



QUEEN'S
UNIVERSITY
BELFAST

QUEEN'S
BUSINESS
SCHOOL

BUSINESS HUB



WHAT CAN QUEEN'S BUSINESS SCHOOL DO FOR YOUR ORGANISATION?



Julie McCandless
Director of Business Engagement



Karl Webb
*Business Engagement &
Employability Manager*



Sue Burns
*Head of Sales & Marketing,
William J Clinton Leadership Institute*

CONTENTS

Queen's MBA	6
Hire a placement student	8
Executive education	10
Business Clinic	12
Knowledge Transfer Partnerships	14
QBS Analytics Lab	16
Data Duo Mentoring	17
Meeting of Minds	18
Give back to Queen's Business School	19



QUEEN'S MBA

The AMBA-accredited Queen's MBA (Masters of Business Administration) brings together the academic excellence of one of the UK's leading research universities with the innovative spirit of Belfast.

The experiential MBA programme is aimed at ambitious professionals looking to take the next step in transforming their careers.

Transformational journey

The Queen's MBA is a leading programme (full-time / part-time) offering world-class education and real-world experience.

- Experiential learning via live consulting projects
- The latest insight and best practice from 'leaders in residence'
- Personal and professional development programme
- One year internship opportunity working for an organisation.

APPLY NOW AND RECEIVE A GENEROUS SCHOLARSHIP



PROGRAMME EXCELLENCE

AMBA-accredited (achieved by world's top business schools)



EXPERIENTIAL LEARNING

Live consulting projects and internship



GENEROUS SCHOLARSHIPS

£10,000 and £6,000 for domestic and international MBA students



INTERNSHIP OPPORTUNITY

Additional work option for 9-12 months

HEAR FROM OUR MBA GRADUATES

Azhar Murtuza

*Sustainable biotech entrepreneur
MBA graduate*



"The Queen's MBA equipped me to integrate management and business development skills with my existing knowledge in biotechnology from my undergraduate degree. Crucially, it provided me with a launchpad and networking opportunities that were invaluable for assessing the market in real time and learning from industry experts on project development strategies. One of the key advantages of studying at Queen's University is the strong connection to the local ecosystem within Northern Ireland, allowing a seamless transition into my current job role."

Ryan McCavigan

*Head of New Product Development at EAAA
MBA graduate*



"The MBA has empowered me with the tools and knowledge to create a new path in the business world. It allowed me to meet and interact with people from different sectors and places in the world that I would never have had a chance to meet. Doing the MBA, I discovered new versions of myself - it made me look at how I would handle certain situations and how I could find the opportunities in every situation. It was an eye-opening experience that I got to share with great people."

Find out more



HIRE A PLACEMENT STUDENT

The Careers and Work Placement Office at Queen's Business School expertly connects businesses with specific needs with top-quality students to fill paid industry placements locally, nationally, and globally.

Working closely with employers throughout the placement process, the team provides guidance on application timelines, advertises roles through a dedicated website, collates applications, schedules and facilitates interviews, and makes the process as easy as possible for the employer.

Benefits to your business include:

- New ideas and fresh enthusiasm
- New skills and knowledge of modern practices and technologies
- A cost-effective, flexible solution to recruitment needs
- Opportunity to develop a pipeline for graduate job roles.



Find out more



HEAR FROM PLACEMENT PROVIDERS

Niamh Heaney

Talent Partner at FinTrU



'FinTrU has enjoyed a longstanding and fruitful partnership with Queen's Business School – many of our placements have come through the Careers and Work Placement Office and gone on to become full time employees with us. We have found Queen's Business School to be an ideal hub to nurture future talent in financial services and the wider business world.'

Victoria Wilson

Internal Recruiter at Anson McCade



'When it comes to student recruitment, Queen's Business School make this a straightforward & smooth process. Both students and businesses are supported throughout the entire process, from first communication to onboarding. We're always keen to hire placement students at Anson McCade, as they bring a fresh perspective and an eagerness to learn. I would highly recommend the Business Hub for any early-careers recruitment needs.'

EXECUTIVE EDUCATION

The William J Clinton Leadership Institute at Queen's Business School provides impactful executive education programmes for individuals and organisations, designed to develop leadership identity, transform performance and give a competitive edge.

The range of short courses, open and custom programmes synergise the rich academic foundation of Queen's Business School and industry insights.

Courses include:

- Emerging Leaders
- Leading Transformation Through Culture
- Help to Grow: Management
- Digital Transformation Toolbox
- Advanced Manufacturing Leadership Programme
- ... and many more.

HEAR FROM EXECUTIVE EDUCATION PARTICIPANTS

Irene McAleese

CEO and Chief Strategy Officer at See.Sense
Help to Grow: Management participant



Michael Ellison

Quality Manager at RLC UK
Leading Transformation Through Culture participant



'Help to Grow: Management is a comprehensive programme that has pulled together the latest research, theory and tools to help you position your business for growth. I would recommend this to any entrepreneur who wants to boost their business growth and connect with a community of entrepreneurs.'

'I really enjoyed this course. As we continue to go through a culture change journey in my company, I feel it will really help us follow the right path. I am very very interested to see how the topics we covered in LTTC complement this journey and give me a deeper insight. Perfect timing for me. My company is also moving at speed toward ever more digitisation of information. As I mentioned previously, this course has really resonated with me and stimulated an interest to take my learning further. I really enjoyed the course, especially the classroom events. I found the direct engagement with the wider group and professor very thought provoking.'

Find out more



Find out more



BUSINESS CLINIC

The Business Clinic at Queen's Business School gives organisations access to a student consultant or consultancy team to work on a specific issue or challenge related to the business.

Businesses of all shapes and sizes are eligible to take part in the Business Clinic. Industry, government, charities, and not-for-profit organisations can apply with a specific business issue that has been identified internally, but not yet worked through due to time or available resources.

The student consultants will produce engaging, action-oriented reports complete with evidence-based, tangible recommendations. A presentation, report and recommendations forms part of the students' graded coursework, providing strong motivation to deliver excellent results.

We welcome consultancy projects on a number of topics:

- **Strategic changes** - expansion to new markets, the future of work
- **People** - talent management, global workforce management
- **Marketing and communications** - social media strategy, marketing strategy
- **Operations** - workforce, supply chains
- **External factors** impacting your organisation
- ...and much more.

HEAR FROM BUSINESS CLINIC PARTICIPANTS

Maeve Parkinson

*Student Recruitment Manager at EY
Business Clinic participant*



Shane Smith

*Engagement Manager at Innovation Factory
Business Clinic participant*



'We were really excited about the opportunity to work with final year students, as students bring a completely different perspective. The process of communicating with the students has been really straightforward. We've had a fantastic experience and we will definitely use the Business Clinic again. I'd recommend any business to give it a go.'

'We've been working with the Business Clinic at Queen's since 2017. The Innovation Factory keeps coming back to the service, and our business owners keep asking for it. It means they can get on with building their companies whilst students work away in the background on important research for them. The students bring new ideas, fresh focus and insights, and a much-needed resource. You learn as much from the students as they do from you.'

Find out more



KNOWLEDGE TRANSFER PARTNERSHIPS

A Knowledge Transfer Partnership (KTP) drives a business innovation project and is designed to bring about lasting, transformative change. It's a three way collaboration between:

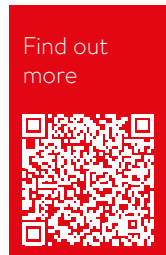
- A business of any size, in any sector, or a not-for-profit organisation
- A University / research institution
- A graduate or postgraduate

The project is led by a suitably qualified Associate with the capability to lead a strategic project with full support and input from the academic and business teams.

This partnership embeds vital new expertise, stimulates business growth and powers innovation excellence.

Why work with Queen's?

The commitment of the KTP team sets Queen's apart. The support offered is end-to-end, and the Queen's delivery model is the national 'gold standard' for KTP management. We know each business has differing needs, and a thoughtful and engaging attitude when linking our academic researchers to your specific project is at the forefront of what we do.



Best knowledge base KTP team
(KTP Best of the best awards)



Competitive salaries



22 National awards



520 Graduates employed



430 Partnerships with businesses



Over 80% KTP associates are offered a permanent position at the end of their project



One of the leading knowledge base partners in the uk

CASE STUDY

From self-build homes to multi-million-pound developments, offices to hotels and hospitals, roads to bridges, Northern Ireland-based company SDG has been partnering with contractors for over 30 years to provide products, solutions, technical expertise, problem solving and industry insights in the construction sector.

Offering over 2,000 products, SDG has a complex supply chain and looked to this KTP collaboration with Queen's Business School to progress innovation in its supply chain management.

Dr Hangfei Guo worked with CEO Louise Skeath to create simulation models to understand the current supply chain, and to graphically map it out so the company could visualise the flow.

An innovative simulation model was developed, that examined different ordering and inventory policies for particular products, to improve inventory management and reduce total costs.

'The graphical representation of the top customers looks amazing. The small number of customers makes big sales!'

Louise Skeath,
CEO at SDG and KTP participant



QBS ANALYTICS LAB

The QBS Analytics Lab supports SMEs, government agencies, and social enterprises to leverage business data and analytics to drive innovation, address challenges, and enhance decision making.

Queen's Business School has specific expertise in the growing fields of data, analytics, and AI - including cutting-edge academic research expertise, advisory roles and applied practical project experience, and education through our MSc Business Analytics course.

Businesses can benefit from:

- Joining the Data and Innovation 'Meeting of Minds' group - exchanging knowledge and best practice.
- Taking part in the Data For Good Hackathon - providing data or sponsoring the event.
- Data Duo Mentoring – being paired with an MSc Business Analytics student to develop a mutually beneficial working relationship.
- Engaging with cutting-edge academic research in the field of business analytics.

DATA DUO MENTORING

Data Duo Mentoring at Queen's Business School offers industry professionals and MSc Business Analytics students the transformative opportunity to develop a mutually beneficial mentoring partnership.

Businesses that understand their data can use it to their advantage to make better decisions - but many don't know where to begin.

Students on the MSc Business Analytics course are developing expertise in end-to-end business analytics solutions and can help to bridge this gap.

Pair up with a student:

- Utilise current, relevant student knowledge in the field of business analytics.
- Pass on your experience and knowledge to a young person who will soon be entering the job market.
- Commit for a specific time period to two-way mentoring sessions.



Find out more



Find out more



MEETING OF MINDS

Meeting of Minds at Queen's Business School are specific groups that bring together professionals from academia and industry to exchange knowledge and best practices, explore emerging trends and technologies, network, and establish valuable collaborations with others in their field of expertise.

Each group reviews the programmes of study on offer at the School, gaining insights from industry best practice and disseminating research and knowledge to unpick the challenges and understand the skills required for the students of the future.

Throughout the year there will be a number of subject specific and industry specific forums. We welcome industry professionals to contribute to groups in their areas of expertise.



Find out
more



GIVE BACK TO QUEEN'S BUSINESS SCHOOL

Giving back to Queen's Business School as a business or an industry professional is a direct way to access our best students and play a role in nurturing the talent of the future.

In addition, corporate philanthropy can help to fund world-class research, support a historic campus, and enrich the student experience.

There are a number of ways to give back:



DELIVER A GUEST LECTURE OR
MASTERCLASS TO OUR STUDENTS



MAKE A PHILANTHROPIC GIFT



APPROACH US FOR SPONSORSHIP
OF YOUR EVENT OR INITIATIVE



SUPPORT STUDENT PRIZES AT OUR
ANNUAL PRIZEGIVING CEREMONY



**QUEEN'S
UNIVERSITY
BELFAST**

**QUEEN'S
BUSINESS
SCHOOL**



If you are interested in any Business Hub services,
please get in touch.

qbsbusiness@qub.ac.uk
Queen's Business School
185 Stranmillis Road
Belfast
BT9 5EE

www.qub.ac.uk/qbs
[@QUBBusiness](https://www.instagram.com/QUBBusiness)



#QBSBusiness