



Welcome to the June edition of the BCU Business School Newsletter!

We are pleased to announce that Birmingham City University will be attending the **Midlands Business Network Expo on Thursday 24th June**. The Midlands Business Network Expo is one of the region's largest business events dedicated to supporting companies' growth and prosperity. The exhibition is a fantastic platform to **speak to our business experts, find what service is right for you and gain support for your business**. [Book your free attendee ticket](#) and we look forward to seeing you there!

Help To Grow: Management



Visit our stand to learn more about taking part in a practical management training

programme delivered by **Birmingham City University** and other world-class business schools, accredited by the Small Business Charter.

Help to Grow: Management will support senior managers of small and medium-sized businesses to **boost their business's performance, resilience, and long-term growth**.

The **12-week programme is 90% funded by the Government** and has been designed to allow participants to complete it alongside full-time work.

Benefits to your business include:

- Enhance your management and strategic capabilities
- Produce a growth plan for your business
- Build resilience to future shocks
- Learn how to innovate in your business
- Adopt digital technologies to boost productivity and operational agility
- Develop your value proposition and reach into growth markets
- Improve employee engagement and responsible business practices

To join **Help to Grow: Management**, your business must:

- Be a Small or Medium-sized Enterprise (SME) based in the United Kingdom
- From any business sector, employing between 5 and 249 people
- Have been operational for at least one year
- You must be a decision-maker or member of senior management
- Not be a charity

Express Your Interest Here

Or speak to Jill Middleton and Regina Islam at the Midlands Business Network Expo!

**Improve Your Productivity and
Competitiveness With Knowledge
Transfer Partnerships**



If you're a company looking to benefit from **business support and funding** that provides you with knowledge and skills from academic experts and specialists, a **Knowledge Transfer Partnership** at Birmingham City University could be the solution you're looking for.

On your behalf, we will apply for your KTP funding from Innovate UK. **Typically for every £1 invested by an SME, it will generate at least an £8 return.**

Our **academic experts and specialists** will mentor and guide your KTP Associate and ensure your project delivers the agreed tangible benefits.

You will receive the business support you need for the duration of your KTP project. Your bespoke project will be dependent upon your R&D needs and knowledge transfer requirements. Typically a KTP project lasts for **18 – 36 months**.

To learn more, email our **Business Engagement Manager, Victor Haider** [here](#).

Is Our Snapshot of your Business your Key to Success for the Future?



Business Growth Diagnostic

Do you feel constrained by your employee skills, finance, innovation, and strategic planning? Ask us about a Business Growth Diagnostic.

Starting with our diagnostic, **we can identify where your business is right now, and use this valuable insight to help you plan for greater success in the future.**

Based on our snapshot of your business, we can help to identify areas for growth, develop techniques to **improve your decision-making and help to create a marketing strategy for more sustainable business performance.**

By starting with your vision, purpose and values, we help you to create a **framework built on goals, objectives, strategic initiatives, and tactics, that is far more focused on action, informs your marketing messages, and empowers you to make the right decisions that drive your business forward.**

Our approach has helped **Ann Skidmore**, a leading business coach, trainer and facilitator, with a passion to empower people to become effective and successful leaders, who said of the programme:

"It was thought-provoking and helpful. I realised I needed a purpose, vision and strategy. I was loving the conversations and the inspirational aspects that come out of it. I love my business even more now."

Promoting Sustainable Performance is the key to unlocking your business growth.

Contact [Vivien](#) today to book your diagnostic review and strategy development with our business advisor or speak to her at the Midlands Business Network Expo!

Find Out More

Business Advice Centre - Can we assist your business in turbulent times through our Student Live Projects?



Birmingham City University can assist you and your business through our Live Student Projects, where our undergraduate and postgraduate students get the opportunity to **put theory into practice by working on a real-life business challenge provided by businesses like yours**. Drop by our stand to pick up an information leaflet or speak to our Business Advice Centre Manager, Kelvin Eatherington.

We will work with you in scoping the project around **marketing, accounting, finance, economics and other industry sectors to provide a business solution or growth opportunities**. A fresh set of eyes on an obstacle in your business can give you the insight to solve it.

*"It was an absolute pleasure to work with the students at BCU. They helped my business with two pivotal projects on leadership and marketing. The students were **terrific, hardworking and conscientious**. They provided some excellent advice and recommendations and also really brightened up my day whenever I talked to them."*

JLEC Ltd

Your business could benefit by:

- An in-depth analysis of commercial insights that help support your business goals.
- Free, no-cost support around high-quality research, data analysis and resolving outcomes carried out by motivated, young professionals supported by sector- experienced academics.
- Practice-based methodologies used to facilitate strategic aims and encourage increased revenue and growth.

*“The BAC project is the first time the Company has engaged in this kind of collaborative venture outside Zimbabwe. The Directors of the company felt that the project with Birmingham City University Business School **represented an excellent opportunity not only to support student learning but also to develop a relationship with an institution with international reach.***

*We feel that all key objectives have been achieved and we would like to pass on our compliments and thanks to the students for the **hard work and diligence** which they have applied to the preparation of their excellent reports.”*

Managing Director - Copperwares Pvt Ltd. Zimbabwe

If you would like further information about our Student live Projects then please just email: BAC@bcu.ac.uk

Or visit:

<https://www.bcu.ac.uk/business-school/business-advice-centre/business-advice-centre-businesses>

If you would like any further information on any of the items contained in this newsletter, or on how we may be able to assist you and your business, then please contact us at bcbsbusiness.services@bcu.ac.uk or [visit our website](#).

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Birmingham City University · The Curzon Building · 4 Cardigan Street · Birmingham, West Midlands B4 7BD · United Kingdom

