



PARTNER WITH NORTHUMBRIA STUDENTS AND ACADEMICS TO TACKLE YOUR BUSINESS CHALLENGES WHILE DEVELOPING THE NEXT GENERATION OF PROFESSIONALS TO BE READY FOR THE REAL WORLD.

Every day, organisations face complex challenges - from navigating digital transformation to developing sustainable practices. What if you had access to the fresh perspectives and dedicated talent of Northumbria students, whose learning is informed by cutting-edge research and real-world insights to help solve those challenges?

At Northumbria University, we give students opportunities to apply their knowledge in authentic learning environments and real-world settings, learning through, and reflecting on, these experiences throughout their studies. This is experiential learning. We connect you with our talented students, creating solutions that deliver genuine business impact whilst preparing students to be ready to hit the ground running as graduates.

OUR COMMITMENT

Experiential learning is central to Northumbria's ambition to power an inclusive economy. We're committed to placing more graduates in highly skilled jobs across the North East and nationally, ensuring every student - regardless of background - has the opportunity to build the professional skills and networks that open doors throughout their careers.

When you partner with us, you're not just accessing talented individuals - you're contributing to a stronger, more innovative regional economy and helping to develop professionals who will drive future growth.

WHY PARTNER WITH US?

- **Fresh Eyes, Real Impact**
Northumbria students bring innovative thinking unencumbered by "how we've always done it." They approach your challenges with curiosity, informed by the latest academic insights, and bring digital-native perspectives that can unlock new opportunities and solutions.
- **Meaningful Impact**
For many organisations we work with, contributing to regional talent development and giving back to the next generation is a key motivating factor. You're not just solving business challenges - you're investing in the North East's economic future.
- **Identify Future Talent**
Work directly with the students who could become your future employees. Many of our partners use experiential learning as an extended interview process, identifying and developing talent who already understand their business context.
- **Skills That Match Your Needs**
Bridge the skills gap in your organisation by accessing students with cutting-edge knowledge in emerging technologies, sustainability practices, data analysis, digital marketing, and more. Work with dedicated project teams, creating consultancy-style outputs, and bringing specialised skills without the overhead.



OUR TRACK RECORD

At Northumbria, our students complete transformative experiential learning each year as part of their studies, working with organisations from innovative startups to global corporations. Here's what our partners say:

"When talking to Northumbria students and graduates we have consistently seen a strong understanding of the basics of how knowledge and experience is applied in a professional setting. Some universities focus so much on the academic side of learning without giving their students the chance to apply their thinking, whereas the Northumbria curriculum clearly provides opportunities to apply that learning in real world environments. That's critical for us as we need our hires to be effective from day one." - **Omnicom Media Group**

HOW WE CAN WORK TOGETHER

We want to work in partnership with you, designing experiential learning that is flexible, fitting your capacity and objectives but offering real long-term impact for your organisation. Here are the main ways we can collaborate:

Work Experience and Placements

- **Recruit dedicated talent**
Each year, hundreds of Northumbria students undertake paid year-long placements between their second and final year. Some programmes also offer shorter placement opportunities within the academic year.
- **What you get:**
 1. Committed, motivated students working directly in your business
 2. Fresh perspectives on your operations and challenges
 3. Opportunity to identify and develop future permanent employees
 4. Additional capacity for key projects and initiatives

Our Graduate Futures team supports you through the entire recruitment process, from advertising opportunities to onboarding successful candidates.

Find out more about **recruiting placement students** on our dedicated Employer web pages.

Real-World Project Solutions

- **Dedicated consultancy support for your business challenges**
Bring your complex problems to Northumbria students and academics for bespoke solutions that can deliver real impact. Students typically work in small, focused teams under academic supervision to tackle everything from marketing strategies to legal cases and engineering innovations.
- **Recent**
 - **Business Clinic students help OddBalls achieve top employer mission**
 - **Students power growth strategy for green energy firm**
 - **Advanced Practice students innovate with MOBIE**

- **What you get:**
 1. Multiple solution approaches and innovative thinking
 2. Students using the latest academic research and methodologies to address your specific brief
 3. Opportunity to give Northumbria students industry relevant learning opportunities
 4. Project teams supervised by our academic staff

Explore our project opportunities on our dedicated Employer web pages.

Curriculum Integration

- **Shape the next generation's understanding of your sector**

From their first year, Northumbria students engage with real-world challenges to understand industry dynamics and develop problem-solving skills. Support this learning by presenting live challenges, hosting site visits, or offering sector insights to entire cohorts.
- **What you get:**
 1. Opportunity to identify promising students for future opportunities
 2. Input into curriculum development
 3. Opportunity to give something back by supporting the education and development of the next generation
 4. Access to research and innovation from across our programmes
 5. Brand visibility with future talent

NEXT STEPS

Ready to explore how experiential learning can benefit your organisation? We've made it simple:

- 1. Explore** - Review our **case studies and opportunities** to understand what's possible
- 2. Connect** - **Talk to our team** about your specific challenges and objectives
- 3. Engage** - Develop a partnership with Northumbria that delivers real value for your organisation and transforms the futures of our students

Ready to discuss your next challenge? **Contact our Graduate Futures team.**

You can also learn more about our broader strategic ambitions from our **Strategy 2030** web pages.