Extraordinary calling
Our London home is the beating heart of a community spanning 160 countries. Its proximity to the Square Mile and Tech City offers our people unrivalled access to the best of global business intelligence and innovation. Our world-leading faculty chose us to be part of a unique centre of academic excellence – and you can do the same. This is extraordinary calling.
Here at Sir John Cass Business School, we enable the extraordinary by cultivating an explorer’s mind-set which is critical in today’s increasingly dynamic and interconnected world. We believe that exploration through research and education fuels discovery, innovation and transformational learning.

That’s why our purpose is to help individuals and the professions thrive by creating knowledge, inspiring learning and shaping practice, policy and debate. With over 16,000 peers worldwide, we are proud that Cass is one of the elite to hold triple-crown accreditation from AACSB, AMBA and EQUIS. We are also consistently among the top 40 for internationally ranked programmes, positioning us as a leading global business school.

World-class research and teaching is at our core and we believe the Cass approach is distinctive. This is best demonstrated through our interwoven knowledge, education and community missions.

KNOWLEDGE
We are known for rigorous and impactful research that’s as relevant to industry as it is to academia. Our academic staff apply their global perspective and diverse business experience to develop progressive thinking. We explore imaginative new research angles on subjects ranging from financial investments and digital marketing to actuarial science, strategic leadership and entrepreneurship. Our research centres push the frontiers of knowledge. From shipping and mergers and acquisitions to charity effectiveness, we bring theory and practice together to drive innovation, sustainability and positive social change.

COMMUNITY
For over 50 years, Cass has empowered learning thanks to our dedicated staff, alumni, professional mentors and corporate partners spanning more than 160 countries. At Cass you belong to a vibrant and collegial community that nurtures diversity, shares common values and goals that enable our powerful impact and reach. Our London home reflects our ethos and distinctiveness. Cass occupies a unique position between the global financial capital – the Square Mile – and one of the fastest moving entrepreneurial and digital centres in the world – Tech City. This location buzzes with events that fuse industry and academia, exposing students to exceptional experiences and a wealth of learning, research and partnership opportunities.

Cass is a vibrant hub for inspiration, learning and collaboration from London right across our global alumni network. We blend academic excellence with, extraordinary experiences and career progression to foster lifelong learning, the impact of which is remarkable. Come and be a part of it.

Professor Marianne W Lewis
Dean, Professor of Management
The Research Excellence Framework (REF) 2014 rated Cass 6th in the UK for business and management research. According to HEFCE data, 84% of Cass research submitted was classified as world-leading (4*) or internationally excellent (3*).

At Cass academic excellence underpins everything we do. The way we work with our students and clients reflects the research we publish in professional journals.

Walk down any corridor at Cass and you will find an expert. Academics, practitioners, entrepreneurs and policy makers gather here to exchange ideas, challenge each other and undertake work that makes a difference to the world.

Sit in on a seminar at Cass and you will find passion, opinion and a dedication to tackling real problems with sound research and experience.

The breadth and depth of our work mark us out: though we are located in the City of London, we engage with business practice across the world. Through our commitment to academic excellence in the areas of finance, management and actuarial science, we provide people and businesses with the knowledge, skills and resources to be ahead of the curve.

Research centres

Leading on challenges, innovation, and guiding practice in a disruptive business world

We have a wide variety of centres, which provide a focus for our diverse interests. All are headed by leading academics in their fields and contribute to the School’s wealth of research across a wide range of business topics.

In a fast-changing economic environment, our high-quality research is influential and many organisations use it for business solutions.

For example:

- The Centre for New Technologies, Innovation and Enterprise is looking at how ever-greater advances in technology are changing the Formula 1 business model and how the ICT and biotechnology sectors in the UK operate.
- The Costas Grammenos Centre for Shipping, Trade and Finance produces world-leading research that is shared with industry, academia and policy makers through publications, conferences and seminars. The scope is extensive, ranging from Shipping Finance to Shipping and Commodity Derivatives, Shipping Risk Management, Energy Economics, Commodity Trade and Finance, Shipping Economics and Behavioural Aspects of Shipping Investors.
- The Digital Leadership Research Centre investigates the strategic implications for firms that have applied digital transformation processes to the way they do business.
- The Mergers and Acquisitions Research Centre continues to pursue leading-edge research into the global M&A industry – and was the first centre at a major business school to do so.
- The Centre for Creativity in Professional Practice is a UK leader in teaching, research and knowledge transfer for creativity in professional practice.
- The Centre for Charity Effectiveness brings theory and practice together to drive positive and social change in the non-profit sector.

CENTRES

Centres of excellence

- The Costas Grammenos Centre for Shipping, Trade and Finance
- Centre for Charity Effectiveness

Interdisciplinary research centres

- Centre for Healthcare Innovation Research
- Centre for Econometric Analysis
- Centre for Financial Analysis and Reporting Research
- Centre for Professional Service Firms
- Centre for Research in Corporate Governance
- Digital Leadership Research Centre
- Emerging Markets Group
- Ethos: The Centre for Responsible Enterprise
- Mergers and Acquisitions Research Centre
- Pensions Institute
- Real Estate Research Centre
- The International Centre for Research in Organizational Discourse, Strategy and Change

Research and special interest groups

- Accounting Group
- Behavioural Aspects of Shipping Investors
- Environmental Aspects of Shipping Investors
- Global Shipping Development
- Healthcare Service Delivery
- Internationalisation of Business
- Leadership
- Marketing
- Organisational Behaviour
- Social Responsibility, Marketing, Information Systems, and Human Resources
- Strategic Marketing
- Trade and Finance
- Technology and Innovation
- Virtual Organisations
- Work-Based Learning
- Corporate Finance
- Financial Economics
- Financial Innovation and Institutions
- Insurance Economics
- International Finance
- Investment Banking
- Public Goods
- Risk Management
- Shipping Insurance
- Shipping Law
- Taxation
- Urban and Regional Finance

We believe in sharing information, so we provide free access to our world-renowned research output through our online resource Cass Knowledge. Accessible executive summaries – written with a non-academic audience in mind – complement the research papers, while our faculty’s thought-leadership pieces cover a wide range of current business topics in an entertaining, informative style.

www.cassknowledge.com
@ cassknowledge
Research
that makes a difference

Inspiring debate and linking academia with the business world

Our research has a real impact on how leading businesses operate, their strategic thinking and how organisations are managed. It also frequently influences the decisions of government policy advisers. In a rapidly changing business landscape, we use this constantly developing knowledge to guide the way we teach.

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RESEARCH WITH IMPACT

Stimulating government debate on ageing

The work of Professors Les Mayhew and Ben Rickayzen has stimulated policy debate on ageing and the cost of long-term care within central government, local government and the insurance, pensions and healthcare sectors.

Since 2002, the professors have been researching how the public and private sectors might combine to provide Long Term Care (LTC). At first they estimated how many people would need LTC in the UK over the next 35 years. They are now looking at new insurance products for LTC, such as Disability-Linked Annuities and Personal Care Savings Bonds.

Lowering pension costs

Professor David Blake’s research has not only reduced costs for the insurance and pensions industries but also helps protect pension plan members from the risk of pension companies failing.

As people live longer, pension and annuity providers face higher losses because of ‘longevity risk’. The Pensions Institute, established at Cass in 2004 under Professor Blake’s leadership, carried out research with other academics and practitioners from JP Morgan and the Prudential UK.

Professor Blake invented a financial market that helps shift risk from providers to the capital markets. The work has contributed to significant success in the use of swaps to hedge longevity risk.

Increasing local authority grants

Professor Les Mayhew’s research has helped UK councils measure populations more accurately, saving money and improving people’s standard of living. His innovative work using local administrative data has led to millions of pounds going to local authorities in central government grants and lottery funding.

The work allows councils to better understand their needs and the costs of running their services. It continues to influence policy makers at all levels.

Reducing fees and risk for investors

Professors Andrew Clare and Stephen Thomas created an investment strategy that offers investors lower fees, lower volatility and lower risk. It is now used by the asset-management industry.

Since 2002, equity investors have twice suffered large losses on their investments, creating a deep mistrust of long-term saving. The professors’ research shows that trend-following combined with infrequent trading and equally-weighted diversification across asset classes consistently reduces volatility without sacrificing returns.

Unlike existing business models, they have made this research freely available and totally transparent.

Transforming shipping finance

With over 30 years of groundbreaking research, Professor Costas Grammenos and his research group have revolutionised how the shipping industry funds itself. They also founded the Costas Grammenos Centre for Shipping, Trade and Finance, a global research and educational site at Cass. Many believe Professor Grammenos’s work and the centre have helped keep London a hub for the global shipping industry.

They are now seen as a leading global authority on shipping finance, encouraging shipping companies to use the equity and bond markets to fund themselves.

Putting employees first for business success

Research by Professors Joseph Lampel and Ajay Bhalla on employee-owned businesses (EOBs) was mentioned in the House of Lords as an alternative model to the reliance of the UK economy on private and shareholder-owned businesses. It provides policy makers with evidence that allows them to argue the case for the EOB model.

They began researching the impact of ownership structure on decision-making and firm performance in 2007. In 2008 they carried out a study for the John Lewis Partnership into the benefits of EOBs then built on this with further research into the performance of EOBs relative to non-EOBs.

Helping solve criminal ‘cold cases’

Software developed by Cass has been used to help solve so-called criminal ‘cold cases’, leading to 19 convictions.

The software, called FINEX, can carry out complex calculations to determine the likelihood that two individuals are related based on their DNA. The calculations normally take half a day to complete and FINEX takes a minute or two.

Dr Robert Cowell developed FINEX by building on research with collaborators from the University of Cambridge, the University of Oxford and the Roma Tre University.

Encouraging people to save for retirement

When legislation was introduced in 2010 to encourage more people to save for their retirement, the Government cited a methodology developed at Cass.

Traditional methods of gathering national data about life expectancy and mortality have struggled to cope with changing patterns across different age groups. Cass academics developed a statistical methodology called Geometrically Designed Splines, which accurately measures mortality rates and life expectancy at any age.

Making compensation fairer

As a result of a study by Zoltan Butt and Professors Steve Haberman and Richard Verrall, those with a disability - particularly if it was the result of an accident – and people with lower educational attainment now receive higher and fairer compensation.

Zoltan Butt and Professors Steve Haberman and Richard Verrall have created a better model for calculating compensation that has vastly improved the way claims are assessed. It allows UK courts to accounts more accurately for the factors proven by this research to affect the length of a claimant’s future working life.
Choose Cass

We're at the top of our academic game, agile, entrepreneurial and in London – that's why the best students choose Cass.

They're drawn by our unique combination of academic excellence, real-world practical teaching approach and the quality and reputation of our top-ranked courses, from undergraduate right through to PhD.

The Cass distinction lies in blending transformational learning, a vibrant student experience and career progression to fuel thriving, sustainable careers. Our cutting-edge research and close industry links ensure the rigour and relevance of our programmes' content, while fuelling our continuous innovation in a disruptive business world.

Our City of London location gives us unrivalled access to industry experts to give you hands-on learning in fields ranging from financial and professional services to shipping and international business.

The breadth and depth of our academics' research and their close ties to business and industry mean you get a real-world practical teaching approach that feeds directly into our courses, driving their content and ethos. A Cass undergraduate degree is rigorous and practical to give you a competitive edge in the world of work. Many of our courses also grant you exemptions from professional qualifications, giving you a head start in the employment market.

Many of our students obtain related jobs or go on to further study after graduation*

Believe in better.

Employers snapping up our undergraduates include Accenture, Bank of America, Barclays, Bloomberg, Deloitte, EY, Goldman Sachs, IBM, KPMG, L’Oréal, Morgan Stanley, PwC, Prudential, Reckitt Benckiser, RBS, Santander, UBS and Vodafone.

Students who come to Cass join a world-class business community for life. We are committed to nurturing the next generation of leaders and create our undergraduate courses with career agility and longevity in mind.

We educate with passion and a determination to make your experience at Cass unsurpassable. The results speak for themselves – we gain consistently high scores on student satisfaction in the annual National Student Survey.

The Cass distinction lies in blending both fundamental skills and leading-edge specialisations so you can distinguish yourself in the market or set up your own business.

Building on over 50 years' experience of delivering world-class business education, we personalise learning experiences that build skills and increase career agility. In today's fast changing world, being resilient and able to adapt will be key differentiators. Cass students are always open to new learning – a skill we believe helps our graduates seize new opportunities when striving to achieve their goals.

We offer innovative, global learning techniques and online study. Thanks to the support of corporate sponsors like Thomson Reuters and Bloomberg, our students also have access to high-tech learning resources including a simulated trading room.

Exciting international opportunities, such as studying electives abroad and consultancy projects for organisations across different global markets complement our world-leading local events – like the renowned MBA London Symposium.

Cass has a special buzz. Just stand in the queue for coffee and listen to our students – they are energised, ambitious and ready to be challenged. There are more than 4,000 students at Cass, from all over the world and they fit right into this vibrant, cosmopolitan city.

*Stats 2017
Choose from one of Europe’s widest portfolios of master’s – all backed by world-class resources and research. You can opt for degrees in actuarial science, energy, entrepreneurship, finance, management, marketing, shipping, supply chain, real estate and many more.

As well as the extensive choice of specialist subject areas, we advocate a truly global approach to business. So it’s not surprising we attract students from nearly 100 countries. There is a real-world focus at Cass as our faculties maintain close links to industry. In fact, many of our academic staff have worked, or still work, in their specialist sectors. Our master’s are popular with students fresh from undergraduate study and with those already in work who want to develop their specialist knowledge. Whatever your background, we help you understand your subject from a deep academic perspective.

We also make sure you know how to apply the advanced practical tools and key soft skills.

Industry bodies accredit many of our courses, offering you a quick route into professional qualifications. Wider recognition of our qualifications. Wider recognition of our industry bodies accredit many of our courses, offering you a quick route into professional qualifications.

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Executive Education

Results you can measure

A successful business is always evolving and so are its people. Everyone from the chief executive down must continually stretch their capacity, renewing their skills and knowledge.

We know that research only comes alive when you apply it. At Cass, you will meet global executives who are shaping the future of business and return to your organisation with first-hand industry knowledge and networks that refresh your thinking. For us, it’s not just about individual development – it’s about collaboration. We build our programmes on shared goals, thinking and investment in long-term relationships.

CUSTOM PROGRAMMES

We understand that you want to see the impact your people make when you invest in their development. So we take time to explore each individual and their company’s culture, what they want to achieve next and in the long-term, and what help they need to get there. Then we create a tailor-made programme that delivers visible results.

We have built long-standing relationships with organisations across a wide variety of sectors for more than 20 years, many of whom return for ongoing support. We use case studies and simulations inspired by these clients to translate theory into commercial awareness and application, giving your executives the tools to analyse client needs and act on them swiftly and appropriately.

OPEN PROGRAMMES

Designed for existing and potential top professionals who want game-changing impact, our open programmes cover areas vital to today’s leaders. They blend the academic rigour of our highly respected finance and management faculties with the latest thinking of top industry professionals. Many of our faculty actively work as practitioners, advisers and non-executive board members so they know exactly what’s needed in today’s business environment.

Today’s ever-changing commercial world requires agility. Our open programmes provide the relevance, flexibility and personalisation you need to grow both your career and your business’s bottom line. We help you gain access to subject-matter experts, forge new relationships, strengthen existing ones and harness the power of idea-sharing with your peers.

You can mix and match the open programmes, creating a personalised development plan that covers the topics you need, as and when you need them.

Executive PhD

Rigorous, stimulating and international

The competition to study for a PhD at Cass is fierce. If you are aiming for the top ranks of academia, securing a place on one of our courses will give you access to a world-class research faculty.

Our four-year doctoral course is full-time. Along the way, you will perfect your research skills supported by some of the finest international academics and practitioners. The course balances the latest academic theory with practical application, helping you build insight, independent thinking and scholarship. You will carry out cutting-edge research in all areas of business management, finance, accounting and actuarial science.

As one of about 100 students, you will work closely with our Research Centres or with individual academics and contribute considerably to the research life of the School.

PHD TOPICS

- Accounting
- Finance
- Actuarial science
- Management
Uncertainty and change are the ‘new normal’. We are always scanning the horizon for emerging opportunities, trends, developments and challenges. We keep our finger on the business pulse through a life-long connection with our alumni—a powerful global community—and long-term relationships with corporate supporters. This helps us address the fundamental business challenges of the day and to contribute to business success.

It is our world-class faculty that drives us forward. Our academics’ corporate collaborations mean we can constantly evolve to meet changing demands, pushing the frontiers of research to provide dynamic courses and innovative business solutions.

Based in the City of London, we are ideally positioned to access London’s creative and service sectors and of course, the financial sector. We work with employers to build students’ skills while recruiters can engage with our students.

Our students also benefit from our proximity to the capital’s accelerating digital technology sector. In return, we can inspire and support Tech City’s entrepreneurs, playing an integral role in energising the UK’s growth and sustainability.

However, we are more than a business school for London. We host events where we bring together a diverse range of business and local networks to discuss global trends and strategies, generating new ideas that inspire and challenge expectations.

While others talk about the economic shift eastwards, we are already there. Through our educational activities in Dubai, China and Singapore, our faculty is engaged in these fast-developing regions and our students are exposed to their diverse business models and cultures through exciting electives.

Cass never stands still; we are energised, agile and creative. We are deep thinkers and practical solution finders. People want to be part of Cass because of our drive, our passion for business education and our success as a leading global business school.

We have 45,000+ alumni in leading global organisations, spanning more than 160 countries. That’s a powerful community to belong to.

We’re proud of our alumni network and constantly invest in expanding it. We use a wide range of events, publications, special interest groups, international groups, communications and social media platforms.

All our alumni and students can join the Alumni Online Community—a valuable forum for maintaining established relationships as well as forging new ones. We keep our community up to date with news about fellow alumni and School developments through our quarterly newsletter and monthly event bulletins.

Benefits include free access to library research tools and databases, City email for life (for alumni who graduated after 2013) and discounted access to the University sports centre, CitySport. Postgraduate alumni can also take MSc or MBA electives free of charge.

We host annual events in China, USA, Singapore and Europe so our alumni can stay connected with the School and other Cass alumni in their region.

ALUMNI AMBASSADOR PROGRAMME

We want our alumni to feel part of our network wherever they are. The Cass Alumni Ambassador Programme enables this as it brings together former Cass students interested in developing new ways to engage. This ensures that the Cass Business School community benefits alumni throughout their lives.

Our Ambassadors are the primary point of contact between the School and its alumni for a given region or interest. They host alumni activities with the help of the Cass Alumni Relations Team and support our recruitment and engagement strategies.

“...connections, job opportunities and friends for life. I wouldn’t be without it.”

Agathe Thorseth (MSC Finance 2011), Operational Restructuring, PricewaterhouseCoopers
Professional development

Upgrade your skills

Whether you’re just starting out on your career, or an experienced professional looking to speed up your progress or make a significant career change, our Careers Team offers tailored support.

UNDERGRADUATE CAREERS
Cass students have an outstanding reputation with employers, which is why leading global companies such as Goldman Sachs and IBM recruit from Cass. According to the recent 2016-17 DHLE (Destination of Higher Education Leavers) report, an average of 89% of our students obtain related jobs or go on to further study after they graduate. Our comprehensive range of career services gives you access to professional networks and insights to help you plan your future.

We offer:

- Specialist advice
  You can book appointments with the City Careers Service team to evaluate your career goals and plan how to achieve them.

- Workshops and presentations
  Major employers like BP, Bloomberg, Citibank, Deloitte, HSBC, Mercer, EY and Towers Watson run skills sessions that explain company recruitment plans and help you improve how you look for jobs. Our Industry Insight programme lets you attend insight events with employers at their offices.

- Student and graduate job opportunities
  We automatically register you with City CareersHub, our specialist online job-search service. We also run Unitemps, an in-house temporary agency offering you paid work at City and in the local area.

- Extracurricular activities and development
  The Careers Service works closely with Student Development to help you develop your employability. You can take part in volunteering, professional mentoring, paid work on- and off-campus and our buddy scheme for new students.

POSTGRADUATE CAREERS
Our employer-led events and skills workshops help you prepare for competitive application and selection processes, alongside specialist career coaching and online resources.

MASTER’S
Our Careers Team will support you from your first day, discussing career planning and personal objectives. Master’s students have a dedicated Careers Centre and we offer workshops and seminars to help you improve your job-search and interview skills, approach to assessment and selection, commercial acumen and networking. Companies like Bank of America, CBRE, Citi and Legal & General attend our September Careers Fair.

MBA/EMBA
Our dedicated careers coaches work closely with you to identify and determine career goals and options, making the most of the employability and professional skills training we offer and to conduct effective research using our resources. Our professional development curriculum covers all the skills employers look for, including leadership, advanced presentation skills, negotiation skills, media training and executive presence.

World-class events

Be inspired

Recalling his interview with Muhtar Kent, Chairman and former CEO of Coca-Cola:

“Be humble, spend time with, and learn from, the store clerks who sell your product and always carry your own bags.”

William Lewis, CEO of Dow Jones
Lessons in Leadership, March 2018

Our corporate events give us a powerful platform, as thought leaders, to make an impact on the world around us. Our events share knowledge giving all our stakeholders and communities access to exceptional speakers. Events reflect Cass areas of expertise, linking current research and thinking to current affairs.

Hosting an array of public lectures, fireside chats, breakfast briefings, panel discussions and conferences, our events bring together a diverse range of global business and local networks. These events are a great example of the way we work with the business world, discussing global trends and strategies, generating new ideas and challenging expectations.

Previous speakers include:

Dominic Barton, Managing Director, McKinsey & Co; Olivier Blanchard, former Chief Economist, International Monetary Fund; Sir Mark Boleat, Deputy Chairman of the City of London Corporation’s Policy and Resources Committee; Mark Carney, Governor, Bank of England; Dame Colette Bowe, DBE, Branch Administrator, Chair, British Standards Board; Douglas Flint, CBE, Former Group Chairman, HSBC; Andrew G Haldane, Chief Economist, Bank of England; Lord Tony Hall, Director General, BBC; William Lewis, CEO of Dow Jones and Publisher of The Wall Street Journal; Helena Morrissey, CBE, Chief Executive, Newton Investment Management Management; Dominique Senegue, global CEO of Ardan; Morty Wikstrom, brand and retail executive specialising in luxury brands.

ANNUAL LECTURES
The Mais Lecture
In honour of Lord Mais, this lecture’s focus is on monetary policy from the viewpoint of a policymaker or practitioner.

Sir John Cass’s Foundation Lecture
Designed to reflect and promote the work of the Sir John Cass’s Foundation in the education and philanthropic sectors.

The Currie Lecture
In honour of Lord Currie of Marylebone, former Dean of Cass Business School, this is aimed at practitioners and focuses on the area of regulation.

The Dean’s Lecture Series
Showcases the latest thinking from key industry leaders for the benefit of Cass students, alumni, corporate partners and the business community.

Cass Global Women’s Leadership events
Designed to equip, connect and inspire women for leadership.

CASS CAREERS ONLINE
This personal career management tool for all postgraduate students covers everything from booking events to job vacancies, giving you invaluable assistance in every step of your career search.

www.cass.city.ac.uk/careersonline

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CASS BUSINESS SCHOOL

EXTRAORDINARY CALLING

“...The Careers team was instrumental in helping me to secure my new role. They supported me throughout the job-hunting journey, helping me to tailor my CV and providing interview practice. I have now embarked on a rewarding new career as a consultant.”

Carolina Ferreria Seixas,
Full-time MBA (2017)
At the Cass postgraduate Career and Professional Development Centre we place considerable emphasis on developing employability skills for the corporate environment, making sure our graduates are equipped to make a positive impact from day one.

We aim to give you access to some of the world’s most highly-trained graduates. Central to this is Cass Careers Online - a portal that lets you not only raise your profile within the School, but also connect with our graduates when you are recruiting.

You can also interact with Cass students first hand by attending events on campus and by hosting recruitment presentations, breakfast sessions, workshops and skills sessions throughout the year. We also offer opportunities for you to engage with our students remotely through a number of online platforms.

**CASS CAREERS ONLINE**

You can use this service to:
- Advertise jobs, internships and research projects to MSc and MBA students and alumni
- Access our MBA CV Book, filtering candidates by their experience and skills
- Either receive applications directly, or use our service that collates all CV applications to your advertised position in a single PDF
- Advertise your company details directly to Cass students and alumni to raise your company profile.

[www.cass.city.ac.uk/careersonline](http://www.cass.city.ac.uk/careersonline)

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**“Embedded in Czarnikow’s culture is a willingness to embrace change, pursue entrepreneurship, and invest in our people. Our collaboration with Cass Business School provides us with the ideal partner to build on these values, by gaining access to learning and know-how from a dynamic and first-class academic institution.”**

Robin Cave, Chief Executive Officer, Czarnikow

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**“We meet and engage with Cass students each year at the annual careers fair and through on-campus employability skills events. We always come away from these events impressed by the number of attendees and levels of engagement and enthusiasm.”**

Richard Prescott, HR Business Partner, Hymans Robertson

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**Corporate partnerships**

**A collaboration that delivers results**

We build powerful and long-term relationships with corporate supporters through our Corporate Partnerships.

We take a holistic approach to these partnerships, delivering a tailored package of tangible benefits that address fundamental business challenges and contribute to business success. This approach takes many forms, from thought leadership and brand enhancement to talent management, learning and development, so no two Corporate Partnerships are the same.

**AS A CORPORATE PARTNER YOU ENJOY:**
- Access to world-renowned Cass academics and research
- Being highlighted as a sector thought leader
- A platform to project your company brand
- Support attracting, retaining and developing talent
- Access to international networking opportunities, exclusive events and dinners
- Developing and facilitating corporate social responsibility (CSR) programmes.

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**Recruiting from Cass**

**Connect with our graduates**

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- Advertise your company details directly to Cass students and alumni to raise your company profile.

[www.cass.city.ac.uk/careersonline](http://www.cass.city.ac.uk/careersonline)
We understand that your organisation needs insight and robust, practical solutions so that’s what our consultants provide.

Cass Consulting is a research-led consultancy service staffed by the faculty of Cass. Our academics develop their expertise through research and practical interaction with a range of organisations, which means we can deliver significant outcomes for you. We work in partnership with you to stimulate, validate and/or challenge thinking while solving any business problems you may have. As you would expect from a leading global business school, our work is rigorous and impartial and while it’s grounded in theory, it’s always tailored to your requirements and ambitions.

Our approach is entirely collaborative. We listen, learn and understand the context and briefly before delivering the project with your input as required. We’re academics but we understand that most business problems need practical solutions: as many of our faculty are still active in business, we can develop new theories and refine existing ones.

Our clients include Bank of England, Barclays Wealth, BNY Mellon, BP, EY, Microsoft, Invesco Perpetual, London Stock Exchange, Microsoft, OFGEM, Proctor & Gamble, Swiss Re and UBS.

**WE PROVIDE:**
- White papers to reveal thought leadership
- Commissioned research
- Masterclasses and session facilitation
- Co-produced research
- Executive education and case studies.

**Case study**

Financial Express (FD)

Financial Express provides investment data, software tools and performance analysis to the financial services industry. FD approached us for research that validated a new portfolio construction technique they had developed. Dr Nick Motion and Professor Andrew Clare led the project, providing a simulation using 600 years of randomly generated data that showed both the limitations of the traditional approach and how the new approach would be an improvement.

They tested the performance of various optimisation techniques using long-run data on equities as well as other asset classes. The results showed that FE’s methodology could indeed lead to substantial improvements, with lower portfolio turnover in many cases.

For more information and other case studies, visit www.cassknowledge.com/consulting

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**Our objective was to challenge current thinking around the structuring of defined contribution investment products and that’s where Cass came in. They have the academic rigour, the pedigree and the tools and techniques; when you put those together it became a pretty easy decision to choose them.”**

David Callo, Head of Group DC Pensions Strategy, BNY Mellon

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**Cass Consulting**

**Research for business**

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**Resources for entrepreneurs**

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**With you throughout your business journey**

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“*We often hear entrepreneurship is about resilience, drive and passion – it’s also about skill. Helping entrepreneurs to develop the right skills and providing practical support to deliver scalable business plans, are essential components for commercial success.*”

Peter Cullum, CBE

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**Peter Cullum Centre for Entrepreneurship**

It was Peter Cullum’s vision to form a central hub providing funding, support and advice for new ventures. Since its inception in 2009, the Peter Cullum Centre for Entrepreneurship has provided guidance through courses that blend practical and academic support. Expertise from the Centre led to the formation of the New Venture Creation course, as well as the resultant NVC module and continues to feed into our other entrepreneurship education projects. The Centre can also provide flexible workspace for growing businesses. This is usually offered to investee companies of the Cass Entrepreneurship Fund and occasionally to more nascent businesses on a case-by-case basis.
International activities

**EUROPE**
Number of alumni: 29,000+
International study destinations:
- Vienna University of Economics and Business (UG), Austria; ESCP Europe (UG), France; ESSEC (UG), France; EBS Business School (MSc), Germany; Mannheim Business School (UG and MSc), Germany; TU Munich (UG), Germany; Bocconi University (UG and MSc), Italy; LSE (UG and MSc), Italy; ESCP, Bocconi University Rotterdam (UG), the Netherlands; BI Norwegian Business School (UG), Norway; ESADE, Ramon Llull University (UG), Spain; IE Business School (UG), Spain
- MSc electives:
  - Procurement, Mannheim, Germany
  - Project Finance, Madrid, Spain
  - Strategic Innovation in Hyper Competition, Bologna, Italy
  - Real Estate Fund Management, Amsterdam, The Netherlands
  - Trading & Market Microstructure, Paris, France
- MSc study tours:
  - MSc in Finance, Frankfurt, Germany
  - MSc in Management, Milan & Florence, Italy
- MBA consultancy trip:
  - International consultancy trip, Ireland
- MBA elective:
  - London Symposium, UK

**ASIA**
Number of alumni: 6,000+
International study destinations:
- Renmin University (UG), China; Shanghai Jiao Tong University, China; Chinese University of Hong Kong (UG), Hong Kong; Hong Kong University of Science and Technology (UG), Hong Kong; University of Hong Kong (UG), Hong Kong; KIMEP (MSc), Kazakhstan; Nanyang Technological University (UG), Singapore; National University of Singapore (UG), Singapore; Singapore Management University (UG and MSc), Singapore; KAIST (UG), South Korea; Seoul National University (UG), South Korea; Sogang (UG), South Korea; RMIT Vietnam Campus (UG), Vietnam
- MSc elective:
  - Monetary Policy, Singapore
- MBA study tour:
  - International study tour, China
- MBA consultancy trip:
  - International consultancy week, Vietnam

**AFRICA**
Number of alumni: 700+
International study destinations:
- Kenya international elective
- South Africa international elective
- MBA elective:
  - Global Real Estate
  - Dubai Symposium, UAE

**SOUTH AMERICA & CARIBBEAN**
Number of alumni: 350+
International study destinations:
- Buenos Aires (MSc), Argentina; Universidad Argentino de la Empresa, UADE (UG), Argentina; Universidad de Chile (UG), Chile
- MBA consultancy trip:
  - International consultancy week, Columbia

**NORTH AMERICA**
Number of alumni: 1,500+
International study destinations:
- HEC Montréal (UG), Canada; Ivey Business School, Western University (UG), Canada; Sauder School of Business, University of British Columbia (UG), Canada; Smith School of Business, Queen’s University (UG), Canada; University of Waterloo (UG), Canada; Goizueta Business School, Emory University (UG), USA; Robert H. School of Business, University of Maryland (UG), USA; McCombs School of Business, University of Texas at Austin (UG), USA; McIntire School of Commerce, University of Virginia (UG), USA; Ross School of Business, University of Michigan (UG), USA
- MSc elective:
  - Investment Strategy, New York, USA
- MBA elective:
  - Digital innovation in action (Silicon Valley), USA
  - An economy in transition, Cuba

**MIDDLE EAST**
Number of alumni: 1,000+
- MSc elective: Global Real Estate
- MBA elective: Dubai Symposium, UAE

**AUSTRALASIA**
Number of alumni: 300+
International study destinations:
- Queensland University of Technology (UG), Australia; Royal Melbourne Institute of Technology (UG), Australia; University of Queensland (UG), Australia; University of Sydney (UG), Australia

**KEY**
- Countries with alumni groups
- Countries with international study destinations, electives and/or consultancy trips
- London and Dubai campuses

**ALUMNI PER REGION**
- Europe 78.8%
- Asia 15.3%
- North America 2.7%
- Middle East 2.7%
- Africa 0.0%
- South America & Caribbean 0.0%
- Australasia 0.0%
Learn in a global context

Study abroad and build your international network

Students can gain a global outlook by engaging through our international partnerships.

INTERNATIONAL STUDY DESTINATIONS FOR UNDERGRADUATE STUDENTS
Options include taking your second year abroad or as a sandwich year and extending your degree to four years. Destinations include: Hong Kong University of Science & Technology; IE Business School, Madrid, Spain; Ross Business School, University of Michigan, USA; Renmin University, Beijing, China.

INTERNATIONAL STUDY DESTINATIONS FOR MASTER’S STUDENTS
Current partners include:
- France
  Université Paris Dauphine
  Trading and Market Microstructure elective.
- Germany
  EBS Business School, Oestrich Winkel
  A two-year dual-degree master’s course with one year at Cass and one year at EBS.
- Frankfurt study tour
  Master’s in Finance study tour visiting the ECB and other financial institutions.
- Mannheim Business School
  An elective exchange allowing Cass students to study in Germany and Mannheim students at Cass.
- Italy
  Bocconi, Milan
  Two Cass students each year from the MSc in Investment Management and/or MSc in Corporate Finance and/or MSc in Banking and International Finance can study for an extra year at LUISS on a fee waiver to get two master’s degrees.
- The Netherlands
  Real Estate Fund Management international elective.
- Singapore
  Singapore Management University (SMU)
  A joint MSc in Quantitative Finance, Monetary Policy international elective.
- South Korea
  KAIST, Seoul
  KAIST students take part in the second and/or third terms on selected master’s courses.
- Sogang, Seoul
  Sogang students take part in the second and/or third terms on selected master’s courses.
- UNIST, Ulsan
  UNIST students take part in the second and/or third terms of the MSc in Energy, Trade and Finance.
- Spain
  Project Finance international elective.
- UAE
  Global Real Estate Markets international elective.
- USA
  Investment Strategy international elective.
- UNC, Chapel Hill
  Carolina students take part in the fourth term of the MSc in Energy, Trade and Finance.

International MBA electives

There is no better preparation for global management than a Cass MBA. You can build valuable networks and put classroom theory into practice in an international environment. Our international electives and MBA International Consultancy Week challenge you to consult, collaborate and learn from international businesses. They take place in China, Columbia, Ireland, Israel and Palestine, Kenya, South Africa, UAE and the USA (Las Vegas and Silicon Valley).

GLOBAL CONNECTIONS THROUGH THE ALUMNI NETWORK

We have international alumni volunteers who act as Cass Alumni Ambassadors – the main point of contact for alumni living, working or travelling overseas. With their support, we have held many alumni events in the UK and worldwide.

Dubai Centre

Academic excellence for the Middle East and North Africa

The Dubai Centre opened in May 2007 and is a regional centre of educational excellence for the Middle East and North Africa.

Situated in the prestigious Dubai International Financial Centre, the campus was officially inaugurated on 5th May 2009 under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. Now fully established in the region, Cass has emerged as a leader in postgraduate education for employers and employees alike. We have achieved this by creating a unique environment in which students benefit from the expertise of business leaders while having access to outstanding networking opportunities and career-building connections.

The courses and services we offer in Dubai include:
- The Cass Business School Executive MBA (licensed by the Knowledge and Human Development Authority)
- Short courses
- Bespoke Cass Executive Education
- Admission support for London-based courses
- Cass Consulting and business services
- Corporate Partnerships (for example: Hawkamah, Dubai International Finance Centre, Capital Club)
- Networking opportunities and events.

“Cass Business School’s Dubai Centre offers highly ranked executive programmes building on our three engines of growth: world-leading research insight, a commitment to excellence in education and a strong network of alumni and partners both within the region and across the globe.”

Professor Marianne Lewis, Dean, Professor of Management
Ways to support us

Many donors support Cass each year, helping our students and investing in our future.

Our donors’ fund projects ranging from academic posts to world-leading research. There’s a way for everyone to help us.

**How you can help**

We have a growing number of friends who donate to the School. You can donate in a number of ways:

- By discussing how you’d like to make a difference with a member of our Development and Alumni Relations team. We can share our latest initiatives with you, explain how you can give most tax-efficiently and work with you to shape your donation for the greatest impact.

- By donating monthly by direct debit to the Cass Fund, which supports three areas:
  - Student Support – hardship awards and bursaries
  - Care Leavers Support Fund – bursaries, accommodation, mentoring, employability, counselling and pastoral support
  - The Greatest Need – specific initiatives and student-led projects.

- By leaving us a legacy in your Will – a tax-efficient way of donating. We’re keen to work with all those wishing to make a gift in this way so that it makes the greatest difference.

**How your donations are used**

- Research
- Improvements to student experience
- Scholarships
- World-class thought leadership
- Developing our estate and facilities
- The Dean’s Fund

“The Stelios Scholarships awarded at Cass every year make sure these exceptional scholars have a chance to make a difference themselves. Having benefited significantly from my time at Cass Business School, I am delighted to support it in this way and hopefully inspire others to give back as well.”

Sir Stelios Haji-Ioannou (MSc in Shipping, Trade and Finance, 1988), founder, easyJet
In 2002, the School was renamed Sir John Cass Business School following a generous donation towards the development of its new Bunhill Row premises.

Sir John Cass’s Foundation
Sir John Cass’s Foundation has supported education in London since the 18th century and takes its name from its founder, Sir John Cass, who established a school in Aldgate in 1710. Born in the City of London in 1661, Sir John served as an MP for the City and was knighted in 1713.