Superbrands Annual 2012

SUPERBRANDS ANNUAL 2012

WARWICK BUSINESS SCHOOL

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Warwick Business School (WBS) is the UK’s top provider of finance and business research and education, and has the ambition and the capability to become Europe’s leading university-based business school. Its mission is to publish leading-edge research that has real impact; to produce world-class business leaders; and to provide a lifelong return on investment for students, alumni and partners.

Market

WBS is one of the largest business schools in Europe, and offers the UK’s top pure finance course (as ranked by the Financial Times in 2011). As the largest department of the University of Warwick, WBS offers both excellent facilities and a prestigious reputation to students and delegates who come from around 120 countries to learn at undergraduate, masters, MBA and PhD levels.

WBS academics produce world-leading research in all fields of management, which is why it attracts the very best PhD candidates. Ninety-seven per cent of full-time faculty who teach and research at WBS have PhDs and their doctoral community is thriving. With recognised leaders in disciplines as diverse as behavioural science, innovation strategy, public sector governance, entrepreneurship, knowledge management, business strategy and finance, 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, the government and society.

WBS is culturally diverse; more than 30,000, have cited the combination of a highly intelligent and internationally diverse cohort as being a major benefit of their learning experience.

Did You Know?

Professor Mark Taylor, Dean of WBS, was previously a managing director at BlackRock and is one of the most cited researchers in the world for finance and economics.

Product

WBS has something to offer individuals at every stage of their career and currently offers 26 courses to more than 6,500 students, 65 per cent of whom are from outside the UK. It provides a range of business and management undergraduate degrees; a growing portfolio of specialist masters courses; a full-time MSc in Management; the unique Warwick Global Energy MBA as well as the popular and flexible Warwick MBA; 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. Alumni members, who number over 30,000, have cited the combination of a highly intelligent and internationally diverse cohort as being a major benefit of their learning experience.

Achievements

WBS has achieved a global reputation for excellence in just 45 years. It has one of the broadest subject bases and most highly regarded faculty of any business school in the world. Its commitment to research is fundamental to its culture and differentiates it from teaching colleges and commercial training companies. Its portfolio of 14 masters courses provides highly specialised learning in areas of business and management that are increasingly important in the search for sustainable competitive advantage.

More than 30 years of combined learning experience enables WBS to deliver the Warwick MBA to nearly 2,500 experienced managers each year, wherever they are in the world. The Warwick Global Energy MBA, which is a groundbreaking programme that develops strategic leadership for the future energy industry, continues to expand and grow. The reputation of WBS means its 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, partners and sponsors, including The Bank of England, Deloitte, E.On, IBM, Islamic Bank of Britain, Johnson & Johnson, Nestlé, Pepsico, Procter & Gamble, Rolls-Royce, the Royal Shakespeare Company, Santander and Vodafone.

Recent Developments

WBS celebrates its 45th anniversary in 2012 and its course portfolio continues to refresh, expand and diversify every year. In 2011 the WBS bespoke online learning environment my.wbs reached its 10 millionth login. Over the last year it has been accessed by more than 14,000 students, staff and corporate partners, between them they logged in more than 700,000 times.

Promotion

WBS maintains a solid global presence with a range of below- and above-the-line segmented international marketing. Promotional materials have a contemporary and crisp feel and align WBS closely with the University of Warwick. WBS uses many creative advertising channels but, ultimately, its highly successful graduates are its best adverts and advocates. They are hugely active within the WBS alumni network, in person and on LinkedIn, and many return for further study at WBS later in their career.

Brand Values

WBS has simple core values: excellence in all it does, an entrepreneurial spirit, encouraging fresh-thinking in staff and students, ensuring a positive impact from the ideas it creates, and continuing to be international and creative in outlook and approach. From these foundations WBS continues to change minds, change lives and create tomorrow’s leaders.

Brand History

1965: The University of Warwick is founded by Royal Charter.
1967: WBS is created as the School of Industrial and Business Studies, with just three courses.
1981: The Warwick MBA brand is launched.
1986: The Warwick MBA by distance learning is launched.
1989: WBS achieves a five-star rating for research excellence.
1997: By its 30th anniversary, WBS has 1,100 students and 200 staff.
1999: WBS becomes the first business school in the UK to hold accreditation from all three global management education bodies: AMBA, EQUIS and AACSB.
2003: The Guardian survey of top employers rates WBS graduates as the most employable in the UK.
2005: The Specialist Masters portfolio is launched.
2009: The Warwick Global Energy MBA is launched.
2010: Professor Mark Taylor becomes Dean of WBS and launches major rebranding.
2011: WBS has graduates employed by 80 per cent of FTSE 100 companies.

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