

Kingston
Business
School

Professional Kingston

Organisational and workforce
development solutions

Always improving

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Left, Kingston Hill campus

Providing solutions

Welcome

Plan for success with Kingston University

Kingston University's Business and Law schools are innovative, vibrant institutions at the leading edge of their subject areas.

Through the delivery of relevant, timely and innovative programmes, we help organisations achieve their strategic objectives by arming their employees, our students, with the skills and knowledge to address key issues and take advantage of evolving opportunities.

Our programmes are academically rigorous, practical and taught flexibly so that learning is integrated into the workplace. For the employer, the return on investment is timely: learn today; implement tomorrow.

We work closely with appropriate professional bodies and organisations from the public, private and third sector to supplement our expertise in teaching, research and consultancy. Their input into our course content and delivery ensures that students are challenged to master the latest developments from both an academic and practitioner viewpoint.

Creating and disseminating knowledge

Our portfolio includes certificated part-time masters courses, work-based learning programmes, knowledge transfer partnerships, continuing professional development and company-specific short courses. Our business development team will help ensure that we meet your business needs in the most appropriate way.

I do hope that you will find all the information you are looking for in this brochure, and we look forward to working with you and your organisation both now and into the future.



Chris Bristow

Director, Post-experience Graduate Programmes and Corporate Learning



Our **proven** track record



Why Kingston?

If you are looking to grow and enhance your organisation, we have a range of services to offer, drawing on the reputation and strengths of Kingston Business School and Kingston Law School.

We strongly believe in building partnerships with our clients. Our expert team will work with you to find the best solutions to fit your needs, whether they are through research, consultancy, our existing taught qualifications or bespoke courses.

Expert academic staff

All masters courses include a research project, a consultancy project or a dissertation, which can be applied to your organisation to solve a key issue. Our research specialists supervise students to ensure the validity and accuracy of research outcomes and recommendations.

Staff are engaged in research and many undertake secondments to industry and government. This two-way flow of information, best practice and knowledge creation is reflected in our teaching and professional practice.

Applied learning

We place an emphasis on working in groups to mirror the realities of the workplace, and integrate new technology into the learning process. Our students are encouraged to challenge traditional approaches and develop new ways of thinking about business and the law. They will be asked to bring live problems to the sessions, as the focus is on learning that can be directly translated into practice. Learning techniques include interactive workshops, relevant case studies and a combination of group and individual work.

Teaching excellence

Our teaching is interactive and collaborative, encouraging debate and interaction between staff and students. Teaching is by a combination of classroom sessions, workshops and seminars.

Examples of teaching excellence:

- Our reputation for high-quality teaching is verified by government agencies and professional bodies as a part of our accreditations.
- Kingston Business School has been awarded an 'excellent' rating by the Higher Education Funding Council of England for its teaching.
- The Faculty is one of the few in the UK with two National Teaching Fellowship award winners.
- We are one of the few universities in the UK to have a Bloomberg simulated trading room, where students can hone their analytical and financial skills.
- Kingston Business School is an active member of the Association of Business Schools and Academy of Business in Society – two unique networks of leading business schools that promote thought leadership, sustainable enterprise and representation for business schools.

Bringing industry expertise into the classroom

We make use of our strong industry links to bring practitioner input into our curriculum and teaching. Our Strategy into Practice, Entrepreneurship Insight and HRM Seminar series are delivered by eminent business practitioners from private- and public-sector organisations, and discuss current strategic management themes. Individual courses also feature guest lecturers from industry to supplement the teaching from our renowned academic staff.

Innovation

Since 2008, Kingston University has been the UK's foremost university for producing graduate start-ups. This culture of creative thinking is also embedded in students working for larger employers, meaning they bring innovation and an entrepreneurial approach to those organisations.

Futureproofing your organisation

Course portfolio

Our courses are characterised by critical and innovative thinking, enabling tomorrow's leaders to think differently. Students are challenged to consider new products, processes and practices, and apply them to their organisation.

Whether an individual or a group of employees needs education or training to enhance their skills, or requires a continuous professional development (CPD) course, our courses are an excellent solution for busy professionals who need to fit their development needs around work and personal life.

In addition to our part-time taught courses (see pages 8–11), we also offer bespoke CPD courses, short courses and in-company training.

Bespoke CPD, short courses and in-company training

Delivered either at your offices or on campus at Kingston University, these courses can be fully tailored to suit your organisation and offer flexibility in terms of numbers of attendees, frequency and time of teaching.

Most programmes run over a one- to three-day period. For a current list, please see <http://business.kingston.ac.uk/short-courses-and-executive-development>

Example courses include:

- Leading strategically
- Employment law essentials
- Finance for non-financial managers
- Marketing
- Innovation
- Sustainability
- Risk management
- Legal and courtroom skills

Sessions can be packaged in different ways – for example, across evenings or weekends. Learning can be formally assessed via assignments, and accredited against our programmes.

Success story – in-company training

Euro RSCG Group UK is the third largest marketing communications group in the UK. Having won a contract with a world-leading financial services company, they needed to increase their understanding of the banking and finance sector. The course director of Kingston Business School's Banking & Finance MSc designed a bespoke two-day course that was delivered at Euro RSCG's premises to 10 executives from all levels, none of whom had previous experience in this area. As a result of the training, the participants reported that they had a far better understanding of the sector and could offer an improved and more confident service to their client.



Course details: taught, part-time

| Course | Duration |
|---|-----------|
| MBA | |
| Executive MBA | 2 years |
| MBA by Distance Learning | 3 years |
| General management | |
| Management MA | 2½ years |
| Management PgDip | 2 years |
| Business Management Practice BA(Hons) top-up | 1 year |
| Marketing | |
| Strategic Marketing MSc | 1 year |
| Human resource management and psychology | |
| Human Resource Management MSc/PgDip | 2 years |
| Internal Communication Management MA | 1 year |
| International Human Resource Management MSc/PgDip | 2 years |
| Occupational & Business Psychology MSc | 2 years |
| <i>Also see employment law courses under the Law section</i> | |
| Finance | |
| Banking & Finance MSc | 2 years |
| <i>Also see corporate and financial law course and Law with Finance under Law section</i> | |
| Business research | |
| Doctor of Business Administration (DBA) | 4–8 years |
| Health management | |
| Leadership & Management in Health PgDip/MSc | 2 years |

| Weekend | Weekday evening | Weekday day release | Distance learning | Find out more |
|---|-----------------|---------------------|-------------------|--|
| MBA | | | | |
| ● | | | | www.kingston.ac.uk/mba |
| | | | ● | www.kingston.ac.uk/dlmba |
| General management | | | | |
| ● | | | | www.kingston.ac.uk/pgmanagement |
| ● | | | | www.kingston.ac.uk/pgmanagement |
| | ● | | | www.kingston.ac.uk/pgmanagementtopup |
| Marketing | | | | |
| ● | | | | www.kingston.ac.uk/pgstrategicmarketing |
| Human resource management and psychology | | | | |
| | ● | ● | | www.kingston.ac.uk/pghrm www.kingston.ac.uk/pghrmpgdip |
| | ● | ● | | www.kingston.ac.uk/pgintcomms |
| | ● | ● | | www.kingston.ac.uk/pginthrm www.kingston.ac.uk/pginthrmpgdip |
| ● | | | | www.kingston.ac.uk/pgoccupationalpsychology |
| <i>Also see employment law courses under the Law section</i> | | | | |
| Finance | | | | |
| | | ● | | www.kingston.ac.uk/pgbankingfinance |
| <i>Also see corporate and financial law course and Law with Finance under Law section</i> | | | | |
| Business research | | | | |
| ● | | | | www.kingston.ac.uk/dba |
| Health management | | | | |
| | | ● | | www.kingston.ac.uk/pghealthleadership |

| Course | Duration |
|---|-----------|
| Creative industries | |
| Advertising & the Creative Economy MA | 2 years |
| Communication Design & the Creative Economy MA | 2 years |
| Creative Writing & the Creative Economy MA | 2 years |
| Design: Product and Space & the Creative Economy MA | 2 years |
| Fashion & the Creative Economy MA | 2 years |
| Film Making & the Creative Economy MA | 2 years |
| Journalism & the Creative Economy MA | 2 years |
| Managing in the Creative Economy MA | 2 years |
| Museums and Galleries & the Creative Economy MA | 2 years |
| Music & the Creative Economy MA | 2 years |
| Publishing & the Creative Economy MA | 2 years |
| Law | |
| Employment Law & Mediation PgCert | 1 year |
| Dispute Resolution PgCert | 14 weeks |
| Legal Studies MA | 1-2 years |
| LLMs in General Law | 2 years |
| Corporate & Financial Law | 2 years |
| Law with Criminology | 2 years |
| Dispute Resolution | 2 years |
| Employment Law | 2 years |
| Environmental Law & Sustainability | 2 years |
| International Commercial Law | 2 years |
| Law with Finance | 2 years |
| Law with Law of International Trade | 2 years |

| Weekend | Weekday evening | Weekday day release | Distance learning | Find out more |
|----------------------------|-----------------|---------------------|-------------------|--|
| Creative industries | | | | |
| | | ● | | www.kingston.ac.uk/pgadvertisingcreative |
| | | ● | | www.kingston.ac.uk/pgcommunicationcreative |
| | | ● | | www.kingston.ac.uk/pgcreativewritingcreative |
| | | ● | | www.kingston.ac.uk/pgproductspacecreative |
| | | ● | | www.kingston.ac.uk/pgfashioncreative |
| | | ● | | www.kingston.ac.uk/pgfilmmakingcreative |
| | | ● | | www.kingston.ac.uk/pgjournalismcreative |
| | | ● | | www.kingston.ac.uk/pgmanagingcreative |
| | | ● | | www.kingston.ac.uk/pgmuseumscreative |
| | | ● | | www.kingston.ac.uk/pgmusiccreative |
| | | ● | | www.kingston.ac.uk/pgpublishingcreative |
| Law | | | | |
| ● | | | | www.kingston.ac.uk/pgemployment |
| | | ● | ● | www.kingston.ac.uk/pgdisputeresolution |
| | ● | | | www.kingston.ac.uk/pglegalstudies |
| | ● | ● | | www.kingston.ac.uk/pgllm |
| | ● | ● | | www.kingston.ac.uk/pgllmbusiness |
| | ● | ● | | www.kingston.ac.uk/pglawjoint |
| | ● | ● | | www.kingston.ac.uk/pgllmdispute |
| | ● | ● | | www.kingston.ac.uk/pgllmemployment |
| | ● | ● | | www.kingston.ac.uk/pgllmenvironment |
| | ● | ● | | www.kingston.ac.uk/pgllmcommercial |
| | ● | ● | | www.kingston.ac.uk/pgllmfinance |
| | ● | ● | | www.kingston.ac.uk/pgllmtrade |

Profit from: Work-based learning

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Our team will work with your company to devise a tailored, flexible, credit-based programme culminating in the achievement of a postgraduate qualification.

Our work-based learning programmes include the following areas:

- Business, management, professional and consultancy practice
- Organisational learning and development practice
- Career and talent management
- Innovation and entrepreneurship
- Leadership practice
- Healthcare management and leadership
- Project management practice

Study allows progression from postgraduate certificate to diploma and masters level through:

- taught classroom sessions;
- open and blended learning using web-based study materials;
- other specialist training courses; and
- on-the-job development.

We aim to ensure that the knowledge gained is relevant to both individual and organisational needs.

The programme can:

- consist entirely of individual learning goals, based on current and future work activities;
- include taught modules at Kingston University; and
- include credit from courses attended in the past and previous work-based activities.

Profit from: Knowledge Transfer Partnerships

If your organisation wishes to innovate, expand or improve its performance, but does not necessarily have the capability in-house, a Knowledge Transfer Partnership (KTP) may be the ideal solution.

KTP is a government initiative that helps organisations, particularly SMEs, to gain access to university knowledge, expertise and resources. KTPs support companies by providing up to 60 per cent of costs, project management and training.

Your company will identify a project that has strategic importance to your organisation's development.

Projects must be:

- innovative;
- growth orientated; and
- run between six months and three years.

Once a partnership has been approved, a suitably qualified graduate (Associate), supervised jointly by you and Kingston Business School, will be employed for up to three years to implement the project.

Benefits:

- The expertise of Kingston University's academics and researchers
- The knowledge and skills of an appropriate Associate
- Minimal expense

Kingston University has been engaged with knowledge transfer since 1992 and has facilitated approximately 90 long-term partnerships valued at more than £10million. The average turnover of Kingston partner companies has grown by more than 40 per cent as a result of two-year KTPs.

We also offer a variety of other knowledge transfer schemes. For the latest information, please see www.kingston.ac.uk/services-for-business

A KTP offers a great opportunity for companies to access knowledge, technology and skills that would not be available through other means. The transfer of knowledge and expertise to the business provides commercial benefits, improves competitive advantage and often initiates a culture change within the organisation.

Debra Riley
Senior Researcher from the Strategy, Marketing and Innovation Department at Kingston Business School



Success story

Renaisi is an award-winning social enterprise operating in the regeneration sector. The company recruited a graduate, supported by Kingston Business School, to help them understand changes to regeneration policy and funding brought about by the new coalition government.

"Renaisi found that the two-year KTP partnership made a significant contribution towards the rapid adjustment the company had to make in response to the unprecedented upheaval in the regeneration market. We are now better placed to prosper in the future."

Rob Pearce, director

Profit from: Research and Consultancy

We can offer our expertise in various fields:

- Accounting and finance
- Corporate governance
- Entrepreneurship
- Human resource management
- Information management
- Law
- Marketing
- Witness familiarisation

We can assist in the development of a business plan, feasibility studies for new projects, market research, or the evaluation of an organisational policy process or change by:

- carrying out independent research that your business may not have the time, expertise or resources to do;
- applying up-to-date knowledge to your business processes; and
- producing a report, presentation or seminar to disseminate results to your staff.

MBA and masters consultancy projects

Kingston's full-time MBA attracts well-qualified and highly talented students, and provides them with opportunities to work with a company such as yours to resolve a particular business issue. Projects culminate in a written report, which is then presented to the company. We can manage the whole process for you and give you access to this unique pool of talented business professionals and tomorrow's business innovators.

Work placements and internships

All of our undergraduate degrees feature the option to undertake a work placement in the UK or abroad for 12 months, or to go on a study exchange abroad, with or without a placement. Businesses gain great benefits by taking on placement students. Students should be given work that challenges their abilities and stretches their imagination. They should also be provided with opportunities to use initiative and take ownership of certain responsibilities and tasks.



Find out more

For information on business qualifications:

- www.kingston.ac.uk/business/pg
- E businesspgenquiry@kingston.ac.uk
- T 020 8417 9000

For information on law qualifications:

- www.kingston.ac.uk/law/pg
- E lawpgenquiry@kingston.ac.uk
- T 020 8417 9000

For information on bespoke CPD, short courses and in-company training, work-based learning, Knowledge Transfer Partnerships and research and consultancy:

- www.kingston.ac.uk/business/services
- E Kathryn.elliott@kingston.ac.uk
- E S.Mansoorizangir@kingston.ac.uk
- T 020 8417 5632

Visit us

We host regular open days and MBA briefings throughout the year. These give potential students the opportunity to meet with staff and current students, view our facilities and experience Kingston University. Your staff can view dates and book to attend by visiting www.business.kingston.ac.uk/events