



Cass Business School
CITY UNIVERSITY LONDON



The Cass Corporate Partnership Scheme

A collaboration that delivers results



An exclusive partnership

Consistently ranked among the world's leading business schools and with a global reputation for excellence in research and education, Sir John Cass Business School attracts some of the most talented academics, students and corporate partners in the world.

We offer a full portfolio of first-rate business and finance programmes, and belong to an elite group holding the gold standard of 'triple-crown' accreditation from the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS).

Consequently, our students have a superior track record in terms of careers and earnings, also benefiting from membership of a 32,000-strong alumni community that includes leading business figures such as Sir Stelios Haji-Iannou; Muhtar Kent, Chairman and CEO of The Coca-Cola Company and Liu Ming-Kang, former Chairman of the China Banking Regulatory Commission.



Cass research is widely considered to be of international significance and our proximity to the City of London enables close connections with the companies that drive one of the world's leading financial centres. This creates invaluable employment opportunities for our students and encourages the exchange of ideas between Cass and the City, furthering our reputation as a leading intellectual resource. Among the organisations currently taking advantage of our Corporate Partnership Scheme are BNY Mellon, Czarnikow and Santander.

A partnership with Cass will give your company the opportunity to benefit from our reputation and the resources that the School has to offer. We build relationships that deliver an impressive array of business benefits.

“BNY Mellon continues to derive ever greater value from our relationship with Cass. The core of the partnership is access to exceptional talent, for both internships and employment, as well as some of the world's leading professors for their strategic insights. Additionally, we benefit from access to high-profile events and networking opportunities that are a hallmark of the position of Cass at the heart of the City of London.”

David Aldrich, Managing Director, BNY Mellon

“Our association with Cass Business School gives us access to high-quality graduates, specialists and alumni, providing academic input that will help us develop the business and its people to ensure the next 150 years are as successful as the last 150 years.”

Robin Cave, CEO,
Czarnikow Group



“We are proud to have developed a strong partnership with Cass, a world class business school. Cass is part of the Santander Universities network and this has brought a wealth of benefits to both institutions.”

Luis Juste, Director of Santander Universities, Santander

The benefits of collaboration



We work closely with our corporate partners to identify their business needs and understand the challenges they face. These may include attracting and retaining talent, sourcing high-calibre speakers for events, building a global network or finding a platform from which to project their brand.

Our extensive resources and a dedicated relationship manager ensure you get the most out of the relationship. We then create a partnership tailored to your needs, selecting appropriate solutions to meet your business objectives.

Working with you to identify the ways in which a partnership with Cass Business School can deliver enhanced performance and a sharper competitive edge, our goal is to build a relationship geared for lasting success.

Draw from a deep pool of talent

- Privileged access to the best of our 3000 students, through a specialist filtering service
- Highlighted employer of choice status communicated to current and past students through media ranging from brochures and e-newsletters to events
- Access to experienced hires through our 32,000 alumni in over 154 countries
- A one-stop shop for all of your recruitment needs.

Thought leadership and knowledge transfer

- Access to the insight of leading business academics and their cutting-edge research; in 2010, a study published by the *European Financial Management Journal* ranked Cass Finance research third in Europe
- In-depth consultancy sessions with leading academics to explore topics of your choice
- Provide keynote speakers for client events.

Retain and develop talent

- Preferential rates on our Executive Education programmes
- Discounts on MBA and EMBA courses
- Opportunities for employees to attend individual modules of particular interest.

Enhance your brand power

- Affiliation with Cass, the business school for the City of London
- Extensive branding and PR
- Your name prominently displayed on the Sponsor's Wall in our main reception area
- CEO interview feature and advertising in *InBusiness* magazine, which has an international AB1 circulation of 26,000 around the world on and offline
- Exposure in the Corporate e-newsletter, the Hub e-newsletter for alumni, the Cass website, as well as other School literature and events
- Recognition in our annual donor report and invitations to the annual donor event.

Take advantage of international networking opportunities and high profile events

- Access to a host of national and international events, lectures, seminars, dinners and alumni reunions, which attract some of the world's most important business thinkers and are a stimulating forum for making new contacts and sharing ideas
- Exclusive invitation only dinners with high profile hosts such as Paul Volcker and George Osborne
- Speaking opportunities at prestigious events and guest lecture spots on Cass courses
- Opportunities to join our international alumni events attended by the Lord Mayor
- Invitations to our programme of regular breakfast seminars to explore the latest hot topics and ideas
- Use of the School's state-of-the-art facilities for events, meetings and workshops.

To find out more about the Corporate Partnership Scheme and discuss how a closer relationship with Cass will benefit your business, contact:

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Cass Business School

In 2002, City University's Business School was renamed Sir John Cass Business School following a generous donation towards the development of its new building in Bunhill Row. The School's name is usually abbreviated to Cass Business School.

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.