Why Warwick Business School?

As a global business leader, we know the importance of having the right knowledge and talent within your organisation. Becoming a Corporate Partner will enable us to work together to help you understand the challenges your business is facing and add value by providing access to our top international students and global alumni. You’ll benefit from our distinctive business knowledge, world-class academics, and unrivalled facilities situated at our Warwick University campus and at WBS London on levels 13 and 17 of The Shard.

Corporate Partnerships

As one of our Corporate Partners you will have access to top talent, talent development, networking opportunities and events, thought leadership, and consultancy. This will enable you to build your brand amongst students and alumni, giving you access to a wider talent pool.

Recruitment

The excellent teaching, practical skill development and personalised career support our students receive means they are highly sought after by global organisations. We can work together to help you gain access to our talented and ambitious students for full-time positions, internships, placements or projects.

Access to our WBS portal and the University of Warwick’s job site also gives you a platform to list jobs, placements and internship opportunities throughout the year. All of our recruitment services are free of charge.

Placements and internships

We hold annual events targeted at placement and internship opportunities at our Warwick campus, enabling you to attract specific cohorts of students according to your business needs.

Treks

Treks give you the opportunity for a group of Full-time MBA students to visit your organisation to gain an in-depth knowledge of your business and meet senior individuals. This enables you to identify potential talent through a targeted approach, as well as focus on/reach out with specific students for future job applications and projects.

Research

Gain access to our existing research projects or our academic experts. As a leading business school we have expertise in a variety of areas and have partnered with organisations across the public and private sectors. These partnerships can provide opportunities to ensure that you can make a difference in your industry.

Student consultancy projects

A student project is the ideal way to gain targeted work on a business issue from a talented MBA or MSc student, equipped with the latest theories and practices. We will help you to define the scope and desired deliverables for your project, as well as recruit the best student. 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.

“I was privileged to engage with a wide range of companies and individuals through a series of events facilitated by the Corporate Relations team.”

André Matsos
Full-time MBA (2018)
Consultancy Projects

Consultancy projects are undertaken by students on our MBA and some of our specialist MSc programmes, and are a great way to gain free consultancy for your organisation, while enriching the studies of our students.

What skills can our MSc Business Analytics students bring to your organisation?

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

This course offers our students 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
- Predictive models for consumer behaviour
- Statistical analysis such as cluster or factor analysis
- Forecasting and demand modelling

MSc Business Analytics

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

What makes a good MSc Business Analytics project?

Ideal projects are those that tackle a data-driven business problem of suitable scope for a 3-month duration. Our talented students are able to study large data sets to gain analytical insight in order to inform decisions and make recommendations, and present you with a solution to your business challenge.

Previous projects our students have managed

- CitySuper (HK): Demand Management with consumer behaviour
- Dunlop Oil & Marine: improvement of short & 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 Personalized Offers to a Sub-Segment of Clients.

“Taking the project with Sainsbury’s has been a great challenge. The whole experience strengthened my resume, but also enhanced my skills.”

Yifan Cao
MSc Business Analytics (2017)
Consultancy Projects

MSc Marketing & Strategy

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

What makes a good MSc Marketing & Strategy project?

Projects can help organisations 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. Students will have learned the latest thinking in relevant areas and will apply it to develop a project that addresses the challenge you are facing.

What skills can our MSc Marketing & Strategy students bring to your organisation?

Our students come from a diverse range of backgrounds but all have the drive and ambition to succeed. 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.

- 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

Previous projects our students have managed

- Creating a Destination Marketing Strategy for London’s Knowledge Quarter
- Digital Marketing for Ricardo Strategic Consulting
- A Marketing Strategy for Ruthsay Education Centre
- Evaluating Tangie Twister’s Marketing Strategy in China

“...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
Knowledge Quarter Advocacy and Communications Manager
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 MSc Management of Information Systems & Digital Innovation students bring to your organisation?

All students on this course will have been high performers at undergraduate level. The course encourages and develops awareness and skills in process, evaluation, change, analysis, culture and context, international comparison and applying theory to practice.

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.

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
- Cybersecurity.

Consultancy Projects

Previous projects our students have managed:

- Blockchain-enabled Transformation in Banking Sector
- Mobile Payment and Business Value Creation
- Ethical Management of Artificial Intelligence (AI) in Healthcare: Challenges in Data Collection and Data Sharing Ethics
- Algorithmic Matching: A look at how data-driven decisions have impacted the YouTube community
- Digital Innovation in the Sharing Economy
- Algorithmic Management and Ride-hailing Drivers: A Study on Grab in Thailand During a Transition Period
- Digital Marketing: Leverage Social Media to Sustain a Successful Luxury Niche Fashion Brand.

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 program and sponsoring the WBS Case Challenge competition. We really value this partnership and consider it a truly beneficial endeavor 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
What is LeadershipPlus?
The aims of the LeadershipPlus module are to enable participants to:
- Develop a deep understanding of their personal strengths, weaknesses and values
- Productively manage their time, energy and emotional responses
- Appreciate the aspirations, values and concerns of other people
- Work collaboratively as part of a team
- Lead and manage people skilfully
- Influence others and handle conflict effectively.

Group Projects
The core of the 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.

Consultancy Projects

Masters 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.

LeadershipPlus
Warwick Business School places a strong emphasis on the development of personal transferrable skills such as leadership, communications, influencing and creative thinking. Our approach is to optimise opportunities for the practical application of leadership thinking to the business challenges facing organisations. This is achieved through a series of group based or individual consultancy projects that add measurable value to our corporate clients.

Essentially this is an opportunity to gain insights, analyse and make recommendations into a relevant business issue from MBA talent without incurring consultancy fees.

“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.

What makes a good individual MBA project?
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.

What skills can our MBA students bring?
Our students 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

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

With part-time courses available in both Warwick and London, there are flexible development options to suit your workforce at every level of experience.

Executive Education

Our Executive Education programmes allow your organisation to make sense of complex ways of thinking and enable you to thrive in a new economy. We offer innovative open programmes for senior executives to develop specialised expertise and lead their industry.

We consult with organisations to create customised development solutions to their most important business challenges.

Our Custom Programmes are ranked in the world top 40 by the Financial Times Executive Education Customised Ranking 2018.

MBA programmes

Supporting an employee to undertake one of our MBA programmes not only benefits the employee 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, they will be connecting 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 in 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 the principles of Behavioural Science to improve strategic decision making. The outcome of this course will be new thinking, thorough research and evaluation, leading to a business solution with real, practical impact.

Warwick Community benefits

WBS alumni have access to numerous networking opportunities through Warwick’s professional, geographical, and LinkedIn networks. A range of social and knowledge-sharing events are organised by the School and our Professional Networks, to help our students develop both during and after their studies with us.
Warwick professional and geographical networks

These networks are run by alumni from all over the world. They host events in the UK or their home country across various industry sectors, offering an opportunity to catch up with peers, share ideas with members, discuss the latest thinking emerging from the University of Warwick, and hear from industry specialists discussing current challenges and trends impacting various sectors.

Typical group activities include events, lectures, seminars and webinars, conferences, business networking, online networking, and formal dinners.

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, haven’t had the opportunity to gain the qualifications needed for direct entry.

We look for businesses, ideally in 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.

Supporting Business

Share your expertise

Share your experience and knowledge with the next generation of business minds. We are always keen to include guest lectures 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

Our award-winning Mentoring Programme is led by our alumni, and provides unbiased, confidential support for the next generation of business leaders. This optional scheme, opened exclusively to students and recent graduates of WBS, offers tangible, meaningful support with workplace dilemmas and next career steps from someone who has followed a similar path.

Leveraging your brand

By offering availability of rooms at your business premises for events, hosting student or alumni visits, providing student projects or offering internships, you can open your business up to a new wealth of talented potential employees.

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.

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World No.1

Distance Learning MBA ranked 1st in the world
Financial Times
Online MBA Ranking 2018

Executive MBA ranked in the global top 20 overall, 3rd in UK for stand-alone Executive MBAs
Financial Times
Executive MBA Ranking 2018

Executive Education Custom Programmes ranked in the World's top 40
Financial Times
Executive Education Customised Ranking 2018

UK No.1

Third in Europe and eighteenth in the world for Full-time MBAs
Economist/WhichMBA?
Full-time MBA Ranking 2018

2nd

MSc Business Analytics 2nd in Europe
QS World University Rankings 2018

University of Warwick ranked 54th in the world and 10th in the UK
QS World University Rankings 2019

Find out more about us
Visit our website for the latest information on our courses, fees and scholarship opportunities, as well as our latest news, events, and to hear from former and current students what life is really like here at WBS. We’re always happy to talk through any queries you might have.

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Join our conversation
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