



Aston Business School  
Birmingham

# SHAPING TODAY THOSE WHO WILL SHAPE TOMORROW

Aston Business School in Brief

## Our Vision

To be at the forefront of  
**world-class** research and  
the best business school  
in the world for employability  
and **global mobility**

## Contents

---

03	Introducing Aston Business School
04	Learning and Teaching
14	Research at Aston
20	Engaging with Business
28	Aston Business School Environment

## Introducing Aston Business School

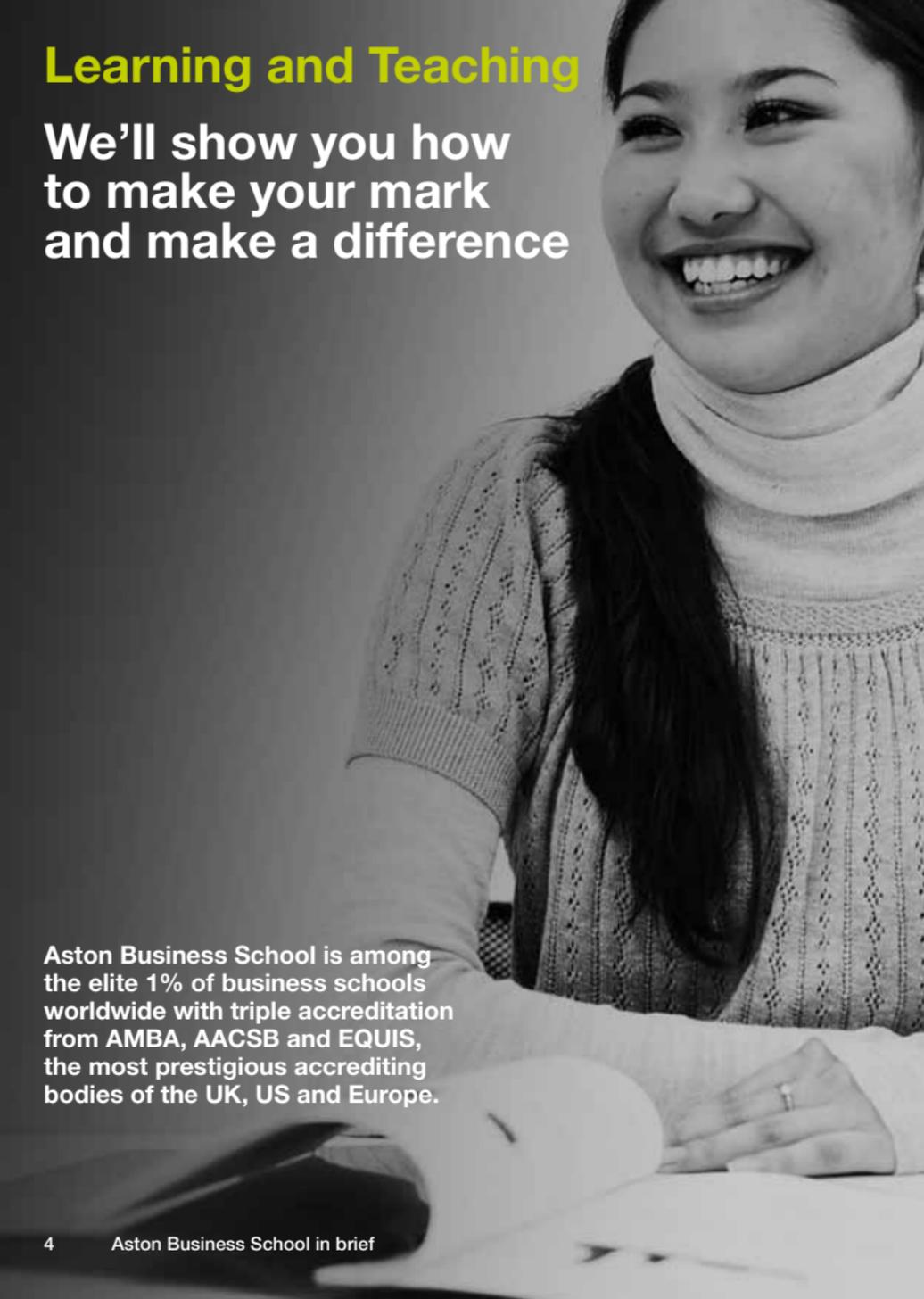
Aston Business School is one of the largest and most successful business schools in Europe. Over 60 years of pioneering research and innovative teaching have given the school an international reputation for excellence. Today we are among the elite 1% of business schools worldwide who have achieved triple accreditation from AMBA, EQUIS and AACSB, the standard accrediting bodies of the UK, Europe and US. We pride ourselves on our exceptionally high standards and strong sense of community, which make a huge difference to the lives of our students, staff, business partners and alumni.

Both our research and teaching benefit from an international focus, with 40% of our faculty coming from outside the UK. We offer a wide range of study options, from undergraduate degrees to our world-class MBA and doctoral programmes, which are underpinned by extensive research covering all areas of business and management. This research impacts on business communities around the world through robust working partnerships, knowledge transfer, conferences, academic publications and seminars.

This vibrant environment provides inspirational and lifelong learning for our students and alumni, enabling them to offer effective and responsible leadership well into the future.



# Learning and Teaching



We'll show you how  
to make your mark  
and make a difference

Aston Business School is among the elite 1% of business schools worldwide with triple accreditation from AMBA, AACSB and EQUIS, the most prestigious accrediting bodies of the UK, US and Europe.

## The student is at the centre of everything we do.

Our learning and teaching are informed by our world-leading research. Our pioneering placement programme ensures that the knowledge and skills our students develop are grounded in real professional contexts and are relevant to the world of work. The diversity that characterises both our undergraduate and postgraduate programmes provides a truly international dimension to our student experience.

### Aston Business School population (2011-2012)

---

# 3454

**Total students**

---

# 1759

**UK students**

1391 UG,  
287 MSc, MBA and  
Executive Development,  
59 PhD/DBA,  
22 Foundation

---

# 1695

**International students**

906 UG,  
708 MSc, MBA and  
Executive Development,  
81 PhD/DBA

## **Degree Programmes**

Degree Programmes at Aston Business School provide an opportunity for students to study at one of Europe's leading business schools. Our graduates enter the global workforce with a deep understanding of business management and the confidence to become innovative, entrepreneurial and globally responsible leaders.

---

### **Undergraduate**

We offer a wide range of specialist courses in all areas of business and management. Our robust undergraduate curricula are rooted in the real world of business through a compulsory placement for every student, providing our undergraduates with accelerated career progression and global mobility.

---

### **Aston Law**

Based in the Business School, Aston Law provides a world class programme that combines legal expertise with commercial acumen. Our Law faculty specialise in all areas of commercial law, offering qualifications at both undergraduate and postgraduate level, including LL.B Law with Management, Graduate Diploma in Law and LL.M International Commercial Law.

---

### **Postgraduate**

Our MSc courses are designed to equip students with the knowledge and skills to further a successful career in business. More than 50 nationalities are typically represented on the MSc programmes; working together, students develop the essential skills required to become global leaders.

## **European Master in Management**

This two-year programme allows students to study international business from a European perspective. It is taught with two partner schools, EMLyon Business School and the Munich School of Management at Ludwig-Maximilians-Universität. Once completed, students receive Masters degrees from all three world-leading European institutions.

---

## **Aston MBA**

Highly regarded throughout the world, the Aston MBA significantly enhances students' practical management skills, global mobility and career progression. It is offered through full-time, part-time, on-line and Executive pathways.

---

## **Research Degrees**

Our Research Degrees Programme offers an intellectually stimulating environment for postgraduate research leading to a PhD or DBA. With dedicated doctoral facilities and a reputation for high-quality research, we provide our students with an opportunity to participate in a world-class research community alongside leading academics.

---

**In 2011, Aston Business School admitted the first students onto the new MSc in Social Responsibility and Sustainability. This unique programme takes an interdisciplinary approach that enables students to develop their understanding of the ethics of business and the natural and social environment. It deepens students' knowledge of social responsibility and sustainability in a business context, equipping them to become the socially responsible leaders of tomorrow.**

## The Mindful Global Manager – adding value to the MBA

The Mindful Global Manager (MGM) is the new personal development component of the Aston MBA, through which we monitor and support the personal and professional growth of MBA students. It is informed by recent advances in theories of adult development and business psychology, together with our extensive experience in consultancy.

Through a monitored process of self-development in a dynamic learning environment, it empowers students to reflect on both their own development needs for the future and how to unlearn ‘mindless’ behaviours of the past. In addition, an appreciation of different working cultures helps students understand how and when culture affects success in the workplace, and become more adaptive and employable internationally as a result.

MGM is designed to heighten students’ responsiveness and awareness of strategic self-management skills, their ease with uncertainty and their ability to manage through change in a global context, so that they are ready to take management positions anywhere in the world.



## The Student Experience

### Our pioneering placement scheme

At Aston Business School we are constantly developing new ways to enhance the student experience, and to ensure that our students gain knowledge and skills that are grounded in real professional contexts. We were one of the first UK business schools to introduce a compulsory year's placement for undergraduate students (established in 1966).

Our placement programme is among the strongest in the UK with over 500 students on placement each year, over 130 of whom enjoy placements in countries around the globe.

Our students have benefited from opportunities with General Electric, American Express, PwC, Deloitte, Hewlett Packard and LOCOG (London Organising Committee of the Olympic and Paralympic Games Ltd), KPMG Chile, IBM Spain, BBC France, PwC Germany, Levi Strauss Belgium, Ross & Moncure Inc USA and Google USA.

The fact that a third of our graduates are offered full-time employment at their placement companies after graduation illustrates the programme's success.

### Our students have benefited from opportunities with

---

**American Express, BBC France, Deloitte, General Electric, Google, Hewlett Packard, IBM, KPMG Chile, Levi Strauss, LOCOG, PwC and Ross & Moncure Inc.**

**There are over 13,700 business schools in the world, and we are proud to feature at or near the top of the key national and international rankings.**

---

**1%**

Aston Business School is among the elite 1% of business schools worldwide with triple accreditation from AMBA, AACSB and EQUIS, the standard accrediting bodies of the UK, US and Europe

---

**1<sup>st</sup>**

Aston Business School was ranked 1<sup>st</sup> in the UK for student assessment of career service and 2<sup>nd</sup> in the UK for opening new career opportunities – The Economist Which MBA Ranking 2011

---

**5<sup>th</sup>**

Aston Business School was ranked 5<sup>th</sup> overall in the UK – Financial Times Masters in Management Ranking 2011

**Aston Business School strives to integrate the principles of corporate social responsibility and sustainability into all its research and teaching. Aston University has a deep commitment to these globally important issues and is currently ranked 11th in the UK in the People & Planet Green League, for the strength and quality of its environmental policies.**

---

**3<sup>rd</sup>**

Aston Business School was ranked **3rd in the UK and 4th in the world** for careers – Financial Times Masters in Management Ranking 2011

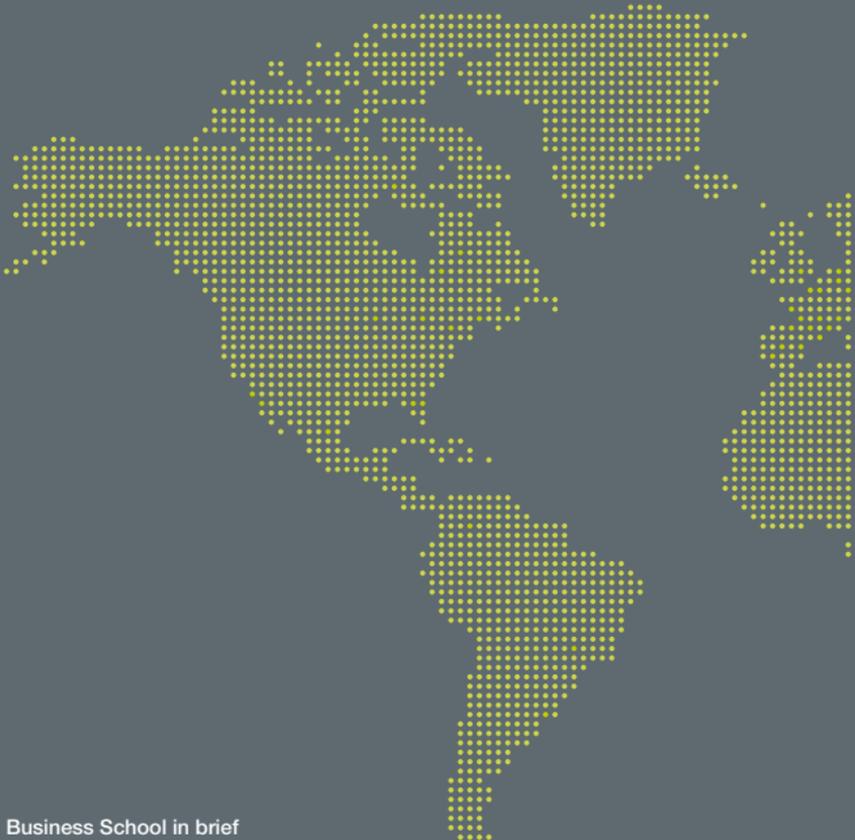
---

**12<sup>th</sup>**

The Aston MBA was ranked **12th in the UK and 91st in the world overall** – Financial Times MBA 2012 Ranking

## International Collaboration through Staff Exchanges

Aston Business School has over 60 international partners who contribute to our mission to emphasise and embed an international outlook in all aspects of our research, teaching and administration. We continually strengthen our relationships with key institutions, and forge new links which will complement existing partnerships. These partnerships enable multi-level collaboration, including exchanges of academic, administrative and research staff, joint doctoral activities and joint teaching.



## Visiting Scholar Scheme

Visiting Scholars of international standing contribute significantly to the research excellence of the school's Academic Groups, Research Centres and Doctoral Programme, and help connect us to the global academic community through collaboration and knowledge exchange. In addition, our students and local businesses benefit from seminars, conferences, lectures and workshops delivered by world renowned scholars. The scheme facilitates improved research links, production of joint papers and the submission of collaborative research grant applications. Within the past year, Aston Business School has hosted scholars from countries including India, Australia, Japan, China, Germany, Italy, the Netherlands and the USA.



# Research at Aston

## Delivering world class research to achieve global impact

### World Class Research

Aston Business School's research is recognised as being of an internationally high standard. It is administered through the Aston Academy for Research into Management (AARM), which handles journal and book publications, conferences and research projects for all Academic Groups and Research Centres within Aston Business School.

### Our research foci:

- > Strategic HR, high-performance teamwork and globally relevant leadership
- > International investment, finance and innovation
- > Entrepreneurship and sustainability
- > The practice of strategy, change management and performance management.

**1300** publications including:

---

**512** papers in international peer reviewed journals

---

**344** papers presented at international conferences

---

**26** authored books

---

**160** contributions to edited works

## The Academic Groups

The school embraces a range of specialisms extending across the full spectrum of business and management research. Our research staff are organised into six Academic Groups, each bringing together an intellectually stimulating community of academics and research students with similar subject interests.

- > Aston Law
- > Economics and Strategy Group
- > Finance and Accounting Group
- > Marketing Group
- > Operations and Information Management Group
- > Work and Organisational Psychology Group.



## Research with Impact

### Servitization and Competitive Manufacturing Operations

Manufacturers are increasingly choosing to link a portfolio of services to their products. These services strengthen relationships with customers, create new and resilient revenue streams and set high barriers for competition. This services-led competitive strategy is achieved through a process known as servitization.

Tim Baines, Professor of Operations Strategy, specialises in the realisation of competitive manufacturing operations and has worked with many services-led companies including Rolls-Royce, Caterpillar, Alstom, MAN and Xerox. His in-depth research in servitization investigates the operations and strategies of many of these manufacturers, making best practice available to other organisations who wish to compete in this effective way.

Tim has recently been awarded a European Regional Development Fund (ERDF) project looking at Exploiting Servitization in West Midlands SMEs (small and medium enterprises). The project will work with West Midlands manufacturing SMEs to help them understand and implement creative servitization strategies. This will enable them to add value by offering a total product solution with high value services as well as the manufacture of innovative products.

---

**Informing policy  
makers and business  
leaders worldwide**

## Research Centres

Research initiated by our Academic Groups has been nurtured through the development of Research Centres. These enable Aston Business School to achieve a greater focus in areas of strength and provide a platform from which to increase the visibility and impact of our research.

### **We currently host the following Research Centres:**

- > Aston Centre for Higher Education Learning and Management (HELM)
- > Aston Centre for Human Resources (ACHR)
- > Aston Centre for Research into International Business (ACRIB)
- > Centre for Performance Measurement and Management (CEPMMA)
- > El Shaarani Centre for Islamic Business and Finance (EIBF)
- > Institute for Health Services Effectiveness (IHSE).

### **Cross-Disciplinary University Research Centres:**

- > Aston Centre for Critical Infrastructure and Services (ACCIS)
- > Aston Centre for Interdisciplinary Research in Language and Diversity (InterLand)
- > Aston India Foundation for Applied Research (AIFAR)
- > European Bioenergy Research Institute (EBRI)
- > Centre for Sustainability and Innovation (CSI).

## Research with Impact

### SmartAgriFood

SmartAgriFood ([www.smartagrifood.eu](http://www.smartagrifood.eu)) is a project involving 21 partners across the European Union which focuses on the potential application of Future Internet technologies to the food and agriculture sector. Dr Christopher Brewster is a Principal Investigator, and Aston Business School is the only UK partner in a project with overall funding of 7.5m.

The SmartAgriFood project aims to make farming practices smarter and more responsive, and increase the competitiveness of the European Agri-Food sector. The project will explore how the Future Internet will help the whole sector to use production resources more effectively and reduce its ecological footprint by improving farming technology, transport logistics and food awareness. This will enable better management of information and more effective communication with consumers.



# Engaging with Business

Our relentless  
enquiry answers  
the challenge of  
global business



## The Knowledge Economy

Aston Business School offers a range of schemes and initiatives that enable organisations to benefit from its knowledge and expertise. We engage with businesses to develop tools and interventions that deliver tangible, measurable commercial benefits and make a lasting contribution to their success.

Our leading edge research can be applied both to specific problems in a particular business and to longer-term strategic change programmes. We can provide professional development to key executives, empowering them to make the difference in their organisations. We also build relationships with business through undergraduate placements, MBA and MSc projects and our professional mentoring scheme, as well as business webinars and on-campus events.

---

**Developing tools  
and interventions  
that deliver **tangible  
commercial benefits****

## Business Partnerships

We work with businesses locally and globally by bringing our highly employable students and world-leading faculty together with business professionals, to build durable partnerships for mutual benefit. These partnerships provide support and solutions to business while giving our faculty opportunities to develop research and enabling our students to gain practical experience.

### **Business collaboration can include:**

- > Undergraduate placements
- > Short-term internships
- > MBA consultancy projects
- > Knowledge Transfer Partnerships
- > Executive development
- > Professional mentoring
- > MSc and PhD research projects
- > Access to government and European funding for research
- > Bespoke research collaboration
- > Contributions to our curriculum
- > Engaging with students via student societies
- > Events and webinars.

Knowledge Transfer Partnerships (KTP) is a UK-wide programme enabling businesses to improve their competitiveness, productivity and performance. These partnerships, part-funded by government, enable businesses to access skills and expertise to help them develop. A qualified graduate (Associate), recruited for the project and mentored by a university academic, works in the business for one to three years to devise and embed solutions and knowledge to address particular strategic objectives.

Aston University is a leading provider of Knowledge Transfer Partnerships.

## Knowledge Transfer Partnership in Action

### Dr Ben Clegg and Higgs & Sons

Aston Business School academics are partnering with award-winning law firm Higgs & Sons to implement an innovative cultural change programme. Due to unprecedented changes in the legal services sector through deregulation, medium-sized firms such as Higgs & Sons face increasing competition. In order to create sustainable competitive advantage and offer enhanced value-adding services to clients, the firm wishes to bring about a radical change in their practice, by revolutionising their business processes, resourcing models and customer communication. The partnership with Aston Business School will facilitate this, and impact on their performance through a better understanding of their client needs, re-focusing their pricing strategy and embedding new management systems and processes.

---

**Working with  
businesses to forge  
durable partnerships  
for mutual benefit**

## Professional Mentoring

Aston Business School's Professional Mentoring Scheme matches undergraduate students with business mentors who help them gain insights into professional life and possible career choices. The scheme is also an opportunity for business professionals to develop their own skills and networks.

### Professional Mentoring in Action

"I have exchanged a number of emails and phone calls with my mentee, Catherine, and we have worked on applying for jobs and preparing for interviews. This week we had a day at my Distribution Centre to get a feel for the practical side of the "supply chain", which gave her an overview of all aspects of distribution. I have reassured her that I am there for her in terms of any advice or guidance, which has been appreciated."

**Jamie Colthart**

*Argos*

"Having someone from the real business environment that I can rely on is an invaluable opportunity especially nowadays when it is not just about knowing loads of theoretical stuff, but also having an insight into how all the jigsaw pieces are pulled together into the 'big picture'."

**Denisa Dumitrascu**

*BSc Human Resource Management*

## Centre for Executive Development (CED)

Through the Centre for Executive Development, we work with a wide range of corporate clients to create unique development journeys that deliver genuine business value. We offer highly responsive customisation to address each client's unique executive development needs, and to raise the capabilities of managers and leaders. We provide:

- > Cost effective solutions to help companies deliver their strategic ambitions
- > Accreditation options to enhance leaders' confidence to innovate and lead
- > Return on investment made visible through a proven and uniquely pragmatic process
- > Networked learning, available anywhere, anytime, on any device.

---

# Delivering **measurable** returns on investment

## Thought Leadership – innovative delivery

### 60-Second Nuggets

Our 60-Second Nuggets, developed by the Centre for Executive Development, are an online collection of key business insights presented in film format under the heading “Readiness for Change: how ready is your organisation for today’s pace of change?” Each nugget enables business leaders quickly to inform and check their thinking and make changes more effectively. Aston Business School academics bring leading edge insights to subjects such as decision making under pressure, strategic business relationships, Islamic finance, intercultural HR leadership, marketing and information sharing. There are currently 14 titles, each of which takes a little over a minute to watch. Visit [www.aston.ac.uk/thoughtleadership](http://www.aston.ac.uk/thoughtleadership)

---

**14** 60-Second  
Nuggets: key  
business insights

## **60 Seconds for 60 Minutes**

For those who can spare more than a minute, or want more input on a particular topic, the 60 Seconds for 60 Minutes event series opens up each nugget in greater detail. These hour-long events take place on campus, and are an ideal way for business leaders to build their networks while acquiring new knowledge.

## **Ready for Change**

What new wisdom can a business school add to the subject of change management? Our new 'Ready for Change' collection presents a storyline for change. The book is the result of independent lines of research pursued by faculty at Aston Business School, bringing fresh perspectives on change as a strategic, holistic and whole-of-business reality.



# Aston Business School Environment



## **Campus and Facilities**

The Aston University campus provides students and guests with world-class facilities at the heart of Birmingham, including modern city-centre accommodation, a new all-weather sports pitch, and a state-of-the-art library. A four-star hotel and conference centre on campus provides an ideal base for visiting relatives and conference delegates.

Our green site incorporates cutting-edge sustainable technology, with wind turbines and storm water recycling facilities built into new campus buildings. The campus features a lake and plenty of green space, and the Business School is home to inspiring sculptures and art installations.

## **Birmingham**

As the UK's second city, Birmingham is a global centre for business and culture. Birmingham has a vibrant arts scene, with theatres, galleries and concert venues catering to all tastes. Birmingham hosts national and international sports events, and has hundreds of bars, clubs and venues playing live music. With over 8,000 acres of parks and open space, it is also one of the greenest cities in the UK.

Birmingham is well connected by road and rail to other parts of the UK, including London, and is served by a major international airport. The regional economy is worth £94 billion, with numerous UK, merchant and overseas banks, over 500 law firms and the second largest insurance market in Europe.

## Facts and Figures

- > Aston Business School is part of a global network of partner institutions, enjoying 62 partnerships with leading business schools around the globe
- > The 2012 Sunday Times University Guide ranks Aston University 5th in the UK and 1st outside London for graduate employability
- > There are currently more than 12,000 Aston Business School alumni worldwide
- > In the 2008 Research Assessment Exercise (RAE), 95% of the research conducted at Aston Business School was deemed to be of international standing
- > Our approach to business is socially responsible and forward thinking. Aston University is ranked 11th in the UK by the People and Planet Green League 2012 for the strength of our environmental policy and ethical performance
- > Our YouTube channel hosts more than 300 videos, with more than 57,000 views of staff and student interviews and research news from Aston Business School.

---

# 62

partnerships with  
leading business  
schools around  
the globe

---

# 1<sup>st</sup>

outside London  
for graduate  
employability

---

# 95%

of the research  
conducted at Aston  
Business School  
deemed to be of  
international standing

---

# 57000

video views on our  
YouTube channel



# Aston Business School

Birmingham

For more information on any of the opportunities that Aston Business School offers, please contact:

**+44 (0) 121 204 3000**

## **Aston Business School**

Aston University

Aston Triangle

Birmingham

B4 7ET

United Kingdom

[www.aston.ac.uk/abs](http://www.aston.ac.uk/abs)

