



# POWERING POTENTIAL

University of  
Hertfordshire **UH**

Hertfordshire  
Business School

Our vision is to transform lives, and power the potential of not just our students and staff, but our wider community. Our students graduate with excellent skills aligned with the needs of employers and industry, enhancing their career prospects. We co-design, implement and grow business ideas and ventures, making our expertise accessible to market and powering businesses across the region.

Professor Quintin McKellar CBE  
Vice-Chancellor

Ranked among the top 10% of Universities for **local growth and regeneration**

Research England

Ranked 16th in England for **social mobility impact**

Institute for Fiscal Studies 2021

**We jumped 12 places** in the 2023 Complete University Guide league table, and **climbed 16 places to 74th** in the 2023 Guardian University Guide

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One of 17 universities awarded the **Race Equality Charter Mark**

**Ranked in the top ten** in all areas of the survey

Postgraduate Taught Experience Survey 2022

One of only 20 universities awarded **University Enterprise Zone status**

90% of our research has been judged as **'internationally excellent'** or **'world leading'**

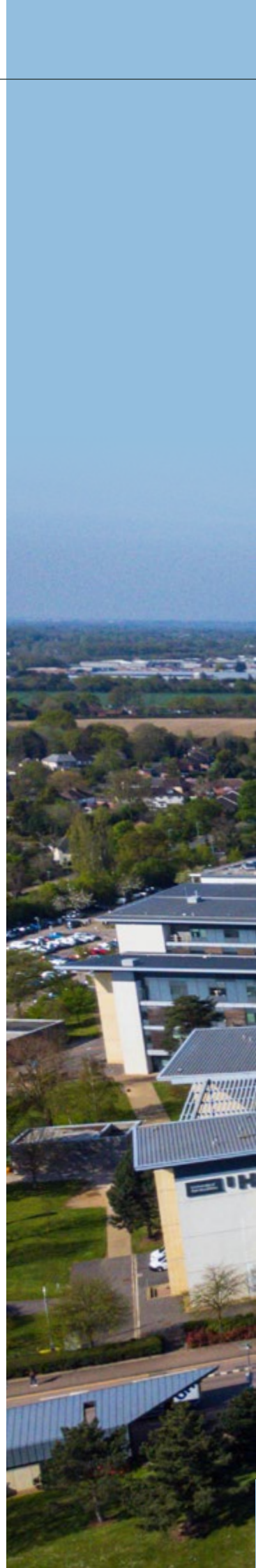
Research Excellence Framework 2021



# Welcome to the University of Hertfordshire

Set across two campuses and our Bayfordbury Observatory, we're just 20 miles from London.

As an innovative, enterprising university, focused on transforming lives, we care about our staff and students and provide them with the opportunity to succeed no matter what their background.





With our heritage in Britain's pioneering aeronautical industry, we have been an innovative force in education since the early 1950s, and our focus on students' employability and transferable skills can be traced back to our aeronautical origins.

We drive economic growth through cutting-edge research, creative and innovative thinking, skills development, bespoke training, and facilities that help businesses achieve their potential. All of our activities are underpinned by our core values; we are friendly, ambitious, collegiate, enterprising, and student-focused in everything we do.

We have just under 32,000 students studying over 550 undergraduate, postgraduate and research degrees in the UK. We also have more than 6,500 students taking courses outside the UK through international partnerships and franchise arrangements.

Our teaching is delivered across seven academic schools: Creative Arts, Health and Social Work, Hertfordshire Business School, Hertfordshire Law School, Life and Medical Sciences, Physics, Engineering and Computer Science, and Social Sciences, Humanities and Education.



de Havilland Campus

# Our history

**1952 -  
1959**

## Hatfield Technical College

1952 saw the opening of a new Technical College in Hatfield, with HRH Prince Phillip, Duke of Edinburgh performing the opening ceremony. With its roots in Britain's pioneering aeronautical industry, the College soon established itself as an innovative force in education, awarding our first BSc (Engineering) qualifications to external students of the University of London in 1959.



**1960 -  
1968**

## Hatfield College of Technology

In 1960, the institution was renamed Hatfield College of Technology and began to invest in computer science, buying the College's first digital computer in 1963 – a National Elliott 803B digital computer, at a cost of £24,010. In 1965, the college became recognised for 13 Honours Degree courses, including Computer Science and Civil Engineering, with BA (Hons) Business Studies coming a year later.





**1969 -  
1991**

## **Hatfield Polytechnic**

In 1969, the College was designated as Hatfield Polytechnic, and by 1970 had formed the best equipped and staffed Computer Centre in education. In 1975, the Polytechnic was reorganised into five schools of study and a centre for Management Studies.



**1992 - Present**

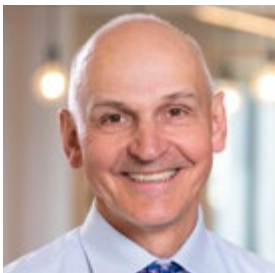
## **University of Hertfordshire**

Hatfield Polytechnic became The University of Hertfordshire on 29 June 1992. In 2003 the de Havilland Campus, a £120 million project, was opened by HRH Prince Philip, the Duke of Edinburgh. In 2016, he visited the campus to open the £50 million Science Building. Our Enterprise Hub was opened in 2021. Today, we have a student community of just under 32,000 on UK based programmes across our campuses.



# Executive team

As Chief Executive, the Vice-Chancellor exercises considerable influence upon the development of University strategy, the identification and planning of new development and the shaping of the University ethos. The executive team – the Deputy Vice-Chancellor, Secretary and Registrar, Executive Director for Business, International, Marketing and Recruitment, Pro Vice-Chancellor Education and Student Experience, Pro Vice-Chancellor Research and Enterprise, and the Group Finance Director all contribute to this aspect of work.



**Professor Quintin McKellar CBE**  
**Vice-Chancellor and Chief Executive**

Quintin has been the Vice-Chancellor and Chief Executive of the University since 2011. His responsibilities include the day-to-day running of the institution, the delivery of strategic and operational plans, performance, its internal structure and organisation, and its interface with external bodies and agencies. In 2015 he was elected as a Board member of Universities UK (UUK), and in 2020 was elected as UUK Vice-President (England and Northern Ireland). In 2021 he was elected as a Board member of Advance HE. He was made Commander of the Order of the British Empire (CBE) in 2011 for services to science.



**Professor Julie Newlan MBE**  
**Deputy Vice-Chancellor**

Julie was appointed Deputy Vice-Chancellor in February 2022. She was previously Pro Vice-Chancellor for Business and International Development. She is engaged in all strategic and operational decisions which underpin the positioning and success of the University, and will be leading the University's strategic plan.

Julie has overall responsibility for University planning, including the development of all academic areas through the respective deans, staff development, international and regional partnerships and developments, recruitment, induction and retention of students, student experience and student outcomes.



**Sharon Harrison-Barker**  
**Secretary and Registrar**

Sharon was appointed in January 2020. She was previously the Academic Registrar, Head of the Student Centre and Faculty Registrar for the Business School and has worked in various further and higher education institutions. She achieved an MBA in Higher Education Management from the University of London in 2010.

Sharon is responsible for the management and operation of the Board of Governors and the Academic Board, compliance with University policies, regulations and procedures, legal matters of the University and its wholly owned subsidiaries, health and safety, internal audit, equality, registry, human resources, library and computing services, the office of the dean of students and professional staffing.





### **Jo Stuart**

#### **Executive Director for Business, International, Marketing and Recruitment**

Jo was appointed in March 2022, and oversees the work of Marketing Communications, Business Development, and the International Office.

She joined the University in 2018 as the Director of Marketing and Communications and over the last four years, Jo has worked tirelessly to transform the University's marketing and communications function by embedding insight and data-led decision-making across all marketing and communications activities.

Jo previously worked in the Financial Services sector, bringing with her 20 years' experience in senior leadership roles across product development, marketing, communications and sales.



### **Dr Mairi Watson**

#### **Pro Vice-Chancellor (Education and Student Experience)**

Mairi joined the University in May 2020 as Pro Vice-Chancellor Education and Student Experience. She leads strategy and performance, as well as policy development and delivery, in learning and teaching, student experience, quality assurance and student union relationships. Mairi is a Chartered Fellow of the Chartered Management Institute and regularly contributes to external events on the leadership of educational change in challenging contexts.



### **Professor John Senior**

#### **Pro Vice-Chancellor (Research and Enterprise)**

Appointed in 2006, John is responsible for leading University research and the delivery of research degrees, chairing the University Research Committee, developing international research partnerships in Australia, China, Malaysia, and Vietnam, and overseeing the Doctoral College, which is a community of more than 700 research degree students.

From 2003 to 2006 John was the University Director of Enterprise and Knowledge Transfer as well as being a Dean of Faculty.

He has an international research profile in the field of optical fibre communications and networking, is on the Executive Committee of the Engineering Professors Council and chairs the Research and Enterprise Network for Universities (RENU).



### **Alistair Moffat**

#### **Group Finance Director**

After a career in senior positions in the transport industry, Alistair was appointed Group Finance Director in 2009. He has responsibility for all aspects of financial management within the University Group, including financial control, statutory reporting, treasury, tax, insurance, procurement and commercial financial support for the academic community.

His role incorporates Board responsibility for the management of the University's estate and sport. He is a director of UH Holdings Limited, which oversees the commercial subsidiaries in the Group, and is a director of our subsidiary companies.

Alistair was joint chair of the London and South-East British Universities Finance Directors' Group (BUFDG) from 2016-2021.





# Our vision and strategic plan

**Our vision to transform lives reflects the ambition and inspiration that is central to the University. It is built on the belief that whatever your background, wherever you are from, higher education can be a transformational experience. And whoever you are, the application of university research can impact your life. We are committed to having a positive transformational impact on every member of our University community.**

Students and staff contributed to the development of our strategic plan which informed our focus on transforming lives. It reflects the values of ambition and inspiration that are central to the University. Our three key themes of opportunity, community and flexibility also grew out of this engagement and reflect both what is important to the University, but also how we will approach challenges in the coming years.

The 2020-2025 strategy builds on our strengths and embeds our focus on employability, enterprise, and business partnerships. It looks at future challenges – modern technologies, the changing world of work, and increasing interconnectivity across the globe – all areas our students presented to us in 2018 as future challenges.



Scan or click below to  
find out more about  
our strategic plan  
[go.herts.ac.uk/strategic-plan](https://go.herts.ac.uk/strategic-plan)





## Education and student experience

We deliver high-quality and distinctive education that transforms lives by providing opportunities to develop students' skills for life, working in partnership with our student community, and delivering flexible education with clear career pathways.

We do this through the expertise of our academic staff who design and deliver our courses. More than 70% of our staff hold professional recognition through Fellowships of the Higher Education Academy in teaching and learning compared to 54% across the sector.

We are proud of our 14 Principal Fellows and 80 Senior Fellows of the HEA, and our 10 National Teaching Fellows and 22 Professors and Associate Professors in Teaching and Learning.

Our Widening Access work targets primary- and secondary-aged learners, while our Student Success work supports learners currently studying at the University. Students are selected based upon where the data indicates gaps in equality of opportunity in relation to access, success or progression.

We are proud of our strong record in increasing access and participation at Herts. This is evident in our student population and the proportion of students from underrepresented backgrounds.

“ I had such a wide variety of placements – they were all so different! My mentors were lovely, and the classes were great. I think my favourite thing though was the change I felt between my first and last placements. When I was standing in front of the whole class, teaching lessons I had planned myself, feeling confident in a way I couldn't have imagined during my first placement – that was amazing! ”

Rebecca Shelford  
BEd (Hons) Primary, 2021

# Research

Our research transforms lives and addresses fundamental global and societal challenges.

The University has made the biggest jump in research impact results across the higher education sector, according to the recent 2021 Research Excellence Framework (REF) assessment released in May 2022.

We are ranked in the top 25% nationally at 32nd, the highest position for a post-92 university, and a huge rise of 61 places compared to the previous REF in 2014, the biggest rise of any university.

**Highlighting the real-world benefits to wider society, 90% of our research was classified as having 'outstanding' (4\*) or 'very considerable' (3\*) impact. In certain subject areas this was even higher, with Psychology obtaining a 100% 4\* research impact rating.**

Held every 6-7 years, REF is a nationwide assessment of the quality and impact of research at UK higher education institutions, based on evidence submissions that detail research outputs, real-world impact and benefits, and the institution's research environment.

Research culture at the University is defined by a strong spirit of enquiry, innovation and enterprise, and feeds into teaching and learning to enrich our students' experience.

We collaborate on inter-disciplinary projects not only with our colleagues, but also with international agencies, industry, the public sector, and other universities around the world. Our partnerships always have the shared aim of improving people's lives.

From monitoring air quality to protect public health, to enhancing health in care homes and communities during the pandemic, our research has impact.

The work of an expert team of researchers from the University of Hertfordshire has been used to fundamentally improve how care homes and the NHS work together. By the end of 2020, the national Framework for Enhanced Health in Care Homes had been rolled out nationally to cover around 11,300 care homes and 410,000 care home residents.



Scan or click below to  
find out how our amazing  
research makes a difference  
to people's lives

[go.herts.ac.uk/herts-research](https://go.herts.ac.uk/herts-research)

# Enterprise

The University is an institution with enterprise at its core. Within our University Enterprise Zone we have formed clusters of excellence that respond to regional and national demands, providing students and businesses with access to funding and specialist business start-up, innovation and growth support.

In our interactions with the wider community, we aim to foster and create a collaborative environment and entrepreneurial culture that is connected, inclusive, ethical, and inquisitive.

One of the ways we support start-ups is through our start-up challenge award - Flare Ignite. It offers student entrepreneurs the support, advice and training they need in areas like proposal writing, planning, finance and marketing, and the opportunity to win up to £3,500 to get their business idea off the ground and bring it to life.



Scan or click below to find out how our enterprise team can help you

[go.herts.ac.uk/  
enterprise-zone](https://go.herts.ac.uk/enterprise-zone)

**Kim won the 2021 Flare Ignite Social Impact award. She is a budding entrepreneur who wants to improve the lives of families with children who have special educational needs and disabilities (SEND).**

“What I learnt as a student has provided the foundations for my career and I will always be grateful for the University’s support throughout my studies. It’s because of this support that I felt confident and comfortable enough to enter the Flare Ignite competition as a graduate and challenge myself to make SENDplan a reality.”



Scan or click below to hear more about Kim's SEND plan  
[go.herts.ac.uk/kim](https://go.herts.ac.uk/kim)

**We offer expertise in apprenticeships.** Apprenticeships play a crucial role in boosting the economy and are an effective way for businesses to develop a motivated, skilled, and qualified workforce, either by upskilling existing employees or recruiting new talent. The apprentice will gain a recognised qualification while earning a salary and gaining relevant industry experience.



# Global engagement

We provide international opportunities for staff and students, building a diverse community on our campus, and increasing flexible programme delivery for the overseas market.

With more than 100 international partnerships across five regions, and partnership models including franchise, dual awards, fly-in faculty, academic support, supported distance learning and recognition and articulation agreements, we are passionate about providing students around the world the opportunity to study for a University of Hertfordshire award.

We are proud to be a participant of the QE-TNE scheme. The scheme independently measures quality across the UK's Transnational Education sector and promotes continued evaluation, improvement, and collaboration on a global scale.

In 2019 we launched our largest scale transnational education partnership with a new institution, Global Academic Foundation in Egypt. Students can study a University degree in multiple subject areas, including Business, Computer Science, Engineering, Mass Communications, Pharmaceutical Science and Physiotherapy. Located in the centre of Egypt's new administrative capital New Capital City, 20km east of Cairo, our campus is one of the first institutions to open in New Capital – a purpose-built capital city the size of Singapore.



Scan or click below  
to find out more about  
our international partners  
[go.herts.ac.uk/partners](https://go.herts.ac.uk/partners)

# Hertfordshire Business School

## Subject areas

**Accounting and Finance**

**Business Analysis and Statistics**

**Economics**

**Human Resource Management**

**Information Systems and Information  
Management**

**Marketing and Enterprise  
Strategy**

**Tourism, Hospitality and Event  
Management**



Our goal is to be the number one choice for students seeking a truly transformational education. Their success is our priority, as we support their progression from a learner to an employed professional: a person capable of leading colleagues, managing major projects and succeeding in the evolving global business landscape.

**Damian Ward**  
**Dean of the Hertfordshire**  
**Business School**



## Ranked **14th for Economics**

Guardian University Guide 2022



One of only 55 Business Schools in the UK **accredited by the Chartered Association of Business Schools** to deliver the Help to Grow management programme



The impact of our Business and Management studies research was recognised when **we climbed 79 places in REF 2021 rankings**

Research Excellence Framework 2021



Hertfordshire Business School is one of the largest and most exciting Business Schools in the UK excelling in contemporary, practice-led, opportunity-rich education, delivered hand-in-hand with regional and international businesses.

We are at the frontline of business education with over 300+ academic and practitioner staff leading an authentic and inclusive learning experience for over 7,000 students on campus and supporting 4,000 students studying overseas with our global partners. Close to 26,000 scheduled learning activities per annum are delivered with more than 3 million hours of transformative student learning.

We span accounting, economics, human resource management, business analysis, digital marketing, tourism and event management, with specialist research clusters in Business Technology, Ageing, The Gig Economy, Societal Economics and Business Sustainability, and active consulting teams in Statistical Services, SME Business Growth and Market Research Services.

In 2021, our School was awarded the Small Business Charter, recognising its commitment to championing the small business community in the region. This opened the doors to local SMEs joining the first Hertfordshire Help to Grow Management programme, funded by the Department for Business, Energy and Industrial Strategy, designed nationally, and delivered by the Business School.



## Our experts are changing lives

From tackling climate change to helping ensure food and information security, our experts are committed to protecting people and the planet by finding innovative and sustainable solutions to the most critical social, environmental and economic challenges facing society today.



**Professor  
Eren Demir**

**Professor in Decision  
Sciences**

**Head of Managing Complex  
Change Research Group**

Eren is a healthcare modelling specialist who combines the expertise in strategic consulting and advanced analytics, offering decision makers powerful tools to appreciate the complexity of their system and understand its inner working, ie 'tools for thinking'. It gives the opportunity to evaluate the implications of possible policies before the actions are implemented in the real world, hence avoiding the trap of 'doing things and hoping for the best'.

Eren has completed many research projects working closely with healthcare services nationally and overseas (eg Nigeria and Kenya), such as demand and capacity planning of hospitals; re-design of services to improve clinical outcomes; application of AI algorithms predicting adverse events; simulation of patient pathways; evaluation of service outcomes, and development of models to measure cost effectiveness.



**Professor  
Jyoti Choudrie**

**Professor of Information  
Systems**

Jyoti's research is in the digital divide between older adults and Information and Communication Technologies (ICTs). Her main focus is examining and understanding the digital divide by considering internet access for older adults. She is researching the use of human centric artificial intelligence and has collaborated with Desi Radio, Age UK Hertfordshire, and Symbiosis International University in India to identify and understand misinformation about Covid-19 prevention and cure within older adults. She has been a keynote speaker for the International Congress of Information and Communication Technologies, Digital Britain conferences and supervises doctoral students from around the globe.

Jyoti has been named as one of the winners in the 2019 TechWomen100 Awards. The annual awards, held by WeAreTechWomen, showcase remarkable women within the Science, Technology, Engineering and Mathematics sector.

She was recognised for her extensive years' of experience, specialising in investigating the social inclusion and adoption of ICTs on society's 'marginal groups', as well as the adoption, use and diffusion of innovative ICTs in small to medium size enterprises and large organisations. Jyoti is currently leading a knowledge exchange partnership with YMCA Southend.



**Scan here or click on the link  
below to find out more about  
our research expertise**  
**[go.herts.ac.uk/herts-research](https://go.herts.ac.uk/herts-research)**



## **Professor Hafiz Alaka**

**Lead Researcher Applied  
Contemporary Technologies**

Hafiz is a leading researcher in the area of applied contemporary technologies including big data, artificial intelligence and IoT. He studied short courses on Machine Learning and Analytics Edge at Stanford University and Massachusetts Institute of Technology respectively. He regularly collaborates with industry partners to help solve their challenges.

Hafiz is the founding Director of the Big Data Technologies and Innovation laboratory which currently hosts over 16 members of staff including postdoctoral research fellows, machine learning scientists, data warehouse/analyst expert, civil engineers, lecturers and senior lecturers. The lab has various equipment and services required for project delivery, including a deep learning local server machine, VR ready endlessly expandable machine capable of rapid prototyping, numerous Apple Macbook Pros and Airs, Google Play and App Store developer's accounts, Android and Apple phones and tablets, Vuzix Augmented reality equipment, IoT pollution monitoring sensors, large interactive visualization screen, AWS EC2 Big Data Infrastructure account, among others. Hafiz also leads the Prediction of Climate and its Impacts' group in the Centre for Climate Change Research.



Enterprise Hub at the  
de Havilland Campus

## **Research impact goes from strength to strength**

Hertfordshire Business School has made a massive jump in its research impact results across the higher education sector, according to the 2021 Research Excellence Framework (REF), published in May 2022.

Results show that the School has risen to 17th in the rankings for research impact in business and management studies, one of the highest positions for a post-92 university, and a huge rise of places compared to the previous REF in 2014, the biggest rise of any university.

Highlighting the real-world benefits to wider society, over half of all research was classified as having 'outstanding' (4\*) or 'very considerable' (3\*) impact.

In overall research excellence, over three-quarters of research (78%) at the University has now been rated 'world-leading' (4\*) and 'internationally excellent' (3\*), compared to 57% in 2014. This has underpinned the University's rise of 21 places up the overall national rankings to 62nd place.



**Dr Christopher Brown**

**FHEA, FRSA, MIKT, MIE, MIAM**

**Associate Professor Enterprise**

**Market Research Service Consultancy Unit**

Chris, Associate Professor of Enterprise, and Director of the Market Research Service is committed to entrepreneurship and small enterprise research work but also supports owner-managed enterprises searching for help and advice. He advises regional support agencies like Hertfordshire Local Enterprise Partnership and Hertfordshire Growth Hub. Chris has a particular focus on micro and small firms, working closely with the University's incubation programme, and national knowledge exchange programmes such as Knowledge Transfer Partnerships (KTP) and Knowledge Exchange Embed Partnerships (KEEPs), and most recently is leading the Help to Grow management programme. He also leads the school's MBA enterprise module to mentor and coach future entrepreneurs, both in their intrapreneurial leadership skills and their potential to start up their own enterprise.



**Professor Neil Spencer**

**Professor of Applied Statistics**

**Statistical Services and Consultancy Unit**

Neil is Professor of Applied Statistics at the University and has been Director of its Statistical Services and Consultancy Unit for 20 years. He is a Fellow of the Royal Statistical Society and a Chartered Statistician. He has been undertaking contract research and consultancy work in statistics alongside more traditional research for over 20 years. In recent times, he has led a team carrying out the statistical analysis for the 16 separate surveys carried out in 13 European countries for the Digital Footprint Project concerning digitalisation and work, undertaken data analysis for the Gender, Digitalisation and the Future of Work project, funded by the European Institute for Gender Equality (EIGE), created a typology of labour disputes in work funded by the European Foundation for the Improvement of Living and Working Conditions (Eurofound), and was part of the London team for the EU Horizon 2020 PLUS (Platform Labour in Urban Spaces) project.

His consultancy work has included testing the randomness of National Lottery ball-drawing machines, creating a framework and dashboard for Healthy Working Analytics, work as an expert witness and reporting on the distribution of National Lottery grants.

**Hertfordshire Business Academy opens doors to alumni and student community**

Hertfordshire Business Academy is the school's long-established outward-facing gateway for business and professional collaboration, fostering a revolving door approach between business and academia. During the pandemic, recognising the lack of engagement opportunities, the Business Academy extended its reach to students and alumni to offer and encourage participation at networking events, business briefings, webinars and masterclasses.

While the academy's primary focus is to create an easy meet-up forum for academic/business introductions for exchange of ideas and collaboration, it also offers an accessible calendar of continuous professional development and training. Many opportunities are offered pro bono as part of our commitment to support local business and the alumni community. The 'Lets Talk About' webinars and the 'Live Learning Super Series' offer bite sized top-ups and refreshers on the latest hot topics.

**Hertfordshire Business Academy fosters a revolving door approach between business and academia.**



**To help drive new businesses forward, we provide access to the evolving research and expertise of hundreds of academic experts from the University.**



### **Hertfordshire SME Help to Grow (HtG) Launch**

We launched our first Help to Grow Management programme in January, one of only 55 Business Schools in the UK accredited by the Chartered Association of Business Schools to deliver this Department for Business, Energy & Industrial Strategy funded business leadership programme. Designed at national level by leading business academics, but delivered locally at Hertfordshire Business School by a team of 20 business tutors, coaches and mentors, the programme is an intensive and fast paced 12-week experience that combines latest thinking, theories, tools, best practice with action learning and 121 mentoring on business performance, resilience, and growth planning.

### **Business Incubation**

We have an excellent reputation for supporting early stage businesses with flexible and fully equipped working spaces, access to our experts and a supportive peer network of like-minded professionals. We have helped over 130 businesses since the incubator was established in 2018. The designated business incubator co-working space is located in the Enterprise Hub on de Havilland Campus, just a 20 minute train journey from London.

To help drive new businesses forward, we provide access to the evolving research and expertise of hundreds of academic experts from the University. Incubator members can attend seminars, networking events and mentoring sessions.

Our Business Academy supports members of our incubator with much needed hands-on business expertise from our academic team and from student resources, signposting to curricula projects, and connecting businesses into live learning in undergraduate and postgraduate business degrees.

## Our inspiring alumni



**Tinique Hay**  
**BA (Hons) Event**  
**Management, 2014**

Inspiring, engaging young entrepreneur, Tinique runs her own successful events business.

Her business is based on helping small and medium business owners bring their event vision to life, by managing every event detail, and freeing up their time to focus on core business growth.

Tinique's mission is to increase the awareness of how powerful a detailed event marketing strategy is in helping business owners with their online and offline growth, visibility and sales lead attraction resulting in a successful return on investment.

“ My degree offered me practical modules throughout the course, which I could apply during my industrial placement year, and on my return to studies, where we were empowered to run a live event for students and lecturers. I loved this opportunity; it was really beneficial. ”



**Purva Aggarwal**  
**MSc Finance and Investment**  
**Banking, 2021**

Purva was an exemplary student who took any opportunity to improve her career prospects by engaging with an impressive range of activities. Consequently, she received our prestigious Rising Star Award in 2021, which recognises students who have made an admirable impact.

Purva is the Founder and Chief Executive Officer of Good Good Piggy, an online bank and behavioural rewards platform, as well as India's first Ed-Fintech Start-Up. This was shortlisted for Shark Tank India and featured under the Next Leaders Column in Japan's Start up Review 2021.

Purva is the Ambassador of Women in Tech India, where her role is to extend a global ecosystem to Indian women and girls.

“ This award means a lot to me as it recognises the grit and passion I have to be laser focused in my intellectual interior. I would like to thank my professor, parents, mentors and friends who have always supported me in my choices and stood by me in my highs and lows. ”



**Andrew Palfreyman**  
**MSc Public Service**  
**Management (Senior Leader**  
**Apprenticeship) 2021**

Andrew joined Hertfordshire Constabulary in 2004 and has extensive frontline experience, working on Intervention, the Community Safety Unit and the Safer Neighbourhood Team. He is working to improve the constabulary's strategic thinking as part of the Crime Reduction and Community Safety Unit, helping to make the force more efficient, as part of the Local Change Team.

“ I recently completed a Master's in Public Service Management with the University of Hertfordshire, winning the Hertfordshire Business School's Senior Leader Degree Apprentice of the Year 2021, which supported my personal and professional aspirations, including my final dissertation which was a study of disproportionality in police stop and search powers. ”

## Today's students, tomorrow's workforce

Our growing population of around 7,000 business and management undergraduate and postgraduate students offers a huge and accessible talent and resource pool for employers.

### New Postgraduate industry placements

Recruitment of students dramatically rose on four innovative postgraduate pathways offering a year working in UK industry. International Business is particularly valued by students and employers alike, for its tripartite study, work and applied project combination. Employing an international student in a professional role in the UK on a year placement is proving attractive for employers who often need more experienced, higher skilled postgraduates with a global outlook into their workforce.

One of the worlds' best known hotel chains The Four Seasons Hotel recruited five postgraduate placement students in 2022 from our prestigious MSc International Tourism and Event Management programme.

“ What stood out from the interns of the University of Hertfordshire was great learning attitude and passion for hospitality. The line level roles that interns have taken on board may have been challenging to start with but each student has demonstrated positive mindset consistently, which has hugely contributed to our employee and guest experience! ”

Boram Lee  
Director of Learning and Talent, Four Seasons Hampshire

The students have worked in a variety of professional roles across the hotel, supporting the vital food and beverage and housekeeping operations. Within their development roles, they support delivery and management of large logistical events, such as weddings, and gain experience and real-life practice in event management projects. Learning new skills during their placement year, such as hands-on training of new members of staff equips the students with insights into the challenges in the hospitality business.

**2021 saw Hertfordshire Business School postgraduate placements double, rising to over 140 students on a placement at many different employers in the region and nationally.**







**We are one of the most successful deliverers of the senior leader apprenticeship in the UK with around 250 apprentices.**

## **Supporting real world learning**

We are a vital resource supplier to the local and regional business community, driving a pipeline of 7,000 business and management students as graduate, placement or internship resources.

With over 300 modules, embedding live curricular projects is a vital authentic real world learning opportunity for our students but critically, offers business access to much needed extra resources. With vocational learning at their core, the apprenticeship programmes we offer give employers a practical development pathway for developing highly skilled managers and enhancing leadership competence within their organisation.

We offer two courses; the Senior Leader Higher Apprenticeship, and the Chartered Manager Degree Apprenticeship, both of which are underpinned by research, led by experts and enriched with employer defined skills.

## **Management and leadership apprenticeships surge in demand**

With vocational learning at their core, our business apprenticeship programmes, Senior Leader Higher Apprenticeship at Level 7, and the Chartered Manager Degree Apprenticeship at Level 6 continue to lead the way as practice led and authentic business education. They give employers a practical pathway for developing managers and enhancing leadership competence within their organisation.

We are one of the most successful deliverers of the senior leader apprenticeship in the UK with around 250 apprentices and around 100 employers accessing development. Around 80% of apprentices achieve a distinction or merit and 75% of apprentices experience a salary increase by the end of their apprenticeship.

## Business School degree apprentice wins national manufacturing “rising star” award

Josephine Ready was announced as the winner of ‘Business Apprentice of the Year: Rising Star’ in the Make UK Manufacturing Awards.

The award recognises businesses or commercial apprentices, working within engineering or manufacturing firms, in the early years of their apprenticeship programme who have done the most to seize the training and development opportunities presented to them.

Josephine works for Stevenage based company MBDA and is in the third year of the Business Management Degree Apprenticeship. She reached the final of the national award after winning the Midlands and East Regional Award.






In her nomination, the judges were told of Josephine’s drive, positivity and leadership in her work, and of consistently setting a shining example to other apprentices at the company. They also heard about her extra-curricular activities such as being a spokesperson for the Hertfordshire Opportunities Portal, and promoting apprenticeships through the Young Apprentice Ambassador Network and at the University.

**Josephine Ready**  
BA (Hons) Business and  
Management Degree  
Apprenticeship



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