THE AWARDS 2021

Business School of the Year

Institution name	Aberystwyth Business School, *Aberystwyth University*
Submission title or project name	Change Leadership in HEIs – A Case Study on Business Transformation at Aberystwyth Business School
Submission	In 2019 Aberystwyth Business School embarked on a strategic change leadership programme to reverse their under-performing recruitment and business performance. A new set of strategic priorities were established in four key areas: Teaching and Learning, Research, Enterprise, and Marketing Strategy. A new management team was established which focused upon the redevelopment of the School including a focus on creating a culture of leadership and staff empowerment. As a result of this strategy, the 2020/2021 UG recruitment rose by 50%, up by a further 42% (to date) in 2021/2022. PG applications were up by 10% and PGT up by 84% in 2020/2021. Aberystwyth Business School achieved 91% overall student satisfaction score in NSS in 2019/2020, making it the best business school in Wales for overall student satisfaction, with a score of 10% above the sector benchmark.