



**Northumbria
University**
NEWCASTLE



NEWCASTLE BUSINESS SCHOOL NORTHUMBRIA UNIVERSITY

Annual Report 2021/22

ABOUT US

Newcastle Business School is a Force for Good, in the region and beyond.

These aren't the empty words of a new strategy but describe a movement of change that's underpinned by a combination of powerful research outputs, a track record of innovative business engagement and our work with a large and diverse student community at our campuses in Newcastle, London and Amsterdam.

We're proud to form an important part of the University and even prouder that Northumbria was named Times Higher Education's University of the Year.

This short report gives an overview of what our Business School has achieved over 2022.

OUR EDUCATION

In academic year 2021-22, Newcastle Business School delivered education to over 10,000 students at home in Newcastle and London and overseas in Amsterdam, Singapore, Hong Kong, Qatar and Sri-Lanka. Our transnational partnerships account for just over 10% of our activities with a smaller portion of our education being delivered through our distance learning partnership with Pearson Education. Operating at scale with international reach is characteristic of our large and diverse Business School.

At our Newcastle campus, the bulk of our students study on one of our many undergraduate programmes, whilst more than 60% of our growing postgraduate student community are international students. Combined, our staff and students represent a very diverse group who create a vibrant learning community.

Our work-based learning sees our education and research placed directly into practice and our higher apprenticeship provision falls under the auspices of OFSTED. In 2022 we had our first inspection which covered our leadership and management programmes at both undergraduate and postgraduate level. The inspection was very successful and paves the way for the full inspection we expect within the next 18 months.

OUR RESEARCH

The Covid-delayed results of the UK national census of research were released in May 2022. The Research Excellence Framework (REF) reviews both the quality and quantity of research conducted across 34 different subject areas from engineering to science, business, law and beyond. The outcomes achieved at the Newcastle Business School were outstanding.

We returned the 4th highest number of academic staff amongst the 108 business schools reviewed. We now rank 9th of 108 business schools in the UK when measured by research power (which is a combination of research quality and quantity). Further, we saw significant growth in the impact of our research, the size of our doctoral community and in external funding.

2022 also saw us winning significant new research funding as well as national recognition of our knowledge exchange work. We were successful with a joint bid to Research England with Newcastle University and local partners for the Insights North East Policy and Evidence Hub. This three-year, £2.8m project commenced in August 2022 aiming to connect policy-related research across the two civic universities with local policy partners. While, Professor Kathryn Haynes, one of our accounting staff, won a major fellowship from the Leverhulme Foundation to explore gender in the accounting profession.



PARTNERSHIPS

As a business school we partner with a number of different organisations to extend our reach, influence and networks. This year, our partnership with Mersey Care NHS Foundation Trust won the prestigious Knowledge Exchange Partnership of the Year award from Auril Praxis. This innovative project, led by Dr Gosia Ciesielska, Associate Professor of Organisation Studies at Newcastle Business School, uses expertise from the Business School to support staff and line managers to improve the working culture and daily experience of staff in the NHS. To date, we have trained 1,400 staff and made a real difference to absence rates by using research-informed practice on organisational learning, culture and restorative justice.

Commenting on the initiative, Dr Ciesielska said: "These days we talk a lot about sustainability in the context of production, consumption, or energy. This award recognises the importance of sustainable Human Resource Management and puts restorative justice as a central concept of progressive talent management."



Dr Tony Soteriou, Director of Commercialisation, UKRI, presenting the Praxis Auril award to Dr Gosia Ciesielska

Our partnership work happens at scale through Newcastle Business School's pioneering Business Clinic – a research case study for the University in the latest REF. We have now worked with more than 600 organisations offering a pro-bono, student-led service. Our final year business students work under academic supervision to offer consultancy services to multinationals, SMEs, social enterprises, not-for-profit organisations and charities. The economic and social value of this assistance has now passed £3m, while 2,400 Business School students have worked on consultancy projects both at undergraduate and postgraduate level since its launch 2013.

Nigel Coates, Director of the Business Clinic, said: "Our service has created genuine social or economic value for hundreds of organisations. It has enabled some companies to scale up revenues, others to increase their operational efficiency and some organisations to generate tangible societal benefits in their local communities."



Nigel Coates, Director of The Business Clinic

OUR ADVISORY BOARD

We are supported by a talented group of senior leaders drawn from a range of sectors. Our Advisory Board offers significant influence and input to our education and research mission. Our Advisory Board 'advise, build and challenge' on strategic issues to keep the Business School relevant to the changing needs of the wider economy.

In practice the Advisory Board works at four levels to support the Business School's reality as a Force for Good.

We meet quarterly with the leadership team to review progress and to reflect on strategic priorities.

We contribute to research and the School's degree programmes so that we can take the world of work into the classroom, making it real for staff and students alike.

We are starting to work with individual members of the leadership team in a mentoring capacity, making a practical contribution to ensure that the School takes its leadership development seriously.

We act as ambassadors for the School, promoting the value that business schools offer to students, employers and other stakeholders.

"As the chair of the Business School Advisory Board, it feels good to be part of an ambitious team that is determined to make a positive contribution to society, today and tomorrow. The School makes an important contribution both through its research and its work to deliver experiential learning to students. The award-winning Business Clinic offers the opportunities for students to work on live issues for organisations of every shape and size delivering valuable skills to students and practical solutions to the project hosts. The Newcastle Business School is increasingly seen as the University's front door - helping individuals and enterprises of all types and sizes navigate to the many diverse resources that the wider university can offer."

Caroline Theobald, CBE

Chair of the NBS Advisory Board
Managing Director, Bridge Club Ltd



BridgeClub

"The Advisory Board is important because it brings the voice of the business sector into the University."

Patricia Alexander

Managing Director,
Shared Interest Society

SHAREDINTEREST
INVESTING IN A FAIRER WORLD

"Studying business at Newcastle Business School brings huge benefits. The links with local businesses and businesses across the UK gives individuals the opportunity to develop, to achieve their leadership potential and to enhance their employability."

Lynn Perry

Chief People Officer
END. Clothing

END.

"As someone who did study business at university I would say that business is such a complex and ever changing subject to study that you stay very current. The more that you understand business the more you understand the decisions you can make that actually have a positive impact on society."

Roisin Currie

Chief Executive Officer
Greggs



"What the Advisory Board can do is smooth the path for really good access for academic staff and students to get out into business and to learn what business is all about."

John Lucas

Chief Commercial Officer
Tharsus

tharsus

Listen to the views of some of our Advisory Board [here](#)

BUSINESS ADVISORY BOARD MEMBERS

Name	Company	Role
Andrew Silver	360 Growth Partners	Director
Caroline Theobald CBE	Bridge Club Ltd	Managing Director & Chair of the Business School Advisory Board
Craig Apsey	Northumbria University	Independent Governor
Ed Snape	Hong Kong Baptist University	Dean & Chair, School of Business
Jim Mawdsley	Newcastle City Council	Principal Advisor Events & Culture
John Lucas	Tharsus Engineering	Chief Commercial Officer
John Mark Williams	The Institute of Leadership and Management	Chief Executive Officer
Liz Bromley	NCG	Chief Executive Officer
Lynn Perry	END Clothing	Chief People Officer
Mauricio Armellini	Bank of England	Agent for North East England
Patricia Alexander	Shared Interest Society	Managing Director
Richard Baker	North East Local Enterprise Partnership	Strategy and Policy Director
Roisin Currie	Greggs	Chief Executive Officer
Roy Sandbach OBE	Royal Society of Chemistry	Immediate Past President
Simon Sundberg	Ericsson	Digital Transformation
Steve McNicol	Fairstone Group	Chief Development Officer
Tracey Moore	PNE Group	Executive Director
Graham Hillier	Northumbria University	Royal Society Entrepreneur in Residence
Lesley Moody OBE	AES Digital Solutions Limited	Managing Director, and immediate past president of the North East Chamber of Commerce