

The background image shows the entrance of the Cranfield School of Management building, a red brick structure with white-framed windows. A white canopy over the entrance features the school's logo. Two students, a woman with a large black backpack and a woman with a blue backpack, are walking away from the camera towards the entrance. A blue geometric overlay is on the left side of the image.

**Cranfield**  
School of  
Management

# Introduction to the School of Management

Melvyn Peters  
Director of Education, SoM



## We are:

- A postgraduate only science, technology, engineering and management university;
- We are one of an elite group of schools worldwide to hold the triple accreditation of: [AACSB International](#) (the Association to Advance Collegiate Schools of Business), [AMBA](#) (the Association of MBAs) and [EQUIS](#) (European Quality Improvement System).
- 7th in the UK and 44th in Europe in the Financial Times European Business Schools 2019 Rankings.
- Our Finance and Management MSc is ranked 2<sup>nd</sup> in the UK, 4<sup>th</sup> in Europe, 6<sup>th</sup> in the World\*;
- Our Management MSc (MiM) is ranked 3rd in the UK and 30th in the world\*\*;
- Our Strategic Marketing MSc is ranked 5th in the UK, 4th in the world for employability\*\*\*;
- Experts in personal development;
- A management school with strong industry links and a focus on applied learning.

• \* The Times Higher Education/Wall Street Journal World University Rankings 2019 - Business School Report

• \*\* The Economist Which MBA? Masters in Management (MiM) 2019 ranking

• \*\*\* QS World University Rankings: Masters in Marketing Rankings 2020





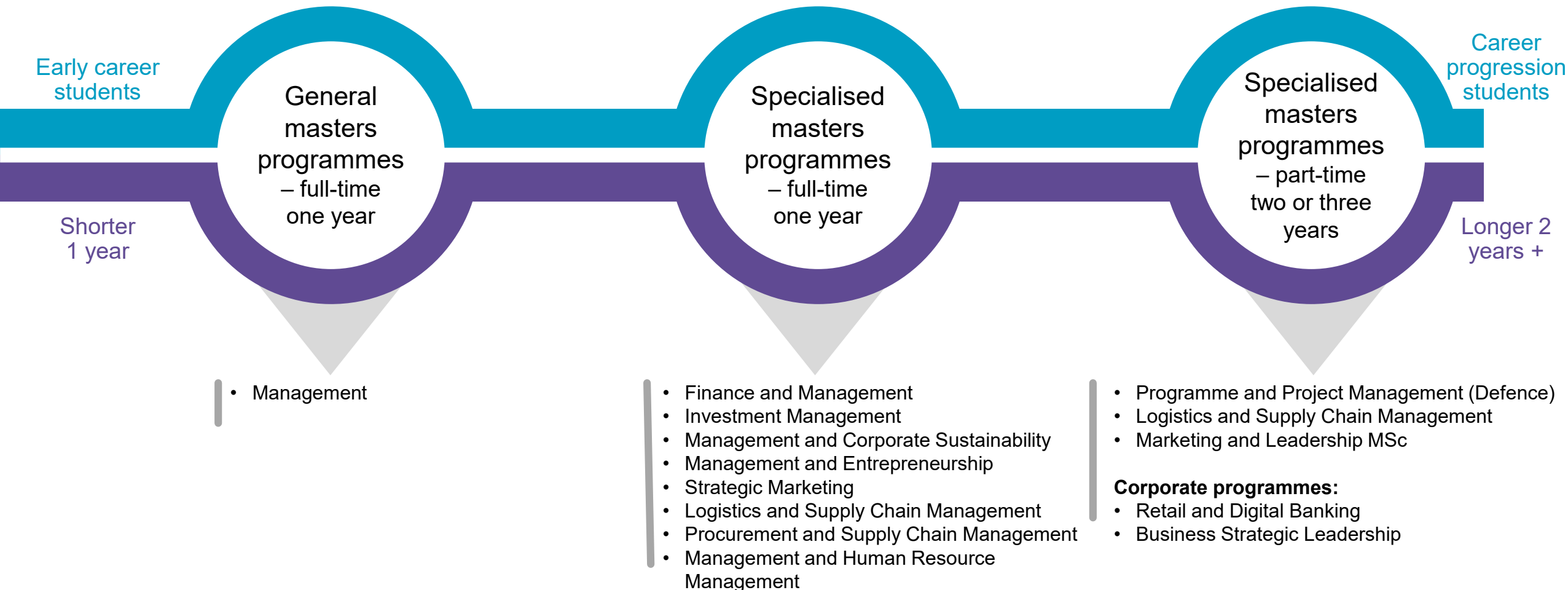
A background image showing a group of students in a classroom or lecture hall. In the foreground, a young woman with long blonde hair, wearing a maroon sweater and a blue patterned scarf, is smiling and looking at a laptop. Other students are visible in the background, some looking at their laptops.

## **Our masters programmes are designed for:**

- Self-motivated graduates who want a real world business education;
- Specialists who want to extend their skills set and knowledge;
- Open-minded individuals who are committed to self-improvement;
- Individuals that want to put knowledge into action;
- Experienced professionals who want to progress their career.



# Our MSc programmes





# Real world learning

## Through a combination of...

- Industry guest speakers
- Courses co-taught by industry specialists
- Advisory panels of business leaders
- Faculty with industry backgrounds
- Industry hosted events
- Company visits
- Consultancy projects with business partners
- Business simulations
- Study tours
- Internships or company-based projects
- Case study teaching
- Master classes with industry experts

# Industry Guest Speakers



**Lord Bilimoria CBE DL**  
Founder, Cobra Beer  
(alumnus)





# Industry Guest Speakers



**Debra Charles**

Founder and CEO, Novocroft (the technology behind the Oyster Card)  
(alumnus)

# Industry Guest Speakers



**Angus Thirlwell**  
Hotel Chocolat  
(alumnus)





# Industry Guest Speakers



**Hugo Spowers**

Riversimple Movement Ltd

“Working systematically towards the elimination of  
the environmental impact of personal transport”



# Industry Guest Speakers



**David Richards**  
Prodrive and Chairman of Motorsport UK  
(The Royal Automobile Club Motor Sports Association Ltd)



# Industry Guest Speakers



**Jon Thornes MBE**  
Founder, Cool Milk (the UK's  
leading school and nursery  
milk supplier)





# Industry Guest Speakers



**Jamie Waller**  
Founder and CEO, Firestarters  
(An investment venture building company  
with a focus on early stage businesses)





# Industry Guest Speakers



**Segun Agbaje**  
Bank Nigeria





# Industry Guest Speakers



**Michael Papé**  
Ravensden Plc

Specialist suppliers of animal themed toys and gifts  
for the zoo, aquarium, leisure and promotional markets across Europe



# Industry Guest Speakers



**Sarah Willingham**

Serial Entrepreneur, BBC Dragon's Den, former owner  
of the Bombay Bicycle Club (alumna)



# Industry Guest Speakers



**Jessica Sansom**  
Head of Sustainability, Innocent

# What's special about our masters programmes?

## Personal Development

- Cross-cultural awareness
- Team working skills
- Consultancy skills
- Communication skills
- SOM ranks higher than average and the Russell Group\*

\*PTES score





# What's special about our masters programmes?

## Individual Attention

- Open door policy (not weekly 'surgery' times);
- Close relationships with faculty;
- Learning teams;
- Mature environment;
- There is one member of academic staff to every eight students, one of the best ratios for any university in the UK.



# MIRC: the Management Information Resource Centre

The School of Management is the only School on campus with its own **dedicated library service**. Our students have a named Information Specialist who works alongside faculty to provide tailored support for their course.

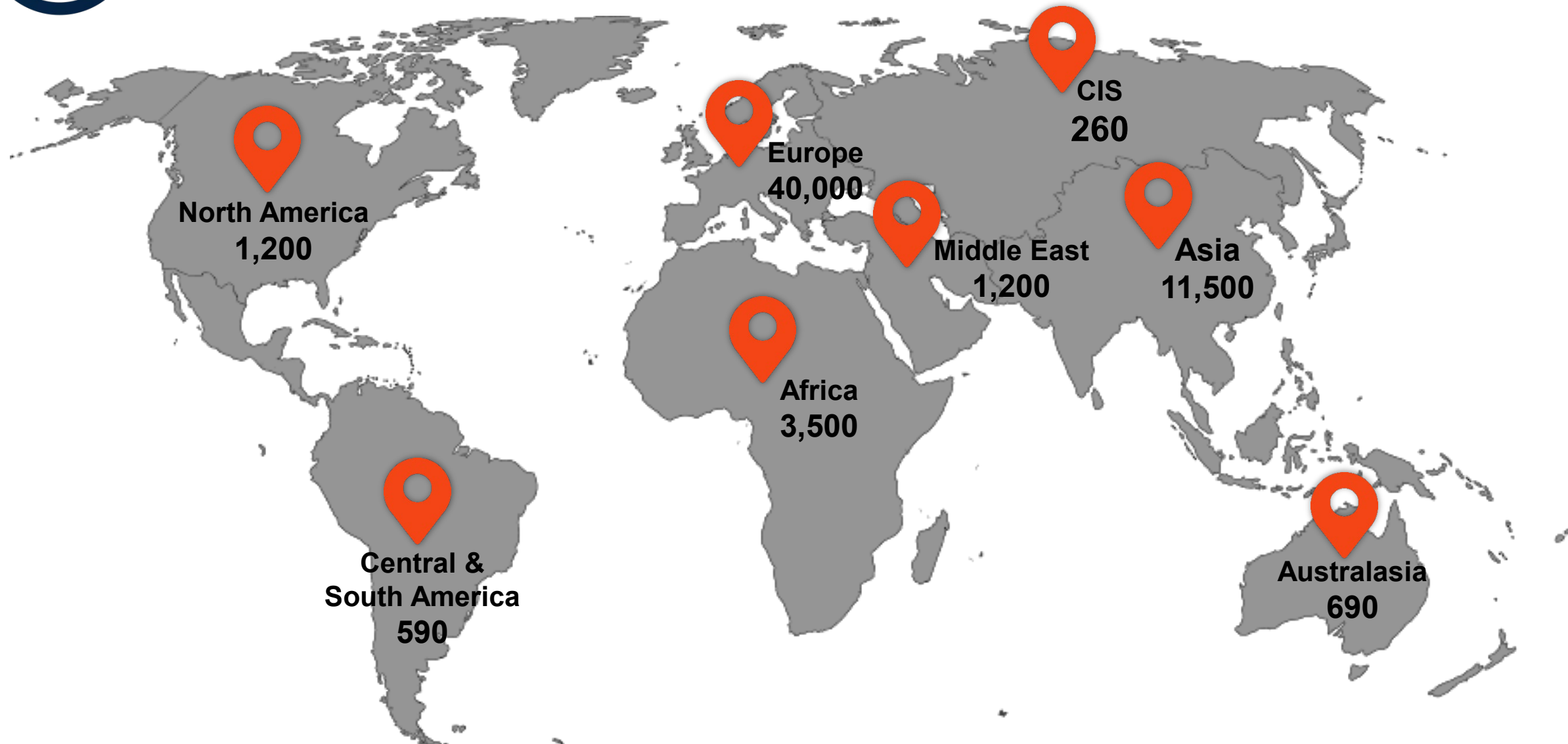
## **MIRC services include:**

- Thousands of print and electronic books.
- Access to and support for a wide variety of business and finance databases.
- Training throughout your course - in groups and one-to-one.
- Enquiry services – in person, by telephone, by email.
- 24/7 access to support via the MIRC blog.

Find out more at [www.som.cranfield.ac.uk/som/mirc](http://www.som.cranfield.ac.uk/som/mirc)



# Worldwide Alumni





# Cranfield University's lifelong relationship

65,000

Alumni Network

169

Countries

over 60

Alumni events per year

30

International Communities



discount on future  
executive education



# Your next steps





**[www.cranfield.ac.uk](http://www.cranfield.ac.uk)**

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