

Manchester Metropolitan University

Business School



Manchester
Metropolitan
University

The University for
World-Class Professionals



www.business.mmu.ac.uk

About us...





Manchester Metropolitan University Business School (MMUBS) is one of the largest Business Schools in the UK.

Our facilities are rapidly expanding - our £300,000 graduate incubator, Innospace, has helped over 150 entrepreneurs generate £2 million of business since its launch in 2008 (see p14) and a £75 million plan for a new Business School is well underway.

We have also recently launched a Commercial Academy to deliver bespoke professional training and development to corporate clients (see p8).



The University for
World-Class Professionals

Facts and figures

- With over 6,000 students, we are one of the largest Business Schools in the UK.
- We offer over 70 full-time, part-time and block release programmes at undergraduate, postgraduate, professional and research levels.
- Well established links with institutions across Europe, Asia, North America and Australia.
- MMU has more professionally accredited courses than any other university (Source: The Times) and the highest concentration of postgraduate taught courses in the North West (Source: Prospects).
- Extensive links with over 25 professional bodies and industry associations, recognising both the quality and the practical focus of our provision (see p7).
- We work closely with the region's businesses and focus closely on developing students' business skills by providing placements, internships and consultancy projects.
- MMU is the 4th most popular university in the UK. (Source: UCAS 2009).
- MMU has doubled its research income through the most recent Research Assessment Exercise (RAE 2008).
- Teaching quality inspections put us in the top 20 in the UK (Source: The Complete University Guide 2010).

A man in a grey pinstriped suit, blue and white striped shirt, and dark blue tie is sitting at a desk. He is smiling and looking towards the right. A laptop is open in front of him. The background is a brightly lit office with a red wall and a window. A green poster is visible on the wall to the left.

Accreditors and relationships with key professional bodies

- Chartered Institute of Personnel and Development (CIPD) centre of excellence, accredited centre and licensed upgrade centre.
- Registered quality partner status with the Chartered Institute of Marketing (CIM) and the Chartered Management Institute (CMI).
- The only public sector Association of Chartered Certified Accountants (ACCA) platinum approved learning partner in the North of England.
- Chartered Institute of Management Accountants (CIMA) accredited centre.
- Institute of Financial Planning (IFP) accredited centre.
- Our MBA programmes are accredited by the Association of MBAs (AMBA).
- Chartered Institute of Public Relations (CIPR) qualification centre.
- Our Research Institute for Business and Management is recognised by the ESRC for its doctoral programme and the European Doctoral Programmes Association in Management and Business Administration (EDAMBA).
- The Chartered Institute of Logistics and Transport (CILT UK) and the Chartered Institute of Purchasing and Supply (CIPS) accredit MSc Logistics and Supply Chain Management.
- Corporate affiliate of the Institute of Sport and Recreation Management (ISRM).

More more examples of our partnerships, please visit:
www.business.mmu.ac.uk/business

We offer a wide range of business services, including:

- **Consultancy**
Wide range of consultancy and research and analysis services.
- **Corporate and CPD programmes**
We can work with you to gain the most from your staff by designing and developing tailored programmes that reflect the needs of both your organisation and your employees.
- **Knowledge transfer partnerships**
High quality graduates working for you on a project basis with academic consultancy support from the Business School.
- **Business start-up support**
Our business incubator, Innospace, has helped over 150 entrepreneurs to generate over £2 million of revenue for their businesses since its launch.
- **Student placements and projects**
Our full-time undergraduate and postgraduate students are available to complete a work placement year, internship or project for your business.

For more information on our business services, please visit:

www.comacad.com

www.business.mmu.ac.uk/business



Business Services

Our newly launched Commercial Academy offers bespoke professional training and development – high quality, cost effective courses with flexible delivery, tailored to meet your training needs and delivered by our team of qualified academics and practitioners.

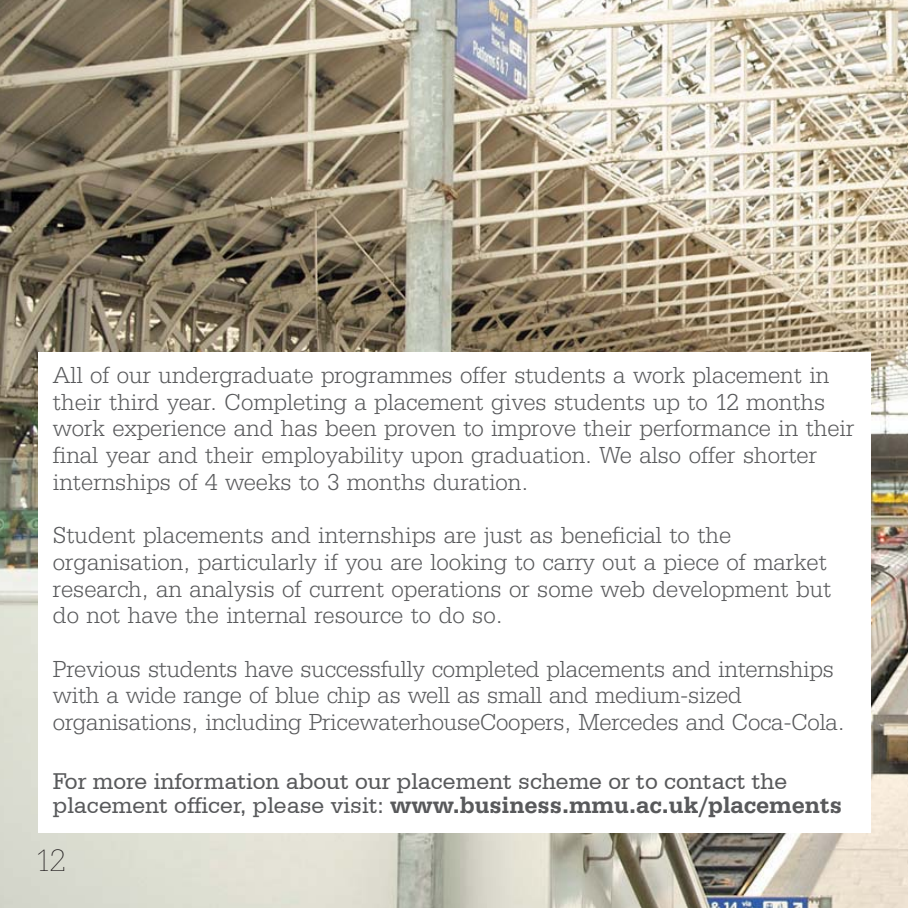
We have delivered a number of programmes with key partners and clients, including:

- **Tesco, Booths and Southern Coop**
Foundation Degrees in Retailing.
- **Halton, Knowsley and Rochdale Borough Councils**
MSc Management.
- **McCann Erickson**
Postgraduate accredited qualification in Marketing Communications.
- **Econsultancy**
Delivery partner for MSc Digital Publishing, MSc Internet Retailing and MSc Digital Marketing Communications.
- **British Sugar plc**
'Developing high-potential managers' short course.
- **Innospec plc**
'Finance for non-financial managers and directors' short course.
- **Leading Edge**
'Developing leadership skills in senior managers and directors of financial services SMEs' short course.

Many of these partnerships are ongoing. For more information, please visit: www.business.mmu.ac.uk/business



**Key partnerships
and clients**



All of our undergraduate programmes offer students a work placement in their third year. Completing a placement gives students up to 12 months work experience and has been proven to improve their performance in their final year and their employability upon graduation. We also offer shorter internships of 4 weeks to 3 months duration.

Student placements and internships are just as beneficial to the organisation, particularly if you are looking to carry out a piece of market research, an analysis of current operations or some web development but do not have the internal resource to do so.

Previous students have successfully completed placements and internships with a wide range of blue chip as well as small and medium-sized organisations, including PricewaterhouseCoopers, Mercedes and Coca-Cola.

For more information about our placement scheme or to contact the placement officer, please visit: **www.business.mmu.ac.uk/placements**

Placement scheme



Kimberley Burrell
BA (Hons) Business
(Sandwich)

Placement with Network
Rail at Manchester
Piccadilly



Our £300,000 business incubator, Innospace, is located next to the Business School on Chorlton Street, in the heart of Manchester city centre. Since its launch, Innospace has helped over 150 entrepreneurs, including public relations practitioners, marketing companies, events organisers, fitness experts and fashion designers.


Innospace helps graduates set up and grow their own businesses or social enterprises. It does this by offering hot-desking office space, facilities including PCs, wifi and broadband, printing and telephones and additional support from professional business mentors and advisors.

To find out more about Innospace, please visit:
www.innospace.co.uk



Creative Manchester






Creative Manchester is a research, enterprise and educational partnership within MMU which brings together individuals from across Manchester and beyond with an interest in the creative industries.

Creative Manchester is a coalition of like-minded people and activities that provides the banner under which a series of events, projects, exhibitions, shows and programmes are organised to inspire and encourage.

MMU is a major producer of new talent that enriches the creative vibrancy of the region and responds to the needs of the creative sector. Many of our talented creative graduates stay and work in the North West, underpinning and growing the region's economy.

To find out more about Creative Manchester, please visit:
www.creativemanchester.org



"It will be an intelligent building and students will have the benefit of learning in a modern and superbly equipped environment."

Professor Ruth Ashford,
Dean of the Business School
and Pro Vice Chancellor

Building work has commenced on a new Business School and student hub which designers say is at the forefront of green development in the city.

In an original concept, three towers will sit under a single glass roof and the jewel-shaped building will refract colours that react to the changing patterns of the sun. Solar panels on the large south-facing roof and ground source heat pumps will generate power for the building; the scheme also incorporates rainwater recycling.

For more information on the new Business School and other developments, please visit:

www.mmu.ac.uk/community/modern/campus-redevelopments



A bright future

This publication is available in alternative formats.
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Recycled
Supporting responsible
use of forest resources

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