

University of
Salford
MANCHESTER

Salford
Business
School

HARNESS OUR TALENT TRANSFORM YOUR BUSINESS

WORK WITH US GUIDE

Collaborate with the Times Higher
Education Business School of the Year.

2014
THE AWARDS
AWARD WINNER
BUSINESS SCHOOL OF THE YEAR

Gain a competitive advantage.

Access exceptional, affordable graduate talent through Salford Business School.

We are looking for host organisations to provide real-world challenges for our undergraduate, graduate and MBA talent to solve.

Harness expertise.

Here at Salford we believe in working with industry to deliver the graduates you need. That starts with curriculum shaped by real business needs and a faculty hand-picked from industry, and continues with real-world experience for our top-flight talent.

That's where you come in.

How much does it cost?

It depends on your requirements, but adding transformational talent costs less than you'd imagine. Some schemes are completely free. In some cases you'll pay travel costs or a living wage. Knowledge Transfer Partnerships (KTPs) projects are funded in part by your business, and in part by government.

Why Salford?

Salford is Times Higher Education Awards Business School of the Year in 2014. We also received the Department for Business, Innovation and Skills and Association of Business School's Small Business Charter award for our dedication to improving links with the SME community in the local area. We were also rated first in the North West for SME engagement into universities and economic growth in a 2013 government report.

Our courses are accredited by internationally-recognised bodies, including the Chartered Institute of Management Accountants, the Chartered Institute of Personnel Development, EPAS, the Association of MBAs, the Institute of Direct and Digital Marketing, and the Chartered Institute of Purchasing and Supply.

You benefit from

Of-the-moment expertise – the very latest thinking to cascade across your business.

Fresh thinking and boundless enthusiasm – great for wider team moral.

A 'try-before-you-buy' graduate recruitment scheme – risk-free, and very affordable.

A committed resource – your talent is looking to build their CV, so they'll give all they have.

Full backing from the business school.

Our students benefit from

A hands-on opportunity to build soft skills working with your employees.

The chance to work independently, showcasing potential with the support of our faculty.

Great experience for their CV – and perhaps a reference or role.

The opportunity to show you how useful they could be in a full-time role.

Real experience, putting theory into practice.



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Business Innovation Project.

Connect with our talent.

Business Innovation Projects (BIP) are an easy-to-implement and cost-effective way for your organisation to initiate live projects that support your strategic or operational objectives. You receive expert assistance from highly educated, bright and ambitious students, while our students will apply their new knowledge in a real-world professional setting.

Who delivers it?

Students from our postgraduate Masters degree courses. They have already completed a degree and often have several years' employment experience. The process is by application, so you'll have full control over who works with you.

The BIP programme at Salford Business School is an excellent way for local companies to connect with some of the brightest talent in the area.

Chris Sutton
Partner, JMW Solicitors.

How does it work?

You set the brief for a postgraduate student to take on a challenge you need to overcome. Then they'll join you for either a one to three month internship, or a six month placement. You don't need to worry about addressing any area of a curriculum or covering specific topics – the brief can include any issues within your organisation you would like to address.

What's more, there are six intakes of business masters courses each year, so your Business Innovation Project can start and end at a time convenient to you.

How much does it cost?

- For a three-month Business Innovation Project, all you need to do is cover the travel costs of the student working with you.
- If you opt for six months, the student will join you on a paid placement, the cost of which will be subject to negotiation.

The process.

- 1_ Email sbs-employability@salford.ac.uk or call us on 0161 295 6171 so that we can talk you through all the detail.
- 2_ Once we've put everything in place, you'll need to draw up your brief and send it across to us.
- 3_ We'll advertise the brief to our Masters students and invite applications from qualified candidates.
- 4_ We'll send you the CVs of the students so you can select your shortlist.
- 5_ You'll interview the shortlisted candidates and make your final choice.

Ready to get started?

We'd love to talk things through.

Email
sbs-employability@salford.ac.uk

Call
0161 295 6171



Undergraduate one-year sandwich placements.

What is it?

A great option for accessing talent, this scheme partners bright undergraduate talent with opportunities in businesses. You get reliable fixed-term help – with no longer-term commitment – while your student gains experience.

Rest assured, Salford undergraduates are prepared for the world of work, thanks to our industry-led curriculum and focus on employable skills. Each placement is assessed as part of the student's pre-final year, and an academic supervisor will liaise with you and your student to ensure the placement is working beneficially for both of you.

Who delivers it?

A Salford Business School BSc or BA student.

How does it work?

Students will normally be based at your premises and paid to work alongside your employees, while under the supervision of one of our academic members of staff.

How much does it cost?

The cost may vary.
For further information contact:
sbs-employability@salford.ac.uk

The process

Your opportunities will be promoted by our careers and employability team, who will also help to prepare our students for the application process. You'll retain full control over the application process, drawing up your own shortlist, interviewing your selected candidates and awarding the position to your chosen student. While you retain full control over the application process, you'll receive full support from our placement tutors.

Ready to get started?

For more information contact:
SBS Employability hub
0161 295 6171 / sbs-employability@salford.ac.uk

MBA Live Projects.

What is it?

As part of this highly advanced qualification, students have the option to complete an MBA Live Project. You get 10 weeks of expert consultancy from a mature student with at least three years' managerial experience – completely free of charge.

Previous MBA Live Projects include:

- Google AdWords marketing campaign development and implementation.
- Website analysis and reviews for a TV retailer.
- Business planning and performance management for an IT company.

Who delivers it?

An MBA student. The MBA is a globally-recognised gold-standard in business. By undertaking the Salford MBA, our students have already demonstrated that they have the knowledge and ambition to take their career to the very top. They come from a variety of business sectors, so no matter what the nature of your business, we can find the right expertise to help drive your business forward.

How does it work?

Your experienced MBA consultant will agree the objectives, scope, deliverables and expected timeframe with you. They'll undertake the work, produce the agreed deliverables and manage the project to a successful conclusion.

We know that business doesn't observe academic terms and semesters, so the working dates are completely flexible. Work can be completed in-house or off-site, or by a mix of both – whatever works best for you.

How much does it cost?

Free.

The process

Processes vary, for more information contact:
Dr Yvonne Moogan (y.j.moogan@salford.ac.uk).

Ready to get started?

For an informal chat, please contact:
Dr Yvonne Moogan
0161 295 5315 / y.j.moogan@salford.ac.uk

Knowledge Transfer Partnerships.

What is it?

Knowledge Transfer Partnerships (KTPs) bring together businesses poised to transform with specific knowledge and skills to make change happen.

More in-depth than a Business Innovation Project or MBA Live project, a KTP will really catalyse your business, helping improve competitiveness and productivity through the better use of knowledge, technology and skills.

In 2012-13, businesses participation in KTPs gained on average:

- £33K one off increase in profit.
- £261K anticipated annual increase in profit post completion.
- £63K invested in plant and machinery.
- 3 new staff employed (including the KTP associate).
- 20 staff being trained.
- Over £86K being invested in R&D activity.
- £266K anticipated increase in annual exports.

How does it work?

The KTP is a partnership between your organisation and the University of Salford. It gives you access to skills and expertise to help your company to grow. One or more suitably qualified graduates (KTP associates) will work with you on a project central to your needs. It is jointly supervised by your business and the academic partner.

How much does it cost?

KTP is part-funded by a government grant. A small to medium sized enterprise (SME) would be expected to contribute about a third of the costs involved in the project; the average annual contribution for an SME would be just over £20,000. A large company should expect to pay around £30,000 per project per year.

The process

Consultation meeting with the KTP manager.

Ready to get started?

For more information on KTPs contact:

Paul Cihlar

0161 295 5173 / p.m.cihlar@salford.ac.uk

Graduate recruitment.

Whether you're a multinational, SME or start-up requiring specific skills sets, we can support access to the right graduates. Our careers team will support you in your recruitment process, giving you access to services and events including our vacancy promotion service and regular recruitment fairs.

The process?

- 1_ E-mail business@salford.ac.uk or call us on 0161 295 3578 so that we can discuss the options.
- 2_ Send across any job descriptions, including salary, application process and deadline details.
- 3_ We'll advertise the opportunity via the central online vacancy system, plus promotion via social media channels and specific courses of study if required.
- 4_ Students/graduates apply directly to you.

How much does it cost?

The online vacancy promotion service is free. For information about sponsorship package options please call 0161 295 3578.



Attending careers fairs

Information about the University's careers fairs can be found:

Online

www.salford.ac.uk/business/employ-students

Over the phone

0161 295 3578

Ready to get started?

For more information contact:

Rachel Martin

0161 295 3578 / r.martin@salford.ac.uk

Training.

Training and continuing professional development and customised in-company services

Developing your own talent is an invaluable way to reward, and can offer better value than recruiting.

Salford Business School offers a range of professional courses – validated by the Institute of Directors – designed for those operating at executive level. They are continually developed to ensure they meet the latest demands of industry and are all led by accomplished lecturers and expert consultants.

Benefits of these courses include:

- Recognition and accreditation via the IoD's prestigious Director's Award.
- Enhanced business knowledge in all areas of company direction to improve performance and profitability.
- Advancement of your own professional development as a Director.



Search and social media marketing

As the internet continues to proliferate every aspect of our lives, search and social media marketing has become a pivotal skill set for the contemporary marketing professional. With this in mind, we've teamed up with a selection of marketing professionals to devise a programme that will help you to boost your search rankings and enhance your online presence.

The course includes:

- Search Engine Optimisation (SEO): learn how to tailor your online content to attract the traffic you want.
- Analytics: learn how search engines work and monitor your website visitors' behaviour.
- Integration: how to add social media to your marketing mix.

We can tailor our programmes to meet the educational and operational needs of your business or organisation. Many sizes of business and organisation have benefited from our training, including the NHS and Capita Symonds.

For Training, CPD and customised in-company service requests:

Please contact
Paul Bolton
0161 295 4376
p.bolton@salford.ac.uk



Services for Business

Consultancy.

The academics of Salford Business School can provide specialist consultancy services to help you to achieve your operational and strategic goals.

We've worked with organisations including

- BMW
- IBM
- Siemens Financial Services
- The Football Association.

Find out how we can help you, contact:

SBS Employability hub

0161 295 6171
sbs-employability@salford.ac.uk

Centres for Digital, Sport and Social Business.



Salford Business School has developed specialist centres that will inform their research activities by collaborating with practitioners in the respective fields.

If you are involved in any of these areas and would like to find out how we can work together, get in touch for an informal chat.

Centre for Digital Business

Dr Marie Griffiths

0161 295 4327 / m.griffiths@salford.ac.uk

Centre for Social Enterprise

Dr Morven McEachern

0161 295 4095 / m.mceachern@salford.ac.uk

Centre for Sports Business

Professor Chris Brady

07956 575278 / c.brady@salford.ac.uk

We hope that this guide has been useful in answering your questions, but if you have any further queries Salford Business School's employability and business services are here to help.

SBS Employability hub

0161 295 6171
sbs-employability@salford.ac.uk

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[business-school/business-services](http://www.salford.ac.uk/business-school/business-services)