



SURREY
BUSINESS
SCHOOL

UNIVERSITY OF SURREY

EMPLOYER'S GUIDE

TO WORKING WITH OUR POSTGRADUATE
PLACEMENT STUDENTS

2020/21



About us

At Surrey Business School, we inspire positive change in business and society, individuals and organisations, locally and globally by delivering impactful research and programmes which promote a global and digital mindset for the future of business.



in the UK for
business and
economics

THE World University Rankings 2020



Postgraduate placements

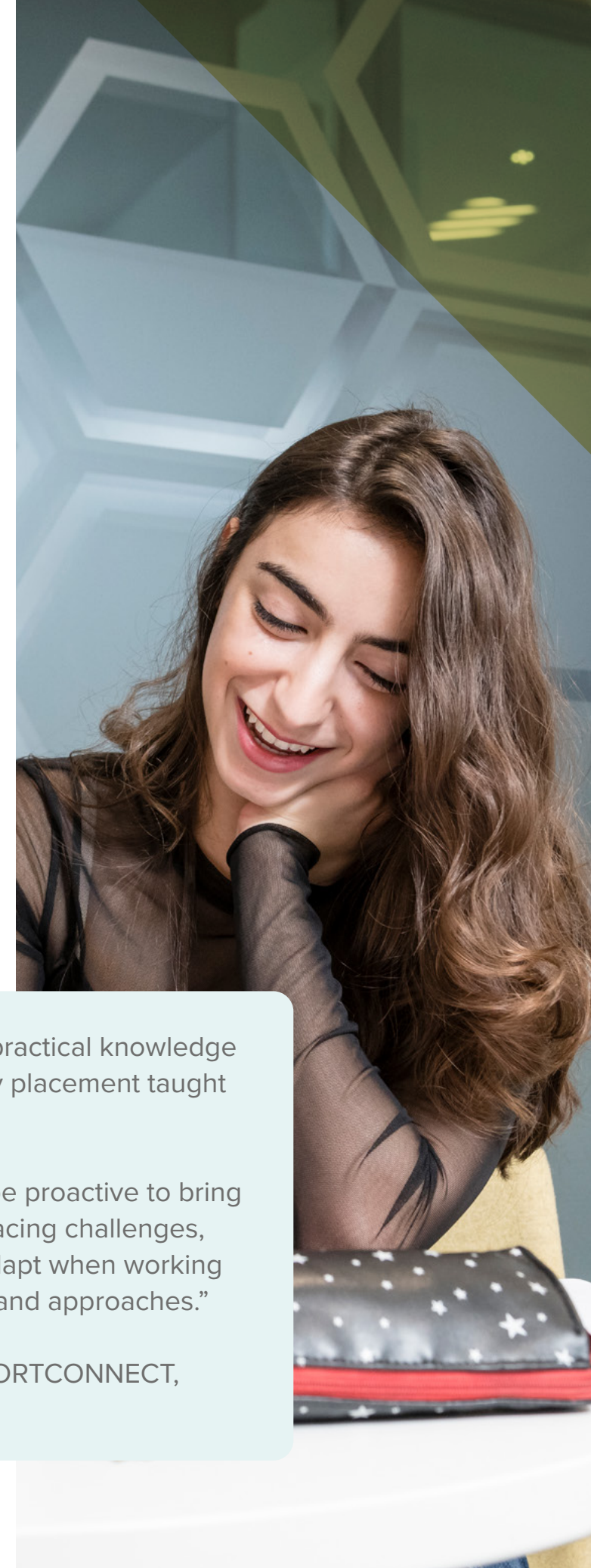
At Surrey, we have over 40 years' experience working with businesses across the globe, providing brilliant students to fill internships and placement vacancies, benefiting both businesses and nurturing future talent.

Building on the success of our undergraduate Professional Training placement programme, where students spend up to a year working in industry, we're pleased to announce a further development route for postgraduate students.

"My degree taught me theoretical and practical knowledge of business in an open environment, my placement taught me the attitude.

At iSPORTCONNECT I learned how to be proactive to bring a business strategy to life, pivot when facing challenges, evaluate successes and failures, and adapt when working with entirely different business models and approaches."

Aya Asali, Partnership Coordinator, iSPORTCONNECT, Management MSc



Our students

We're proud of the impact our students have within the business community. Benefiting from internationally recognised teaching excellence and our long-standing partnerships with organisations across the globe, our graduates are business-ready – with the ability to apply their knowledge and skills to meet your business objectives.

Our postgraduate students are taught over six specialisms:

- ▶ Business transformation
- ▶ Digital economy, entrepreneurship and innovation
- ▶ Finance and accounting
- ▶ Marketing and retail management
- ▶ People and organisations
- ▶ Strategy and international business.

Our courses prepare students with key workplace skills, including communication and data analysis, providing you with an opportunity to access capable new minds who can hit the ground running.

CONTACT US



Adrian Shanks,
Business Development Officer
a.shanks@surrey.ac.uk



How a postgraduate placement can benefit your business

A postgraduate placement student can make a real impact from day one. As part of their education and training at Surrey, each student learns about real industry trends and challenges, so they can help your business with targeted problem-solving and adapt to real-world business needs.

THE BENEFITS:

Students demonstrate specialised expertise in core business areas

Gain international student perspectives

Engagement with postgraduate programme directors at Surrey to help define your project

Tutor support for students throughout their placement

Thorough interview and selection process to help you match your business needs to the right student.



“We believe our future business must be different – it will need to be different in both delivery and in content. To do that, we need ‘new blood’; people with the energy, skills and ideas to help us build new services and offerings. So, we put bringing in a postgraduate placement student on our ‘must do’ list.”

Peter Joshua,
Managing Director, MMRG



“We’ve already seen businesses accrue real benefits from the postgraduate students they’ve taken on placement. Access to such talent has built resilience, brought fresh ideas and allowed our partners to confidently plan for recovery and growth.”

Adrian Shanks,
Business Development Officer,
Surrey Business School



What skills can our professional placements bring to your organisation?

Our postgraduate students are equipped with a sound understanding of business needs, across a diverse range of specialisms.

To find out more about how your organisation can access a wealth of talent and how placements can meet your business needs, contact:

Adrian Shanks,
Business Development Officer
a.shanks@surrey.ac.uk

BUSINESS ANALYTICS

Trained in the latest data science and analytics, our students can help your business harness and apply key data to solve problems and grow.

HUMAN RESOURCES

Our students have a thorough grounding in human resource best practice. They can bring a fresh and international perspective to your organisation.

STRATEGIC MARKETING

Students can support your strategic decision-making in support with marketing research, brand and advertising research, and social media campaigns.

DIGITAL MARKETING AND CHANNEL MANAGEMENT

Students are able to manage marketing channels and create marketing communication campaigns for social media and other channels. They're also adept at commissioning and interpreting marketing analytics, equipping them with the skills to make informed decisions in practice.

MANAGEMENT

Our students can provide evidence-based solutions to help your business develop its strategic and operational plans, as well as manage projects.

INVESTMENT MANAGEMENT

Our students receive training in investment theory, alongside the practical skills needed to solve real investment problems for your organisation.

FOR MORE INFORMATION, VISIT:

surrey.ac.uk/business-school/enterprise/become-placement-provider