



Brunel Business School described 2011-12 as a “watershed” year during which many of its plans and initiatives came to fruition, and the judges agreed that its winning submission showed “ambition, commitment and impact”.

During a chilly funding climate, it managed to maintain its spending on research and now believes that its long-term strategy of becoming a more mixed teaching and research business school has been successful.

During 2011-12, the school also adopted a new recruitment strategy, increasing its entry tariff from BBB at A level to AAB+ in a bid to improved quality. It boosted its offer conversion rate by inviting applications to take part in a residential “business boot camp” offering lessons in voice skills and presentation and also engaging them in business-themed games. The model is now being introduced elsewhere in the university.

Graduate prospects improved significantly as well. Following an increased emphasis on employability in the curriculum, the percentage of leavers winning graduate-level jobs has grown more than 12% points to 62.8%, and the proportion unemployed has halved.

The school has been able to demonstrate, without being boastful, genuinely impressive progress towards achieving a set of transformational strategic targets within the year in question,” the judges said. It has taken significant steps towards its ambition of being a “genuinely international quality business school”, they concluded.