Corporate Partnerships

For the Change Makers
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Why Warwick Business School?
We believe in the power of an entrepreneurial mindset to change the world for the better and as one of Europe’s leading global business schools, we have a significant role in fuelling that change. We also understand the impact that the right knowledge and talent can have within your organisation. By working together, you’ll be able to connect with some of the world’s brightest business minds, discover new insights and solutions for your business, recruit talented professionals, and develop the skills of your workforce.

Recruitment
Our students are Change Makers who live and breathe our CORE values: Curiosity, Openness, Restlessness and Excellence. Their drive and ambition, paired with our world-class teaching, practical skill development, and personalised careers support, ensures that they are highly sought after by global organisations both during their studies and once they have graduated.

We can help you gain access to our students for full-time positions, internships, year in industry placements, or one off projects. Access to our WBS portals and the University of Warwick’s job site will also give you a platform to list jobs, placements and internship opportunities throughout the year. All of our recruitment services are free of charge.

Research
Our faculty generate impactful research and have extensive links with government, businesses, public sector organisations, practitioners and leading higher education institutions from all over the world. Whether you want to make a joint bid for research funding, commission research or a PhD project, access our existing research projects or find an expert, we can help you.

Our areas of expertise include:
- Behavioural Science
- Big Data
- Employment/Industrial Relations
- Enterprise and Economic Growth
- Finance
- Global Energy
- Global Governance
- Healthcare Management
- Innovation.

Student consultancy projects
These are an ideal way to gain targeted work on a business issue from a talented MBA or MSc student equipped with the latest theories and practices. Students can be based at your premises or work from campus or home, and projects take place between June and September for a duration of 12 weeks.

We’ll help you to define the scope and desired deliverables for your project, as well as to recruit the best student for the job.

Professional development for your workforce
From open programmes to aid in talent development and retention, to custom programmes that will help ensure your organisation is achieving its goals, we deliver identifiable value to both individuals and organisations.

Support the next generation
Share your experience and knowledge with the next generation of business minds. Deliver a guest lecture, join our professional networks, act as a mentor, and help to improve social mobility through our foundation programme. There are a variety of ways you can support your organisations’ corporate social responsibility (CSR) objectives and really make a difference to a young person’s career.
Undergraduate placements and internships

When considering your talent pipeline and filling your graduate level positions, engaging an undergraduate student on an industry placement, summer internship, or work experience role, can be an excellent starting route. Warwick is the fourth most targeted university by leading employers, for good reason (The Graduate Market Report 2019). With the preparation that we offer in WBS, our students could quickly make a positive impact in your organisation.

What skills can our undergraduate students bring to your organisation?

We have talented students from 75 countries studying Management, Accounting and Finance, International Business (with languages), and International Management (2018/19 cohort). As our undergraduate degrees include a range of elective modules such as HR, marketing, logistics, digital innovation, strategy, entrepreneurship, law, and customer service management, our students are keen to gain experience in a wide variety of business functions and provide a useful resource for your organisation.

Placements may be in the UK or overseas, and students are also available for summer internships and short term projects.

CareersPlus

Our dedicated CareersPlus team helps you to identify the best candidates for your placement and internship opportunities, and works with our students to fully prepare them for their applications and employment offers.

You will have access to our internal jobs board, my.wbs portal, exclusive social media channels to WBS students and our weekly careers eNewsletter during term time, upon request.

Our team can arrange employer events, allowing you to meet with our students and support you in your recruitment activity on campus. This could include delivering an employer presentation, attending one of our placement or internship events, or arranging a networking or talent sourcing session on behalf of your company.

Any advertising, including event organisation, is free for employers.

What makes a good industry placement?

Year in industry placement roles should be relevant to our student’s degree discipline, and students taking this option are expected to complete a minimum of nine months employment in a maximum of two roles over the year.

Any placements that are offered should be three months minimum in duration and also meet national minimum wage requirements if they are based in the UK (or the equivalent to any other legal international minimum wage requirements if based abroad).

Examples of internships and placements include:

- E-Commerce and Logistics Intern at Amazon
- Industrial Placement Trainee at Jaguar Land Rover
- Fraud Analyst at Lloyds Banking Group
- Marketing Intern at L’Oréal
- Pursuit Lead in Corporate Sales at Microsoft
- Audit and Assurance Placement at PwC
- Digital Marketing Intern at Warner Bros.
“I found working with Warwick Business School extremely beneficial. During an on campus event, we talent spotted 19 students to fast-track to our assessment centre, and from this we hired two to join our 12-month industrial placement programme. I personally found WBS exceptional in their willingness and proactivity to seek the best opportunities for their students, from helping them with available opportunities in the job market, to establishing strong relationships with companies like ourselves to help us find the best student talent.”

Amy Thomson
Emerging Talent Team
L’Oréal UK&I

“Undertaking a placement year at Hewlett Packard Enterprise (HPE) in London during my studies allowed me to experience the real-world corporate working life. It helped me build my confidence and knowledge in preparation for when I graduate and start my career in the technological sector. The WBS CareersPlus team helped me revise and improve my CV and once I had accepted the offer at HPE they continued to support me in preparation for starting my placement year.”

Elizabeth Lam
BSc Management
Year in Industry Placement
Hewlett Packard
Consultancy projects:  
**MSc Business Analytics**

Our MSc Business Analytics course builds quantitative consultancy skills and is ranked 8th in the world by the QS World University Ranking 2019.

### What skills can our students bring to your organisation?

Our students are able to study large data sets to gain analytical insight in order to inform decisions and make recommendations, presenting you with a solution to your business challenge.

Through their studies they will have the latest knowledge of the following perspectives on analytics for business:

- Processes for data mining
- Spreadsheet modelling
- Analysis and presentation of quantitative data
- Operational research techniques
- Pricing and revenue management
- Supply chain optimisation
- Strategic planning and analytics
- Quantitative forecasting methods
- Text analytics in conjunction with the SAS Institute

- Advanced analytics applications across a range of business areas such as social media, fraud detection and healthcare
- Statistical analysis such as cluster or factor analysis
- Forecasting and demand modelling.

Students will be familiar with R, Tableau, SPSS Modeler and Excel spreadsheet modelling with VBA. Some will also be familiar with Python, Simul8, SAS EnterpriseMiner, SQL and other specialist tools through elective modules and extra-curricular study.

### What makes a good MSc Business Analytics project?

Ideal projects are those that tackle a data-driven business problem of suitable scope for a three-month duration.

### Previous projects include:

- **CitySuper (HK): Demand management with consumer behaviour**
- **Dunlop Oil & Marine: Improvement of short and long term sales forecasting methodology for a mainly project based business**
- **Whittington Health: Scheduling patient appointments in an IAPT Service within the NHS**
- **Sainsbury’s: An application of multinomial logit modelling in e-fulfilment demand management**
- **UniCredit Bulbank: Effect of development of personalised offers to a sub-segment of clients.**
Consultancy projects: MSc Marketing & Strategy

Our MSc Marketing & Strategy combines these two crucial business disciplines, providing the theoretical background for making marketing decisions, and emphasising that marketing is not a free-standing activity but needs to be at the core of company strategy.

What skills can our students bring to your organisation?

The course provides an intellectually rigorous foundation in the disciplines of both marketing and strategy, and develops a range of transferrable skills encompassing research, critical thinking, communication, analysis, and the application of theory to business practice. Students will have learned the latest thinking in marketing and strategy, and will apply it to develop a project that addresses the challenge you are facing.

- Strategic management, leadership and ethics
- Marketing management
- Using strategy in practice
- Digital disruption and transformation for marketing and strategy
- Global issues faced in marketing and strategy
- Branding, communications and design
- Problem solving.

What makes a good MSc Marketing & Strategy project?

Projects should be seeking to help you with strategic and/or marketing challenges. These can include the development of marketing plans, examining opportunities for expansion into foreign markets, or recommendations to improve customer experience.

Previous projects include:

- Knowledge Quarter: Creating a destination marketing strategy
- Ricardo: Digital marketing for Ricardo Strategic Consulting
- Tangle Teezer: Evaluating the marketing strategy in China
- Rothsay Education Centre: Marketing strategy.

“We benefited immensely by having a Warwick Business School student work with us over the summer. The research conducted was invaluable for our organisation in developing a new service for our members. Students are equipped with the latest knowledge in marketing trends and approach the task with real and robust analytical vigour. The contribution made I’m sure will be longstanding and we look forward to working with WBS again in the future.”

Daniel Stevens
Advocacy and Communications Manager
Knowledge Quarter

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Daniel Stevens
Advocacy and Communications Manager
Knowledge Quarter
Consultancy projects:
**MSc Management of Information Systems & Digital Innovation**

This course is about how to better manage, strategise, and use digital technology for business purposes. Our pathway options make it possible for students to specialise in IT consultancy or programminganalytics.

What makes a good MSc Management of Information Systems & Digital Innovation project?

A great project would be focused on your organisation’s experiences related to an aspect of Information Systems and/or Digital Innovation.

Some organisations ask our students to research best practice in an area their business is looking to explore. The project should be of significant current interest at a management level and should be a strategic project, not one focused on doing practical development or implementation.

The project scope should be broad enough to be applicable to a student’s learning at a strategic level, but be achievable within a 10-week period. As the host company, you will ideally share data sources with the student prior to the project start, as this data and the full project will inform the student’s dissertation.

What skills can our students bring to your organisation?

The course encourages and develops awareness and skills in process, evaluation, change, analysis, culture and context, international comparison and applying theory to practice.

Our students can offer the following skills that could benefit your business:

- Programming
- Data analytics
- Artificial intelligence
- Strategic role of data in business
- Strategy design
- Digital marketing
- Cyber security.

Previous projects include:

- Jaguar Land Rover: Smart connected warehouse application of Industry 4
- Nationwide: Automated advice strategy
- Nimbus Maps: Automation of customer service
- BT: AI business cases - how to cash in the cheque
- Iress: Adding insight for investors
- Ricardo: Digital innovation at Ricardo Strategic Consulting.
“GE Healthcare has a long history of partnering with WBS on many different initiatives that include individual student projects, group based initiatives such as the Leadership Plus programme and sponsoring the WBS Case Challenge competition. We really value this partnership and consider it a truly mutually-beneficial endeavour where we benefit by receiving work of the highest quality on topics that are strategically important to our business and the students benefit in the knowledge that they are working on real world business problems and opportunities that are a priority for a major global healthcare business.”

Marc Barlow
Head of Care Area Marketing
Global Marketing Organisation, GE Healthcare
“Working with Warwick Business School has been a positive experience for Commonwealth Games England. The project undertaken was a valuable one and its findings and recommendations will help us in the next planning cycle. The student was enthusiastic and interesting to work with and the support and administration from the University excellent.”

Paul Blanchard
Chief Executive
Commonwealth Games England
Consultancy projects:  
**Master of Business Administration (MBA)**

The Warwick MBA is truly transformational, developing global leaders who are able to make an immediate impact on business. The course is delivered with academic rigour and provides challenging business insights with a global outlook.

What skills can our MBA students bring to your organisation?

Our students can offer critical and innovative perspectives on:
- Leadership
- Accounting and financial management
- Global business
- Marketing
- Management of behaviour in organisations
- Strategy and insights
- Embedding creativity to foster innovation
- Operations management in a manufacturing or service organisation.

Group projects

The core of their LeadershipPlus module is a group project designed for the practical application and development of leadership skills, through experience, coaching, feedback and, importantly, reflection. Our LeadershipPlus project clients range from large corporates, to locally-based SMEs, charities or not-for-profit/social enterprises. This is an opportunity to gain insights, analysis and recommendations into a relevant business issue from MBA talent without incurring consultancy fees.

Individual projects

Our students are well-rounded professionals, with an average of seven years’ industry experience, who will work with you to define and scope the deliverables of your project, based on the latest research. Ideally, this additional resource will allow you to conduct, and benefit from, high impact research.

Previous projects include:
- Williams Advanced Engineering: Driving improved operational performance in a high-growth, dynamic and high-tech environment
- GE Healthcare: Business strategies for digital solutions
- Ford Motor Company: The future of mobility and what it means to be customer focused in sub-Saharan Africa
- Co-op: The future of own brand products.
Professional development for your workforce

With part-time courses available at the University of Warwick and at our base at The Shard in London, there are flexible development options to suit your workforce.

Executive Education
Warwick Executive Leadership Diplomas are masters-level postgraduate qualifications for executives, each designed to address key strategic executive and organisational challenges.

Based at WBS London, The Shard, and studied over four, four-day modules, they deliver the maximum organisational impact without your people having to leave work for extended periods.

Custom Programmes
We work with you to gain a deep understanding of your business and aim to be a supportive, strategic supplier to help deliver organisational objectives.

Our team will ensure that your customised programme benefits from the latest research, is academically rigorous, and is pertinent to you and your working environment. The emphasis is on personal learning and application and we focus on delivering identifiable value to your organisation.

MBA Programmes
Supporting an employee to undertake one of our MBA programmes not only benefits that individual, but your organisation as a whole. You can expect better ‘on the job’ performance as they bring back the new skills and techniques from the classroom and start putting them into practice in the workplace.

Their new ideas and fresh thinking can make an immediate and positive impact on your organisation; just one innovative idea could pay for the entire programme. Their consultancy project can be focused on solving a real issue that your organisation is currently facing.

Through their new found network, your employee can connect your company to a worldwide resource of experts, institutes and other businesses around the world.

Doctor of Business Administration
The Doctor of Business Administration (DBA) offers senior executives a professional doctorate or a Business and Management equivalent to a Doctor of Laws or Doctor of Medicine degree.

Participants will join the DBA with a specific business challenge requiring a practical solution: e.g. how to design a fast, adaptable organisation; how to employ behavioural science to improve strategic decision making. The outcome of this programme will be new thinking, thorough research and evaluation, leading to a business solution with real, practical impact.
"I was interested in the programme because I work in healthcare, and healthcare is a resource constrained industry, and so we’re trying to squeeze every bit of healthcare we can out of every penny we’ve got and behavioural insights offers some fairly cheap ways to make practical changes. Having the involvement of the Behavioural Insights team has been critical to bringing the research and principles into reality. It’s been example after example of tests they’ve done, including ones that did not deliver the outcomes they were expecting, which is just as important as the majority which had given the level of behavioural change that they were anticipating. So, it’s left me feeling much more energised and much more likely to go back and do things differently.”

Suzanne Lawrence
Managing Director in Primary Care, Care UK
(Behavioural Science in Practice course participant)
Supporting the next generation

Share your expertise
Share your experience and knowledge with the next generation of business minds. We are always keen to include guest lecturers on specific modules and host guest speakers at specialist events at both Warwick and The Shard, London. Speaking to students directly allows you to showcase your company and you could inspire our students to take their next steps towards applying for their dream role.

Support our Foundation Year
The WBS Foundation Year programme is composed of talented individuals who have the potential to undertake degree-level study at Warwick Business School but who, due to a range of circumstances beyond their control, haven’t had the opportunity to gain the qualifications needed for direct entry. We look for businesses, ideally, but not limited to, the West Midlands area, who can offer our students a four-week placement, enabling them to gain real-world business exposure and inspiring them to achieve. This is an opportunity to have access to university students who can work on specific projects and provide additional resources to help you cope with peak workloads. This can also support your organisation’s corporate social responsibility (CSR) objectives by helping improve social mobility.

Become a donor
Investing in WBS enables us to continue recruiting the brightest and best students, encouraging top-class academics to do their research here, and build world-class facilities for our students and staff.

Share your space
By offering availability of rooms at your business premises for events, or hosting student or alumni visits, you can open your business up to a new wealth of talented potential employees.
“Helping to organise the Strategy and Consulting Professional Network has given me a shop window for my business activities, learning and new insights critical to my business, a new client relationship, and the satisfaction of helping WBS students and other alumni.”

Mark Ashton
Owner and Managing Director
Resolve Gets Results
World No.1

Distance Learning MBA ranked 1st in the world
Financial Times
Online MBA Ranking 2019

Executive MBA ranked in the world’s top 10
The Economist/WhichMBA?
Executive MBA Ranking 2018

Executive Education Custom Programmes ranked in the world’s top 50
Financial Times
Executive Education Customised Ranking 2019

UK No.1

3rd in Europe and 18th in the world for Full-time MBAs
The Economist/WhichMBA?
Full-time MBA Ranking 2018

MSc Business Analytics ranked 8th in the world
QS World University Rankings 2019

MSc Marketing & Strategy ranked 10th in the world
QS World University Rankings 2019

Find out more about us
Visit our website for the latest information on our corporate partnerships, as well as our latest news and events.
We’re always happy to talk through any queries you might have.

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