

# Welcome to Aston University and Aston Business School



## Welcome from Professor Alec Cameron, Vice-Chancellor & Chief Executive



### 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**

# About Aston University

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.

## Outstanding graduate employability

Aston has been a leading university for graduate employment success. With placements integrated into our degree programmes, students develop essential work skills, build industry connections and a professional profile. The majority of Aston graduates go on to graduate level jobs or further study within six months. 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 focused programmes

Aston's close and established links with business, the public sector and the professions ensure that our career focused 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. Awarded TEF Gold in June 2017, the Teaching Excellence Framework (TEF) found that students from all backgrounds achieve 'consistently outstanding outcomes'.



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.

## 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 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.

## A green, sustainable campus

Located in the centre of Birmingham our green, 40 acre campus houses all the University's academic, social and accommodation facilities for our 15,783 students. All staff have the opportunity to contribute to our sustainability agenda and practices.

# 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

## Our beneficiaries

The University's beneficiaries are identified as three groups:

### **Students**

The first and primary beneficiary of Aston University are the individuals who form our student body and who progress to become our alumni. Aston places students at the heart of our academic and professional endeavour.

### **Business and Industry**

Our new strategy also has an emphasis on the businesses and other external organisations who engage with the University. Aston University is a market leader in industry-engaged research, as well as graduate employability.

Our industry partners benefit from Aston's work both through our leading research and knowledge exchange, and from the quality of graduates we produce. Each student at Aston is offered the opportunity for a year-long work placement; these placements not only cement our relationships with industry but ensure businesses have access to work-ready graduates.

### **Region and Society**

We are committed to having a positive and transformative impact on Birmingham and the West Midlands. Birmingham is one of the youngest cities in Europe and Aston University plays an important civic role by educating the leaders of the future. By emphasising research that has a regional impact, engaging with local businesses to develop a strong economy and educating top graduates, we are helping to shape our society around us.

# Aston Business School

Aston Business School has a long history of supporting business and the professions through pioneering research into contemporary business and management issues, making us one of the most firmly established business schools in the UK.

**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.

We have a talented and ambitious faculty with a strong research reputation and a broad academic publication record. Our researchers are regularly awarded funding for prestigious projects by the Research Councils, Charities and business, with projects feeding into and enhancing undergraduate and postgraduate programmes. We are renowned for the excellence and impact of our research, collaboration with industry partners and University stakeholders as well as for our highly-supportive and focused environment.

With our paid professional placements in the UK and abroad and opportunities to study with over 50 highly ranked international partner institutions we provide our students with an inspirational educational experience. Coupled with strong business links it offers them rapid career progression in international business.

We also do more to boost the earnings of our graduates than nearly every other university in the UK, according to a new study by The Economist. The average salary for Aston business graduates is 34% higher than the sector average (five years after graduation). (Longitudinal Educational Outcomes 2018). Aston Business School also achieved 90%

Overall Student Satisfaction in the 2018 National Student Survey.

The excellence of the quality of our teaching was recognised in 2017 with Gold status from the Government's Teaching Excellence Framework (TEF). Aston is also ranked 3rd in the UK for the number of students taking a sandwich placement (HESA 2018).

## Triple accredited

We are part of an elite group of business schools who hold triple accreditation from AMBA, AACSB and EQUIS, the leading accreditation bodies for business schools in the UK, USA and Europe. Aston Business School is ranked in the top 100 in the world for Business & Management.

## World leading

Aston Business School focuses on research that delivers excellence, innovation and impact. Central to our mission is the determination to deliver impact; we are committed to generating research that makes a sustainable difference to people, organisations and economies. In the last REF in 2014, all of our research impact was considered world leading or internationally excellent. We have over 140 research-active staff, and are one of the leading business schools in the UK in terms of research income.

Examples of our research in practice include:

- Internationally leading research on growth, innovation and productivity of small and medium-sized enterprises (SMEs) through our joint Enterprise Research Centre (ERC) with Warwick Business School
- Unparalleled expertise in SME engagement through the work of the Aston Centre for Growth (ACG), which offers growth programmes and other opportunities for SME owners such as the Goldman Sachs 10,000 Small Businesses and BSEEN, a start-up support programme funded by the European Regional Development Fund
- The Advanced Services Group (ASG) specialises in the organizational transformation of manufacturing companies to compete through advanced services, and has worked with over 180

companies such as Baxi, Nederman and Thales, as well as many SMEs.

- Since 2018 ABS hosts the Centre for Research in Ethnic Minority Entrepreneurship (CREME) which has transformed the perceptions of ethnic minority entrepreneurs by working with business policy-makers and influential organisations to engage collaboratively with overlooked business communities.
- Through the Lloyds Banking Group Centre for Business Prosperity (LBGCBP), we help Britain prosper by promoting a better understanding of what affects UK economic performance by conducting rigorous research in the areas of productivity, trade, skills, regional economic growth, and international trade and investment.

### **School organisation**

The School is led by its Executive Dean, with a management team led by the Deputy Dean consisting of Associate Deans for Learning and

Teaching, Research, Enterprise and Accreditations and the Department Heads for each of our disciplines, as well the head of Operations and Planning.

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

For more information, visit our website

[www.aston.ac.uk](http://www.aston.ac.uk)

