



Anglia Ruskin
University

**Lord Ashcroft International
Business School**

Realise your
ambitions



Welcome to The Lord Ashcroft International Business School.

We are extremely proud to be one of the largest business schools in the East of England, with nearly 100 full-time teaching staff and 13,000 students from over 100 countries.



Prof Gary Packham
Pro Vice Chancellor and Dean
Lord Ashcroft International Business School

Why study with us?

- Our graduates earn on average 10% above the national average*
- 90% of our graduates are employed or in further study within 6 months of graduating*
- Our undergraduate courses offer a business placement year with companies which include Disney, PwC, IBM and WorldPay
- Students can enhance their professional skills as part of the Intern programme we offer
- We offer students 'real-time' trading experience in the Bloomberg Financial Markets Lab
- We offer a dynamic, interactive approach to learning in our new Team Based Learning classrooms
- Our courses are accredited by professional bodies including The Chartered Management Institute (CMI), and The Chartered Institute of Marketing (CIM)
- 80% of our research impact is considered world leading or internationally excellent
- Our Accounting and Finance graduates can apply for exemptions from the ACCA (Association of Chartered Certified Accountants)
- Every student can study enterprise and entrepreneurship.

We continuously work to ensure that our courses are robust and relevant for students in today's society.

There's plenty for students to benefit from both in-and-outside the lecture theatre, and I urge you to visit our modern, attractive campuses in Cambridge and Chelmsford.

* Destinations of Leavers from Higher Education 2013/14



“I’ve worked with people that manage multiple complex projects and have a busy family life, yet still demonstrate a willingness to drop everything to give you the support and mentoring you need.”

Daniel
International Business

91% satisfaction amongst our International Students*

See what makes us different



Joining us at an Open Day is the best way to see if we’re the right place for you and speak to our course leaders, tutors and students.



For the latest dates, visit
anglia.ac.uk/opendays

* (International Student Barometer 2015)

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Our undergraduate courses

Our undergraduate courses are delivered by five departments. Degrees are three or four years long (with placement). We offer full-time, part-time, distance learning and work-based courses.

Chelmsford Campus

Accounting, Finance and Operations Management

We offer BSc (Hons) in Accounting and Finance, Banking and Finance, Business Management and Finance, Business Management and Leadership, Finance, Finance and Business Analytics and Finance and Economics.

Leadership and Management

We offer BSc (Hons) in Business Management and Leadership, Cert HE, FdA, BA (Hons) Charity and Social Enterprise Management, BSc (Hons) Business Management Practice (Online).

Cambridge Campus

Accounting, Finance and Operations Management

We offer BSc (Hons) in Business and Finance (top up) and BSc (Hons) Accounting and Financial Management (top up)

Economics and International Business

We offer BSc (Hons) in Business Administration (top up), Business Economics, International Business (top up), International Business Management and International Business Management (Accelerated).

Human Resources and Organisational Behaviour

We offer BSc (Hons) Business Management and Business and Human Resource Management and Leadership Certificate HE (distance learning).

Marketing, Enterprise and Tourism

We offer BA (Hons) Marketing and BSc (Hons) Tourism Management.

New for September 2017

BSc (Hons) Events Management and
BSc (Hons) Sports Management



“My course at ARU has allowed me to create a network from speaking to successful entrepreneurs and business people, as well as meeting lots of new people from all years and backgrounds.”

Amira
International Business Management

Our opportunities

“I would definitely recommend my course, especially the module choice and the variety of skills that you acquire during the course.”

Silvia
BSc International Business Management

3 out of 4 of our graduates who are working within 6 months of **graduating are in professional roles***

Realise your ambitions

Our links with the workplace and professional bodies will benefit you and your career. Here's how we can help.

Our Business Management and Marketing courses are accredited by The Chartered Institute of Marketing (CIM) and The Chartered Management Institute (CMI).

We are an approved centre of The Chartered Institute of Personnel and Development (CIPD) and our Accounting and Finance degree allows graduates to apply for ACCA exemptions. It is the first step to achieving additional professional recognition.



* Destinations of Leavers from Higher Education 2013/14



“Whilst on my placement I helped with website design, page and publication writing.”

Laura
Marketing Intern, Future Business Centre

Placement opportunities

We offer you the opportunity to spend a year in industry between years two and three. Companies we work with include: Bosch, Disney, Future Business Centre, IBM, Institute of Chartered Shipbrokers, McLagan, PwC and Worldpay.

Here's what our students say:

"Within the two weeks I attended a three-day agile training course. I completed a two-week scrum cycle with the product team I worked with and I contributed to some of the decisions that were made about the product. I learnt a great deal about E-Commerce and payment pages."

Jeremy
Worldpay

"Some of the highlights included an email campaign I came up with being sent to 1.5 million customers with great results and also being the sole out of office contact for my manager when he was on holiday! Additionally, Tesco views its graduates and interns as the future company leaders and thus we were able to organise meetings with many directors, go on trips to state-of-the-art fulfilment centres and development days, get involved with charity work and generally make the most of our time there".

Hannah
Tesco

Intern programme

Through our Business School Intern programme, around 35 students each year get exclusive training and development, a business mentor, work experience, and a reference from our Dean.

The three key cornerstones of the programme are:

- Personal business mentor - usually a professional from the local business community
- Professional training - from networking skills to speed reading and even team building day trips such as climbing the O2 Arena!
- Work experience - often representing the faculty at Open Days and Applicant Days.

"If you also want to add valuable work experience while studying, apply to become a Business School intern. I have been very lucky to have such a fantastic mentor who has taken all I said on board and helped me gain valuable work experience to help me find out what I ultimately want to do when I leave ARU."

Darshi
BSc (Hons) Business Economics

Competitions

The Universities Business Challenge is the world's leading event for employability and enterprise skills. Our students have been winners several times and have reached the semi-final stage at the time of publication.

University-wide, The Big Pitch offers any student the chance to win £10 000 to start their own business. You'll also have the chance to test your presentation skills pitching a business in the NACUE Varsity Pitch and The Chartered Institute of Marketing's creative marketing competition The Pitch. Or you could try your financial skills with the Holt Valuation Challenge.

"Working as a team we have learnt many different skills that we hope to use during our time at ARU as well as in our careers once we graduate. These skills include team work, communication, business and analysis skills, and finally mathematical skills."

Leigh, Gifty, Krishan, Timothy and Hannah
Semi-finalists Universities Business Challenge 2016



the
BIG
pitch

Our postgraduate courses

Chelmsford Campus

MSc Accounting
MSc Accounting and Finance
MA Data Leadership and Management
MSc Finance
MSc Supply Chain Management

Cambridge Campus

Master of Business Administration (MBA)
Distance Learning Master of Business Administration (MBA)
MSc Entrepreneurial Management
MA Human Resource Management
MA Human Resource Management (top-up)
PG Dip Human Resource Management (CIPD)
MSc International Business
MSc International Hospitality and Tourism Management
MSc Management
MSc Marketing

New for January 2017

Executive MBA

New for September 2017

MSc Entrepreneurial Finance

ARU undergraduates progressing on to a taught postgraduate course automatically receive a reduction in their course fees. A £3000 discount is available to all students studying the MBA. The Lord Ashcroft International Business School EU Partner Scholarship is worth up to £1000 per course. View all our scholarships at anglia.ac.uk/student-life/help-with-finances

“The MSc allowed me to take my understanding to a new level and develop a new style of thinking whilst allowing me to critically reflect on the subject areas as well as what I had actually learnt during my BA”

Sarah

MSc Management/ BA Business Management Graduate



Our lecturers are rated amongst the best and the most enthusiastic and interesting in the country, and our courses are among the most intellectually stimulating.

National Student Survey



For full details of our courses
anglia.ac.uk/laims

Come along to one of our Open Days
anglia.ac.uk/opendays



BLOOMBERG
FINANCIAL
MARKETS

Bloomberg Financial Markets Lab

Located on the Chelmsford campus, students have the opportunity to experience the real world of financial trading thanks to The Bloomberg Financial Markets Lab.

Containing £160,000 worth of equipment, the Bloomberg Financial Markets Lab plays a major role in the delivery of our finance, accounting, banking and economics courses offered at our Chelmsford campus.

The Bloomberg Financial Markets Lab has 16 terminals, four screens showing Bloomberg News, BBC World, CNBC and Sky News, and a “ticker” displaying share prices from stock markets worldwide.

Students can use the portfolio manager facility on Bloomberg - the world’s leading platform for global business and finance news, data, analytical tools and research - to trade and invest using virtual money.

This enables students to understand the strategies and techniques employed by real-life traders and investors as they aim to maximise portfolio returns.

The Bloomberg Financial Markets Lab allows students to work on a broad range of financial, economic and accounting activities, including portfolio management, risk management, derivative markets, currency markets, financial engineering and corporate finance. The rolling news channels also highlight how major developments have an immediate impact on the global economy.

BLOOMBERG FINANCIAL MARKETS LAB

90% of our students find full-time employment
within six months of graduating*

Learn how to become a whizz in the stock market

The Bloomberg Financial Markets Lab allows students to use the same platform as leading business, trading, finance and governmental institutions providing confidence and a boost to their CV when for jobs with real financial institutions.

**“Our aim is to provide students
with an experience as close as
possible to a real financial
organisation.”**

Dr Hassaan Khan

Senior Lecturer in Finance, Deputy Head for
Research and Enterprise

* Destinations of Leavers from Higher Education 2013/14



Our Research Community

Anglia Ruskin is **making a significant impact on economies, societies, the environment and culture** in all corners of the globe. In the field of Business and Management Studies, The Lord Ashcroft International Business School is producing **world-leading research.**

Research Excellence Framework (REF)



The Lord Ashcroft International Business School specialises in research in the following areas:

- Economics of inequality
- Economics of the internet
- Silver economy
- Business models for assistive living
- Entrepreneurship
- Leadership
- Public sector innovation
- Benefits realisation
- Brand eye-tracking research
- Slow and sustainable tourism
- Regional innovation
- Social enterprise
- Banking and finance
- Identity and organisations

Much of the business school's research focuses directly on the key social and economic challenges of our time. More at anglia.ac.uk/lord-ashcroft-international-business-school/research.

Examples of our research

Biz4Age

A number of our researchers, led by Professor Ruth McNally, have been involved in projects to help develop new public and private responses to the problems and opportunities created by an aging population. An EU funded project Business Opportunities for Healthy Ageing (Biz4Age) led by our Business School in partnership with the Netherlands, France, and Belgium has been turning the challenges of ageing populations into business opportunities, creating a new Silver economy.



What effect does a financial crisis have on a nation's mental health?

Research in the school is having a significant impact on building understanding for major supra-national organizations such as the World Health Organisation (WHO), International Labour Office (ILO), the World Bank and the OECD (Organization for Economic Co-Operation and Development), in the area of labour discrimination, especially for marginalised and vulnerable parts of the labour market. Dr Nick Drydakis has been researching the effect of the current EU financial crisis on health/mental health.

How consumers make purchase decisions

Tim Froggett, Senior Marketing Lecturer, specialises in eye tracking research designed to help drinks brand owners understand how consumers shop for drinks either at the bar or

in the supermarket. Eye movements and eye fixations are measured and analysed using eye tracking glasses which helps to identify those products and brands that generate the most visual attention at point-of-purchase and how this relates to purchase decisions. Tim's research provides insights that allow brand owners to improve the visual marketing performance of their packaging and other point-of-purchase material. Tim's work is commercialised through www.publab.co.uk.

Our staff have recently published research articles in the following world leading journals: Organization Studies, Journal of Management Studies, Journal of Corporate Finance, Journal of Finance, Journal of Business Venturing, Tourism Management, Organizational Research Methods, Journal of Occupational Health Psychology, Social Science and Medicine, Journal of Economy and Society, and Human Relations.

Institute for International Management Practice (IIMP)



“We seek to work together with managers internationally in a wide range of public and private organisations, mobilising the intellectual resources of the Institute to solve their problems and realise their opportunities.”

Professor Chris Ivory
Acting Director IIMP

Examples of our research

Innovation and Productivity in the UK

Professor Emanuele Giovannetti explored the drivers of innovation and productivity in the UK for the Department of Business Innovation and Skills (BIS). This important work helped explain why productivity has been declining for years in the UK despite rapid technological advances. Understanding what can be done to improve productivity is one of the keys to achieving greater economic growth.

The Wood Pulp Industry

IIMP Professor Teemu Kautonen worked with the Finnish Government looking at new business models in the wood pulp industry to develop new innovative ways of using cellulose, to off-set the global decline in paper use. The IIMP's strong relationship with Aalto University has meant that a €380K research post has been created which has been filled by a secondee from the IIMP for 2.5 years.

Modern Policing

One of the key challenges for modern policing is to reduce the cost of policing by using information systems more effectively. Researchers in the IIMP, led by Professor Chris Ivory, are helping the police develop bespoke management tools that will help them identify, log and manage potential benefits of their information systems more effectively. In this work the IIMP is collaborating with other Anglia Ruskin Faculties and our University-wide focus on emergency services, or 'blue lights' research.

If you are interested in studying for a PhD, please contact laibs-phdapplications@anglia.ac.uk

The Lord Ashcroft International Business School (LAIBS) has a highly dynamic and diverse community of scholars who create an atmosphere of intellectual rigour and support that is both encouraging and inspiring for us PhD Students. Over and above specific research training programs organized at LAIBS, we have regular informal and open knowledge exchange sessions that provide an ideal avenue to either present an aspect of one's PhD in a safe and supportive environment, or build networks with people with common interests.

Smitha

PhD Research Student

“The Lord Ashcroft International Business School allowed me to freely pursue my own interests, turning my research into a highly intellectually satisfying endeavour. I could not be more grateful for having this opportunity.”

Imko

PhD Research Student

“There is real desire to develop PhDs, not just in terms of completion, but in terms of personal development and future employability.”

Lewis
PhD Research Student

Entrepreneurship

Whether you want to catch the eye of employers or start your own business you're going to need more than just respected qualifications.

At The Lord Ashcroft International Business School we are fully committed to Enterprise and Entrepreneurship. We'll give you the opportunity to develop the knowledge, skills, understanding and behaviours you'll need to evolve, promote and commercialise good ideas.

We have StartupLabs in both Cambridge and Chelmsford. They provide a dedicated space for students with early stage business ideas where you can test and develop your ideas in a supportive environment among like-minded peers.

From spotting new opportunities, to getting your message across, to managing the money, the Be Your Own Boss seminar series gives you mentoring and support from industry experts to bring your idea to market.

anglia.ac.uk/beyourownboss

 twitter.com/aru_startuplab
 facebook.com/arustartuplab

StartupLab is an absolutely invaluable resource. I don't think I would have been where I am now without the support, networking opportunities, mentorship and seminars provided by the StartupLab.

Elena

Lord Ashcroft International Business School



Our Campuses

Cambridge

A world famous student city

Cambridge is an intriguing blend of the old and the new. Steeped in history, it attracts the best minds from around the world and is a major centre for discovery in a vast array of fields.

Lose yourself in the famous streets and museums. Explore the intriguing shops and markets. Take in the dazzling new buildings, including our own, that underline that this is a 21st century city.

There's nowhere else quite like it.

Located in Cambridge city centre, our campus has fantastic facilities that make learning and living here a great experience!

In recent years we've invested heavily in new buildings, including high quality en-suite student accommodation. New teaching and research centres are also springing up, reflecting our growth.

If you want to study in the inspiring surroundings of a modern university and world famous city, this is the place to be.



What's on Cambridge campus, at-a-glance

400-seat lecture theatre.



Extensive library open 24 hours a day during semester time.



Two **200-seat** lecture theatres.



Student shop

266-seat Mumford Theatre.



Ruskin Gallery (see p.22).

John Smith's Bookshop



Open-access area with **250 new** computers.

Roof terraces and **courtyards** for relaxing between lectures.

Students' Union



Large, well-equipped gym.



Four catering outlets, including **Costa Coffee** and a café/restaurant offering hot and cold meals.

Student Support Services

Harvard-style lecture theatre.

Chelmsford

Come to an
Open Day

anglia.ac.uk/opensdays

A great place to study

Chelmsford's a thriving city just 30 miles North East of London. It's a major centre for science, industry and technology - and one that attracts top international employers as well as entrepreneurs.

People have lived here since Roman times so there's a rich cultural heritage, alongside the kind of buildings and amenities you'd expect from a successful, ambitious 21st century city.

Close to the city centre and in the University and Innovation quarter, the campus is the base for many cutting edge courses and research programmes.

Modern buildings set in landscaped grounds next to the River Chelmer provide the setting for a friendly, talented community of students and staff.



What's on Chelmsford at-a-glance

Vibrant

nightlife with clubs, bars, cafés and restaurants, as well as live-music venues.



High quality **sports and leisure facilities**, including a skate park, swimming pool and golf courses.



Home of Essex County Cricket Club, Chelmsford City Football Club and the Chelmsford Chieftains Ice Hockey Team.



Two theatres, a multi-screen cinema, Chelmsford Film Club and the Chelmsford and Essex Museum.



Large shopping centres and malls.



8

Eight green flag parks and riverside setting.

Over 11,000 businesses and 80,000 jobs, making it one of the major employment centres in south-east England.

The venue for the annual **V Festival** held in Hylands Park.



The only World Health Organisation **'Safe Community'** in the UK.

London less than an hour away by direct train.



Take the next step

For further information about this course, visit the Lord Ashcroft International Business School web pages, come along to an Open Day, give us a call, or drop us an email. We look forward to welcoming you to our Business School.

Visit anglia.ac.uk/laibs
Call +44 (0)1245 49 31 31
Email answers@anglia.ac.uk
or laibsrecruitment@anglia.ac.uk

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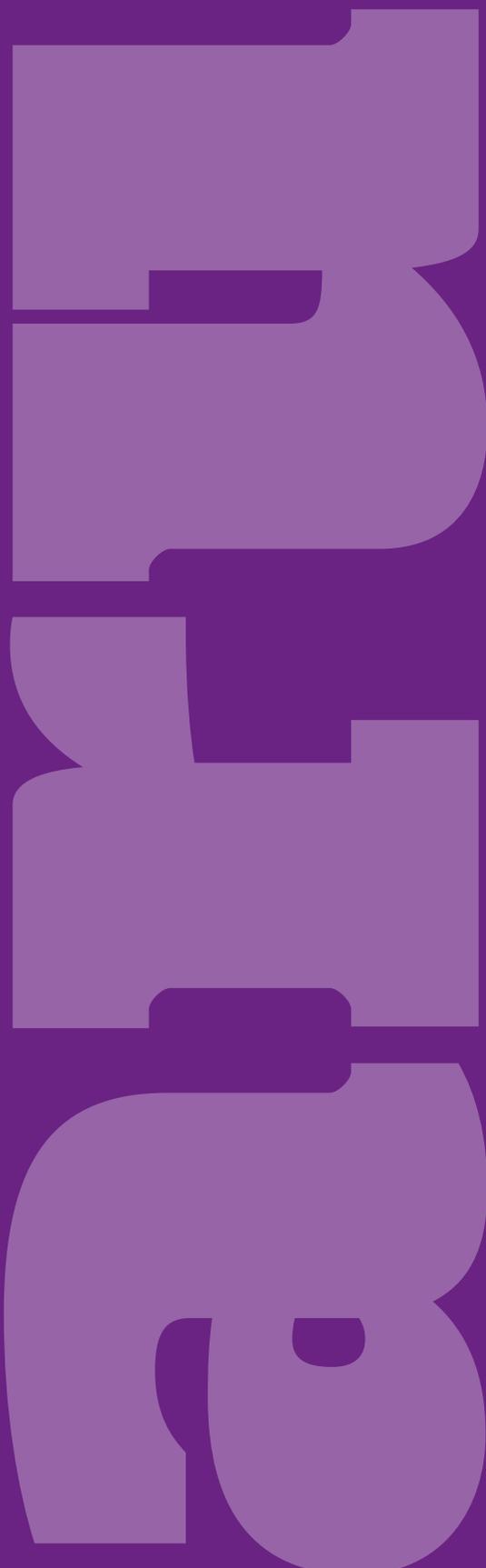
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Cambridge | Chelmsford | Peterborough