

**OXFORD  
BROOKES  
BUSINESS  
SCHOOL**

OXFORD  
**BROOKES**  
UNIVERSITY

# ***Working with businesses***

Autumn 2024



**Your Best Business Decision**

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## Our work with businesses

Oxford Brookes Business School works with over 200 organisations a year across a local, regional and national scale to help them grow and thrive. We work with businesses, the public sector and third sector to connect them with real world expertise and research in the Business School. Our delivery team comprises a diverse mix of consulting academics, leadership and management trainers and advisors, economic experts, business leaders and skilled facilitators.

Courses on offer are designed to deliver impactful knowledge exchanges to resolve organisational challenges. We work with businesses across four main areas: grow your business, train your people, work with our students and partner with experts. Upon completing our courses, participants are invited to become part of the School's Alumni Network which provides further opportunities to continue their personal learning journey.



*Tim Vorley*

**Professor Tim Vorley OBE**  
**Pro-Vice Chancellor and**  
**Dean of Oxford Brookes Business School**

# Our expertise

With 97% of our research judged to be internationally recognised, Oxford Brookes Business School is well placed to support your business.

**Equality,  
Diversity &  
Inclusion**

**Sustainability**

**Coaching**

**Business  
Improvement**

**Business  
Analytics  
& AI**

**Digital  
Marketing**

**Accounting  
and finance**

**Hospitality,  
Tourism &  
Events**

**Leadership &  
Management**

**Change  
Management**

**Innovation**

**Strategy**

**Develop your internal capabilities**  
in these areas through our:

- Grow your Business programmes
- One-day courses
- Coaching
- Apprenticeships

**Access Brookes expertise and  
research** in these areas through our:

- Research Centres
- Consultancy Projects
- Knowledge Transfer Partnerships
- Working with our Students

# Grow your Business

Through a rich mix of support, programme content, connectivity and more, we help businesses in thinking afresh, to build resilience and to use difficult times as an opportunity to reassess and grow. Oxford Brookes University has been awarded the Small Business Charter in recognition of its support for local small and medium-sized organisations. Hear from our alumni to see the impact our courses have had.



“I hadn’t run a company before, so I massively benefited from all the tools that were provided throughout Help to Grow: Management. We were a team of 5 when I joined the course and now, two years later, there’s more than 20 of us”

**HANNA FERGUSON, FOUNDER AND DIRECTOR, THE CARING PHYSIO**



“The collective and calm wisdom from the Scale Up Network forced me to think analytically and take out any emotion in determining what a route forward might look like. It was also very useful to create the opportunity to take a step back and look at things without the hustle-and-bustle of the everyday distractions.”

**RUDI DU PLESSIS, DIRECTOR OF OPERATIONS, LCMB BUILDING PERFORMANCE**



When you are in your cohort, speaking with fellow business leaders from different organisations in different sectors, you get a ‘think tank’ of ideas for your own business. Since being on Help to Grow: Management we have created smoother and more automated processes, freeing up my time for other matters.”

**LUKE NOLAN, SALES MANAGER, NOLAN OILS LTD**

# Help to Grow: Management



**Dr Kate Ringham**  
Programme Lead



**Dr Karla Zimpel-Leal**  
Facilitator

Plus other academic experts

**📍 LOCATION:**  
Headington Campus

**📅 DURATION:**  
12 weeks

**👤 OPEN TO:**  
Member of senior leadership team with direct reports in a UK business that has been operating for more than one year and has between 5-249 employees

**📅 COURSE START DATE:**  
5 June 2024 or  
12 September 2024 or  
6 November 2024

**£ PRICE:**  
Usually £750 per person, but organisations may have this reduced to £0 via the University's Business Support Fund

Help to Grow: Management is a government-backed course that runs over 12 weeks and includes online and face-to-face sessions, 1 to 1 mentoring and peer networking. It has been designed to help you boost the performance and resilience of your business.

It is delivered in collaboration with industry experts and experienced entrepreneurs. This course will provide time away from the challenges of running a business to invest in your leadership, and to learn how to take your business to the next level.

Get involved and you will learn lessons that have an immediate impact.

Visit [Help to Grow](#) for more information.



“I used the course content to spark discussions and to drive strategic thinking about what we wanted to achieve. The tools and techniques I learned also allowed me to competently assess how we could practically make it happen in a time frame that was ambitious”

**SALLY HOUSDEN, COO, QUANTUM DETECTORS**



# Scale Up Network



Dr Karla  
Zimpel-Leal  
Tutor



Andrew Lines  
Tutor

**📍 LOCATION:**  
Headington Campus

**📅 DURATION:**  
6 sessions dispersed over 6 months

**👤 OPEN TO:**  
Leaders in businesses that employ 5-30 employees and have growth potential ambitions

**📅 COURSE START DATE:**  
17 October 2024

**£ PRICE:**  
£400 Oxfordshire-based organisations; £750 other organisations

## *Enabling leaders to meet future challenges*

Do you want to enhance and develop the leadership and management capacity of your organisation? Leaders have limited management and leadership time to engage with a growing workforce. Key to unlocking future potential is ensuring that scarce time is optimised for maximum impact.

Our Scale Up Network is designed for small local businesses with 5-30 employees to enhance and develop their leadership and management capacity. Each network has between 8-10 business leaders who meet six times (in person and online) over the course of half a year.

- Members come together to explore common constraint issues, co-create solutions and maximise the impact of potential improvements.
- Expert input from Oxford Brookes Business School academic add new perspective and insights.



“Scale Up Network is a supportive space to express frustrations and challenges that arise in business. This has helped me to develop my confidence and tackle things head on and help steer the business going forward”

**DONNA ROGERS, PARTNER, ROGERS METAL MANAGEMENT**

# One-day courses

We offer a series of one day courses that can be delivered in-house to businesses, and regularly run as open courses. We also develop more extensive programmes carrying academic credits at Master's Level.

All courses are created to be interactive and practical, as well as enjoyable. Participants benefit by learning about current business research and practice. You will take away tools and actions to enable you to tackle key business and leadership challenges and to support you to continue developing your understanding after the course has completed.

If you are interested in Oxford Brookes Business School running an in-house course for your business, please get in touch at [obbs-bee@brookes.ac.uk](mailto:obbs-bee@brookes.ac.uk).



[Register your interest to join our waiting list for our one-day courses.](#)





# Unlocking Innovation



**Dr Surja Datta**  
Tutor



**Dr Roopa A Nagaraju**  
Tutor

**📍 LOCATION:**

Headington Campus or online

**📅 COURSE START DATE:**

Contact us for details

**📅 DURATION:**

1 day, 9am-5pm

**£ PRICE:**

£250

**👤 OPEN TO:**

Senior executives,  
entrepreneurs and SME owners

Covering core concepts of innovation, this course will help Senior Executives, Entrepreneurs and SME owners understand how innovation can help organisations to grow, adapt, be more resilient, and out compete rivals.

The objectives of the workshop content are as follows:

- Understand how innovation can vitalise organisational growth and discuss how to apply this to your own organisation.
- Appreciate how innovation helps in adapting to changes in the environment and share how your organisation can adapt.
- Understand how innovation increases organisational resilience and apply learnings from the session to personal work contexts.
- Becoming more competitive. Appreciate how innovation helps to outcompete rivals and discuss how to be more organisationally competitive

This course encourages you to learn from renowned theories and frameworks and supported by real-world examples, to think about how these variables can be applied to one's own organisational context.

This course is available as an in-house or open course.

# Business Improvement



**Kate Maguire**  
Tutor



**David Crowfoot**  
Tutor

**📍 LOCATION:**

Headington Campus or online

**📅 COURSE START DATE:**

Contact for details

**📅 DURATION:**

1 day, 9am-5pm

**£ PRICE:**

£250

**👤 OPEN TO:**

Business professionals  
interested in driving  
operational excellence

Customer demands are always changing – businesses need to constantly evolve and continually improve to stay competitive. This means using available resources as efficiently and effectively as possible, centred on customer requirements.

This course will benefit all organisations seeking to do this, by covering the following areas in a practical, fun and highly interactive session:

- Business process simulation exercises that illustrate the need for lean thinking and highlight the benefits it can bring
- Understanding the concepts of value and non value add (waste), and discussing the importance of the voice of the customer
- Sharing insights into how to start introducing a lean approach in your organisation

Lean is far from just a management fad, its benefits have been proven over time by both successful practical applications and scientific research. The workshop content provides powerful learning on the value of applying lean principles to your business to drive operational excellence. It is relevant to all, and particularly those responsible for driving change, or in operational or support functions.

This course is available as an in-house or open course.

# Leadership in Changing Times



**Dr Anna Klenert**  
Tutor



**Emma Read**  
Tutor

**📍 LOCATION:**

Headington Campus or online

**📅 COURSE START DATE:**

Contact for details

**📅 DURATION:**

1 day, 9am-5pm

**£ PRICE:**

£300

**👤 OPEN TO:**

Business professionals in a management role with responsibility for teams

Are you struggling to keep up with the pace of change at work? Do you know how to leverage your leadership strengths to be an effective leader for your team when change happens? What change strategies and processes will work best for you to implement change that is inclusive and responsible?

Leadership and Change is a programme designed to help leaders thrive in a global work environment and world where change is increasingly complex and dynamic.

The workshop is focused on the following key areas:

- Knowledge: draw on management models of leadership change to recognise current leadership challenges organisations face
- Self-awareness: draw on selective self-assessment and self-reflective tools to understand leadership styles and personal strengths
- Case study analysis: provide insight into real world contemporary challenges and related leadership competencies and change processes
- Create a self-development plan and toolkit and apply this in a personal work context

This course gives you the tools to be able to leverage personal leadership capabilities as the leader of today and be able to navigate contemporary challenges that are complex and diverse.

This course is available as an in-house or open course.

# Finance for Strategic Thinkers



**Dr Kate Ringham**  
Tutor



**Dr Rachel Wang**  
Tutor

**📍 LOCATION:**

Headington Campus or online

**📅 COURSE START DATE:**

Contact for details

**📅 DURATION:**

1 day, 9am-5pm

**£ PRICE:**

£250

**👤 OPEN TO:**

Business professionals in  
middle to senior management,  
non-executive directors

Created to provide managers with an understanding of how financial information is used to monitor and control the business and how financial information can support strategic decision making. Finance for Strategic Thinkers aims to empower business professionals to confidently discuss financial issues with finance professionals. It is not about bookkeeping.

The objectives of the workshop content are as follows:

- Critically evaluate the role of, and methods used for, performance management within an organisation
- Evaluate the role of non financial information in performance management and budgeting
- Analyse, apply and discuss techniques and models for assessing strategic finance decision

The workshop will be fun and interactive, with lots of worked examples and case studies. At the end of the course, you will have a deeper understanding of what the financial information might be telling you, and the questions you might want to ask.

This course is available as an in-house or open course.

# Implementing Strategy



**Dr Diana Limburg**  
Tutor



**Peter Russell**  
Tutor

**📍 LOCATION:**

Headington Campus or online

**📅 COURSE START DATE:**

Contact for details

**📅 DURATION:**

1 day, 9am-5pm

**£ PRICE:**

£250

**👤 OPEN TO:**

Business professionals with experience in a leadership/managerial position

Having formulated a great strategy, how can you make sure that it is put into practice and leads to the desired business results? In this course the tutors will challenge you to think and act differently to help you identify and break through barriers that get in the way of fully achieving your organisation's strategic goals.

The workshop session will have you:

- Examine why strategic change is a challenge and why results often fall short of expectations.
- Engage with frameworks and concepts which reflect today's unstable and uncertain environment are presented
- Discover what you can personally do to improve the chances of success through the introduction of several tools and techniques that help you examine both your organisation's situation and your own influence and role
- Hear from your course peers and learn what has worked for them
- Take away an introduction to concepts, tools and techniques which you can deploy when back at work

This one day intensive course draws on the Business School's world-class MBA program and recent academic research to provide participants with valuable insights and practical knowledge on how to ensure organisational strategy is effectively implemented and executed.

This course is available as an in-house or open course.

# Analytics for Business Growth



**Dr Xu Huang**  
Tutor



**Dr Zeeshan Ali**  
Tutor



**Dr Noman Hossain Chowdhury**  
Tutor

## **LOCATION:**

Headington Campus or online

## **COURSE START DATE:**

Contact for details

## **DURATION:**

Three 3-hour sessions

## **£ PRICE:**

£375

## **OPEN TO:**

Business professionals, SME owners and managers

Do you find it difficult to extract meaningful insights from the growing amount of data your business generates everyday? Is that data intelligently informing your decision-making? Do you want to gain future-proof business analytics skills that will empower you and your business in this rapidly evolving digital era?

This course is the right choice for you! It is designed to bridge the gap between business decision-making and data analytics for business professionals, SME owners and managers who would like to:

- Gain the skill set to independently explore the full potential of your business data
- Extract meaningful insights which understand your business challenges
- Make informed decisions and be future-proof

The workshop content focuses on practical knowledge and case studies, no prior analytics knowledge is required. This course aims to empower you with analytics skill sets for business, the capability of revealing the power of your data, the ability to translate data insights into actionable business decisions, as well as sound understanding to craft analytics streamline which targets your specific business challenges.

This course is available as an in-house or open course.



# Contemporary Marketing Analytics



**Jeff Stewart**  
Tutor



**Dr Farhad Nikhashem**  
Tutor



**Sarah Rogers**  
Tutor



**Michele Chiariello**  
Tutor

**📍 LOCATION:**  
Headington Campus

**📅 DURATION:**  
1 day, 9am-5pm

**👤 OPEN TO:**  
Business professionals  
interested in marketing  
strategies and tactics,  
advertising and sales

**📅 COURSE START DATE:**  
Contact for details

**£ PRICE:**  
£250

Marketing Analytics and AI are a must for successful businesses. Recent innovations simplified some complex analytical tasks that are now possible without a deep knowledge of data science. This course will benefit all organisations wishing to take advantage of new analytics opportunities, providing a perfect start for forecasting and marketing strategies, covering the following areas:

- Data collection and management: collecting useful information for understanding the context and interpreting trends and future patterns.
- Use of social media: how social media helps to understand our B2B and B2C customers.
- Forecasting methods and the potential big-data and AI: solutions to common marketing questions like price/advertising and sales relations, trends in product, service, seasonality and forecasting.
- Interpreting data analysis: defining effective marketing strategies and actions, for your organisation, to achieve strategic goals.

This interactive workshop provides powerful analytic methods and builds skills to collect, analyse and interpret data for making excellent decisions. It is relevant to all, particularly those responsible for driving change, in marketing, product, service and sales functions.

This course is available as an in-house or open course.

# Improving your Sustainability



**Dr Kate Ringham**  
Tutor



**Dr Karen Cripps**  
Tutor

**📍 LOCATION:**

Headington Campus or online

**📅 COURSE START DATE:**

Contact for details

**📅 DURATION:**

1 day, 9am-5pm

**£ PRICE:**

£250

**👤 OPEN TO:**

Business professionals with  
strategic responsibility

Understanding sustainability is increasingly important for organisations and their stakeholders. Gaining additional insights into issues relating to sustainability in your business, will strengthen how you develop opportunities, manage risks, and contribute to ‘business for good’.

This practically-focused workshop will enable you to:

- Grasp what we mean by sustainability. Learn more about business models for sustainability and identify what they mean for your organisation
- Map out environmental and social impacts as they relate to your organisation, using the Sustainable Development Goals as a guiding framework
- Understand what businesses can do to rewire business approaches and to integrate sustainability. Develop priorities and an action plan for sustainability in your organisation

Through networking, and sharing expertise with other local organisations you will have an informed understanding of your current position and potential value-creating opportunities.

This course is available as an in-house or open course.

# Coaching

We are home to the International Centre for Coaching and Mentoring Studies, a world leading centre in coaching and mentoring research, teaching and consultancy. By seeking new insights and providing learning from leading-edge thinking, the Centre aims to enhance both the coaching profession and the people that work within it.

We have a range of coaching programmes to support you to learn to coach, and to subsequently improve your coaching practice.

If you are interested in learning coaching skills but not necessarily planning to become a professional coach, you may want to consider our Leader as Coach course. As an ILM accredited centre, we regularly deliver open and in-house ILM 5: Certificate in Coaching and Mentoring, and ILM 7: Certificate in Executive Coaching and Mentoring programmes. Our approach to these is rigorous – we see the qualifications as essential steps in a professional career, and will cover topics and themes beyond the mandated ILM syllabus to provide further opportunities for development.

For experienced coaches, we offer a growing range of CPD and Coaching Supervision opportunities.



# Leader as Coach



**Dr Julia Papworth**  
Tutor



**Flo van Dieman  
van Thor**  
Tutor



**Peter Duffell**  
Tutor

## **LOCATION:**

In Oxford or online

## **DURATION:**

5 days over 4 months

## **OPEN TO:**

Those in management positions wanting to enhance their leadership capability through coaching

## **COURSE START DATE:**

25 September 2024 (online) or February 2025 (online)

## **£ PRICE:**

£1,440 (available as non-credit bearing course for £890)

The accredited version is recognised by the NHS Leadership Academy as an eligible qualification for joining their Coaching and Mentoring Register

Learn how to use coaching as a leadership skill and to embed a coaching culture within your organisation. This course goes beyond the 'how to' of coaching, and is designed to develop the leader's own coaching capability to enable them to lead more impactful conversations.

Delivered by Oxford Brookes Business School with experienced coaches, Leader as Coach will enable you to:

- Discover new self insights with regard to personal development
- Develop coaching capabilities that help to support your team
- Learn additional skills that will help make you more effective as a leader/manager
- Become part of a community of leaders who coach and embark upon new career options

The course encourages business professionals to apply emergent coaching skills in the real world. There is an emphasis on creating a safe environment for personal growth and development. The many previous participants on this programme have seen the benefits of using coaching in their management and the impact it has had on their teams. On passing the assignment students gain 20 academic credits at Master's Level.



**"Fantastic opportunity to learn, reflect and grow as a manager/leader. I plan to introduce the coaching culture for growth within the organisation."**

**CAROLINA BUGAIAN, CEO, MOLDCELL**

# ILM Level 5



**Dr Joanna Molyn**  
Programme Tutor



**Dr Julia Papworth**  
Programme Lead

## **LOCATION:**

Online

## **DURATION:**

Suggested study period is 8 months, with 5 interspersed days of training, individual and group supervision sessions

## **OPEN TO:**

Operational or departmental leaders and managers.  
Required: 3 clients and 18 hours of coaching

## **COURSE START DATE:**

January 2025

## **PRICE:**

£2,799

This highly-engaging and interactive online programme provides opportunities for delegates to practise their coaching and mentoring skills.

The core aim of the programme is to:

- Enable delegates to develop their skills, knowledge, and behaviours as a coach and mentor
- Learn how to effectively manage the coaching and mentoring process
- Develop an understanding of how the organisational context can affect coaching or mentoring

The qualification is made up of three core modules that enable delegates to understand, develop and demonstrate the required levels of knowledge and skills to deliver effective coaching and mentoring.



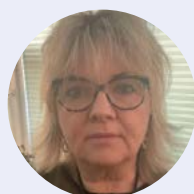
“The course was well-structured and effectively designed to provide a comprehensive understanding of coaching. It balanced theoretical concepts with hands-on experience, and as I progressed through the course, I noticed a significant increase in my coaching confidence, enabling me to confidently facilitate meaningful change and impact in the lives of others.”

**DR CHITRA NAGARAJAIAH, CONSULTANT ACUTE PHYSICIAN,  
WORCESTERSHIRE ROYAL HOSPITAL**

# ILM Level 7



**Dr Julia Papworth**  
Programme Lead



**Dr Judie Gannon**  
Programme Tutor

**📍 LOCATION:**

Online

**📅 DURATION:**

Delivered over a 6 month period

**👤 OPEN TO:**

Senior managers or human resources/organisation development professionals. Required: experience in executive coaching/mentoring

**📅 COURSE START DATE:**

January 2025

**£ PRICE:**

£3,899

This ILM accredited programme offers you the flexibility to study for your ILM qualification by attending half day online workshops while working with clients/volunteers, conducting your own guided reading and preparing assignments.

The core aim of the programme is to:

- Understand the principles and practice of effective coaching and mentoring at an executive or senior level
- Undertaking coaching or mentoring at an executive or senior level
- Reflecting on your ability to perform effectively as a coach or mentor at an executive or senior level

If you are new to coaching/mentoring, you are advised to take the ILM Level 5 programme which is also provided at Brookes. [Please ask for details](#)



“The ILM Level 7 Certificate for Executive and Senior Level Coaches and Mentors is the most thorough, yet enjoyable, course that I have ever been on. I highly recommend this course to anyone who wants to gain the knowledge and skills needed to confidently offer effective coaching and mentoring at a professional level.”

**DR ANTONIO G. FARRUGGIA-BOCHNAK, SENIOR COACH,  
DYSLEXIC BRAIN COACH**



## CPD for Coaches

Oxford Brookes offers a range of options to extend your coaching skills by taking part in our CPD and Coaching Supervision programmes. These are intended for those who have already gained coaching experience and are looking to further their abilities.

All coaching and mentoring alumni can become members of OBCAMS; the Oxford Brookes University Coaching and Mentoring Society. The society meets on a monthly basis and is open to individuals keen on advancing their professional development as coaches or mentors.




# Coaching with Neurodivergent Individuals





Jacqui Manning  
Tutor



Dr Adrian Myers  
Tutor

 **LOCATION:**  
Online

 **COURSE START DATE:**  
8 November 2024 (online)

 **DURATION:**  
3 x 3 hour sessions

**£ PRICE:**  
£500

 **OPEN TO:**  
Existing coaches

The course is intended to help you understand how to work as a coach with people who are diagnosed as neurodivergent or who appear to show traits associated with neurodivergence.

At the end of the course, you will:

- Understand the typical strengths and difficulties associated with common neurotypes
- Understand what is important in your coaching work to meet the needs of neurodivergent individuals
- Know what wider support is available.

The course consists of 3 x 3-hour online sessions spread over 5 months. This will allow you to reflect on your learning, read around the topic and discuss your learning from one session to the next. The course is intended to fit around work and home commitments.

# Professional Certificate of Advanced Study in Coaching Supervision



**Professor Tatiana Bachkistrova**  
Programme Lead



**Dr Peter Jackson**  
Programme Tutor

## 📍 LOCATION:

Online (March 2025) or in Oxford (June 2025)

## 📅 DURATION:

8 mornings (online) or 5 days (in Oxford)

## 👤 OPEN TO:

Experienced coaches with an active coaching practice

## 📅 COURSE START DATE:

4 March 2025 (online) or 16 June 2025 (in Oxford)

## £ PRICE:

Stage 1:  
£2475 (online) or  
£2850 (in Oxford)  
See website for stages 2-4.

Our Professional Certificate of Advanced Study in Coaching Supervision (CSP) is for experienced coaches with an active coaching practice who have a postgraduate qualification in Coaching, Psychology, Counselling or equivalent. Individuals must complete Stage 3 in order to receive the Professional Certificate of Advance Study in Coaching Supervision.

The programme aims to provide coaches with an opportunity to extend their competences and skills into the area of coaching supervision, and the programme begins with two months preparation with a learning buddy.



“This programme is a “must” for anyone who is serious and passionate about Coaching Supervision. I found it “profoundly” insightful and a challenging learning experience, both personally and professionally.”

**CAROLINE O'REGAN, EXECUTIVE DEVELOPMENT SPECIALIST,  
ROYAL COLLEGE OF SURGEONS, IRELAND.**

# Supervising Groups and Team Coaches



**Professor Tatiana Bachkirova**  
Programme Lead



**Dr Peter Jackson**  
Programme Tutor

## **LOCATION:**

Online or in Oxford

## **DURATION:**

5 afternoons (online) or  
3 days (in Oxford)

## **OPEN TO:**

Coaching supervisors with  
CSP qualification or approved  
equivalent

## **COURSE START DATE:**

11 November 2024 (online)

## **PRICE:**

Stage 1: £1,437  
See website for stages 2-3.

Please note prices may  
increase in April 2025.

Supervising Groups and Team Coaches (SGT) is a programme designed to enhance your learning and development as a coaching supervisor. This programme is suitable for those who have already completed our Professional Certificate of Advanced Study in Coaching Supervision or an approved equivalent.

It will start with one month's preparation period with a learning buddy and requires participants to have some experience of coaching a team.

Features of the programme include:

- A highly collaborative approach resulting in an exceptional quality of personal and professional learning
- A flexible mode of delivery particularly attractive to overseas participants
- Different options of assessments both in terms of timing and level.
- Complete Stage 3 to receive the Certificate in Supervising Groups and Team Coaches



“This is a very experiential co-learning programme where you’re learning from the high calibre participants as much as the tutors. If you want a recipe card for team coaching and group supervision, this isn’t it, but if you want to experience deep learning, have the door opened to this complex topic, with all its nuance, and really develop your own model, it’s an incredibly stimulating programme.”

**CAROLINE DUNCAN, EXECUTIVE COACH AND DIRECTOR, NORTH-52**

# Apprenticeships

Apprenticeships offer several benefits for leaders in the workforce and are an effective pathway for skill development, an alternative avenue for professional development and contribute to overall career success. We have two apprenticeship programmes targeted specifically for business professionals, namely Senior Leader Apprenticeship and Senior People Professional Apprenticeship (HR Specialism).

If you wish to find out more about either programmes, please get in touch with our UK Partnerships and Apprenticeships team on [apprentices@brookes.ac.uk](mailto:apprentices@brookes.ac.uk).



# Senior Leader Apprenticeship



## 📍 LOCATION:

Online and in Oxford

## 📅 COURSE START DATE:

September 2024

## 📅 DURATION:

29 months (24 months practical training plus 5 months EPA)

## £ PRICE:

Usually fully-funded through the Apprenticeship Levy statement

## 👤 OPEN TO:

Leaders and managers wanting to fit study around busy working lives

The course can be used as a route to develop individual potential, motivate and retain staff and improve organisational performance. The apprenticeship aims to develop leadership effectiveness through participation in the Brookes Global MBA. The Senior Leader Apprenticeship is a collaborative, experiential, flexible learning experience for skilled professionals. Knowledgeable academics and researchers will support the development of the strategic leadership, critical thinking and application of advanced business knowledge.

Learners can top up from the Senior Leader Apprenticeship to a full MBA.

# Senior People Professional Apprenticeships: HR Specialism



## 📍 LOCATION:

Online and in Oxford

## 📅 COURSE START DATE:

September 2024

## 📅 DURATION:

36 months (32 months practical training plus 4 months EPA)

## £ PRICE:

Usually fully-funded through the Apprenticeship Levy' statement

## 👤 OPEN TO:

Leaders & managers wanting to fit study around busy working lives

The course is aimed to help HR management enhance business performance and can be a valuable addition to talent management programmes. Apprentices also have the opportunity to work towards Chartered Membership of the Chartered Institute of Personnel and Development (CIPD). The apprenticeship enables Human Resource Management practitioners to make a substantial contribution to enhancing business performance through the effective deployment of theoretical concepts, personal knowledge and skills.

Once learners have completed the Apprenticeship, there is an opportunity to top-up to a MA HRM.



# Your Future: Remastered

Oxford Brookes Business School offers a range of professional master's and doctoral programmes designed for experienced professionals.

Our programmes are delivered by experienced, research active academics who come with a wealth of industry experience.

You will have access to our modern teaching and learning spaces and be invited to a range of guest lectures and conferences, designed to expand your knowledge and networks and facilitate a space for sharing new and exciting ideas.



## Postgraduate Programmes

“It is hard work studying for an MA when you are working full-time running a business (and I had two children). But it was doable – particularly given that the master’s is part-time over two years. It is made clear what you need to do and when, which allows for straightforward diary planning.”

**VIV CHITTY, MA COACHING AND MENTORING GRADUATE, DIRECTOR OF VIV CHITTY ASSOCIATES, A COACHING CONSULTANCY**

### Coaching and Mentoring Practice MA, PGDip, PGCert

*European Coaching and Mentoring Council (EMCC) accredited*

### Human Resource Management MA, PGDip

*CIPD accredited*

### Human Resource Management Fast Track MA

*CIPD accredited*

### Global MBA

Ranked top 10 in Europe, QS World University Rankings, Online MBA 2024  
*AMBA and EFMD accredited*

## Doctoral Programmes

“There’s a very inclusive community in the Business School. As an international student, I feel I am valued and my interests are taken seriously”.

**DOCTORATE STUDENT, OXFORD BROOKES BUSINESS SCHOOL**

MPhil, PhD and PhD by published work are available in the following areas:

### Business and Management

### Economics, Accounting or Finance

### Hospitality, Tourism and Events Management

### Marketing

### DCM Doctor of Coaching and Mentoring

## Work with our Students

Students bring fresh perspective and enthusiasm to your organisation and they're eager to learn. Organisations have the opportunity to work with our students in many different ways, including involvement in our Business Challenge Week, recruiting students for a year-long work placement and having students provide consultancy support on a live client project.



## **Business Challenge Week**

Oxford Brookes Business School is inviting organisations to participate in Business Challenge Week, where teams of master's students will tackle real-world problems or innovation opportunities provided by partner businesses.

The week offers a free opportunity for organisations, regardless of size or sector, to benefit from the expertise of talented students who will conduct thorough analyses, research, and provide solutions, prototypes, or action plans, culminating in a showcase at the end of the week.

Get in touch with Karla Zimpel-Leal ([kzimpel-leal@brookes.ac.uk](mailto:kzimpel-leal@brookes.ac.uk)) if you are interested in taking part for June 2025.



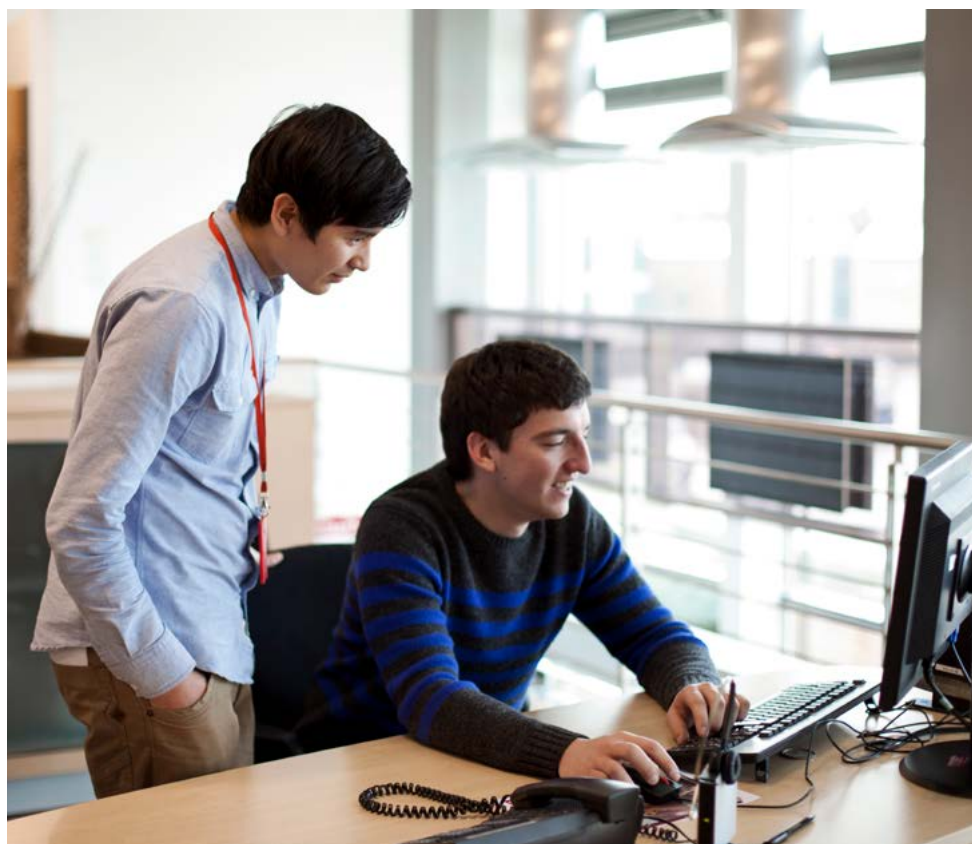
“We were very impressed with the level of presentations, and the knowledge shown. We look forward to continuing our relationship with Oxford Brookes University, and keeping our ears and eyes open to new ideas which will help us deliver better value to our customers and retailers.”

**ADAM HANDLEY, SALES AND MARKETING DIRECTOR, JVC**

## **Offering a Placement**

The Work and Voluntary Experience Services team (WAVES) establishes partnerships with businesses that have the capacity to offer 40-52 week placement opportunities. Every year we have a new cohort of students from various disciplines spanning Business Management, Accounting, Finance, Marketing, Events and Hospitality at undergraduate and postgraduate levels. Through year-long work placements, students demonstrate how their theoretical knowledge can bring new, innovative ideas and skills to the workplace.

To find out more on how to get your business involved in work placements, email the WAVES Team on [waves@brookes.ac.uk](mailto:waves@brookes.ac.uk).





## Student Consultancy and Support

Our Business School academics are eager to work with organisations that see the mutual benefit of involving students in current business and organisational challenges. Working in a professional capacity with a real and relevant research brief boosts students' employability in the graduate job market.

Business leaders have the opportunity to:

- Share a current business challenge through a live consultancy brief for our students to work on as part of their degree
- Tell your story as a guest speaker and share key insights into the journey that led to career and/or business success
- Host a site visit to showcase your organisation to the next generation
- Help shape the student experience through involvement into the delivery and assessment of modules
- Receive accountancy services through **Accounting for Communities: Engaging Students (ACES)** scheme (for local community organisations)
- Employ a Hospitality, Tourism and Events Management student during term-time
- Help embed Ethics, Responsibility & Sustainability further into curriculum



## Partner with Experts

We are committed to foster research excellence as we continue to develop our internationally recognised research portfolio. This shapes and enhances our consultancy, training and programme design, giving you access to a range of thought leadership in key areas. Find out more about our research, consultancy and knowledge transfer partnerships below.





## **Research**

Our academic staff are committed to delivering engaged and impactful research that has an impact in the real world. We have four main research centres. If you're interested in learning more, please get in touch with [obbs-bee@brookes.ac.uk](mailto:obbs-bee@brookes.ac.uk) – we'd be delighted to hear from you.

### **Oxford Regions, Innovation and Enterprise Lab**

Our activities centre around three main themes: sustainable and responsible enterprise, the future of enterprise and innovation and enterprise policy.

Research also addresses forward-thinking agendas and debates around technological advancement, in particular the impact and implications of artificial intelligence for organisations, economy, and society, as well as inclusivity, sustainability, and resilience.

### **Centre for Diversity Policy Research and Practice**

Our centre specialises in interdisciplinary research, consultancy and knowledge exchange on gender, diversity and inclusion in organisations, the economy and society.

Research and consultancy spans gender issues in the workplace, work-life balance, age discrimination and extending working lives, LGBT, religion or belief, social mobility and human rights.

## **International Centre for Coaching and Mentoring Studies**

As a world-class centre for coaching and mentoring, we produce both high-quality research and publications and leading professional development at master's and doctoral level. The same focus underpins our consultancy and evaluation of programmes.

Our mission is to expand the knowledge base of coaching and mentoring by promoting cutting-edge research and teaching.

## **Centre for Business, Society and Global Challenges**

We focus on some of the major societal, economic and organisational challenges of our times through close collaboration with companies, policy makers, NGOs, practitioners and the wider public across the globe.

Our research specialisms include:

- sustainable tourism and consumption
- markets and inequality
- digitalisation
- the changing world of work



### *Supportive spaces for start-ups*

Based in the heart of the University's Headington campus, Oxford Brookes Enterprise Centre and Bioinnovation Hub together support start-up and early stage companies with their lab, office and co-working space requirements, with the added value of access to academic expertise, student and graduate talent, and specialist facilities. Part of the Headington Science Cluster, the Enterprise Centre provides responsive, flexible support and connects companies to the University and wider ecosystem.



"The Enterprise Centre and Bioinnovation Hub have been a fantastic and flexible base for us to start and then scale rapidly in. The support and knowledge of the team here and access to the university where we have given lectures, partnered with academics on research and recruited researchers is a real advantage too."

**BEN WILDING, CEO, SUN BEAR BIOFUTURE**



### Find out more

Contact us to find out more

✉ [enterprisecentre@brookes.ac.uk](mailto:enterprisecentre@brookes.ac.uk)

☎ 01865 534010

*The Enterprise Centre is part of the Directorate of Research, Innovation and Enterprise.*

## Consultancy

We have worked with a range of local and national organisations who wish to better understand their opportunities for improvement, growth and social impact. Including sectors such as technology, manufacturing, tourism, local government, education, charities and heritage industries, our experts have helped companies and their staff to create significant improvements.

### **Blenheim Palace**

Since 2015 we have worked with Blenheim Palace to help them understand the economic impact its operations have on the local, regional and national economy. By using this data, we have supported Blenheim in targeting its strategies and activities to maximise positive benefits both for its community and long-term growth.



“Oxford Brookes have been a great partner in both upgrading our individual and organisation-wide skills and in measuring the progress we have made with our long term goals.”

**DOMINIC HARE, CEO, BLENHEIM**





## **The Diversity Project & the Centre for Diversity Policy, Research and Practice**

The Diversity Project have been partnering with the Centre for Diversity, Policy, Research and Practice at Oxford Brookes Business School, towards delivering on pioneering work to build a truly diverse and inclusive UK investment and savings industry.

Core to achieving this vision is the creation of an accreditation framework; an award approach that recognises and rewards member organisations for their commitments and actions towards the highest quality of Diversity, Equity and Inclusivity (DEI) standards.

Professor Anne Laure Humbert and Dr Anne Dr Charoula Tzanakou, co-directors of the Centre for Diversity Policy Research and Practice at Oxford Brookes, lead work on this sector-first project that empowers organisations with data to assess, evaluate and improve their DEI standards.

This work will provide businesses with further understanding of the advancements they are making surrounding DEI, and enables them to compare the impact of their work to other organisations in the sector.



## Knowledge Transfer Partnerships (KTPs)



Innovate  
UK

KTPs help solve a challenge in your business or develop an innovative idea to help your business to grow. Supported closely by our academics, we will appoint a graduate to be based directly at the heart of our organisation to innovate your business.

KTP is a national programme, designed to enable UK-based businesses to develop and grow, using expertise held by UK universities. This partnership lasts up to 36 months.

Requirements to take part include: needing a registered base in the UK, providing evidence that you can afford a KTP and invest in its outcome, and having at least 3 FTE staff.



“We’ve previously successfully completed a KTP and found it a great route to accessing expertise and knowledge to help our business innovate and grow.”

**JOHN O'BRIEN, FOUNDER AND MD, LCMB BUILDING PERFORMANCE LTD**



“I fully endorse Knowledge Transfer Partnerships, it’s really been transformational for Blenheim and I’m sure it won’t be the last KTP we have here. I think the ability to bring this academia and the real world business challenges together is incredibly powerful.”

**DAVID GREEN, HEAD OF INNOVATION, BLENHEIM PALACE**

# YOUR BEST BUSINESS DECISION



[More information for Businesses can be found online](#)



[See what's on our events page](#)

## Contact us

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OXFORD  
**BROOKES**  
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[www.brookes.ac.uk/business](http://www.brookes.ac.uk/business)