

**Manchester Metropolitan
University**



Working With
**Manchester Metropolitan University
Business School**

A Guide for Businesses

Contents

Welcome	3
The decision tree	4
Developing your business	
Business support	7
Knowledge Transfer Partnerships (KTPs)	8
Sponsoring PhDs	8
Resourcing your business	
Apprenticeships	11
Graduate recruitment	11
Internships	12
Industrial placements	12
Part-time work	12
Mentoring our students	12
Raising your profile on campus	12
Graduate and student recruitment top tips	13
Developing your people	
Executive MBA	14
MBA degree apprenticeship	14
Degree programmes	14
Bespoke programmes	14
Latest thinking	
Consultancy and contract research	17
Business and international links	
Business links	18
International business and innovation	18
Alumni relations	18



Welcome

We are proud to be internationally recognised for excellence in professionally-focused education, helping to deepen your knowledge and develop your career aspirations.

Located centrally in Manchester, we are a Faculty firmly embedded in the North West of England. A significant contributor to the region's knowledge economy, we aim to make higher education accessible and beneficial to all those with the passion and ability to succeed.

We believe that sustained business performance relies on a workforce that has up-to-date knowledge, is highly skilled and thinks critically about its own achievements and core values in line with its customers and the communities it works within. We are committed to working with businesses of all sizes, across all sectors.

A handwritten signature in black ink that reads "Julia Clarke".

Professor Julia Clarke
Pro-Vice-Chancellor, Faculty of Business and Law



Open for business

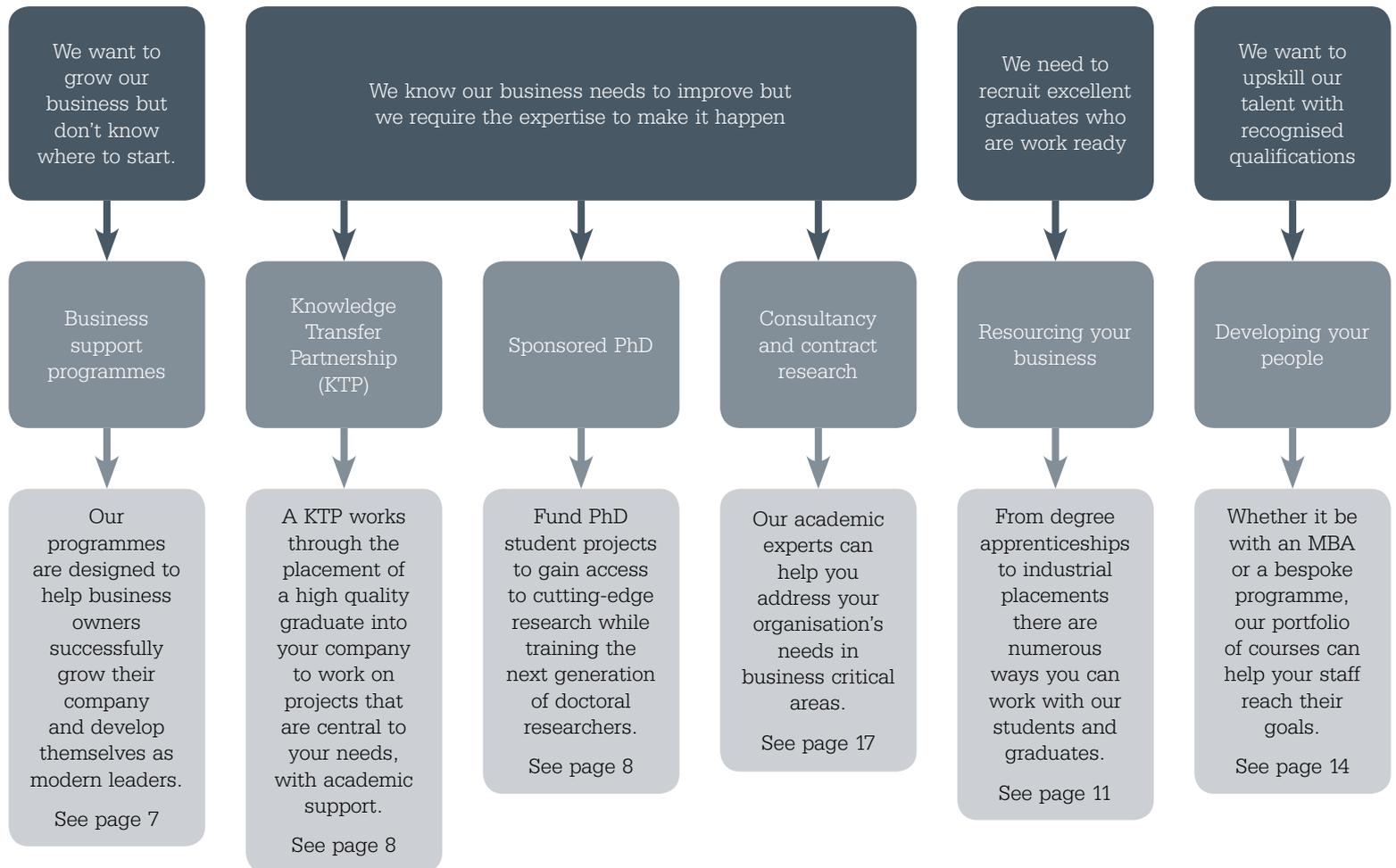
There are a variety of ways in which Manchester Met Business School can help to meet your company's needs and exceed your goals.

Whether it is using our in-depth knowledge and ground-breaking research to develop practical solutions to the real-world problems, or providing access to a talent pool of high-quality students and graduates, we offer a number of services which can help your business develop and grow.

This brochure showcases the breadth of these offerings including case studies and testimonials from real-world partners and alumni.

If you are unsure about where to start, the decision tree on the opposite page may help to point you in the right direction.

Where to start



Helen Baker

Co-founder, Hydraulics Online
SMART Cheshire Innovation Programme

We have worked hard to grow our business over the last 13 years and we're proud to be a Cheshire-based company offering services to customers across the world. It's important to ensure that we are in the best possible shape to face the challenges and maximise the opportunities that come along

The support at Manchester Metropolitan has helped us to focus on the best ways we can prepare for the future. Their business advisors have helped us to unlock and sharpen our thinking.

I was initially wary of the time commitment involved but choosing to take part has been one of the best decisions I have ever made. Time away from the office learning from, and sharing ideas with, the coaches and other businesses has been invaluable.

I've gained so much, had the opportunity to really step-back and think, and built mutually-beneficial relationships with some great people; had I not been on the programme, our paths would probably never have crossed.

It is quite simply the best commitment and investment of my time since co-founding Hydraulics Online 14 years ago.





Developing your business

We are experienced in working with businesses across all sectors and offer a full range of services to enable you to reach your business goals.

Business support

Practical knowledge you can implement to improve your business.

We are a business support specialist, having worked with over hundreds of small firms to date. Our firms have created new jobs through working with us, and we are driven to support you to grow, through training and support. We incorporate cutting-edge research into our programmes, from the entrepreneurial mind-set to social and sustainable enterprise.

We work closely with small and medium enterprises to offer practical support to encourage and aid business growth. We do this through our fully-funded programmes, one of which is the SMART Cheshire Innovation Programme.

SMART Cheshire has been designed with guidance from leading industry coaches and aims to support small companies in the region by helping them embed innovative processes to future-proof their business.

The programme has supported businesses with innovations ranging from completely new devices for monitoring hoists through to developing new pricing systems to increasing the market for an IT support package.

Owners and chief executives find the opportunity to take time out of the business to focus on product development invaluable when moving their organisation on to the next level.

For details on programmes that are currently available, please visit mmu.ac.uk/business-school/business/sme-support

Knowledge Transfer Partnerships (KTP)

Add new thinking and resources to your business to complete a specific project.

KTP is a long-standing, proven scheme that assists companies to innovate products and processes to improve their bottom line.

A KTP works through the placement of a high quality graduate (having achieved a first-class or upper-second-class Honours degree) into your company to work on projects that are central to your needs, along with academic support from the University. Projects must involve an implementation of improvements and show measurable benefits to your company, for example: new products or processes, sales growth, or increased profits. KTPs are subsidised by accessing government funding to contribute to the overall cost.

Find out more about Knowledge Transfer Partnerships please visit: mmu.ac.uk/business/our-expertise/ktp

Sponsoring PhDs

Gain access to cutting-edge research to inform innovation in your business.

We collaborate with industrial partners to provide scholarships for doctoral projects, which complement the objectives of the business. Sponsored PhDs are of mutual benefit to the student, the University and the partner organisation. As well as receiving financial support, the student also gains access to equipment with which to carry out their research, thereby learning interdisciplinary skills on the job. As a result, your business gains access to cutting-edge research while training the next generation of doctoral researchers.

Companies can fund scholarships in a direct relationship either with the University or alongside a research council.

Find out more about sponsoring PhDs please visit: mmu.ac.uk/graduate-school/frd-contact

Centre for Professional Excellence

Encouraging conversations on future change and professionals in practice.

Professional excellence is core to the Accounting, Finance and Banking department at Manchester Metropolitan University. We encourage and support conversations on future change and professionals in practice. Drawing on the skills of our professionally qualified staff, and extensive industry experience we support businesses with CPD events, breakfast briefings, and tailored short courses.

Our research and consultancy services offer businesses the opportunity to work with academic staff to support knowledge requirements in a rapidly changing sector. Our innovative postgraduate programmes support professionally qualified staff to enhance their skills with top-up and Financial Technology Masters designed to provide the high level skills demanded across the sector. We strive to support the sector in achieving an increase in diversity with equal representation of BAME, LGBTQ communities, and women in accounting, finance and banking careers.

For more information, please email: [Hannah-Louise Holmes](mailto:h.holmes@mmu.ac.uk)
h.holmes@mmu.ac.uk

A close-up photograph of two men in business suits shaking hands. The man on the left is wearing a grey suit jacket and a white shirt. The man on the right is wearing a dark pinstriped suit jacket and a white shirt. The background is blurred, showing other people in suits.

Ian Mitchell
Tibard

An 18 month KTP with workwear supplier Tibard Limited developed an IT-enabled key account management (e-KAM) system, which enabled sector-leading customer service capability and delivered an increase in sales by £854,000 and in profits by £345,000.

Tibard's Ian Mitchell said: "Our KTP really was a resounding success and completely transformational for the business. It has also given us considerable scope for growth and lots of new ideas for interesting new projects across the wider group which will utilise synergies across the business and build new market opportunities."



Claire Tennant
MC2

Investing in apprenticeships has given us the opportunity to bring in creative and enthusiastic individuals to add to and learn from our experienced team. As well as bringing new ideas to the table, it means we can train and embed them into our culture and way of working so they can be the ones to take the business forward in the future.

Resourcing your business

Each year, our University educates over 37,000 students and our diverse student population provides a rich pool of talent.

As a university, we take our responsibility for creating work-ready graduates very seriously and pride ourselves on our close links to industry and business. This philosophy has always informed our course creation and delivery, ensuring that graduates and students are equipped with the skills businesses require.

Here are some of the ways you can work with them.

Apprentices

Grow your own talent with our degree apprenticeships.

We have utilised our expertise to take an industry-leading role in Degree Apprenticeship creation and delivery, working with employers across the North West and nationally. Degree apprentices are able to achieve a full honours degree as part of their programme and could even achieve a Masters or MBA. Programmes vary in duration from two to four years and are studied part-time, alongside a full-time role.

We are nationally recognised, for our work to develop industry-relevant degree apprenticeships. We ensure that employer's needs, and their apprentices' experience, are at the heart of all our programmes.

We are working collaboratively with more than 140 employer partners, to deliver the skills they need. Our degree apprentices, who number 650 and growing, are some of the first to benefit from this new way of learning - an academically robust and applied education, with a focus on practical real-world skills.

apprenticeships@mmu.ac.uk
mmu.ac.uk/apprenticeships

Graduate recruitment

Planning ahead can help when it comes to recruiting a graduate. Every June, thousands of students finish their courses and enter the job market. Of course graduates may look to switch roles at any point but it can be useful to understand the academic year and related employment cycles. Speak to our dedicated graduate recruitment team to find out how to tap into this sector.

talent@mmu.ac.uk
0161 247 3485
mmu.ac.uk/talentmatch

Summer internships

Students in their first and second year of a degree course at University often look to fill their summer holiday periods with work experience. Offering a paid internship between June and September can be a great way of accessing talent for your business and potentially building a future pipeline. Internships often vary in length from two weeks up to a maximum of twelve weeks. Positions can be full-time or part-time hours to suit both parties.

Industrial placements

Placements usually last for 9 – 12 months and tend to run from August or September to the following summer. They tend to be arranged 6 – 12 months in advance, so if you are looking for a placement student for the next academic year, the best time to advertise is from October to Easter. We have dedicated placement teams for each academic department that will help you to target students with the knowledge and skills to meet your needs. In the first instance, you can contact the team.

You can find their contact details here mmu.ac.uk/careers/about-us/the-team

Part-time work

Recruitment for part-time work can take place all year round, although the best time to hire students is during term-time (between September and June). Working hours can vary, but we recommend a maximum of 20 hours per week to allow students to balance their studies. All vacancies that we advertise must be paid at minimum wage or above.

Mentoring our students

Our mentoring scheme offers a great way to engage with current students in the Faculty of Business and Law - providing them with practical support and advice on career development in different industry sectors. Mentoring provides a valuable opportunity for students to gain insight into the world of work and develop key skills and confidence - preparing them for the transition from student to professional.

By participating as a mentor, you benefit by developing interpersonal, leadership and management skills and the programme provides training to develop your own skills. You can obtain personal satisfaction from making a difference to the career development of a future professional, develop your professional network and enhance the profile of your organisation with our students, academic staff and alumni community.

Raising your profile on campus

We offer a range of events and opportunities to meet with our students, these include large central careers fairs as well as targeted, faculty networking events. Our dedicated events team can support you with your request to meet with our students and provide bespoke solutions to meet your needs.

You can reach the team via workwithus@mmu.ac.uk

or find out more at mmu.ac.uk/careers/employers-and-recruiters/mentor





Graduate and student recruitment top tips

Recruiting students and graduates can be a lot easier than you think. Get in touch with the Careers Service here at Manchester Met for a chat about how you can reach the thousands of students here in Greater Manchester. All of our services are provided free of charge and we work with all employers from the largest corporates through to SMEs.

Find out more about the work we do on our website mmu.ac.uk/careers

In the meantime, here are our four top tips to help you recruit some of our top talent.

1 Job titles Never judge a book by its cover

Of course, not all potential job hunters should judge a job based on the title. However, the reality is that very few will continue reading on if the job title is a turn off. That is not to say that you should invent an elaborate fanciful name (Head of Fun, anyone?) but make it relevant, interesting and where possible self-explanatory.

2 Salary levels So, what do you have to hide?

Listing your salary level as 'competitive' or 'negotiable' may give you that feeling of exclusivity and uniqueness. The other way of looking at it is that potential applicants may assume that the salary is so low; you don't wish to publish it. Publishing the gross yearly salary or at least an approximate salary banding will increase interest levels in your post.

3 Job descriptions Spin a good yarn

Tell potential employees the following and you won't go wrong

- **Who you are**
A very brief overview of your company. Include links to your website if available
- **What you do**
An overview paragraph is fine
- **Where you are**
Office located next to a train station? Easily commutable? Applicants need own car? Include it in the job description as this helps an individual to plan their commute if they joined you
- **What you expect the new recruit to do**
Main duties and brief day-to-day responsibilities. This will help applicants to see themselves in the role
- **What will they get out of it**
Salary, progression routes and any additional perks and benefits

4 Graduate recruitment cycles Failing to plan

The University academic calendar operates in a similar way to a secondary school timetable but with longer holidays. Our final year undergraduate students will complete their studies in June and then most will hit the jobs market. Of course, graduates may look to switch roles at any point but it can be useful to understand the academic year and related employment cycles.

Developing your people

Global Online MBA Programme

The recognised standard for business leaders.

The online MBA is accredited by the Association of MBAs (AMBA) and benefits from the close links we have with the Institute of Directors (IoD). Designed for managers, senior professionals and entrepreneurs, the online MBA can accelerate your career development or enhance your business's performance by furthering your knowledge and understanding of strategic management, finance, marketing, human resource management and international business. The programme is 100% online, allowing you the freedom to balance study with existing work, life and family commitments.

MSc Financial Technology (FinTech)

FinTech blends finance and technology to change the way financial institutions, big and small, engage with their customers. The marriage of finance and technology promises to make financial services more efficient, more accessible, and more responsive to customer needs. This course combines expertise in finance, computing, risk and data analytics. The aim of this course is to give you a firm grasp on finance and a big-picture overview of the key innovative technologies driving change in the financial sector.

As part of this we will explore a variety of disruptive FinTech business models. Through the course electives, you will be able to focus on a specific area of interest such as programming, business analytics, digital marketing, data science, strategy and risk in financial services.

View more information at
mmu.ac.uk/fintech

MBA degree apprenticeship

Develop your existing team through our degree apprenticeships.

The MBA Degree Apprenticeship is the first of its kind for managers, senior professionals, directors and entrepreneurs. The first-of-its-kind, this course is an engaging, high-level management programme designed to provide the skills and knowledge to support the career aspirations of managers, senior professionals, directors and entrepreneurs. The MBA Degree Apprenticeship can accelerate career development and help to enhance organisational performance by expanding participants' knowledge and awareness of strategic management, finance, marketing, human resource management and international business.

You can find more details on the website
mmu.ac.uk/apprenticeships/students/MBA

Degree programmes

Your employees can study undergraduate, postgraduate or professional courses with us on a part-time basis. We consider each students' current qualifications and experience individually to place them on to the appropriate course at the appropriate level. Our part-time courses are largely delivered in short study blocks with online resources to minimise the disruption to your business. Our staff will be working alongside other employees, sharing best practice and conducting research of direct benefit to your organisation.

View our list of courses at
mmu.ac.uk/business-school/study

Bespoke programmes

We provide a range of training courses to meet the professional development needs of businesses by tailoring courses to meet your precise requirements. With a client list including Tesco, Bank of New York Mellon and central and local government, we have the experience and expertise to help your business meet its full potential through training and development.



Stephen Dyson
HMG Paints

Manchester Met was the standout programme for me with its focus on Digital Management. Digital is changing business for multiple industries and combining this focus with the scope of the existing MBA made it a perfect choice for both personal and professional career development. The facilities at Manchester Met were also another reason; the campus is state of the art and a great learning environment.

I've had 100% support for the MBA from HMG Paints, the company has always focused on upskilling its staff through a variety of qualifications. Right across the business from production to the laboratory and senior directors, I've had support on the MBA journey, which is priceless, as you learn very quickly that support from those around you is vital.

The MBA is a sacrifice but the benefits massively outweigh the sacrifices. Not only do you get to enrich your career and knowledge, you also get to meet some great people and enjoy a number of experiences.



Dave Smith
Missguided

It's difficult to balance work and the course especially if you have a demanding job role, but in my case the company I work for understand that my development will benefit me and the organisation so are very supportive. The lecturers have a wealth of knowledge, which is crucial when learning the several topics on the course. The facilities are great at the University for example: classrooms, library and E-library, so I feel able and supported with my studies. Finally it's good to learn with other HR peers from a variety of diverse backgrounds.





Latest thinking

Consultancy and contract research

Our cutting-edge research can help you to tackle business-critical challenges.

We have a huge range of research expertise, and two specialist University Centres for Research and Knowledge Exchange:

Future Economies develops research around the central question: What challenges do future economies face, and how should they respond to them?

We collaborate with academics, communities businesses and policy makers to produce world leading applied research. This research aims to shape business and enterprise in the 21st century, to benefit our economy and communities.

The **Decent Work and Productivity Research Centre** engages with a wide range of organisations and policymakers to conduct world-leading research on the forces that shape decent work and work productivity.

This Centre nurtures expertise in gender and diversity research, entrepreneurship, leadership, self-employment and the gig-economy, learning and innovation, managing people, and wellbeing at work.

We also have key research expertise in place management, the use of AR & VR, sustainable business, law, international business and policy modelling, as well as many other areas.

Whether you require contract research to be carried out in a particular area, or need access to leading edge expertise for a long-term project, we can work with you to shape, scope and deliver a tailor made solution that meets your business needs.

Two such centres include the **Institute of Place Management (IPM)** and the **Creative AR & VR Hub**.

The Institute of Place Management is the international professional body that supports people committed to developing, managing and making

Evaluating HR Support for SMEs CIPD and JPMorgan Chase Foundation

The Chartered Institute of Personnel and Development (CIPD) commissioned the Decent Work and Productivity Research Centre to evaluate its People Skills programme. Supported by the JPMorgan Chase Foundation, the People Skills programme provided up to two days' worth of free HR support to small firms, including face-to-face advice, a telephone helpline and group training events. Pilot schemes were trialled in Stoke-on-Trent, Glasgow, and Hackney.

Academics in the Decent Work and Productivity Research Centre led by Professor Carol Atkinson authored a report evaluating the pilot schemes. Through surveys and stakeholder interviews, they found the People Skills model delivered tangible improvements to SME employment practices, which could also form a foundation for more transformational change and greater business confidence.

The report's findings informed the CIPD's submission to HM Treasury for the 2017 Budget calling for the Government to invest £13 million a year to provide HR support to small businesses.

places better. As a professional membership body for the industry, it's unique synergy with academic rigour enables IPM to provide strategic advice grounded by research.

The Creative AR & VR Hub is at the forefront of research into the commercial applications of augmented and virtual reality. With publications in academic journals specialising in tourism, hospitality and digital marketing, and completed projects around heritage, health and education, the Creative AR & VR Hub has the expertise to consult on the best uses of this burgeoning technology.

Business and international links

Manchester Met Business School has a vast network of professional bodies, associations and industry leaders, who work in partnership with the University. This community provides students and graduates with truly valuable experience in business support, combined with development events and excellence in industry knowledge.

Business links

Our links with local and international businesses enable the students to gain first-hand knowledge of pertinent cross-industry issues through organised business visits. The solutions for these issues can then be applied back in the workplace. We work with a range of organisations and companies including blue-chip organisations such as:

- Barclays
- AstraZeneca
- United Utilities
- JD Sports
- Tesco

And small-to-medium enterprises such as:

- Puddle Ducks
- The Print Company
- Dreamr
- Embrace Marketing
- Manchester Taxi Tours

International business and innovation

The Business School has formed many international links and collaborations with universities and business organisations in over 40 countries including China, Germany, United States, India, Sweden, Czech Republic, Singapore and Australia.

Alumni relations

On graduating, you will become a member of our Alumni Association, which will continue to offer opportunities for continuous learning and networking as well as entitlement to a range of alumni benefits.

Get in touch

Talk to us about how we can work with you to improve your business performance.

bpe@mmu.ac.uk

+44 (0)161 247 5034

mmu.ac.uk/business-school/business

Philomena Chen
Business School Alumni

Philomena Chen, Business School alumni is currently the Head of Asia Pacific Development at UK Trade and Investment. Her role is to help businesses from the North West succeed on a global stage.





Business and Public Engagement
Business School
Manchester Metropolitan University
Manchester
M15 6BH
United Kingdom

**mmu.ac.uk/business-school/business
bpe@mmu.ac.uk
+44 (0)161 247 3871**



The Prince's
Responsible
Business Network