

WARWICK BUSINESS SCHOOL

Warwick Business School (WBS) is a leading thought-developer and innovator, in the top one per cent of global business schools. Its students come from over 148 countries to learn at undergraduate, masters, MBA and PhD levels. WBS educates and develops global citizens, and promotes new knowledge to benefit business and society, through its executive education and applied research. WBS is consistently top-rated for teaching quality and research.



Market

There are more than 3,900 business schools across the world, aiming to develop the next generation of business leaders. Warwick Business School is one of the largest in Europe, ranked at number 22 in the world (Source: The Economist 2009) and is in the top one per cent worldwide. As the largest department of the University of Warwick, WBS aims to offer its students both excellent facilities and a prestigious reputation.

A high quality business education is valued by employers and employees alike; employers can gain competitive advantage by recruiting and developing talent with knowledge and critical thinking skills, while individuals can gain new options for career progression, both sideways and upwards. With literally thousands of schools offering MBAs worldwide, the business school market is incredibly competitive. To be a success, and to attract successful people, a respected brand is

required. WBS was the first among fewer than 35 schools to be endorsed by all three international business school accreditation schemes.

WBS academics work to produce world-leading research in all fields of management. With recognised research leaders across disciplines as diverse as pensions, industrial dispute resolution, business strategy, customer service, enterprise, corporate social responsibility, sports management, public sector governance, sales marketing, and energy policy, people go to WBS to explore grounded, well researched ideas that work in the real world. WBS research and expert opinion is valuable, sometimes crucial, to the success of corporations, not-for-profit organisations, Government and society.

Product

Warwick Business School has something to offer individuals at every stage of their career. It provides a range of business and management undergraduate degrees; ten specialist masters courses; both a full-time and a new blended learning route to a general MSc in Management; the new Warwick Global Energy MBA as well as the popular and flexible Warwick MBA; its public sector equivalent, the Warwick MPA; and one of the world's most respected PhD programmes.

For corporate clients and individuals, it also offers a range of diplomas, short courses and customised programmes. WBS consults with industry to keep its programmes fresh, relevant and accessible. The fact that many graduates return for further study at WBS later in their careers demonstrates its effective blend of

academic research with the practicalities of the workplace. Learning by sharing experience and insight is key to the student experience at WBS. Alumni members, which number 24,500 in total, have cited the combination of a highly intelligent and internationally diverse cohort as being a major benefit of their learning experience as well as their future careers.

Achievements

WBS has achieved a global reputation for excellence in just 40 years. It has one of the broadest subject bases and most highly regarded faculty of any business school in the world. The latest Research Assessment Exercise (December 2008) rated 75 per cent of WBS research at 3* and above, placing it third in the UK. WBS submitted 130 academics for assessment, a real reflection of high quality, running across the breadth and depth of research at WBS. These research credentials are fundamental to its culture and differentiate it from teaching colleges and commercial training companies.

The performance of its degree programmes continues to excel; its undergraduate programme is ranked in the top five business and management degrees in the UK.

In addition, its portfolio of 12 masters courses provides highly specialised learning in areas of business that are increasingly important in the search for sustainable competitive advantage.

More than 20 years of combined learning experience enables WBS to deliver the Warwick MBA to nearly 2,600 experienced managers each year, wherever they are in the world. In 2009, WBS launched the Warwick



Global Energy MBA, a groundbreaking new programme that is developing strategic leadership for the future energy industry.

Its long standing commitment to work across the private, public and voluntary sectors created the Warwick MPA – the first MBA for the public sector in the UK.

Warwick Business School's reputation means WBS graduates are highly sought after by business leaders and can be found in senior positions around the world. Its expertise is clear from its diverse list of clients and sponsors, including Accenture, The Bank of England, BP, Capgemini, Deloitte, Deutsche Post, E.ON, GlaxoSmithKline, HSBC, IBM, Islamic Bank of Britain, Johnson & Johnson, J.P.Morgan, The National Health Service, Nestlé, PepsiCo, Procter & Gamble, PZ Cussons, Rolls-Royce, Santander, Siemens, UBS Investment Bank, Unilever and Vodafone.

Recent Developments

WBS celebrated its 40th anniversary in 2007. It has grown from offering three courses to 28, and now has more than 8,500 students enrolled, with a turnover of £40 million. The course portfolio continues to refresh, expand and diversify, with an ongoing contract to customise delivery of the Warwick MBA for IBM, as well as new courses in global energy, international management, and its unique blended learning route to the MSc in Management which allows inexperienced graduates to study as they work.

WBS has recently established a Fund for Academic Excellence to invest in future leaders, faculty, and its learning environment. Since August 2003, the fund has helped to support many students, recruit 16 new



professors and expand facilities with a £9 million building recently completed and £20 million earmarked for further development. WBS recognises that to retain competitive advantage, it is essential to continue to gain funding for growth.

Promotion

WBS maintains a solid global presence with a range of below- and above-the-line segmented international marketing. Its 'extremely usable' website (Source: WebWorks 2007) attracts around 2,600 visitors daily and is an essential communication platform. However, its brochures are still an important channel, providing tangible evidence in a knowledge-based sector.

WBS uses creative advertising channels but ultimately, its highly successful graduates are its best adverts and its best advocates.

Brand Values

WBS has simple core values: excellence in all it does, nurturing fresh-thinking in staff and students, ensuring a positive impact from the ideas it creates, and continuing to be international in outlook and approach. From these foundations WBS aims to continue to challenge minds, change lives, and create tomorrow's leaders.

wbs.ac.uk

Things you didn't know about Warwick Business School

Although WBS is the largest department of the University of Warwick, more than 80 per cent of its income is self-generated.

WBS academics have written, edited, and contributed chapters to over 900 books and journals, published nearly 2,000 articles and papers, and added value to more than 2,000 conferences in the last eight years.

WBS has 397 academic management and administrative staff.

1965	1981	1986	1989	1997	1999
The University of Warwick is founded by Royal Charter. In 1967 WBS is created as the School of Industrial and Business Studies, with just three courses.	The Warwick MBA brand is launched.	The Warwick MBA by distance learning launches.	WBS achieves five star rating for research excellence.	On its 30th anniversary, WBS has 3,160 students, 263 staff, and a turnover of £12.4 million.	WBS becomes the first business school in the world to hold accreditation from all three global management education bodies: AMBA, EQUIS and AACSB.

2003	2006	2009	2010
The Guardian survey of top employers rates WBS graduates as the most employable in the UK.	The Times Good University Guide rates WBS as the best overall undergraduate business education provider in the UK.	Warwick Global Energy MBA is launched.	MSc in Management by blended learning launches.