

## Services to Businesses



LEEDS BUSINESS SCHOOL

# CONTENTS

## General Information?

Need More Information?	2
Welcome	3
Leeds Business School	4-5
Our Courses	6-7
Professional Courses	8
Our Services	9
Our Business Support	10-11

## Need More Information?

Contact us on 0113 283 6184  
or visit: [www.leedsmet.ac.uk/lbs](http://www.leedsmet.ac.uk/lbs)

Leeds Metropolitan University is committed to pursuing non-discriminatory policies and practice and to eliminating discrimination, harassment and bullying against any student on the grounds of disability, gender, ethnic origin, age, race, socio-economic group or sexual orientation.

## WELCOME TO

Leeds Business School, one of the North's largest and most diversified providers of Business Education.

We have over 20 years of experience working alongside an extensive range of business clients across the region and can offer you access to university resources of proven high quality.

Our staff are qualified and professionally experienced and we have scored consistently highly in quality review assessments. We have a reputation for excellence in research and this works alongside our ethos as a student centred education provider to ensure that you benefit from both quality and support throughout your education experience.



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## LEEDS BUSINESS SCHOOL



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### OUR COURSES

In order to ensure that you benefit from the most innovative and up to date education we work closely with professional bodies, constantly revising our courses in line with developments in business and industry. We are represented at national level on the governing bodies of several professional associations including ACCA and CIMA, the CIPD, the IPR and the CIM. We also have a range of courses run in conjunction with the Institute of Directors.

Leeds Business School has been rated consistently highly in quality review assessments and our top class staff, courses and facilities are backed by a tradition for outstanding research. This works alongside our ethos as a student centred education provider to ensure that you benefit from both quality and support throughout your education experience.

“Over the course of a lifetime, an employee with a higher level qualification will earn on average 17.5% more than an employee with an undergraduate degree and recent studies have shown holders of graduate qualifications are more likely to progress more quickly once employed than their undergraduate counterpart.”

[\\*prospectus.ac.uk](http://prospectus.ac.uk)

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## OUR SERVICES

At Leeds Business School we also offer a range of services to compliment our 'off the shelf' course provision. If your organisation has an in-house training programme we are able to give it added value by arranging for it to be accredited by Leeds Metropolitan University meaning that you or your staff can work your way towards gaining a university qualification.

We are able to help you by offering services such as benchmarking, mentoring and assistance with exporting. We are also able to give you access to the European Regional Business & Economic Development Unit who are experts in research and are able to offer valuable insights in to regional and European business issues.

We are able to help you by offering services such as professional mentoring, master classes in key business areas and networking events to allow you to build up strong links within your industry.

**"Investing in the education of your employees underlines your commitment to staff, often increasing productivity and reducing staff turnover."**

**\*Ian Maude  
Business Enterprise Consultant**

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## OUR BUSINESS SUPPORT

At Leeds Business School we can offer a range of support services to help you if you are thinking of starting or growing your business. Our two dedicated support units - Business Start Up and the Business Incubator - exist to support you if you are just starting out with a business idea or if you have a young business that needs support and guidance in order to grow.

Business start up offers services such as idea generation workshops, entrepreneurs summer schools and access to business mentors. Help is available at every stage of the start-up process from "Idea" to "Lift-Off".

The Business Incubator steps in when your business is growing and is less than 36 months old.

We offer support through incubated office facilities, help with funding, use of IT and office equipment and access to university resources and expertise.

Whether your business is up and coming or is yet to get off the ground we can ensure that you receive the support you need for success.

**"Starting and growing your business can be risky and daunting. Young businesses are most vulnerable in the early years of life but with the right support you can increase your chances of success and ensure that you are prepared to face the challenges you will face."**

**\*Katie Rigarlsford,  
Business Development Manager**



## OUR COURSES

### THE MBA

The MBA is a universally recognised and sought after management qualification that has proved to be robust and resilient in an ever-changing market. Leeds Business School has been delivering MBA programmes successfully for over 20 years.

The core MBA programme provides a sharp focus on contemporary issues such as global business, business sustainability, knowledge management and leadership. This builds on studies in the fundamentals of management such as Finance, Human Resource Management and Supply & Demand Chain Management.

The full time MBA is studied for by managers from a variety of backgrounds who come from around the globe, bringing with them their experience in areas such as Marketing, Finance, IT or Human Resource Management.

The executive part-time MBA combines study with your career and meets your needs if you are a manager in the region. It enables you to reflect on working practices and to implement your learning at work for immediate results.

Reasons to choose our MBA include:

- MBA professors and lecturers with extensive research and commercial experience
- Opportunity to customise your MBA by choosing from a wide variety of option modules
- Opportunity to undertake a live business consultancy project
- Excellent career management guidance
- Supportive learning environment due to small class sizes
- Access to the University's award-winning learning facilities
- Study based at our beautiful 94 acre campus

### MA AND MSC STUDY

At Leeds Business School we offer you MA and MSC programmes to suit a variety of needs across many sectors and roles. Our size and diversity allows you to benefit from an extensive range of module choices and a wealth of teaching expertise backed by consistently high quality review assessments and top class facilities.

### MA PUBLIC POLICY & MANAGEMENT

Designed to support managers and professionals in the public and voluntary sectors, the MA Public Policy & Management is designed to aid the development of your skills and knowledge in both policy process and management.

The course will provide you with an in-depth understanding of key themes such as governance, community engagement and performance management. You will be encouraged to study evidence-based approaches to the development and implementation of policy.

The MA Public Policy & Management has been developed by the Policy Research Institute - one of the UK's leading university-based centres for applied economic and social research.

### MA BUSINESS IPOS

Designed with flexibility in mind, the Masters in Business via an individual programme of study will help you to supplement your previous degree with a postgraduate Business qualification or to specialise in a chosen Business field at a higher level.

The IPOS scheme will allow you to negotiate your own programme of study, combining modules from related courses with independent study. It also includes credit for prior learning and work experience and you may integrate work-based learning into your IPOS via a negotiated learning contract.

You will be offered a choice of modules from the extensive range delivered across the Faculty of Business & Law at Masters Level to construct a personalised masters qualification in Business. A dissertation or work-related project must be undertaken and you will be supported in completing by your personal tutor - there are no other stipulated core modules.

## MA INTERNATIONAL TRADE & FINANCE

The MA International Trade & Finance is a truly international course, being taught in Leeds and Hangzhou in the People's Republic of China simultaneously. You can choose to study the entire course in one location or one semester at each institution. The structure of the course is identical in China and the UK and is designed to meet the needs of the growing global market in international trade and finance.

The course combines two themes - International Trade and Corporate Finance. International trade covers international marketing, the legal framework of trading contracts and the economics of trade. Corporate Finance looks at the relationship between a company and those who provide its capital. Students learn a variety of skills ranging from team-working in a multi-cultural context, to the analysis of complex challenges in the areas of trade, marketing, law and finance

On graduation you will be equipped to work in a range of careers related to the rapidly developing international business environment. Markets are becoming increasingly global and your skills in the dynamics of trade from the standpoints of jurisprudence, marketing and the political economy will be valuable to you.

## MA PERSONNEL & DEVELOPMENT

Designed to provide you with a range of professional skills, the MA Personnel & Development will allow you to progress successfully into or upwards in a Human Resources and Personnel career.

The qualification is approved by the Chartered Institute of Personnel and Development (CIPD) and will help you to become a more proficient, adaptable and efficient HR practitioner. Your value to employers will increase as you will gain a thorough understanding and grounding in the theoretical and conceptual aspects of Personnel Management.

You can choose to study for the full-time MA or for the part-time Postgraduate Diploma in Personnel Management (which offers the opportunity to progress to the MA).

Full-time students will complete a shadow week in a HR department and a four week professional placement (usually in the same host organisation) as a foundation for their Dissertation.

## MSC CORPORATE GOVERNANCE

The MSc Corporate Governance is intended for you if you are working or aspiring to work in a position of influence and seniority, undertaking significant decision making responsibility. It will teach you the fundamentals of ethical leadership and how to employ it for the benefit of the organisation and its stakeholders.

The focus is to develop independently minded individuals who can proactively make a creative contribution to the board decision making processes, have the ability to retain a clear strategic focus, see operational synergies and provide the leadership to drive their organisation forward.

The course is delivered in six convenient module block sessions that not only enable you to integrate theory and practice on an on-going basis, but also minimise disruption to your professional life, as there are no weekly commitments to a conventional study programme.

Study is offered on a one year full-time or two year part-time basis. Alternatively, if you hold a recognised MBA or similar Masters degree, you can qualify for a 'fast track' route by gaining exemption from certain modules.

## MSC MANAGEMENT CONSULTANCY

Increasing demand for external business advice means that this is a growing area, with a need for formal training for consultants. The MSc in Management Consultancy addresses this need, particularly in the areas of management,

data analysis, finance, marketing and business strategy. It also deals with skills such as mentoring, negotiation, giving presentations and group dynamics.

The course aims to provide an extension to your previous business or management studies or a conversion to business if you have previously studied outside the area of consultancy. You will be encouraged to enhance your ability to analyse, evaluate and apply appropriate solutions to business and organisational problems within an international business context. On successful completion of the course, you will have a strong foundation in strategic analysis, complex problem solving and relationship management skills.

You will gain automatic entry (on application) as an associate member of both the Chartered Management Institute and the Institute of Management Consultancy. You will also gain qualifications towards the Advanced Professional Diploma in Mentoring.

You will not only be prepared for the role of a practising management consultant but also for the challenges of general management and leadership in small, medium or large enterprises.

Many other Masters programmes are available to study at Leeds Business School:

- MSc Accounting
- MSc Finance
- MA Contemporary Accounting
- MA Management Practice
- MSC Management
- MA International Business
- MSc Marketing
- MA Public Relations/European Public Relations/Public Relations Management

Please pick up our brochure 'Postgraduate & professional courses' for more details.

## PROFESSIONAL COURSES

We can also offer specialist qualifications awarded by professional bodies in the fields of Accounting, Finance, Marketing and Public Relations. Each of these programmes is delivered by highly qualified teaching staff with commercial experience and professional approval.

### ACCOUNTING AND FINANCE

Chartered Association of Certified Accountants (ACCA)

Chartered Institute of Management Accountants (CIMA)

Chartered Institute of Public Finance and Accounting (CIPFA)

### MARKETING AND PUBLIC RELATIONS

Chartered Institute of Marketing Professional Diploma

Chartered Institute of Marketing Postgraduate Professional Diploma

Institute of Public Relations Advanced Certificate

Institute of Public Relations Diploma

## THE INSTITUTE OF DIRECTORS

The Institute of Directors and Leeds Business School offer a series of unique director programmes specifically designed to help you if you are a director looking to enhance your personal and professional effectiveness and thereby promote the continued success of your business. You can gain the Certificate in Company Direction or work towards the Diploma in Company Direction and achieve the coveted Chartered Director status.

All of our learning and development sessions are delivered on a structured yet informal basis and are designed to provide maximum opportunity for you to participate, discuss and develop issues with peers. It enables you to develop networks, share ideas and learn from the practical experiences of other like-minded business people, bringing a plethora of practical experience and knowledge to the programme. Whatever level of study you choose you will be equipped with the essential tools to effectively lead your business. Programmes are made up of short practical courses which fit around your busy working life and offer the latest in business thinking.

To meet your more pragmatic needs particular attention is paid to critical issues such as mounting legal responsibilities, duties and liabilities.



## OUR SERVICES

### ACCREDITATION OF IN HOUSE SCHEMES

If your organisation has an in-house training programme we are able to give it added value by arranging for it to be accredited by Leeds Metropolitan University so that your staff can work their way towards gaining a qualification from the University. This underlines your commitment to staff, often increases productivity and reduces staff turnover.

We are also able to provide you with training and development programmes tailored to your own individual needs and can create a range of bespoke solutions unique to you and your business. Our dedicated Business Enterprise Consultant will work with you to design and implement a programme that will enhance your staff's skills and increase their motivation.

**"The training and accreditation programme we have embarked upon with Leeds Business School breaks new ground in learning and capability development. We believe that it is something that everyone will aspire to, and will provide a real sense of achievement. It will develop highly motivated, credible individuals who will be the benchmark for excellence".**

**K Whitehill, Vodafone**

### ERBEDU

The European Regional Business and Economic Development Unit (ERBEDU) is our research, intelligence and consultancy centre focussing on policy evaluation studies and new developments in European regional, economic and business development research. We work for you if you operate in the public sector, private sector, a non-governmental organisation or the not-for-profit sector. The unit offers you a package of research and consultancy services designed to contribute to capacity building and improved competencies in a rapidly changing European and global economy and is an integral part of the Leeds Met Enterprise Square, based in Leeds City Centre.

### KNOWLEDGE TRANSFER PARTNERSHIPS

Does your company have a problem that is of strategic importance and no-one in the company who is qualified to tackle it? Knowledge Transfer Partnerships will work with you to identify and solve the problem and to fill the knowledge gap by supplying a proposal. We will then find a graduate with the skills and experience to work with you in putting the proposal in to practice during a work placement of between 18 months and 3 years. The graduate will be employed by the university but will work full time for you in areas such as IT, New Product Development, Manufacturing or Marketing.

### THE POLICY RESEARCH INSTITUTE

The Policy Research Institute is one of the UK's leading university-based centres for applied economic and social research. Founded in 1987 we have established a track-record of high quality research, evaluation and consultancy for a wide range of clients including central government, regional development agencies, local authorities, regeneration partnerships and the European Commission. We provide a multi-disciplinary environment for research and evaluation and work to improve policy and practice across a range of fields. Our aim is to provide high quality research that meets your needs as a client and contributes to the public good and the advancement of knowledge, seeking to combine customer focus with the highest standards of research practice.



## OUR BUSINESS SUPPORT

### BUSINESS START UP

Business Start up is our dedicated service designed to raise awareness of entrepreneurship and provide practical support services to students and graduates of Leeds Metropolitan University who are considering self employment as a future career.

Established in 2002, Business Start-Up @ Leeds Met, is the lead University in a partnership of 7 Yorkshire universities funded by Yorkshire Forward and the Higher Education Innovation Fund (HEIF2) to encourage new business start ups in the Yorkshire and Humber region.

Offering a comprehensive range of services catering for every stage of the start-up process from "Idea" to "Lift-Off" Business Start Up is here to help. In addition to our interactive CD Rom, we offer workshops for you to discuss business ideas, work on motivation and help with development and planning. We also run an annual Entrepreneurs' Summer School in July each year which works as a crash course comprising everything it takes to start your own business.

Once you are ready to start trading, you can access support tools such as one to one business advice and mentoring and access hot desks, office space or any of the other services offered by the Business Incubator.

**"The Summer School was a very positive experience and I wouldn't feel as confident starting my own business had I not attended the course."**

Paul Waddington DDME Ltd

**Business Start-Up@Leeds Met**  
Grange Coach House  
Headingley Campus  
Leeds LS6 3QS

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F: 0113 283 6130  
E: [info@business-start-up.biz](mailto:info@business-start-up.biz)



## THE BUSINESS INCUBATOR

The Leeds Metropolitan University Business Incubator gives your business invaluable support if you are at any stage of growth under 36 months. We can help you to become established and to develop your capabilities through our dedicated provision of tailored business services and support facilities.

Established three and a half years ago we have successfully supported over 90 new start-up companies. Our services are available to any company less than 36 months old and our support includes dedicated business advisors, help with funding, serviced accommodation, use of IT and office equipment and access to university resources and expertise.

The Business Incubator is able to offer you support due to funding from the Higher Education Innovation Fund (HEIF). Our comprehensive programme of support is delivered by experts in their field and can be tailored to suit your individual needs.

The Business Incubator can be accessed via three channels - as a Virtual Client, by renting a desk, or by renting office space within the Incubator and all three channels include access to our full programme of support.

**"The Leeds Metropolitan University Incubator was brilliant. The staff were very helpful and this has greatly contributed to the success of my business."**

Neil Warnock – Luminary Solutions



**Business Incubator**  
Leeds Metropolitan University  
15-16 Queen Square  
Leeds LS2 8AJ

T: 0113 281 6770  
F: 0113 2816771  
E: [Businessincubator@Leedsmet.ac.uk](mailto:Businessincubator@Leedsmet.ac.uk)  
[www.leedsmet.ac.uk/businessincubator/](http://www.leedsmet.ac.uk/businessincubator/)

## CONTACT DETAILS

For more information on these courses  
please contact our team:

Leeds Business School  
Bronte 222  
Headingley Campus  
Leeds Metropolitan University  
LS6 3QS  
Tel: 0113 283 6184

[www.leedsmet.ac.uk/lbs](http://www.leedsmet.ac.uk/lbs)