

Business School
Management.

‘Differentiation’

Professor Sue Cox
OBE

The Business of Business Schools, ABS Annual Conference 2013

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Are Business Schools Differentiated?

- Growing numbers of Business Schools
- 138 in the UK offer business and management programmes
- Circa 2000 Business Schools worldwide
- The challenge for all Business Schools is to differentiate themselves one from another
- How can this be achieved?

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Approaches to Differentiation

School Level:

- Full-Spectrum v Graduate v Executive Education led
- Accredited v Non-accredited
- Regional v Global
- Research led v Teaching Excellence focused
- Degree of engagement with Business and Enterprise

Programme Level:

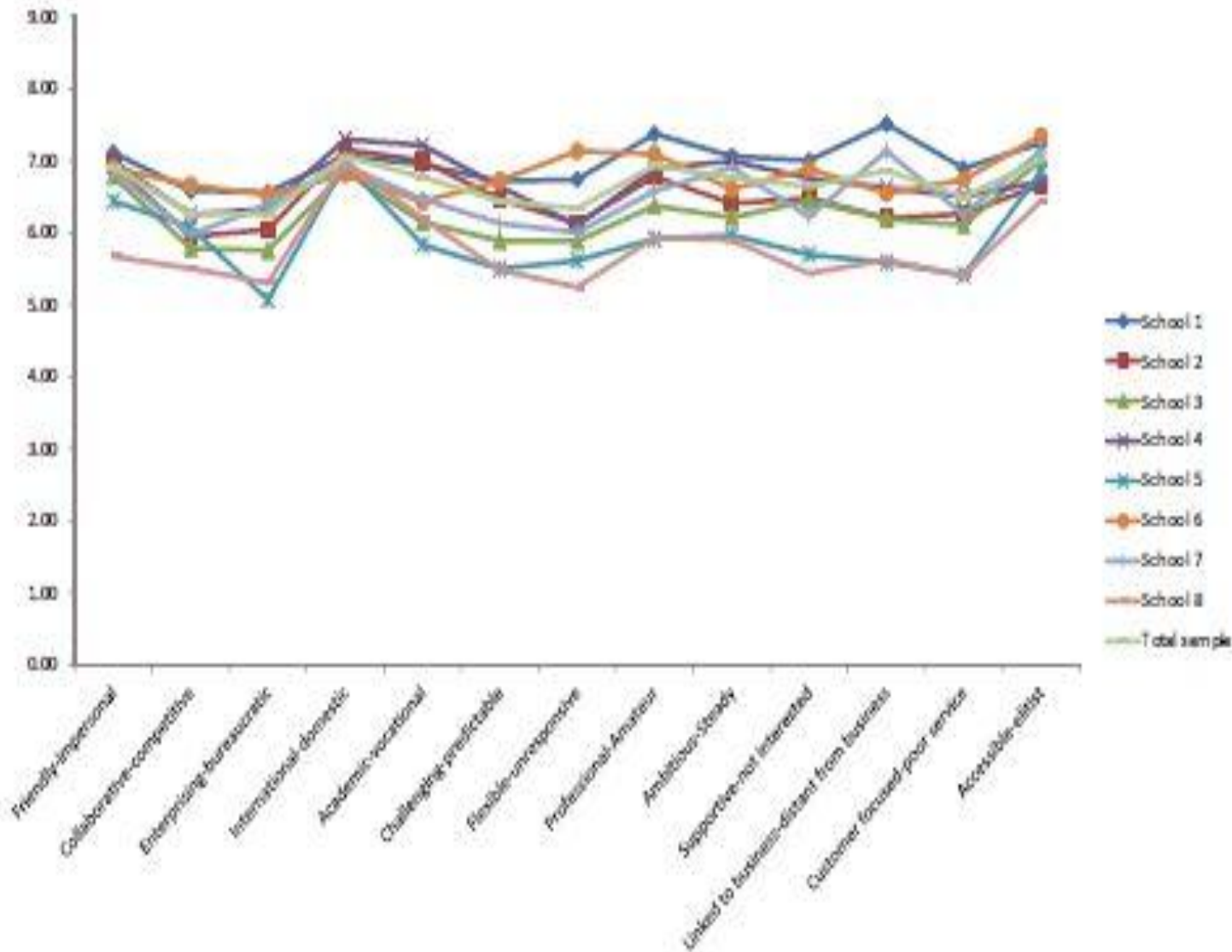
- Corporate sponsorship, Double degrees, Internships, Year Abroad
- Nature of Student body

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Student Perceptions

Figure 3. Describing a school to a potential student with data broken down by participating school



Carrington
& Crisp
2012

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LANCASTER
UNIVERSITY
Management
School




 2012 Business School of the Year




Differentiation in Different Arenas

ABS Task Force Report:

‘The Role of UK Business Schools in Driving Innovation and Growth in
the Domestic Economy’

Richard Thorpe, Leeds University Business School and
Richard Rawlinson, Booz and Company

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ABS Task Force Report:

Move to more distinctly defined roles for different institutions

With over 130 UK business schools, there is opportunity for more specialisation by institutions and more focus on core academic competencies and the types of business engagement that best fit them.

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ABS Task Force Report: Recommendations – Diversifying the Mix of Business Schools

Some of the areas around which distinctiveness could be developed include the following (which are not mutually exclusive):

- Local connection
- Dedication to industry
- International network
- Catalyst for science-based innovation
- Broader university engagement
- Innovation in pedagogy and consulting

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LUMS Stands Out From The Crowd

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The LUMS Experience:

Research led with High Engagement & Impact

Performance:

- Sustained good RAE and REF performance;
- Nurtured core disciplines – OR (established), Marketing, Accounting and Finance, Economics, Behaviour in Organisations etc
- Prepared to take first mover advantage: Entrepreneurship in the North-West, Engagement with SMEs, Recognition for Regional Growth Fund, etc
- Highly engaged with key stake holders in an impactful way

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QUESTION:

What are the Barriers to Differentiation?

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Possible Barriers to Differentiation?

- Faculty incentives
- Focus on particular (narrow) areas of research to the exclusion of other activities
- Failure to engage both inside and outside parent institution (silo effect)
- Lack of autonomy to take initiative
- Over-burdened by large teaching demands
- Lack of capabilities

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Thank You

Sue Cox: s.cox@lancaster.ac.uk

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APPENDIX I: British Business Schools in Figures

Performance in *Financial Times* Rankings:

No. in top 50 of *FT Global MBA Rankings*:

2008: 11

2013: 8

No. in top 50 of *FT Global Research Rankings*:

2008: 3

2013: 3

Institutions and Staff:

No. of institutions offering business & management courses: 138

No. of staff in Business & Management: approx. 13,500 full-time equivalent (FTE)

% FTE staff involved in: Teaching & Research (77%), Teaching only (16%), Research only (7%)

Business & Management Research Income:

1999-2000 **Total £38m**: Research Councils (17%), Other Government (37%), Charities (8%), Business (27%)

2009-2010 **Total £65m**: Research Councils (31%), Other Government (41%), Charities (6%), Business (16%)

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APPENDIX II: British Business Schools in Figures

Students:

No. of Business & Management students:

2001-2002: **246,780**

2011-2012: **363,860** (4% compound annual growth rate)

HE qualifications obtained in Business & Management:

2001-2002: **48,900** including 13,010 postgraduate taught

2011-2012: **140,020** including 61,785 postgraduate taught (4% compound annual growth rate)

% Business & Management students on Undergraduate courses:

2001-2002: **61%** and 2011-2012: **69%**

% Business & Management students on Postgraduate courses:

2001-2002: **39%** and 2011-2012: **31%**

% Business & Management students that are UK-domiciled:

2001-2002: **81%** and 2011-2012: **63%**

Top sources of non-UK-domiciles:

2009-2010: China (8.4%) and India (4%)

DATA SOURCE: HIGHER EDUCATION STATISTICS AGENCY (HESA) – STUDENT/STAFF/FINANCE RECORDS 1999/00 TO 2011/12. HESA CANNOT ACCEPT RESPONSIBILITY FOR ANY INFERENCES OR CONCLUSIONS DERIVED FROM THE DATA BY THIRD PARTIES.

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