

Enhance your curriculum with the Financial Times



Provide the real-world business knowledge and
global outlook that today's students need

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**75% of the world's top 20 universities and 90% of the top 20 global
MBA schools use the Financial Times to help them succeed**

Teach business the way the world wants



The business school students I meet are smart, ambitious and truly international in their outlook. Their appetite for news is insatiable.



Helen Barrett
Work & Careers editor

The business world has changed beyond recognition. Over the last 20 years it's become more knowledge-based, more dependent on technology and crucially, far more global.

As a result, today's companies want employees with an international outlook, an understanding of real-world business and an informed approach to problem solving. And business students want modern, high quality education that will equip them for this new world.

The top reason why companies send employees abroad to study is because they will get an international outlook

FT Business Education Research 2017

The future of institutional business education is already under threat from a multitude of rival courses, online study opportunities and rising tuition costs. So, the institutions that don't adapt their programmes to student needs are in danger of becoming obsolete.

Two-thirds of the members of the Accreditation Council for Business Schools and Programs (ACBSP) said they expected more business school closures in the next 10 years.

By contrast, applications have risen at schools such as Insead and Haas, as well as at newcomers such as the McKinsey Academy. All of these have made the shift to meet the demand for real-world material, blended learning and a global outlook.

So, how do your institution, academic staff and students benefit from adopting this approach?



The benefits of global, real-world, blended learning

Traditional business education has focused on classroom group teaching, established subjects, long-standing case studies and an emphasis on theory.

But now, you can stand out from the competition with personalised engaging teaching, blended learning, flexible multi-device access to materials, current relevant case studies and context that links theory to the real world of business.

Academic staff can:

- 1 Give students a richer learning experience that helps them achieve better results.
- 2 Enable students to learn in the ways and at the times that suit them best.
- 3 Back up their points effectively by grounding them in current business realities.

Students can:

- 1 Get a better grasp of business theories in the context of real-world global news and events.
- 2 Learn in the ways that work best for them, accessing what they need, whenever they need it.
- 3 Sharpen their commercial skills, stand out in interviews and gain an edge in the job market.

Academic institutions can:

- 1 Increase student satisfaction, exam grades and employment success.
- 2 Enhance their reputation for providing programmes of real value with an international outlook.
- 3 Attract more of the world's best students.



The knowledge being [taught] in [most] business schools is so out of date. My people are not getting the ideas that are on the cutting-edge of theory. They are mostly getting very old information from old articles and old cases.



CEO

Hult International Business School

Engage your students in an international mindset

75% of the world's top 20 universities¹ and 90% of the top 20 global MBA schools² are now using the Financial Times as a valuable multimedia teaching resource

Top institutions provide high quality business education with help from the Financial Times.

One of the world's leading news organisations, the FT is recognised internationally for its authority, integrity and accuracy.

The FT's education programme is designed specifically for business schools and universities. It's a practical way to bring current affairs and an international perspective into your curriculum – helping to enhance your school's reputation, attract the best students and improve their career prospects.

How it works:



The FT publishes award-winning global news and analysis on world affairs, business, finance and politics – **supporting a wide range of studies from accounting and economics to international relations and management.**



An FT Group Subscription gives you unlimited access to this multimedia content – **helping students to connect classroom theory to business practice, develop a global outlook and build the skills employers are looking for.**



It also enables you to offer blended learning through its digital tools and integration with learning management systems such as Moodle, Canvas and Blackboard – **helping to create an easy and enjoyable experience for both students and staff.**



We love the global perspective of the FT coverage. This is something that is very close to the heart of our UCLA-NUS Executive MBA – extraordinary international experience.



Jochen Wirtz, Ph.D.
Professor of Marketing & Academic Director, UCLA-NUS EMBA



Most of the time, we spot a rather good correlation between a student's academic results and their reading frequency of the FT.



Professor Amaury Goguel
Head of MSc Financial Markets & Investments, SKEMA Business School

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Our Customer Success Managers work with your librarian or administrators to identify the most useful topics and themes for you. They then match the content to your preferred platform and deliver it using the technologies that suit you best.

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Single Sign-On login gives users fast, frictionless access on all their devices, while our suite of administration tools make subscription management easy and efficient. This flexible access encourages regular FT reading, which has been linked to increased likelihood of improved academic performance.

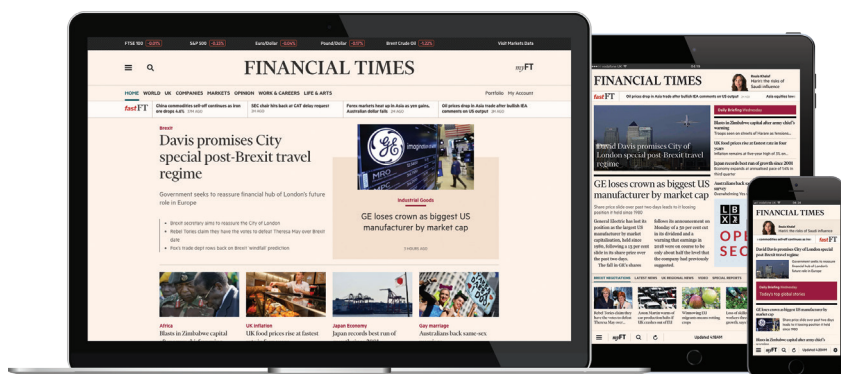


From the very first trimester, we were urged to read the Financial Times on a daily basis. With FT news by email at my fingertips, I can keep abreast of world news and business trends, which has proven to be invaluable in a global economy.



Jacinth Au

Thunderbird School of Global Management,
Executive MBA student



Provide relevant, high value content

- Deliver market-leading news and analysis across your institution
- Personalise newsfeeds, widgets and headlines, providing practical and relevant insight into course topics
- Increase likelihood of improved academic performance by placing theoretical learning in the context of business or market realities



You and your students can also

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- Research businesses, topics and career paths, setting alerts for specific companies and industries of interest
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Real world content and useful tools

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Weekly business school newsletter

Get the latest management insights, picks of the most relevant FT articles from leading professors, and the latest in business education.



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Pick from a wide range of other daily and weekly newsletters which provide specialist analysis and selections of further reading.



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Archive

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Business theory isn't enough. Our students ultimately need to operate as effective business people, communicating well with colleagues and clients. So they need to be able to relate what they learn to real life, build a global awareness and stay on top of current events.



Professor Scott Moeller
Cass Business School

A range of engaging, inspiring topics

On FT.com, your students can easily research over 1,000 topics, businesses and career paths, setting alerts for specific companies and industries of interest.



International Business

Coverage of international business from company takeovers, to battles between business and government.



Economics

The macroeconomic and geopolitical issues affecting the global economy, featuring expert columnists like Martin Wolf.



Finance

News from the global financial markets, investing and international capital market activity.



Management

Stimulating coverage of core business issues and the latest trends in management thinking and practice.



Business Education

Comprehensive rankings of business programmes and schools.



Politics & International Relations

Coverage of election campaigns, political issues and the impact of political decisions on the world.



The FT has really helped a lot with my interview preparation... the 'Markets' section really helped me broaden my analysis when faced with tough interview questions about current affairs.



Tan Yu Jing

Singapore Management University Student,
Now Fx Options Trader at BNP Paribas



The FT teaches life lessons between classes, business students become scrutinous with the facts and diligent with their views.



Gregor Halff

Associate Dean and Academic
Director of MBA/EMBA,
Singapore Management University

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When I want to bring management theory to life, I point my students towards the FT. It immerses them in the real world of management today and helps them make sense of it all.



Mari Sako

Professor of Management Studies,
Saïd Business School



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