

# Welcome to Aston University and Aston Business School

EXCELLENT  
DIFFERENT  
DISTINCTIVE  
**ASTON**



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Founded in 1895 and a University since 1966, Aston is a long established research-led University known for its world-class teaching quality and strong links to business and the professions. Professor Alec Cameron became Vice Chancellor of the University in 2016, building on a strong legacy left by the Baroness Brown of Cambridge.

### Outstanding graduate employability

Aston has been a leading university for graduate employment success for over 25 years. More than 80% of Aston graduates go on to a graduate level job within six months. The majority of Aston students choose to take an integrated placement year or year abroad, making them very attractive to employers. We have strong relationships with national and international graduate employers, as well as smaller and local employers. These relationships are extremely important and make a real contribution to graduate employability.

### Career focussed programmes

Aston's close and established links with business, the public sector and the professions ensure that our career focussed degree programmes are inspiring, challenging and constantly updated to equip students with essential work-related skills and experiences.

### Excellence in teaching and research

We are committed to high quality teaching and academic excellence, ensuring we provide the highest standard of education to our students. Aston has an excellent reputation for research which shapes and improves lives. We're proud of the quality of our research and the real world applications developed as a result – it makes a substantial and beneficial difference to people, organisations and society.

Aston's academic Schools offer a range of undergraduate and postgraduate degree programmes, and also work with the public and private sectors to develop tailored Foundation Degree programmes.

### International

Aston University is a popular choice for international students. We recognise and welcome the important academic contribution and cultural diversity international students bring to our university environment. Students from over 120 countries study at Aston University each year

### Birmingham – one of Europe's liveliest cities

Birmingham has a rich history which makes the city a unique and inspiring place to visit. It is internationally recognised as a leader in leisure, entertainment, shopping and sport and is an international centre for business, commerce and industry, housing numerous UK and overseas banks and law firms. Birmingham attracts 25 million visitors each year and contributes billions to the national economy through manufacturing and engineering.

Birmingham is home to world-class companies, innovative entrepreneurs and has one of the youngest populations in Europe. It is a dynamic, thriving and business-focused region and one that is well connected and centrally located in the UK.

The University campus is located in the city centre making it very accessible to an extensive network of motorways and railways.

### A green, sustainable campus

Located in the heart of a vibrant city, our 40 acre campus houses all the University's academic, social and accommodation facilities for our 14,355 students. All staff have the opportunity to contribute to our sustainability agenda and practices.



**Dear applicant**

The HE sector is currently experiencing an unprecedented scale and pace of change, combined with a high degree of ambiguity and uncertainty. Those universities able to adapt swiftly to a changing and increasingly competitive market will thrive. As a mid-sized, focused university Aston has the advantages of agility, innovation and team working that some other institutions do not. Our integrated placement year, our applicable, exploitable research, and our commitment to widening participation all help to make Aston distinct.

The 2014 Research Excellence Framework results recognised the quality and impact of Aston research. This research directly influences medical breakthroughs, advancements in engineering, innovation, policy and practice in government, and the strategies and performance of local and international business. The Times Higher Education REF rankings placed Aston University 35th in the UK and 78% of our submissions were judged to be World Leading or Internationally Excellent.

Teaching quality and the student experience are an important focus at Aston. We are committed to doing all we can to address the needs of students and to assisting them to achieve their career ambitions on graduation.

We very much look forward to receiving your application and learning more about how you would contribute to Aston's continuing success.

A handwritten signature in blue ink that reads "Alec Cameron." The signature is written in a cursive, flowing style.

**Professor Alec Cameron**

Vice-Chancellor & Chief Executive

## ► University values

All staff are expected to demonstrate / promote the University's values and expectations, which are an integral part of our strategy and underpin the culture of the University.

In addition, our leaders are expected to be accountable, help to execute strategic visions of the University, and share and set clear expectations that inspire those around them.

Our mission is to be the UK's leading university for students aspiring to succeed in business and the professions, where original research, enterprise and inspiring teaching deliver local and global impact.

In 2022 Aston University will have an international reputation for delivery of outstanding graduate outcomes and equipping business and communities with the skills for future success.



## ► Staff expectations

All staff are expected to;

- Be committed to delivering high performance
- Recognise and praise the high performance of others
- Remain open to new ideas and seek to act quickly for positive change
- Develop themselves, and support the development of others
- Be ambitious, for themselves, their teams and the university
- Engage with others, listen, observe and communicate
- Focus on excellent customer service, finding solutions and saying “yes”
- Make reasoned decisions without fear of blame
- Engender trust through their own actions
- Be fair in all matters



## ► Aston Business School

Aston Business School has been conducting pioneering research into contemporary business and management issues for more than 60 years, making us one of the most firmly established business schools in the UK.

We are renowned for the quality of our teaching, the impact of our research and our supportive environment.

We provide students with an inspirational educational experience coupled with strong business links, offering them rapid career progression in international business.

We have a talented and ambitious faculty with a strong research reputation and a broad academic publication record. Our faculty also work with and support businesses and the community in many ways.

**Our vision is to be a global leader in bridging the world of intellectual discovery and the practical needs of enterprises and the professions**

Our mission is to enhance enterprise and enterprises. We develop individuals to perform better within enterprises and the professions, and to create successful new ventures. We support business leaders in enhancing their organisation's performance and growth. We advise policy-makers on ways to improve society and the economy. Our research creates new knowledge that furthers these aspirations. It is our particular aim to ensure that the opportunities we create are made available to all members of our society.

### Triple accredited

We are in the top one per cent of business schools worldwide with triple accreditation from AMBA, AACSB and EQUIS, the leading accreditation bodies for business schools in the UK, USA and Europe.

Other rankings include:

National Student Survey (NSS) 2017

- 91% overall satisfaction for undergraduate programmes at Aston University
- 100% for Business Computing and IT
- 96% for Marketing
- 95% for Law with Management
- 96% for Marketing
- 93% for International Business and Economics
- 94% for International Business and Management
- 91% for Law

Times Higher Education World University Rankings 2017

- 12<sup>th</sup> in the UK for business and economics

Sunday Times University Guide 2016

- Top 20 for Business overall
- Top 20 for Accounting and Finance

### World leading

100 per cent of our business research achieved 3\* and 4\* impact in the 2014 Research Excellence Framework, the system for assessing the quality of research in UK higher education institutions.

### Top for enterprise

We are one of only three business schools in the UK to receive the Small Business Charter Award at Gold Level for demonstrating exceptional dedication to supporting the small business community.

### School organisation

The School is led by its Executive Dean, Professor George Feiger, supported by a team of Associate Deans and Heads of Academic Subject Groups. Together, the Deans, Heads of Subject Group, the Head of CELCA and the Head of Administration constitute the School's management committee.

The School is further supported in its work by an Advisory Board, whose membership is drawn from key stakeholders from the city of Birmingham and beyond.

For more information, visit our website  
[www.aston.ac.uk](http://www.aston.ac.uk)

**Aston University**  
**Employable Graduates**  
**Exploitable Research**

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