YOUR PEOPLE
DEVELOPING
YOUR BUSINESS
“Investing in employee development is a key business objective at Southeastern. Birkbeck provides an excellent opportunity through part-time education for those wishing to improve their business acumen and managerial skills, as an employer I am proud to provide sponsorship and support to managers who wish to pursue a degree at the university”.

Andy Bindon
Southeastern Human Resources Director
Birkbeck, University of London, was founded nearly two centuries ago with a pioneering mission to provide education for working people. The institution has flourished through its deep understanding of the higher educational needs of working students and the organisations in which they work. Recognised as a global elite university, Birkbeck ranks among the top 1% research intensive universities in the world and we combine this with excellent student satisfaction and teaching ratings.

Our School of Business, Economics and Informatics comprises four departments: Computer Science and Information Systems; Economics Mathematics and Statistics; Management and Organizational Psychology. Collectively, we offer approximately 150 programmes to nearly 4,000 students. Almost 85% of these students are working alongside managing their studies.

Our staff are experienced in supporting students who have career and other commitments while studying. We also employ part-time lecturers with a range of backgrounds and many are themselves working professionals. Unsurprisingly, some of the most frequently received feedback from our students relates to the immense opportunities gained through sharing classes with other working Londoners.

With so many of our alumni employed and living in the capital, our stakeholder groups have multiple guises: student, alumnus, lecturer, employee, employer, entrepreneur. This places us in a unique position amongst London higher education providers to broker relationships and forge networks between students and employers.

As an employer, or an entrepreneur, we appreciate the need to see immediate, tangible benefits of supporting your staff in their learning and development aspirations and be confident that the learning will contribute to business success. Our flexible approach to helping students fit studying with their lifestyle and the networking opportunities means they are able to enjoy their learning experience, apply it to their role and develop new techniques and levels of self-confidence.

If traditional degrees and post graduate programmes do not meet your needs but you are committed to developing yourself or your workforce, we offer a number of other ways for you to improve skills.

We offer, for example, short courses, consultancy, modular enrolment and accreditation of prior learning. We partner with prestigious professional bodies and employers and are keen to develop further partnerships in areas such as mentoring, placements and internships to extend our reach and collaboration with the business community.

This booklet highlights a small selection of our portfolio along with other opportunities to work with Birkbeck. We hope you choose to get involved: to realise your potential and to enable your staff to do the same.

Professor Philip Powell
Pro-Vice Master (Enterprise and Innovation) and Executive Dean, School of Business, Economics and Informatics
Computer Science and Information Systems

The Department of Computer Science and Information Systems is one of the oldest computing departments in the UK, yet we are in tune with cutting-edge industry developments, with research and teaching expertise related to major activities in information management and web technologies, computational intelligence and information systems.

Examples of our programmes

Foundation Diploma in Information and Web Technologies
The Foundation Diploma in Information and Web Technologies focuses on developing the skills essential for management or technical careers related to information systems and computing, as well as new media and the Internet. The programme enhances the knowledge and technical skills of individuals working in these areas, allowing them to keep ahead of rapidly changing technology.

BSc Computer Science
Focussing on equipping students with a comprehensive range of transferable skills applicable in the business environment, BSc Computing is designed to increase awareness of the societal and organisational impact of information technology.

MSc Advanced Computing Technologies
Designed for individuals wishing to improve their understanding of current and emerging IT industry practice, the MSc Advanced Computing Technologies highlights issues arising in the use of advanced computing technologies, evaluation of technology options, and the development of new technologies.

MSc Learning Technologies
The MSc Learning Technologies attracts students who have a background in computing and are keen to develop specialist knowledge of developing and evaluating learning technologies. Delivered in conjunction with the Institute of Education, there is a dual focus on computer science and learning theory and the opportunity to undertake a project to develop a software system.
Projects and services

Student placements
IT provides an ideal platform for workplace projects – bringing together students who are experimenting with the latest ideas and employers who are keen to develop new software or complete a project which will add value or efficiency to their processes.

For example, a team of students worked with inmidtown, a Business Improvement District, to develop a map-based app to raise awareness of environmental initiatives and enhance the commercial viability of Bloomsbury. Another project involved working with the London Ambulance Service where a student created software that the call centre team use to locate, track and deploy emergency vehicles to maximise responsiveness.

Industry Advisory Panel
We have a group of employers ranging from corporate software organisations and banks to smaller firms and laboratories who come together to share ideas about best practice and ensure that our curriculum development is in line with current thinking and we are up to date with industry practice.

Their recommendations, such as the recent introduction of a cloud computing module, contribute to the content of our academic programmes.

“One of the things I came to enjoy most about the degree was the fact that it required hard study, it provided structure and goals that you had to reach, and you had to set yourself targets.”

Adrian McMenamin
MSc Computer Science
Director, Centreground Political Communications
Economics, Mathematics and Statistics

The Department of Economics, Mathematics and Statistics offers a full range of programmes informed by employers and industry bodies supporting students working in policy development and policy and financial analysis. We host the Commodities Finance Centre, a forum for academics and practitioners working in the field of commodities modelling.

Examples of our programmes

**BSc Economics and Business**
Taught jointly with the Department of Management, the first two years of the BSc Economics and Business focus on key elements of business and economics to give students a grounding in both areas and how they inter-connect in the workplace. The final two years are dedicated to optional modules reflecting specific student interests and experience in economics.

**MSc Economics**
Reviewing economic theory and its practical implications, our long-standing MSc Economics provides rigorous training for economists working in the public and private sectors. This gives students hands-on training in data analysis and econometrics, allowing them to carry out independent analyses relevant to their professional interests.

**MSc Financial Economics**
The recent economic crisis has forced economists and analysts to re-assess the role of imperfect information and frictions in financial markets. For those working in the financial sector, or in finance-related roles, the MSc Financial Economics combines general training in economics with a focused study of financial markets: their history, how they work, and how regulatory interventions can improve their efficiency.

**MSc Applied Statistics**
With specialist pathways including Medical Applications, Operational Research, and Stochastic Modelling, the MSc Applied Statistics is accredited by the Royal Statistical Society, leading to the additional award of Graduate Statistician.
Projects and services:

Consultancy
We have developed strong links with businesses and public sector organisations and our academics maintain these industry links through their consultancy work for a broad range of public and private sector clients, including the Competition Commission, European Central Bank, Frontier Economics and the United Nations.

Typically, our work focuses on specialist enquiries and econometric issues facing organisations alongside regulatory issues.

Bite-size training
In addition to certified courses, we provide short, specialist courses in economics, finance and statistics. These training modules can be delivered in-house or at clients’ premises. Recent clients include Whitehall departments including HM Treasury, the Bank of England, and corporate entities in the City of London. Typically, the training focuses on applied economics and advanced econometric training. In addition, organisations such as Nicoll Curtin have selected our Diploma in Financial Markets and derivatives for their consultants working within banking teams.

“The facilities on offer at Birkbeck were great. I used the computer lab and some of the software packages there a lot when I was writing my dissertation and the library staff were really helpful, often managing to get less popular books or papers that I needed for my research.”

Thomas Pechlaner
MSc Finance and Commodities
Market Risk Manager, BP
Our Management department is internationally recognised as a centre of excellence in teaching, research and consultancy. We offer a wide range of flexible programmes - from certificates and foundation degrees to multidisciplinary postgraduate programmes and executive education.

Examples of our programmes

**BSc Business**
The BSc Business is the fastest growing and most flexible degree for students who want a good grounding in all aspects of business practice. We offer multiple pathways including HR, marketing, accountancy and languages to enable students to tailor the degree to their career aspirations.

**MSc Accounting and Financial Management**
The MSc Accounting and Financial Management typically attracts students who wish to pursue a career in accounting - alongside those who do not have an accounting background but perform management roles which require skills in forecasting and budgetary control.

**MSc Business Innovation with Entrepreneurship and Innovation Management**
With a dynamic student Enterprise Hub and an Entrepreneur-in-Residence, we provide a vibrant environment for enterprise and many of our students are entrepreneurs. The MSc Business Innovation with Entrepreneurship and Innovation Management equips you with the underlying theories, principles and tools to innovate and sustain your business.

**MSc Marketing**
One of a range of marketing qualifications, the MSc Marketing attracts students working in – or aspiring to - careers in advertising, branding, PR and event management. All our MSc marketing programmes are accredited by the Chartered Institute of Marketing.
Projects and services

Partnerships with Professional Bodies
Birkbeck works closely with a number of management and accounting professional bodies to develop blended qualifications which enable students to achieve a degree alongside a professional qualification.

A partnership with the Institute of Chartered Accountants in England and Wales (ICAEW) is an example of this. Students attain a BSc in Applied Accounting alongside their professional accounting qualification and gain a more rounded skill-set to give them confidence in soft skills and supplement their technical expertise. Flexible start dates and blended delivery enable students to fit their degree around work commitments.

Birkbeck Sport Business Centre
This specialist research centre is actively involved in sport industry research and publishes in a wide variety of media and publications alongside contributions to policy debates and parliamentary enquiries.

It delivers consultancy to a range of sports organisations and has a suite of postgraduate sport management programmes - preparing the next generation for the sports sector.

Many students complete internships to gain industry experience and our alumni have gone on to work for organisations including the FA, FIFA, UK Sport and Manchester United.

“The lecturers have been very supportive. We’ve got lecturers who have not only got vast experience in industry but also got vast experience in academia.”

Moffat Chawala
MSc Marketing
Established in 1962, the Department of Organisational Psychology was the first academic department in the UK to specialise in occupational psychology – the application of psychology to the workplace – and our expertise remains in this discipline along with human resource management. Our teaching programmes are primarily aimed at adult, experienced learners, and some postgraduate courses are delivered by distance or network learning.

Examples of our programmes

**BSc Business Psychology**
Recommended by the Association of Business Psychologists, the BSc Business Psychology is based on practical applications of psychological theories and research to fundamental organisational functions, such as recruitment, staff training and human resource management.

**MSc Organizational Behaviour**
Students on the MSc Organizational Behaviour gain a broad knowledge of occupational psychology and organisational behaviour. Highlighting discussions of current research, the programme encourages participants to engage in critical reflection on theory and practice and teaches research skills.

**MSc Human Resource Management**
Key human resource management issues include developing strategy, employment relations and selecting, motivating and managing staff. The MSc Human Resource Management focuses on strategic and individual-level improvements and is recognised by the Chartered Institute for Personnel and Development (CIPD).

**MSc Management Consultancy and Organizational Change**
Designed from the perspective of practising consultants, the MSc Management Consultancy and Organizational Change course provides a unique combination of the latest theoretical thinking with practical insights into successful organisational change.
Projects and services

**Psychometric Training**
Used worldwide in a variety of organizational contexts, psychometric training is relevant to people in many different job roles including line managers, and staff working in human resources, coaching, counselling, and psychology.

Our 3-day course, delivered from Friday to Sunday, is designed for individuals who want to use psychometric tests professionally in an occupational setting. Successful completion of the course leads to the Occupational (Ability and Occupational) Personality British Psychological Society qualifications.

**Centre for Sustainable Working Life**
The Centre offers a unique combination of world-class applied research, information dissemination, advice and consultancy, and is at the forefront of research related to good health and safety management.

Working together with the European Agency for Health and Safety at Work, we are involved in collaborations with industry partners. An example is a joint project with Primark UK stores focussing on understanding the relationship between safety and financial performance which aims to strengthen safety culture, management and performance in the retail sector across Europe.

“I was amazed by the high quality of students. The wide variety of experiences and the diversity in the classroom added true value to my studies.”

Wei Wei Tian-Page
MSc Organizational Behaviour
Consultant, London
Educational options and business initiatives

Mentoring
A common objective of our students is to develop in their career or make a career transition. Mentoring supplements our academic provision by helping students to refine their soft skills and increase their self confidence and commercial awareness.

Our mentoring programme focuses on final year undergraduates and postgraduate students. If you can offer mentoring support, we provide training and will match you with a student whose needs reflect your experiences.

Recognition of Prior Learning (RPL)
RPL is an educational process which helps students make the best use of what they have learned in formal and informal settings.

It enables students with substantial work experience to gain recognition, via academic credit, of previous qualifications and experiential learning if these are judged to be of the appropriate undergraduate or postgraduate standard. This can shorten the time necessary to obtain a qualification and reduce the costs.

“When I was at an early stage of my career, I didn’t have access to a mentor and as a result I value enormously this contribution. The experience I had with my mentee last year was a rewarding one and developed my listening skills and my management skills”.

Panos Kotseras
Senior Consultant at CRU Group and Birkbeck Mentor

Work placements
Have you identified a need for research that would benefit your organisation and inform your future strategy but you do not have the resources or expertise to carry it out?

Our students conduct degree or postgraduate projects in ‘real life’ scenarios which gives them experience of business issues and gives you the opportunity to investigate a problem or explore new markets at very low cost. All students are supervised by an experienced academic.

Be Birkbeck
Birkbeck’s membership scheme, Be Birkbeck, allows you to be a part of a unique academic community and engage with the latest academic developments across a range of fields, exchange ideas with like-minded people and discuss and debate ideas.

- Bronze membership will allow you to participate in special members’ lectures, receive a newsletter, be invited to collaborative events and access a catalogue of online lectures.
- Silver membership will give you additional onsite and online access to the library.
- Gold membership will give you all of the above, as well as borrowing rights from the library.
A portfolio education

We offer students additional opportunities beyond the taught programmes to give a more rounded experience and access to support to achieve their goals.
What our students say about us

“This course not only gives us official accreditation of our Personal Assistant roles, but so much more in terms of emotional intelligence, management, social media, business planning, HR, networking, you name it – and the great reward and satisfaction that I achieved a Certificate of Higher Education – cherry on the cake!”

Paula Moio
CertHE Management for Personal Assistants
PA to Controller, Languages, BBC World Service Group

“It was an incredible experience, one of the most rewarding things I have ever done. In my job I am able to apply all the skills I learnt on the course.”

Jan Dalgleish
MSc Career Management and Counselling
HR Director, Collyer Bristow LLP

“This course was grounded in the practical, day-to-day environment that I was working in and the syllabus was designed around that. I could use what I was learning in my Birkbeck course directly in my job, and that was a great benefit.”

Tom Secretan
MSc Finance and Commodities
Commodities Research Analyst, ED & F

“Studying business at Birkbeck has changed my life.”

Dayna Byfield
BSc Business

“I have always liked my work but with this additional string to my bow, I can now explore my ability and creativity – the qualities that assist productivity in any workplace.”

Fehmida Mohamedali
MSc Informatics