



University of
Strathclyde
Business
School

Welcome to the
University of Strathclyde
Business School

leading business
education, research and
consultancy





Size and Shape

Around 2,500 undergraduates

Around 2,150 postgraduates

600 Glasgow based postgraduate instructional

1400 offshore postgraduate instructional

150 postgraduate research

Executive education – tailored programmes

176 academic staff

£31 million turnover





SBS structure today

Central SBS faculty:

- Dean's Office and Faculty administration
- Undergraduate and international exchange office
- Marketing and Student Recruitment Unit

Academic departments and specialist units:

- Accounting and Finance
- Management Science
- Management
- Economics
- Marketing
- Human Resource Management
- Hunter Centre for Entrepreneurship
- Fraser of Allander Institute
- Strathclyde Institute of Operations Management
- Strathclyde International Business Unit
- Strathclyde Centre for Employment Research
- International Division – 9 offshore centres





SBS Governance

SBS's structure is reflective of both the University requirements for governance, planning and decision making but also the Faculty's strategic priorities as outlined.

The Faculty has appointed 5 Vice Deans to oversee areas of strategic importance:

- Academic
- Research
- Knowledge Exchange
- International
- Operations

Strong departmental culture however there is an increasing move towards a more cohesive school-wide approach.



Hunter Centre

Staffing:

- 8x academic staff
- 1x teaching fellow
- Department Manager and Department Secretary

Led by the Head of Department, Professor Sara Carter and assisted by the:

- Director of Teaching
- Director of Research
- Director of Knowledge Exchange
- Department Manager



HCE: Management & Committee Structure

Department Committee

Meets twice per semester (September, November, January and March) and is attended by all members of academic and administrative staff, and a representative of the department's PhD students.

Other department committees include:

- Teaching Committee
- Research Committee
- Student-Staff Liaison Committee.



Devolved Responsibilities

The University works on a mainly devolved system.

Academic departments such as the Hunter Centre have responsibility for:

- Finance: including income generation and expenditure
- Teaching: administration, introduction of new courses
- Research: winning bids, management
- Health & Safety

Faculty & Central University Departments support the work of the departments.

Times Higher Education UK University of the Year

2012/13

PGT Selectors' Forum April 2013

- First Forum Aug 2012
 - progress and pending
- Survey of PGT applicants
- ELT
- Foundation – Study Group

Feedback first meeting – August 2012

- Processes
- Training
- Communication
 - Selectors/SEES/RIO
 - Students
- Deposits
- ELT
- Conversion

Conversion

Applicants to be buddied-up with current students and recent alumni in order to convert them.

More full or part scholarships to improve conversion rates

Student-led conversion activities. Facilitate access to current students in order to get the “real picture” as a way of increasing conversion levels

Conversion

∅ Departments using Applicant Extract to direct promotional material to applicants

∅ Automatic personalised email from Course Director to applicant

∅ e-mails about what's on in departments (seminars, etc.)

∅ Newsletters can be a good way of promoting department

∅ RIO-led course-specific live chats appear to be effective

∅ Skype is a low-cost option for engaging with overseas applicants

∅ Provide testimonials/case studies in newsletters, on YouTube, etc

∅ Facebook page aimed at encouraging new applicants

RIO Survey of 2012 Applications

393 responses (November 2012)

ENQUIRY STAGE

- 91.5% satisfied/very satisfied with response to enquiry
- 92% applied following enquiry
- 87% satisfied with university web site
- 81.6% satisfied with academic web site

Survey Results

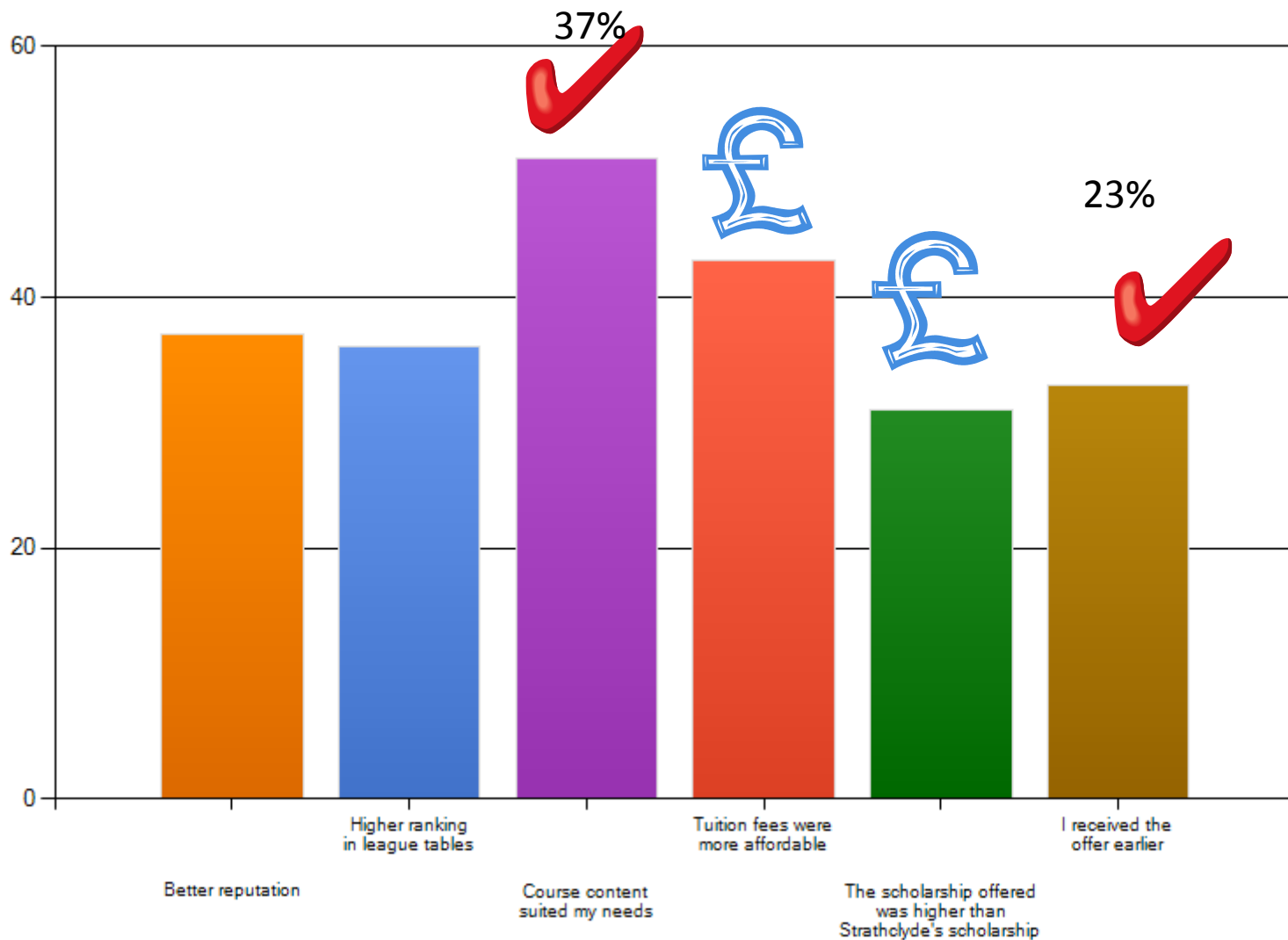
- 60% applied to less than 3 universities
- 73.5% found on-line app easy/very easy
- 83.5 % found entry reqs clear/very clear

- 46.8% waited over 16 days for a decision
- 58% received an offer in less than 10 days
 - Once conditions had been met
 - 18% waited 20 days +
- Time to receive CAS
 - 46% less than 5 days
 - 15% waited 15 days +

Satisfaction Levels

- 82% excellent/good
- 72% accepted our offer

If you accepted a place at another university, please tell us the main reason why.



Conversion – Case Studies

Conversion – NAME

- **MSc Courses Provision**

- Review of courses offered
- New courses introduced (industrial demand and trends)
- Offshore / Subsea courses at our Department

- **Marketing & Promotion**

- Focus on specific partners
- Once a partnership is established, frequent visits are exchanged; personal friendship
- Co-organise conferences/workshops
- Receiving visiting scholars/PhD candidates from partner universities
- Our students visit partner universities to give lectures and organise various activities to attract potential students to come to Strathclyde
- Staff focusing on specific region/university

- **Recruitment**

- Immediate response with offers, even when travelling [**1 week return time**]
- Immediate response to applicants' enquiries, sometimes there are exchanges of over 50 emails until arrival of the student
- Organise welcome reception; make friends with students
- Organise activities to promote interaction between home and overseas students

University of **Strathclyde** Glasgow



Times Higher Education

UK University of the Year

THE AWARDS 2012
THE AWARDS
UNIVERSITY OF STRATHCLYDE
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Suzanne Tinning

Alumni Relations Officer (Groups
& Networks)
Alumni & Development

Alumni & Development

We work in partnership across the University to build long term relationships with individuals and organisations in order to support and advance the University's work.

Our aim is to build a loyal community with a powerful voice which feels part of the University, will be an advocate for our work and will support us financially.

Our work

- Raising significant philanthropic funds from alumni, other individuals, trusts & companies for University priorities
- Providing opportunities for all alumni to start giving to the University through the Alumni Fund
- Regular communication and interaction with our alumni, informing them of the University's work and progress
- Providing opportunities for alumni to participate in the University's work by contributing their experience in a meaningful way
- Acting as the institutional repository of information on alumni, donors and gifts and running efficient systems to record, process and report on gifts

The Major Gifts Team

- 7 staff members

Campaign for Strathclyde

- Raising £20m over 5 years for priority projects
- Currently in the early phase
- 5 key themes based on Strathclyde's strengths:

1. Energy & Sustainability
2. Health Technologies
3. Building Better Communities
4. Enterprise
5. Talent for Tomorrow

Individual Giving Team

- 3 staff members
- Biannual Telethon Campaign for Alumni Fund
- Spring Campaign:
 - 41 students calling alumni over 5 week period
 - £137,000 raised in pledged gifts
- Supports:
 - Teaching & Learning
 - Wider Student Experience
 - Scholarships

Operations Team

- 5 staff members
- 136,000 mailable alumni on database
- 30,000 emailable
- 11,000 address updates annually
- 72% of alumni population reside in UK
- Largest overseas population in Malaysia

Alumni Relations Team

- 7 members of staff
- Establish ways to maintain contact and develop relationships with alumni ensuring that the University can help them and their organisations and that they have opportunities to offer their expertise, experience and philanthropy.

Alumni Relations Review

- Recent Alumni Relations Review
- Resulting in an expansion of the Alumni Relations Activity at the University, including our Alumni Groups Programme

Alumni Group Activity

- supporting strategic objectives

Fundraising Events

e.g.
London Alumni Group's
annual Burns Supper and
named scholarship

Recruitment Events

e.g.
Chennai Alumni Group's
annual pre-departure
event

Enterprise Events

e.g.
Strathclyde 100 event held in
Dubai this year

Strathclyde Entrepreneurial Network



- Unique package of enterprise support for Strathclyde students and alumni
- Engages alumni at all levels of the alumni lifecycle...
 - Enterprise Challenge for students
 - Start-up support package for alumni businesses
 - Programmes that allow alumni to use their knowledge and expertise to support budding entrepreneurs
 - Hall of Fame to celebrate Strathclyde's most prominent alumni (including Sir Tom Hunter)
 - Biennial Enterprise Awards Dinner



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