

## Real world impact



**As key influencers of the economy and close partners of business and industry, we are an interdisciplinary and outward-looking Business School.**

Our emphasis on business enterprise and work-related learning delivers immediate benefit for our graduates and their organisations.

We offer a contemporary and highly flexible portfolio of undergraduate, postgraduate and executive development programmes which seek to develop core knowledge, skills and attitudes alongside the ability to continually learn, to think critically, to be reflective, to innovate and to adopt a responsible approach to business. We have built a strong reputation for our supportive and student-focused learning experience.

ALL our courses are underpinned by impactful research and knowledge transfer activity and include active engagement with business organisation; for example through our Future Leaders Programme, accredited work-based learning, one-year business placements and support for business start-up via our Incubation Unit.

As full members of the Chartered Association of Business Schools and the European Foundation for Management Development, we are at the forefront of agenda setting for business and management education in the UK, and part of the leading international network in the field of management development..

### Case study

#### Hitachi Capital 'Inspiring the Next Manager'

Hitachi Capital, part of Hitachi Corporation Ltd, chose to work with Worcester Business School in jointly creating a flexible, modularised, and tailored programme as part of its 'Inspire the Next Manager' management development initiative.

Team leaders learned how an understanding of themselves translates into the way they manage others and 'inspire' the teams they look after. For middle managers, who look after larger teams, and have greater responsibility for the next generation of managers, the programme provided a toolkit to establish greater confidence and capability in their efforts to 'inspire'.

After a successful pilot, the programme is now being rolled out more widely across the Hitachi organisation.

