individuals and organisations. Clients include international blue-chip companies as well as smaller regional operations, covering private, public, and not-for-profit sectors.

Customised programmes

These are designed and implemented in consultation with client organisations. They can be generalist using the Warwick Diploma as a framework, or tailored to meet specific business needs such as senior leadership or CSR. Programmes can be accredited by the University of Warwick.

The programmes are delivered by a team of academics drawn from Warwick Business School with an input from a range of national and international associates, as well as colleagues from other University of Warwick departments. Programmes are delivered on-site at one of Warwick's three award-winning management development centres or at a company's own training facilities.

Current clients include Barclays, Capgemini, Fire & Rescue Service, HSBS, League Managers Association, NFU Mutual, Transport for London, TNT Express, and UBS.

The Warwick Diploma

The Warwick Diploma is a modular programme, delivered in intensive study blocks over 18 months, offering the opportunity to obtain a recognised qualification from the University of Warwick and gain a deeper understanding of management and leadership issues whilst continuing to work.

The Warwick Diploma is offered in the following areas:

- Applied Management;
- Local Government Management (offered to participants of the National Graduate Development Programme (NGDP));
- Leaders in Finance (run in conjunction with the Chartered Institute for Public Finance and Accountancy);
- Public Leadership & Management;
- Service Leadership (supported by the Customer Service Network and The Institute of Customer Service, available in Singapore only);
- Diploma and Masters in Police Leadership & Management;
- Masters in Public Management.

Open Programmes

Open programmes for individuals offer continuing professional development opportunities such as Executive Updates, half-day programmes for leaders run in London and on campus, while the Boosting Performance Series are 1-3 day, highly practical, and interactive programmes.

[The Warwick MBA](#)

Study modes	No. of students
MBA by distance learning	1,622
MBA by full-time study	67
Executive (modular) MBA	401
Corporate streams, and Global Energy MBA	357
Total:	2,447

The Warwick MBA is a general management programme which aims to develop well-rounded individuals who can go on to be effective leaders of teams and organisations in a rapidly-changing global environment. Participants benefit from a programme of personal development and the opportunity to gain a thorough grounding in all management subject areas, as well as to study subjects closely aligned to their particular specialisms and interests. Flexibility, relevance, currency, applicability, international perspectives, and a balance between theoretical and practical approaches are the defining characteristics of The Warwick MBA.

Seven core and six elective modules must be successfully completed, plus a project and dissertation.

An additional core module for full-time participants, The Practice of Management, recognises the needs of organisations recruiting MBA graduates. It encourages participants to develop their ‘soft’ management skills, applying their academic knowledge through highly-developed communication and leadership skills.

Applicants are eligible to apply if they hold a degree at first or second class Honours level, or equivalent award from an approved institution, or an acceptable professional qualification, and a minimum of three (full-time) or four years (executive & distance learning) relevant practical management experience. A well-balanced GMAT score is essential for the full-time study mode and may also be required for applicants to the part-time study modes.

Quality and relevance

The programme is consistently recognised as being one of the leading MBAs in Europe. All WBS faculty who contribute to The Warwick MBA are engaged in research, consultancy and executive training with organisations from across the public and private sectors, offering a valuable combination of the latest business intelligence and best practice. Whichever mode of study participants opt for they are also guaranteed a valuable learning experience through the interaction which is encouraged with other participants from around the world.

The Learning experience

The Warwick MBA is designed to give participants the maximum choice and flexibility. Participants have the option to swap study modes should personal or employment circumstances dictate this, and can mix and match modules from each.

Every participant is assessed on each of the modules taken and the award of the MBA degree is based on satisfactorily completing modules, assignments and examinations, and a consultancy project.

The Warwick MBA Study Options

Full-time (1 year)

This intensive, twelve-month full-time route combines study at Warwick with optional overseas exchanges or the opportunity to gain market experience as a consultant undertaking the MBA project which completes the programme. This is usually the preferred route for those for whom the MBA is a personal investment, permitting them to re-focus their career, achieve an international role or move from a specialist role into general management.

Executive (3 years)

Delivered in 5 day blocks, or modules, of intensive study, spread over three years, this study mode is attractive to those in senior positions or whose work involves travel. The flexibility of the modular programme allows participants to minimise the disruption to their other professional and personal responsibilities but benefit from all the advantages of study at Warwick.

Participants opting for this study mode frequently have the support and financial sponsorship of their employer.

Distance Learning (3 years min)

In 2011 WBS celebrates 25 years' experience in delivering this ultimately portable distance learning study mode, making it possible to study for The Warwick MBA anywhere in the world. A dedicated distance learning team ensures that the unique challenges facing its widely dispersed, multi-cultural learning community are met through a highly interactive learning experience.

Participants benefit from regular opportunities for actual and virtual contact, and can choose two routes to graduation. Route A allows completion within 30 months, with two visits to campus. Route B will take 36 months, with at least two and an optional third visit to campus. Modules are also delivered overseas and there are many opportunities to communicate through the *my.wbs* web portal and *wbsLive*. (see next page). Participants may want to progress in their organisation, wish to develop the skills to run their own business effectively, or wish to develop their effectiveness as managers.

The Warwick Global Energy MBA (3 years)

For those with experience in the energy sector, the Global Energy MBA is a part-time programme combining the development of strategic leadership skills with a focus on the international energy industry. Delivered through a combination of week-long residential seminars and blended learning, the Global Energy MBA consists of 9 core and 4 elective modules, followed by a project and dissertation. It offers the opportunity to increase strategic understanding of the energy industry whilst gaining the management skills offered by the highly-regarded Warwick MBA.



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[my.wbs and wbsLive](#)

my.wbs is a bespoke virtual study environment, ensuring easy contact and updating with fellow students, faculty and access to WBS news.

wbsLive is a desktop video conferencing facility, available to all WBS staff, students and alumni. Providing a virtual classroom environment, it offers audio, video, application sharing and content display to anyone with a computer and an internet connection.

[Careers and Employment](#)

The Personal & Career Development (PCD) team at WBS complements the academic programme and offers extensive careers and personal development resources to participants of The Warwick MBA as well as postgraduate students on other programmes of study. Students are also able to benefit from the university careers service.

Graduates from The Warwick MBA command a strong reputation in the recruitment marketplace.

VITAL STATISTICS

Staff

Faculty	172
Professional support staff	182
Visiting academics	21
	375

47% of faculty come from or hold nationalities in 28 countries around the world.
 Around 80% hold a doctoral degree or higher.
 46 are full professors.

Students and Participants

Undergraduates	1,456
Postgraduates	676
The Warwick MBA	2,532
Doctoral research	164
Diplomas and Certificates	1,271
Visiting & exchange	139
	6,238

Alumni (142 nationalities)

Undergraduate	9,019
Specialist Masters and Doctoral	5,786
The Warwick MBA	8,506
Other	4,550
	27,861

Turnover 2009/10

Teaching income	£36.2million
Research income	£6.1million
Other activities	£2.1million
	£44.4million