

# THE AWARDS 2021

## Business School of the Year

<b>Institution name</b>	School of Management, <i>University of Bradford</i>
<b>Submission title or project name</b>	
<b>Nominee/key personnel</b>	Leadership Team and Staff of University of Bradford School of Management
<b>URL</b>	<a href="https://www.bradford.ac.uk/management/">https://www.bradford.ac.uk/management/</a>
<b>Submission</b>	<p>University of Bradford School of Management is focused on becoming an engine of economic and social regeneration, improving student employability, helping non-traditional students enter graduate careers, and targeting support to local businesses facing crisis trading conditions.</p> <p>The school's unique Career Booster and Bradford Business Challenge programmes helped graduates from disadvantaged backgrounds prepare themselves for post-pandemic careers through HEAR accredited graduate attributes and skills. Partnership with industry led to programme co-creation and launching the first UK pilot to re-skill graduates for careers in data analytics for a post-pandemic world. Working with the local chamber and networks, the school engaged with more than 1,700 companies through a fortnightly virtual forum. The 'Mini-MBA', a 6-week virtual community programme, helped seven schools supplement their teaching to Year 12/13 students during the COVID-19 lockdown. The School is distinctive in being an example of a leading business school engaging actively with its local communities.</p>