

Cass Business School gives its students an edge, with help from the Financial Times

ft.com/education



The challenge

Cass Business School aims to differentiate itself with courses that are more practitioner-oriented and offer a global perspective.

The solution

Access to an FT Group Subscription plus the site's full range of global news, analysis and business tools.

The benefits

FT content helps to provide a link between business theory and the real world, while the digital tools are an invaluable aid to research, analysis, debate and learning.



Our mission is to be the business school of the City of London and its intellectual hub.



Professor Steve Haberman
Deputy Dean, Cass Business School

A global approach

Cass Business School is in the top 50 business schools worldwide and holds the gold standard of 'triple-crown' accreditation from the AACSB, Amba and EQUIS. It has 265 students enrolled in its MBA programme.

With its MBA courses, Cass aims to prepare students for the realities – not just the theory – of global business and management. Its approach to education is a global one, reinforced with international electives, real-world projects in emerging markets, dual campuses, study abroad and diverse faculty. In addition, its City of London location gives students close contact with the companies that drive the world's leading financial centre.

Deputy Dean of Cass Business School, Professor Steve Haberman, said, "Our mission is to be the business school of the City of London and its intellectual hub, serving the needs of professionals and companies and stimulating research and debate on the key issues facing international business and finance."

Giving business theory a real-world context

Set in the heart of the City of London and with strong links to the global businesses there, Cass is far from being an "ivory tower" – something that is reflected in its key aim of helping students look beyond business theory to develop a sound understanding of how business works in practice. To do this, Cass has to be able to provide real-world examples of business developments and challenges worldwide, bringing business to life and allowing students to identify themes and debate issues. Vitally, the school also needs to provide every student access to the same information.

Financial Times intelligence

With almost 600 journalists around the world, the FT is able to offer an unmatched global perspective on business, finance and politics, providing trusted news, analysis and comment 24 hours a day. Bringing business subjects to life, it enables business school students to connect current events with course principles.

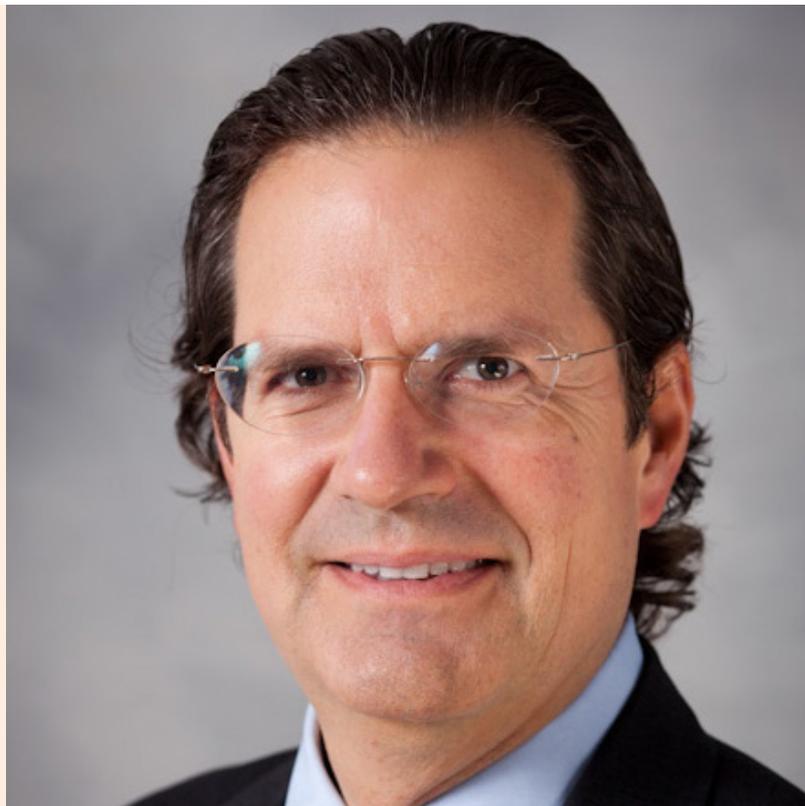


Business theory isn't enough. Our students ultimately need to operate as effective business people, communicating well with colleagues and clients. So they need to be able to relate what they learn to real life, build a global awareness and stay on top of current events.



Professor Scott Moeller

Mergers and Acquisitions class, Cass Business School



Via an FT Group Subscription the professor of Cass's Mergers and Acquisitions class, Scott Moeller, and his post-graduate Masters students were given access to this valuable intelligence.

What the students accessed

The FT immerses students in the real world of business and management, offering stimulating coverage of core business issues and the latest trends in management thinking and practice. With Cass's FT Group Subscription, its MBA and other post-graduate students gained full access to:

- Award-winning news, comment and analysis on developments and issues in global business, finance, economics and politics
- Expert analysis of companies' strategies, tactics and trends, the secrets of their success or the reasons for their downfall
- Learning tools such as newsletters, clippings, email alerts, plus the FT's searchable archive for quick and easy research
- Special in-depth reports on topics from leadership to overseas investing and business technology
- Three dedicated FT.com sections on M&A, management and business education
- A wide range of digital features, from video interviews to interactive blogs, financial data and mobile/tablet access

The benefits to students and faculty

For students, the FT Education Programme has encouraged more of them to read the FT, with the result that its global news coverage and expert analysis is giving them fresh insights into the topics they are studying. Digital access means that FT content is available to everyone 24/7, enabling users to work remotely and with complete flexibility. The Cass M&A modules are case study-based, and the FT enables students to build contemporary, international examples for coursework and class discussion.

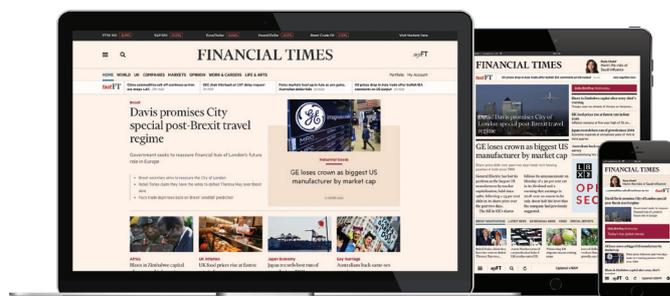
For staff, the FT Group Subscription and services made it easy for faculty to incorporate the FT into their teaching.

The FT's general coverage is widely used, too. "Discussions go beyond assigned work to what's making front page news in the FT," said Professor Moeller. "One of my Masters M&A classes includes a weekly quiz, with the results counting towards final grades: each quiz includes a question about an M&A article from the previous week's FT. This hopefully helps to build an awareness of the need to stay current with the business news."

Helping career progression

FT intelligence can make a real difference to students' coursework, class work, revision and results. But it does more than that: it also helps to prepare students for the real world of global business, with the experience and insight they need to navigate cross-cultural working environments and to stand out from the crowd in job interviews.

Cass MSc in Finance student, John Stockel, said: "Case studies are frequently used in courses to bridge the gap between theory and real world application.





About the Financial Times

An FT Group Subscription offers a practical way for academic staff to bring current affairs and an international perspective into their curriculum. Learning tools such as myFT, the weekly business school newsletter and email alerts make it easy to incorporate the FT into their teaching.

Professors and students around the world now access our journalism via FT.com, mobile phones and tablets.

For more information about how the Financial Times can help you, visit [ft.com/education](https://www.ft.com/education)