

# SHAPING TODAY THOSE WHO WILL SHAPE TOMORROW

## An inspirational learning community Our key facts & strengths

### Our Vision

- > To be a world class research-based business school, outstanding for employability and global mobility
- > To be ranked consistently among the top 50 business schools in the world.

As one of the largest and most successful business schools in Europe, Aston Business School is committed to impacting organisations and their leaders around the globe through world-leading research, inspirational learning and teaching, and business engagement. We aim to make a sustainable difference to business, economies and societies worldwide.

### INSPIRATIONAL LEARNING AND TEACHING

Renowned for the quality of its teaching, research and supportive environment, Aston Business School offers its 4000 students an inspirational education, providing them with the opportunity for rapid career progression in international business.

The School delivers unique and life-changing experiences at undergraduate, postgraduate and doctoral level. It also offers transformational executive development programmes in excellent facilities for businesses and their leaders.

### PROGRAMMES

- > Undergraduate BSc
- > Postgraduate MSc
- > Aston MBA
- > Aston Law
- > Research Degrees (PhD, DBA)
- > European Master In Management
- > Executive Development



## EMPLOYABILITY AND GLOBAL MOBILITY

*"Not even Oxbridge can boast a higher proportion of students gaining graduate level jobs on departure. Aston's 87.7% is bettered by just four institutions and shows a clean pair of heels to the likes of Oxford, Cambridge, Bristol and Durham."*

Sunday Times University Guide 2012

Aston Business School has one of the largest placement programmes in the UK with nearly over 500 students on placement each year, of whom over 130 go overseas. We were one of the first UK business schools to introduce a compulsory year's placement for undergraduate students (established in 1966); the fact that around a third of our graduates are offered full-time employment at their placement company illustrates the scheme's success.

We provide postgraduate programmes that are recognised by the most prestigious world rankings for quality, excellence and outstanding career progression.

In addition, our global perspective gives Aston Business School graduates the tools not only to lead organisations in the UK but also to compete for jobs internationally.

## INTERNATIONAL FOCUS

Our student population comprises just over 50% students from outside the UK (over 70% at postgraduate level) with nearly 2,000 international students from over 100 countries.

We attract leading faculty from around the world; 45% of our 100+ academics are from a non-UK background.

## RESEARCH

All the School's activities are underpinned by rigorous, leading edge research, which aims to advance our understanding of economics, business, work lives, society and ultimately the global community.

The most recent (2008) Research Assessment Exercise (RAE) confirmed our position as one of the leading research-lead business schools in the UK. In a submission which involved 95% of our academic staff, 95% of our research activity was deemed to be 'world leading', 'internationally excellent' or 'internationally recognised'.

### RESEARCH CENTRES

**Aston Business School hosts a number of Research Centres which focus on specific areas. These are:**

- > 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)



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

Aston Business School Aston University Aston Triangle Birmingham B4 7ET +44 (0)121 204 3000 [www.abs.aston.ac.uk](http://www.abs.aston.ac.uk)

- > 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 Indian Foundation for Applied Research (AIFAR)
  - > Centre for Sustainability and Innovation (CSI)
  - > European Bioenergy Research Institute (EBRI)
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## **ACADEMIC GROUPS**

The Academic Groups are peer communities for academics and students with similar research interests. These groups enable and encourage the development of joint activities and shared expertise. Strengths within the groups include:

### **Economics and Strategy Group**

- > The impact of innovation on business performance
- > Strategic performance measurement and the key indicators of decision making
- > Measuring productivity and explaining firm performance
- > Impact of institutions on outward and inward foreign direct investment (FDI), and impact of FDI
- > Entrepreneurship and impact of institutions on enterprise development.

### **Finance and Accounting Group**

- > Performance measurement and management systems, with specific expertise in the service sector
- > Experimental and empirical modeling of financial markets, including the examination of market microstructure and high frequency volatility
- > Corporate finance with particular reference to Initial Public Offerings (IPOs) and corporate payout policy
- > Social, ethical and environmental accounting, financial reporting, transparency and accountability
- > Risk and performance management, risk reporting and the market for audit services.

### **Aston Law**

- > Using law proactively to secure a competitive business advantage
- > Commercial contracting in the global context – comparative contract law, particularly formation and remedies
- > Diversity and difference in national corporate governance codes and systems of corporate law
- > New models of financial regulation
- > The management and commercialisation of intellectual property in the European and ASEAN university environment.



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### Marketing Group

- > Managing service and retail businesses, assessing the service-profit chain, improving franchise businesses, understanding the changing role of customers, employees and organisations in a solution environment
- > Understanding organisational behaviour, sales managers creating a positive climate within the sales force, including ethical behavior and stress management
- > Understanding consumer behaviour, psychological aspects of human decision making and visual information processing.

### Operations and Information Management Group

- > Supply chain management and collaborative business
- > Project management
- > Servitisation and product-service systems
- > Efficiency and productivity analyses methods, especially data envelopment analysis
- > Knowledge management and risk management.

### Work and Organisational Psychology Group

- > Human Resources Management (HRM) and international HRM
- > Leadership and team effectiveness
- > Learning, creativity and innovation
- > Recruitment and selection
- > Strategy, entrepreneurship and organisational performance
- > Ethics, justice and HRM
- > Responsibility and sustainability strategies.

## ENGAGING WITH BUSINESS

Aston Business School is focused on disseminating world-class research that is relevant to the needs of organisations and societies both nationally and internationally.

### Knowledge Transfer Partnerships

Knowledge Transfer Partnerships (KTPs) offer businesses the chance to improve their competitiveness, productivity and performance by working alongside our academics and graduate students. We collaborate on strategic work to develop the business for today's market. Together, we identify the challenges that the business is likely to encounter and devise innovative business solutions to meet them.

The graduate student works closely with our academics to ensure that the business has access to the latest thinking in business and management research. A KTP with Aston Business School can benefit a wide range of businesses across many sectors, including micro sized, small and large businesses, or public sector organisations.

By undertaking a KTP, businesses have opportunity to:

- > Access qualified people to spearhead new projects



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- > Access expertise which can help take their business forward
- > Develop innovative solutions to facilitate business growth
- > Address specific organisational needs or problems
- > Increase their competitive advantage
- > Improve their performance/business operations
- > Increase profitability.

### Centre for Executive Development

The Centre for Executive Development at Aston Business School works in partnership with businesses to create effective, tailored executive development programmes to raise the capability of managers and leaders.

Its goal is to inspire executives – individually and collectively – to think clearly, be creative and act confidently to lift their organisation to greater business success. It specialises in:

- > Developing high-performance teams
- > The practice of applied strategy
- > The practice of change management
- > The practice of project management
- > Alternative perspectives on finance
- > Frameworks for decision-making in complex or ambiguous situations.

### ACCREDITATIONS

Aston Business School's degree programmes hold accreditations from all the leading professional bodies. We are among an elite 1% of business schools worldwide with triple accreditation from AMBA, AACSB and EQUIS.

### RANKINGS

- > **6th in the UK and 23rd in the world for career progression**  
Financial Times Global MBA 2012
- > **4th in the world for careers and 5th in the UK for overall programme quality**  
Financial Times Masters in Management 2011
- > **17th in the UK for Business Studies**  
The Complete University Guide 2012 (The Independent)
- > **85% overall student satisfaction**  
National Student Survey 2011

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