



Keele University Business School

Connecting *with* Business
and Community



THIS IS KEELE



Business Engagement – Stronger *Together*

In Keele Business School, we have a strong sense of purpose. We have a purpose to ensure that we are inspiring and preparing future leaders to act with social responsibility. We have a purpose to be a Business School for businesses. We have a purpose to contribute knowledge and opportunities to make positive societal impact and support economic growth, in what is a deprived region of the country.

KBS and Organisations *Working* in Partnership

At Keele Business School (KBS), we believe that meaningful collaboration drives lasting impact. By working in partnership with businesses, public sector bodies, charities, and community organisations, we create opportunities for innovation, growth, and shared success.

Our approach is built on real-world application, shared expertise, and a commitment to co-creating solutions that make a difference. Whether through knowledge exchange, leadership development, student consultancy, or research collaborations, we are here to support organisations in navigating challenges and seizing new opportunities.

As an institution dedicated to enterprise and engagement, KBS empowers organisations and with the skills, insights, and networks needed to thrive in an ever-changing world. We invite you to explore how we can work together—because when universities and organisations collaborate, we achieve more.

The Staffordshire Chambers of Commerce is one of our primary strategic partners – we work closely with the Chambers, along with other stakeholders, to drive business growth, foster innovation, and strengthen regional economic development.



Keele Business School
and its stakeholders
work together to support
entrepreneurs, businesses
and organisations in the
Staffordshire ecosystem



Opportunities to *connect* with Keele Business School

There are many opportunities to engage with Keele Business School.

Opportunities include:

- ✓ **Bespoke business advice and support and information sharing events**
- ✓ **Student Consulting Projects to support your current business challenges**
- ✓ **Student placements and internships in your organisation**
- ✓ **Bespoke executive training to your organisation**
- ✓ **Apprenticeship opportunities for staff development**
- ✓ **Help To Grow for SME leaders**
- ✓ **Knowledge Transfer Partnerships to help businesses improve their competitiveness and productivity**
- ✓ **Research engagement with our academics to solve your work challenges**
- ✓ **Site visits for our students at your organisation to give real-world insights**
- ✓ **Delivering your experience to students as a guest lecture**
- ✓ **Companion Groups & Advisory Board roles to help shape the future of business education**



Student Consulting

Student Consulting is an opportunity for our postgraduate students to work with a local organisation on a current business dilemma.

This can be anything from creating strategy, researching new product and service development, financial modelling, and future proofing the business. It allows student to renegotiate their relationship with theory whilst helping a local community, and it lets businesses benefit from the knowledge of the student and academic supervisor. Student Consulting has connected businesses and students for 17 years, recently delivering its 1000th project. These projects have been worked across many sectors and size of business, including public services and charities.



Student Placements in Organisations

Both undergraduate and postgraduate students have the opportunity to apply for a placements, these are paid opportunities, ranging from eight to 52 weeks.

This gives organisations an opportunity to access highly skilled graduate talent.





Knowledge Transfer Partnerships

A Knowledge Transfer Partnership (KTP) is a programme designed to help businesses improve their competitiveness and productivity through better use of knowledge, technology and skills.

A KTP is a three-way project partnership between a business, Keele University and a recently qualified high-calibre graduate known as the Associate.

By working with Keele University your business will gain:

- ✓ A full-time high-calibre graduate to spearhead a new innovation, growth project, or business transformation
- ✓ Ongoing bespoke business support from an expert academic employed by Keele University
- ✓ Access to the University's extensive resources, including facilities and skills
- ✓ A tailor-made strategic business development project with high levels of innovation to meet your company's needs
- ✓ Access to a travel, equipment and training budget for the graduate whilst working on the project
- ✓ Wider support and opportunities offered by links to the Knowledge Transfer Network – Innovate UK's delivery partner.



Growth and Innovation Support

Supporting business growth is a key part to the Business Schools' mission.

There are a range of opportunities for businesses to access professional and academic support to grow, develop, and innovate.



Innovation Board

The innovation board gives an organisation the opportunity to discuss and 'play' with a business dilemma.

The Business School brings together a small team from the business and a few academics to discuss confidentially any current business challenges. The aim is to come up with solutions for the business.



Help to Grow

The Help to Grow: Management Course, fully funded by Keele Business School and HM Government, can show SME leaders how to strengthen their business and their balance sheet.

The 12 week-programme is delivered by Keele Business School and accredited by the Small Business Charter. The programme combines a practical curriculum, with 1:1 support from business mentors, peer-learning sessions and an alumni network.

Find out more about Help To Grow:
keele.ac.uk/business/businesssupport/helptogrow



Staff development through Apprenticeships

Keele Business School offers apprenticeship opportunities to elevate the leadership capabilities of your senior team to advance the growth of your business.

Regardless of the industry, our Leadership and HR Apprenticeships are designed to accelerate professional staff up the management ladder. The apprenticeship route offers a unique opportunity for participants to earn a recognised qualification while continuing to excel in their current role and earning an income.

Find out more about apprenticeships:
keele.ac.uk/apprenticeships/ourapprenticeships/business

HELP TO GROW.
MANAGEMENT COURSE

**RECOGNISE
WHAT DRIVES
PRODUCTIVITY
AND GROWTH.**

**APPLY WHAT YOU LEARN
IMMEDIATELY, WITH SUPPORT
FROM YOUR MENTOR.**

FUNDED BY
HM Government

IN PARTNERSHIP WITH
SMALL BUSINESS
CHARTER

Keele
UNIVERSITY





Community Engagement

Keele in Town is a new chapter in the history of the University, a building in the heart of Newcastle-under-Lyme town centre has been transformed into a mixed-use facility. This is a space where Staffordshire businesses and non-profit organisations and the community can connect with Keele students and staff.

Keele Business School will be holding monthly clinics for organisations and sole traders to drop in for business advice over a range of topics including, but not limited to business growth, innovation, accounting, operations, and marketing. We will also hold regular workshops and seminars to share our research with our local community.

Keele ^{IN} Town



Connect with Keele Business School

You can find more information about
Keele Business School and the wider
Keele Business Gateway support here:

keele.ac.uk/business

If you would like to discuss any of the
opportunities seen here, please email:

gateway@keele.ac.uk

For more information on Keele
Business School see our website
and follow us on LinkedIn:



keele.ac.uk/kbs

Keele Business School holds accreditation
with the Small Business Charter:



**[https://smallbusinesscharter.org
/sbc accreditation](https://smallbusinesscharter.org/sbc-accreditation)**



Business School