



A fundamental review of the purpose of a modern business education, which propelled Northumbria University's Newcastle Business School into an elite group made up of less than 1 per cent of the world's institutions, is a significant reason why it has triumphed in this category. In May 2014, the school became one of only 10 global institutions outside the US, and the only one in Europe, to be accredited in both business and accounting by the Association to Advance Collegiate Schools of Business.

This was the culmination of an eight-year strategy that involved a major redesign of the school. It included creating undergraduate and postgraduate programme goals, establishing research-rich and industry-relevant course content, working with employers to create a strong curriculum focus on ethics and employability, and an emphasis on personal development and reflective professional practice. As a result, the school saw a 41 per cent increase in internship opportunities and now has the largest suite of programmes in the UK accredited by the Epas scheme, run by international management education body the EFMD. It is also the first business school in the North East to be awarded the Small Business Charter by the Chartered Association of Business Schools.

The judges said the review of the purpose of the business school and the resulting overhaul were "impressive". The fact that it involved "fairly fundamental changes across all aspects of the school made it even more notable", they said. Crucially, it "was able to quantify the impact of the changes" in terms of "staff development, student mobility and employability, and accreditations".