

MANCHESTER  
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The University of Manchester

# Business engagement

at The University of Manchester



[www.manchester.ac.uk/business](http://www.manchester.ac.uk/business)

# Business engagement at The University of Manchester

Business engagement at The University of Manchester provides the opportunity for external organisations to develop mutually beneficial partnerships with the University, across a broad range of disciplines, in order to support innovation and promote impact.

Engagement with the University can take a variety of forms, with differing levels of commitment from the University and partner organisation. From local SME's, to charity organisations, large global corporations to public institutions, we welcome any enquiry and are open to discussing your requirements to see how we can work together.

## Opportunities to engage with The University of Manchester

Engagement Scheme	Description	Benefits
<b>Research centre sponsorship; Funded Professorships and Chairs</b> <span style="color: orange;">H</span>	Industry partners may provide monetary support to an academic expert who holds a Professorship or Chair and is responsible for directing research and education programmes related to a specific industry-relevant theme.	<ul style="list-style-type: none"> <li>Such programmes are directly related to the business sector of the sponsoring organisation, thus supporting innovation.</li> </ul>
<b>Co-produced and commissioned Research</b> <span style="color: orange;">H</span>	Research projects developed jointly by academics and partner organisations, outputs will be of academic interest and also have useful business/sector impacts. Commissioned research directly answers your business questions via research which cannot be conducted in-house.	<ul style="list-style-type: none"> <li>Identify or apply new ideas, technology, capabilities or methodologies</li> <li>Address significant questions that can feed into policy</li> <li>Develop credible evidence base to direct or support business developments</li> </ul>
<b>Knowledge Transfer Partnerships (KTPs) – an Innovate UK scheme</b> <span style="color: orange;">H</span>	A three-way project between a research associate (post-doctoral or graduate), a commercial organisation and a university (known as the Knowledge Base). A high calibre recently qualified individual from the university leads a strategic project within the partner organisation with ongoing support from senior academics. <b>Duration – 12-36 months</b> <b>Max grant rate – 67%</b>	<ul style="list-style-type: none"> <li>Increase profits, knowledge and capability</li> <li>Gain competitive advantage through new products, processes and services</li> <li>Introduce new technology through innovation</li> <li>Become leaner, more efficient and set for growth</li> </ul>

Partner commitment level H High M Medium L Low

Engagement Scheme	Description	Benefits
<b>Relationship Incubator schemes (includes Impact Acceleration Accounts (IAAs))</b> <span style="color: green;">M</span>	Small-scale funding to support: <ul style="list-style-type: none"> <li>Research into practice</li> <li>Concept development &amp; feasibility studies</li> <li>Staff exchanges/placements between university and partner organisations</li> </ul> <b>Duration – typically 2-9 months</b> <b>Partner contribution – negotiable; can be cash and/or in kind support</b>	<ul style="list-style-type: none"> <li>Access to world leading academics and researchers</li> <li>New skills and capabilities embedded into your organisation</li> <li>Commercial and social benefits including job creation, cost savings, opening of new markets and process improvements</li> </ul>
<b>Consultancy and Expert Witness services</b> <span style="color: green;">M</span>	Applying our wealth of expertise to address a knowledge/expertise gap or to introduce new thinking, methodologies, business models or technology in a way that benefits your organisation	Find new ways to solve complex business problems and formulate policies, or provide an expert voice in legal or business settings
<b>PhD Sponsorship Including CASE studentships</b> <span style="color: green;">M</span>	Focussed 3 - 4 year project on industry-relevant theme, conducted top quality graduates undertaking research leading to a PhD. Projects are devised by academic and partner organisation and matched to suitable research student.  Partners contribute to project planning and may act as co-supervisors for project.	Cutting-edge research relevant to the organisation's priorities and objectives carried out by high quality PhD students.  Opportunity to invest in building future knowledge and talent-pool in industry-relevant areas.
<b>Continuing Professional Development</b> <span style="color: green;">M</span>	To ensure your staff are effective and motivated, we offer continuing professional development (CPD) courses for organisations of all types and sizes, from SMEs to charities to global corporates	Taught by world-leading academics across a wide range of fields; can be non-assessed or credit bearing; aligned with industry expectations via close working with professional bodies. Flexible modes of study including bespoke Masters programmes and short courses.
<b>Commercialisation</b> <span style="color: green;">M</span>	Bringing inventions and software into the commercial world; Innovation centre	Expert knowledge in licensing and intellectual property (IP) practice; Incubation facilities for spin-out companies.
<b>Facilities Sharing</b> <span style="color: blue;">L</span>	Utilise the University's academic knowledge, expertise, methodologies or facilities to answer the big questions for your business or sector	Access high-value specialist equipment for your organisation's research and application testing.
<b>Student projects</b> <span style="color: blue;">L</span>	An individual or small group of undergraduate or postgraduate students work on a short project set by partner organisation. Supports learning and builds industry-specific knowledge. <b>Duration – weeks/months</b> <b>Start time – course dependent</b>	Objective solutions to business problems or challenges from our enthusiastic, high calibre students.  A good option for exploratory activity and multiple idea generation.

Access a wealth of skills and disciplines of a student population over 38,000: for recruitment including internships and placements, contact our dedicated Careers team, which offers a free and easy to use system advertising opportunities.

[www.careers.manchester.ac.uk](http://www.careers.manchester.ac.uk)

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