Hertfordshire Business School

Powering Potential

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, and to sharing our successes with the community around us.

Professor Quintin McKellar CBE

Vice-Chancellor

Ranked 4th globally for research culture

Postgraduate Research Experience Survey, 2019

Awarded an Ecofriendly campus platinum award

EcoCampus

Ranked 4th globally for research culture

Postgraduate Research Experience Survey, 2019

One of 17 universities awarded the Race Equality Charter Mark

One of only 20 universities awarded University Enterprise Zone status

Contents

Welcome to the University 4

Our history 6

Executive team 8

Our vision and strategic plan 10

Education and student experience 12

Research 13

Enterprise 14

Global engagement 15

Hertfordshire Business School 16

Page 4

Welcome to the University of Hertfordshire

Set across two campuses in Hatfield, Hertfordshire, just 20 miles from London,

we’re an innovative, enterprising university, focused on transforming lives. We give staff and students the opportunity to succeed no matter what their background.

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 more than 25,000 students studying over 550 undergraduate, postgraduate and research degrees. Of those students over 4,000 are international students from 100 countries. We also have more than 6,000 students taking courses outside the UK through international partnerships and franchise arrangements.

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

Page 6

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 the public sector 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 1998, our prestigious Formula Student team competed in the first ever competition held in the UK, winning the prize for the Best Presented Team. In 2003 the de Havilland Campus, a £120 million project, opened. Today, we have a student community of over 25,000 on UK based programmes across our two campuses.

Page 8

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-Chanellor, Group Finance Director, Secretary and Registrar, the Pro Vice-Chancellor Business and International Development, Pro Vice-Chancellor Research and Enterprise, and the Pro Vice-Chancellor Education and Student Experience 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, and in 2020 was elected as Vice-President (England and Northern Ireland). He was made Commander of the Order of the British Empire (CBE) in 2011 for services to science.

Professor Matthew Weait, Deputy Vice-Chancellor

Matthew joined the University in March 2020, and as the sole Deputy Vice-Chancellor he is engaged in all strategic and operational decisions which underpin the positioning and success of the University. He will be leading the implementation of a new strategic plan for the University. Matthew 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.

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).

Professor Julie Newlan MBE, Pro Vice-Chancellor (Business and International Development)

Julie is responsible for innovation, international growth and partnerships, enterprise, business development, and marketing and communications. As well as overseeing strategy in these areas, she manages teams and initiatives relating to commercial income, knowledge transfer, graduate enterprise and employability, reputation management, fundraising, and recruitment. Julie’s role also covers leveraging intellectual property and developing enterprise and entrepreneurship opportunities for students and staff.

Alistair Moffat, Group Finance Director

After a career in senior finance positions in the commercial world, Alistair was appointed Group Finance Director in 2009. He has responsibility for all aspects of financial management within the group, including financial control, statutory reporting, treasury, tax, insurance, payroll, pensions and procurement.

His role also incorporates board responsibility for the management of the 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 is joint chair of the London and South-East British Universities Finance Directors’ Group (BUFDG).

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, the office of the dean of students, process review and professional staffing.

Page 10

Our vision and strategic plan

Our vision 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, and to sharing our successes with the community around us.

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

The 2020-2025 strategy will build on our strengths and embed our focus on employability, enterprise and business partnerships into our plans. It also looks to future challenges. In 2018, we asked a group of students to present the challenges that they anticipated that they would encounter in the future to our Board of Governors.

They focused on new technologies, the changing world of work, and increasing interconnectivity across the globe. They were excited about the future, but they recognised that they needed to be ready for it. The pandemic has changed the way we live, work and study, and the future could look different but we are confident our students will have the skills to face those challenges.

Our strategy will develop graduates who are capable and professional, building on the engagement of employers and professional bodies who contribute to the development of our curriculum. We will encourage students to be creative and enterprising, as one of only 20 University Enterprise Zones. We will build student’s social and global awareness, and increase proportion of international students on campus, and the number of UK students who have international experience. We will be compassionate and inclusive, supporting students in their learning and their living.

Page 12

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.

Our country’s education system is highly respected all over the world, and achieving a qualification at a British University is a passport to a rewarding career.

Higher education qualifications in Britain are rigorous and intellectually challenging. They have to be because we’re continuously assessed to make sure we give students the exceptional education they deserve.

We know that coming to university is a major investment of time and money, so we make sure our students graduate with the best possible knowledge, experience, skills and career prospects. Our lecturers have a wealth of experience in their field, not just in an academic setting, but also out in industry – whether that’s in business, law, healthcare, sciences, engineering or the creative sector. They’ve built businesses, developed technologies, saved lives, pushed boundaries and made a real difference. They’re here to help our students do the same.

In 2018, we were awarded the top accolade of gold in the Teaching Excellence Framework (TEF), a system introduced by the government to help students judge teaching quality and the importance of teaching excellence at universities. A gold rating indicates that we have demonstrated the highest quality teaching standards and provide outstanding outcomes for students from all backgrounds, in particular retention and progression. It is a mark of excellence that no Russell Group university hold.

We passionately believe in powering potential; for students this means equipping them with skills for life. We are very proud that our teaching has been recognised as the highest quality found in the UK, having been awarded gold in the Teaching Excellence and Student Outcomes Framework.

Mairi Watson, Pro Vice-Chancellor for Education and Student Experience

Page 13

Research

We carry out research that transforms lives, and addresses fundamental global and societal challenges. We do this by offering research opportunities for staff and students, engaging the community in impactful research, and adapting flexibly to research partnerships.

Through their research, UK universities are contributing more than ever to future economic growth and to positive changes in the way we all live, work and learn. At the University of Hertfordshire we are proud to play a significant role in these developments, engaging with other academic institutions, business and industry.

Our research culture, which is defined by a strong spirit of enquiry, innovation and enterprise, also feeds into teaching and learning to enrich our students’ experience. Artificial intelligence and robotics, data innovation, climate change together with toxicology and pharmaceutics, food security and health care are just some areas where we are breaking new ground for societal benefit, and our research has helped keep people safe during the Covid-19 pandemic.

Professor John Senior, Pro Vice-Chancellor for Research and Enterprise

Page 14

Enterprise

We deliver transformative benefits for the economy and our communities through outstanding expertise in business, innovation and skills.

To support micro, small and mediumsized businesses in Hertfordshire that are struggling as a result of the pandemic, we launched the Volunteer Business Support Scheme in partnership with Hertfordshire Growth Hub. The scheme, which is funded by Hertfordshire Local Enterprise Partnership, matches businesses with mentors that are highly experienced in managing or coaching at a strategic level. They provide tailored support and point businesses in the right direction of finance and support packages in the county. The scheme has supported over 140 businesses across a range of sectors, including health and retail.

We provide regional firms with access to research expertise to help them translate their ideas into successful products and services, and we contribute to eight ongoing Knowledge Transfer Partnerships – a three-way collaboration between a business, the University and a talented graduate.

The Enterprise Hub on de Havilland Campus significantly enhances and expands the existing support we provide to businesses both big and small, locally and nationally, together with our talented students and graduates that are looking to start their own business.

Our start-up challenge award, flare ignite, 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 £8,000 to get their business idea off the ground. With more than 100 entrants each year, flare ignite has awarded more than £200,000 to student start-ups since it started in 2005.

It’s vital these businesses have access to the right support, particularly during this challenging period. The Enterprise Hub contributes significantly to the existing support we already provide at Herts and it will allow us to enhance and expand our community of practice, where entrepreneurs, with the support of their peers and like minded professionals, can discuss their challenges in a supportive environment and meet them head-on.

Professor Julie Newlan, Pro Vice-Chancellor for Business and International Development

Page 15

Global engagement

We are a globally engaged university, transforming lives by providing international opportunities for staff and students, building a diverse community on our campus, and increasing flexible programme delivery for the overseas market.

The University has a longstanding, successful history of engagement with international partners and we have been praised for our approach towards the extensive and complex range of collaborative partner institutions, by the most recent QAA Review.

With more than 70 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 remain passionate about offering the opportunity to students across the globe to study for a University of Hertfordshire award. This drives our commitment to continue with the development of strategic partnerships worldwide.

The University has been a pioneer in Transnational Education (TNE). In 1995 we became one of the first UK Universities to offer Franchise degree programmes in Malaysia, with college group INTI International University and Colleges.

In 2019 the University launched its latest large scale transnational education partnership with a new institution, Global Academic Foundation. Students will be able to study a University degree in multiple subject areas, including Business, Mass Communications, Pharmaceutical Science and Engineering.

Our strategy supports an international approach to education, and we have forged strong relationships with partners across the globe. This benefits our students by giving them diverse international experiences that prepare them for global careers, and it has helped us to build a vibrant global community and outlook, which also benefits our staff and the wider community.

Professor Julie Newlan, Pro Vice-Chancellor for Business and International Development

Page 16

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

Hertfordshire Business School is the largest business school in the east of England and we are committed to offering every student the opportunity to succeed. Our subjects range from accounting, economics, human resource management and business analysis, to management, digital marketing, tourism and events.

We offer practical projects and placements through our collaboration with leading businesses and close proximity to central London. This gives our students the opportunity to build the skills, contacts and experience needed for a rewarding career.

Our strong reputation in the local region as an engaged and outward-facing business school that is both entrepreneurial and international in outlook, continues to grow nationally.

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 economic landscape.

Damian Ward, Dean of the Hertfordshire Business School

Our experts

Dr Reda Lebcir, Specialist in healthcare modelling

Dr Lebcir is part of the Public Health England (PHE) east of England Covid-19 modelling team, informing PHE and the NHS on policies to reduce the spread of the disease and reduce its impact on other health services.

Reda’s outstanding work has also involved a project to control the spread of tuberculosis and HIV/AIDS in the Russian Federation in collaboration with the World Health Organization. He is part of a team which secured £2 million in funding from the Economic and Social Research Council, to evaluate technological and behavioural intervention to help reduce the impact of antimicrobial resistance in India, South Africa, and the UK.

He has worked on both of these projects with Harvard University, Imperial College London, King’s College London, and the London School of Hygiene and Tropical Medicine.

The spread of infectious diseases and antimicrobial resistance constitute serious threats to them health of individuals and the economic and social prosperity of countries. Dr Lebcir has been involved in many national and international projects to model the health and economic impact of these threats, which then inform policy making by governments and international organisations.

Professor Jyoti Choudrie, Professor of Information Systems

Professor Choudrie’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.

Dr Aarti Rughoo, Senior Lecturer

Dr Rughoo’s research expertise is in European banking efficiency and integration, inequality, the impact of the financial crisis on financial markets, and food vulnerability. She has publications in the Journal of Banking and Finance and the

European Journal of Finance, amongst others. Aarti is also collaborating on a project with FareShare on optimising surplus food redistribution and the onset of food vulnerability.

Dr Christopher Brown FHEA, FRSA, MIKT, MIE, MIAM Associate Professor Enterprise

Dr Brown is committed to his research work but also supports owner-managed enterprises searching for help and advice, as well as advising regional support

agencies like Hertfordshire Local Enterprise Partnership and Hertfordshire Growth Hub. He has a particular focus on micro and small enterprises, 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). Christopher 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.

Hertfordshire Growth Hub

Hertfordshire Growth Hub is Hertfordshire Local Enterprise Partnership’s flagship business support provider. It is delivered by a consortium of partners that act as a central point of access for businesses in the county, to gain support and guidance, helping them to grow, scale and innovate.

It is part of a network of 38 Local Enterprise Partnership-led Growth Hubs across England, integrating national and local business support. Publicly funded by the Department for Business, Energy and Industrial Strategy, Growth Hubs provide locally tailored support and advice to direct businesses to the most appropriate organisations that can assist with their specific needs.

University awarded £1.1 million to help small businesses grow

The University secured £1.1 million to set up a new University Enterprise Zone that supports start-up and small businesses, to increase economic growth, employment, and investment in the county.

The Enterprise Zone offers companies across the county access to specialist workspaces, equipment and resources and encourages the development of talent through apprenticeships and student placements. A network of academics, supported by our outstanding research, will enable businesses to grow and prosper.

Hertfordshire Business Academy

Hertfordshire Business Academy is our School’s long-established business and professional network that nurtures collaboration and develops academic, business and alumni relationships. An active calendar of networking opportunities, business briefings, conferences and masterclasses encourages regular participation, exchange of ideas, transfer of learning, and continued professional development in the local business community.

Business Incubation

The University has 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 recently moved into 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. We also provide access to a network of over 3,000 business professionals through the Hertfordshire Business Academy. The networking group offers collaboration, breakfast briefings, masterclasses, research insights and opportunities to work with our students.

Degree Apprenticeships

We have developed five innovative degree apprenticeship programmes. With vocational learning at their core, these programmes offer employers a practical and highly skilled development pathway for driving management capability and leadership competence in their organisation.

TUI sent their first cohort on the Chartered Management degree apprenticeship.

We expanded our Executive Degree Senior Leader apprenticeships to three postgraduate degree programmes, including Master of Business Administration degree apprenticeships.

Research

Our Centre for Social Enterprise won a grant to research the effectiveness of the new quality standard for small and medium sized charities. We were also awarded £34,000 Knowledge Exchange Embed Partnerships funding to assist the Steve Sinnott Foundation to achieve financial sustainability. Members of the Centre provide business advice to students engaged in Enactus social enterprise activities. Our School also raised money to send donated business textbooks to a refugee camp in

Rwanda following a visit by a member of staff.

Research to positively impact climate change

We have secured over £6 million in funding for several research projects through our Big Data Technologies and Innovation (BDTI) laboratory. The laboratory director, Hafiz Alaka, regularly collaborates with industry partners to help solve their challenges.

We are currently working with the construction company, Balfour Beatty, to develop the first machine learning enabled carbon calculator for the construction industry. Other projects include working in partnership with PTE Architects and Leeds Beckett University to support the government by using big data and machine learning to help construction businesses adopt methods to reduce the duration, cost and onsite labour by 60%, 44% and 70%+ respectively. The BDTI laboratory is also working with Birmingham City Council and other industry partners on using a clustered blockchain, big data and artificial intelligence approach to air pollution tracking.

Our alumni

Elizaveta Zaskalko, BA Tourism Management with French, 2016

Associate Market Manager, Expedia Inc

Elizaveta works in Join Expedia Team, focusing on acquiring new hotels in Kent. Her first role was market associate in the Account Management Team, but after a year she decided to step out of her comfort zone and apply for a promotion in the expanding Join Expedia Team.

“ When I just started studying I knew I wanted to work in the tourism industry, but had no idea which part of it. As I progressed, I learned about so many different branches of the industry and it really helped me to narrow it down to the one I actually really enjoyed. ”

The location and the opportunity to continue to study languages were the two key factors for why she chose the University. She was always passionate about languages, so being able to continue her studies was very important. Another important factor was being able to do an industrial placement year because she says it is very hard to get a job without work experience nowadays.

Ashley Joseph, Marketing with Advertising, 2014

Digital and Social Media Officer, Football Foundation

Ashley manages the Football Foundation’s social media output and leads on digital projects.

“ I knew during my final year of university that I wanted to work in social media and that I’d love to eventually combine that with my passion for football. I got that opportunity with Middlesex Football Association back in 2016 and haven’t looked back since. The course had some great lecturers who really helped push me to getting my first class degree and taught me things outside of the course syllabus that set me up for working in industry. The course covered a wide range of marketing principles so that too helped make me a more rounded and employable person than some of the other people in my industry. ”

Tom Smith, BA International Business with French, 2007

Senior Manager, Michael Page

Tom works in the Boston, USA division. He has been working at Michael Page for the past eight years, having previously worked in the UK and South Africa divisions.

“ Having spent two years abroad as part of my studies at the University’s Business School, the degree prepared me well for an international career.”

He chose to study at the University because of the strength of both the business school and its relations with overseas academic institutions all over the world.

Highlights

Hertfordshire Business School Dean’s 2019 award winner for PhD Student of the Year

Jonathan’s thesis ‘Changing the Tune: Conceptualising the Effects of the Global Financial Crisis on Stakeholder Perceptions of Corporate Value’, breaks new ground

by proposing a new multivariate methodology which visually captures changes in the ongoing multi-actor conversation about corporate value. This fantastic piece of work

impressed examiners through its originality and its novel methodology, with potentially widespread applications across the Management Sciences.

Hertfordshire Business School Dean’s 2019 award winners for Transformation Through a Client Project

Batoul, Vanessa, Raghad and Mark produced the best campaign proposal for a charity in their final year module, Marketing Communications. The Godwin Lawson Foundation was set up by Yvonne and Calvin Lawson after their son, Godwin, was stabbed to death at the age of 17. The students produced an outstanding campaign

proposal to help this small charity raise awareness and donations. They showed the utmost empathy and understanding of what the charity needed when producing and

delivering their proposal. The staff members and client who watched the proposal to the knife crime charity were incredibly moved and impressed by their presentation.

We provide services to local startups and small and medium sized enterprises, and through our University Enterprise Zone, the Business Academy supports up to 24 local enterprises.

We have been short-listed for Business School of the Year 2020 in the Times Higher Education Awards.

Innovative ‘Winning Hearts and Minds Hackathon’ – our real life business challenge assessments have been built into our curricular.

Our dedicated Success Team has been established to champion and support BAME students.

Our first cohort of postgraduate international students went on UK industry placements.

We have introduced the postgraduate Practice Assessment Centre to focus on developing our talented students.

We are passionate about bringing local public, business and academic communities together:

We hosted ‘The Digital Divide’ at the Festival of Social Science with Age UK and the local community.

We ran a live Brexit radio panel debate with Federation of Small Businesses, local politicians, business people and students.

We supported the Early Career Talent Pipeline for Employers through the Assessment Centre Experience at Watford Football Club for 800+ students.

We connect with successful business professionals through our Alumni Rising Stars Programme and the Deans 2020 Business Advisory Group. The School’s Wall of Fame showcases our many alumni and business associates and supporters.

Future aspirations

In addressing the short-term challenges and issues facing businesses in these times of uncertainty, we offer mentoring, consultancy and leadership around supporting entrepreneurs and small business owners to:

Reduce the risk of new ideas with practical help in undertaking a business audit.

Develop a medium-term plan to test the fundamental building blocks required to build a robust business model that is viable, feasible and sustainable.

Work with businesses and be mindful of the need to show evidence of progress, and to justify current and future investments on executing ideas.

Page 26

Contact us

Hertfordshire Business School

University of Hertfordshire

Hatfield, UK

AL10 9AB

+44 (0)1707 285420

Web herts.ac.uk

Facebook /uniofherts

Twitter @UniofHerts

Instagram /universityofhertfordshire