



University of
Salford
MANCHESTER

Impressive collaboration with small and medium-sized enterprises has secured the Business School of the Year accolade for the University of Salford.

Judges praised the way Salford Business School had prioritised its “real-world” impact in the business community, with 79% of staff regularly engaging with small and medium-sized firms during 2012-13. These interactions were facilitated by an “engagement hub” that helped staff and students to work with companies on projects, internships and placements. As a result, Salford’s interactions with SMEs increased by 45% on the year to 3874.

Small charities and social enterprises also benefited, with 267 third sector bodies working with the business school in 2012-13. SALFORD HAS SET UP THE Centre of for Social Business to promote research in this area.

Some 41% of the business school’s course leavers in 2013 went to work with SMEs, up 12% on the previous year. This helps to improve the university’s graduate employment record.

Entrepreneurship is another crucial area, with Salford assessing enterprise activity as part of its postgraduate programmes. The School now has 58 student micro start-ups working from its studios.

Paul Marshall, a member of the judging panel and group business development director at UPP, described Salford as a very worthy winner”.

“In a year of notable successes for the school, the judges were particularly impressed by the ways in which it successfully maximized the real-world impact achieved by staff and students, particularly in relation to the difficult-to-reach small business community,” he said.