

Differentiation

ABS Report: The Role of UK Business Schools in Driving
Innovation and Growth in the Domestic Economy

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Our report

- Commissioned by the ABS at the suggestion of David Willetts
- 6 Recommendations, to make good practice, general practice

DIFFERENTIATION

- 138 British business schools, in an increasingly competitive market
- Specialization can help impact and engagement
- Flexibility of accreditation bodies
- Students will want a broad business education but multiple options for delivery

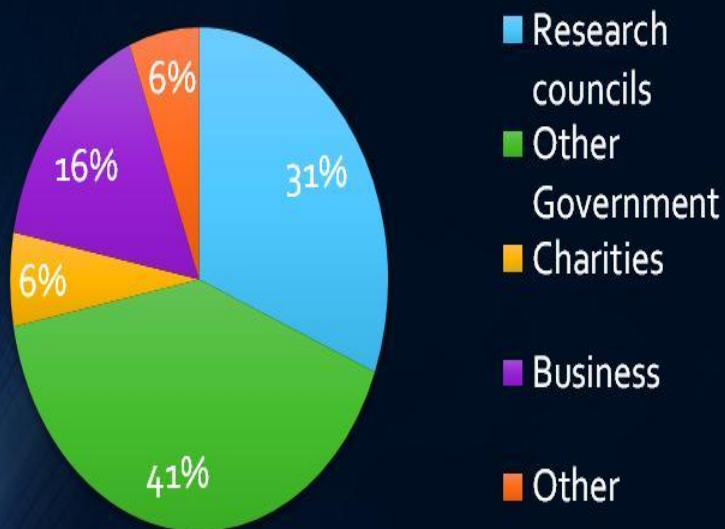
RECOMMENDATIONS

1. Design practice into courses
2. Bring more practitioner experience into the faculty
3. Develop and manage company relationships institutionally
4. Improve the measurement and assessment of research impact
5. Promote research in larger teams, and centres with multi-dimensional roles
6. Move to more distinctly defined roles for different institutions

- Business-savvy faculty
- Courses including practical experience
- Engagement trained PhD students
- Local business engagement
- Programmes & outreach for SMEs
- Innovate learning technology
- Embed experienced managers
- Assist more companies directly
- Research with demonstrable impact
- Connect with broader university
- Research in larger teams, centres with multi-disciplinary roles

Business and management research income by source

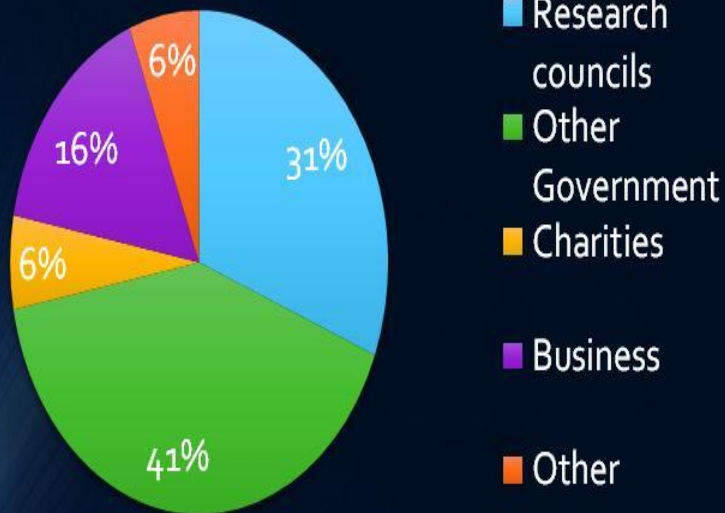
Total spend 2011/2012: £65m



Government 72%
Business £10.4m

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Mark 4:25

*For he that hath, to him shall be given:
and he that hath not, from him shall
be taken even that which he hath.*

Making the choice

- Localism
- Industry
- Function
- Pedagogy
- Cross-university


**Coherence &
Consistency**





*“Change
ladders ...
now?”*

What's the scoreboard?

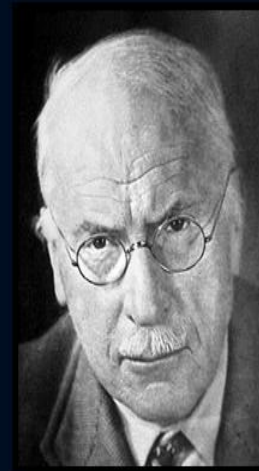
- REF
 - Accreditation
- 
- Something different?
 - Something new?

The big three issues

- The need to choose
- Aligning faculty and institutional incentives
- How to keep score?

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- The need to choose
- Aligning faculty and institutional incentives
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***I am not what
happened to me,
I am what I choose
to become.”***
– C.G. Jung