Discover Business at Lincoln

College of Social Science
Lincoln Business School

Discover your future...
Welcome...

Located on the modern Brayford Pool Campus in the heart of a historic city, Lincoln Business School provides a high-quality educational experience, which enables graduates to go on to successful careers around the world.

You learn from, and work alongside, academics engaged in innovative research in collaboration with industry partners. Our research is having a positive impact on business and society as a whole. We offer a learning environment in which business leaders, policy makers and managers can develop their capacity to create sustainable futures in responsible ways.

We work with a variety of organisations, from small and medium-sized enterprises through to governments and multinational companies, to solve problems, develop opportunities and manage change. We have created inspirational bespoke training programmes for public service management, the NHS, military services, and the glass, food, agriculture and engineering industries.

Our strong industry links provide our students with opportunities to work alongside businesses during their studies. Every undergraduate student can choose to undertake a year-long work placement in the UK or overseas as part of their degree, which provides an opportunity to gain valuable experience and build contacts in their chosen industry.

We are very proud of the School’s high student satisfaction rates. Our Accountancy course is the best in the country for satisfaction for the fifth year running, according to the National Student Survey 2013.)*

I hope you enjoy reading our brochure and are inspired by our research and study options. If you would like to know more about Lincoln Business School, please do not hesitate to contact us at LBS@lincoln.ac.uk or visit us on an Open Day to experience our School and campus for yourself.

Professor John Turner
Director of Lincoln Business School

*Statistics based on the average response to questions 1-22 of the National Student Survey 2013.
In Brief

Digital Signage and Consumer Behaviour

A collaborative study by Lincoln Business School’s Dr Eleftherios Alamanos and Professor Charles Dennis, alongside academics from the University of Leeds, is exploring how digital signage affects shoppers’ in-store behaviour.

The findings suggest that digital advertisements can be more attractive to shoppers, increasing customer loyalty and the time they spend in shops. They can also be effective in increasing shoppers’ intentions to buy.

How People Respond to Crises

The work of Dr Michal Izak and Dr Epaminondas Koronis examines people’s responses to crises and corporate collapses.

The findings of their study suggest that individuals seek to reconstruct their collapsing identities by returning to safe spaces and re-inventing the self in the post-crisis organisation.

Their success depends on their ability to understand the effects of the crisis and develop resilience mechanisms and supporting relations.

Microbrewery in the UK

Lincoln Business School academics and research students are shedding new light on microbrewery, a growing and increasingly competitive sector in the UK.

The work of PhD student, Claire Markham, examines the embeddedness of microbrewery businesses in local rural economies, while Dr Gary Bosworth and student Victoria Ellis are exploring how funding has been used by different microbreweries to provide a competitive advantage and to generate wider economic impacts.

Effective Enterprise Education

Innovative research by a University of Lincoln academic is helping to produce a new generation of entrepreneurs by developing effective enterprise education.

Professor David Rae, Director of Enterprise and Innovation at Lincoln Business School, is examining how education providers, particularly universities, can enable their students and graduates to develop the entrepreneurial skills needed to establish successful start-up businesses.

This includes the support available as part of the curriculum and outside of it, as well as considering the resources and infrastructure educational institutions require to nurture and sustain small business growth.

Professor Rae’s work has influenced national and international education policy and guidelines, shaping the agendas of organisations such as the Institute for Small Business and Entrepreneurship, Enterprise Alliance UK, and the government-sponsored Enterprise Society Steering Group, which advises the Department for Business, Innovation and Skills.

Feedback from the businesses that completed the course showed that the guidance they received enabled them to weather the worst of the economic crisis and emerge stronger during recovery.

Staff from Lincoln Business School prepared the business plan for the considerable fundraising effort that this vision entails and continue to be involved as work progresses. Professor Heather Hughes is leading the effort to compile a digital database on Bomber Command, which will ultimately be curated and managed by the University.

More than 55,000 aircrew lost their lives during the Second World War, with 25,000 of those airmen based in Lincolnshire.

The Lincolnshire Bomber Command Memorial Trust is currently raising funds to create a dedicated memorial to those brave servicemen in the city of Lincoln.

In 2015, a ‘Spire of Names’ 50 metres tall will be unveiled featuring the names of all 25,000 airmen. Located opposite Lincoln Cathedral, there are also plans for a visitor centre and two gardens on the site.

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Honouring Bomber Command

Lincoln Business School has been closely involved in a project of major significance for the city of Lincoln: a Bomber Command Memorial.

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Flourish or Fail?

Examining Regional Economies

Research by economists from Lincoln Business School has helped to explain why some towns flourish as vibrant local economies with happy, healthy residents, while others fade to become ghost towns of failed businesses.

The findings describe a complex web of characteristics and connections which shape the economic fortunes of our cities, towns and villages. They also point to policy interventions that could offer struggling settlements across Britain a lifeline to economic growth.

This has informed economic planning by local authorities across the East Midlands and has relevance for anyone with an interest in Britain’s economic growth. It has been backed by several large enterprises.

The work, now being built upon by the Rural and Regional Research Group in the School, examines the relationship between businesses, people and geography. In economic terms, it looks at the spatial distribution of business activity and productivity. Transport infrastructure, new business start-ups, business turnover, unemployment, education and skills, and household income are all variables which together help to build a picture of how regional economies function.

It also demonstrates how investment in stimulating enterprise can break the self-reinforcing cycle of low skills, low aspiration and low levels of business creation, which afflicts some of our most deprived communities.

Facilities

At Lincoln, we continually invest in our campus and facilities to provide modern, student-centred spaces and learning environments.

The David Chiddick Building, home to Lincoln Business School, features innovative teaching and learning spaces, including learning lounges that encourage the free flow of ideas between students and staff and IT suites containing computers with specialized business and finance software programs.

Our award-winning Great Central Warehouse library offers access to a specialized collection of print and electronic books, journals and documents, and a dedicated Academic Subject Librarian can help you navigate and locate a wide range of resources.

You have access to facilities across the state-of-the-art Brayford Pool Campus, including the Sports and Recreation Centre, the Engine Shed and the Lincoln Performing Arts Centre.

Lincolnshire Leadership and Management Centre

The Lincolnshire Leadership and Management Centre (LLMC) is located in a purpose-built facility within the David Chiddick Building. Its aim is to contribute to the development of the business community in Lincolnshire and beyond.

The LLMC offers a range of products and services, including:

- Corporate, professional and executive education
- Small and medium enterprise support services
- Consultancy
- Knowledge Transfer Partnerships
- Applied and translational research
- Bespoke courses.

Programmes run through the LLMC include a part-time MBA and MSc Personal, Executive and Corporate Coaching, in addition to a number of short professional programmes designed to develop leadership and management skills.
We offer world-class degree programmes taught by staff who are leading experts in their fields. As an undergraduate student, you join a thriving academic community and graduate with exceptional career prospects.

**Subject Areas**

**Accountancy and Finance**
Finance is the language that helps us understand and communicate business. Our courses provide a solid grounding in the technical skills and social science theories and traditions of the subject.

Finance is a pathway to senior management positions in Business. Graduates go on to work in financial management roles for organisations, as well as in the general business environment.

**Business and Management**
Degrees in the areas of business and management provide you with a broad knowledge of the sector and allow you to develop critical-thinking and reflective skills.

Recent graduates have gone on to careers across a wide range of professions and industries, and to start up their own businesses.

**Marketing and Advertising**
Marketing is the function that manages and builds relationships between customers and organisations, while advertising is the application of communications strategy to achieve business objectives.

Our graduates are sought after by employers across a wide range of business disciplines in the private and public sectors, including at prestigious agencies. They go on to careers in advertising, marketing, account management, communications, market research, consultancy and project management.

**Tourism and Events Management**
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Tourism and events are among the world’s fastest growing industries. Degrees in these areas help you develop the creativity, organisational skills and problem-solving abilities you will need to excel in these fast-paced sectors.

Recent graduates are employed in heritage attraction management, local tourism development, the airline industry, independent tour operations, space tourism, convention management and trade show organisation.

**Undergraduate Courses**
All our programmes offer up-to-date and business-relevant teaching, ensuring you are prepared for your future career. Course content is based on cutting-edge developments in industry and we have excellent links with major global employers, who often contribute to the curriculum.

Studies at Lincoln Business School are organised around core business subject areas. We provide the opportunity to gain a range of contemporary business management skills and knowledge which can be employed within a variety of contexts. Student satisfaction is at the heart of everything we do, and in the latest National Student Survey and the Times Higher Education’s annual Student Experience Survey, our students rated courses and facilities at the University of Lincoln among the best in the UK.

Our Accountancy course was rated first in the UK for the fifth year running.

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Subject Areas

Accountancy and Finance  
Marketing and Advertising  
Business and Management  
BA (Hons) Business and Finance  
BA (Hons) Business and Management  
BA (Hons) Business and Marketing  
BA (Hons) Business Studies  
BA (Hons) International Business Management  
BA (Hons) International Tourism Management  
BA (Hons) Marketing.

We offer the following courses:

- BA (Hons) Accountancy and Finance
- BA (Hons) Advertising and Marketing
- BA (Hons) Business and Finance
- BA (Hons) Business and Management
- BA (Hons) Business and Marketing
- BA (Hons) Business Studies
- BA (Hons) International Business Management
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Learn a New Language

Demand for graduates with qualifications in languages is higher than ever in today’s globalised economy. The Confederation of British Industry claims that more than a third of British businesses hire people for their languages skills. In a competitive jobs market, being able to communicate in another language can give you a definite edge.

At Lincoln Business School, you can develop your language skills alongside your degree studies. You can choose to study French, German, Spanish and Mandarin Chinese, from beginner level through to advanced standard. One language is included as an elective module for students studying International Business Management, International Tourism Management or Events Management. Students on other degree programmes can choose to take a language in addition to their chosen course for a small fee.

Study Abroad

A number of our degrees include the opportunity to complete a study period abroad. Students on International Business Management, International Tourism Management or Events Management courses are able to spend around four months learning at an overseas university as part of our exchange programme.

The study placement takes place in the second semester of your second year. You share classes with local students, which allows you to examine the nature of your chosen subject area in your host country, as well as to socialise in another culture. Opportunities for study abroad are currently available in Mexico, China, India, Malaysia, USA, France, Spain, Germany, Switzerland, Malta, Sweden and Finland.

Making the Most of Me

Making the Most of Me M³ is Lincoln Business School’s personal development programme for undergraduate Students.

M³ provides support throughout your course in a number of essential transferable areas, including academic skills, preparation for employment and reflection on developing as an independent, life-long learner.

The programme is tailored to your needs during each year of study and includes workshops and guest lectures. You have opportunities to draw on the expertise of staff within the School, other services in the University and specialists from industry, many of whom are leading figures in their fields.

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See How it’s Done

Sometimes, the best way to understand theory is to see it in context. At Lincoln Business School, we provide opportunities for students to go on study visits that reflect the techniques they are working on.

Recent visit destinations include Lincolnshire Showground for a talk, conference experience and scenario task, Nottingham Contemporary for a talk about curating exhibition and event space, and Lincoln Christmas Market for an interesting behind the scenes tour and visit to the control room to see how the whole event was organised.

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More Than a Degree

Studying for a degree will help you develop the critical-thinking skills and professional knowledge that are essential for a successful career. However, at Lincoln Business School we provide opportunities for you to gain a competitive edge and make the most of your studies.

The Professional Practice Year

At Lincoln Business School, every full-time undergraduate student is eligible to undertake a work placement between their second and final year of study. This is a year-long, full-time, paid position in a relevant role. You can choose the type of company you wish to work for, and the location can be anywhere in the world. A programme of workshops and guest lectures prepares you for the process of searching for and securing a placement that suits you. Academic staff support you in making applications and during your placement year. The Professional Practice Year allows you to apply the theory you have learnt during your studies to real business issues, and the industry experience you gain can give you a competitive edge in the jobs market. A recent study by the University of Lincoln showed that almost 25% of our students who secured a position before graduating did so through work experience, placement or an internship. Many students also find that their new knowledge helps them achieve higher grades in their final year.

We currently have students working for a diverse range of companies, including PricewaterhouseCoopers, Hewlett Packard, L’Oreal, IBM, Marks & Spencer, Panasonic, Toyota, Vauxhall, Warner Bros, British Sky Broadcasting, Boots and Xerox. Some of our students have headed overseas to Malta, Germany, Spain and Hungary, while others have chosen to stay more local.

We encourage every Lincoln Business School student to make the most of this fantastic opportunity.
Study at Lincoln...

Postgraduate Study

A postgraduate degree from Lincoln Business School provides you with an opportunity to develop advanced knowledge and practical skills in an internationally minded environment. We continually review the content of our programmes to ensure that they remain at the cutting edge of developments in industry.

Introducing our MSc International Business

Our MSc International Business has been updated to build on its established strengths and ensure that our graduates continue to be prepared to make a major contribution to the performance of organisations across the globe.

Focusing on the international aspects of business, core modules at Certificate and Diploma level cover topics including economics, marketing, finance and organisation management.

A choice of pathways at Diploma level allows you to focus on a specific area of international business, in which you choose specialist modules and complete an academic dissertation. These pathways enable you to tailor your Master’s programme to your career aspirations. Available pathways include International Supply Chain and Logistics, Entrepreneurship, Management, Regulation and Legal Frameworks, Regional Business, and a more general pathway.

Taught Master’s Programmes

- MSc Accounting
- MSc Events Management
- MSc Finance
- MSc Human Resource Management/Development
- MSc International Business
- MSc International Tourism Management
- MSc Logistics Management
- The Lincoln MBA
- MSc Marketing.

The Lincoln MBA

An MBA is a vital component in the skills set of tomorrow’s business professionals. It provides the global perspective, knowledge and critical skills required for you to become a senior leader in industry.

The newly refreshed Lincoln MBA provides you with opportunities to view business from a global and strategic perspective, setting business operations in the context of responsible futures and sustainability.

The Lincoln MBA prepares managers with learning tailored to their current and future development needs. It is designed to enable you to develop your knowledge and skills within a supportive, challenging and developmental environment that promotes greater self-awareness, creativity and flexibility.

Full-time, part-time and distance learning options are available, which enable you to learn flexibly. A blended learning option is available if you wish to combine some on-campus study with distance learning at home.

The programme encourages you to engage with a range of theoretical perspectives that promote an exploratory and diagnostic approach to solving problems and addressing issues. You will be required to read widely, reflect on your experiences and to engage thoughtfully in your own learning.

A key theme of the programme is the ability to apply theory in practice. For part-time and distance learning students this will involve applying relevant theories to issues found within your current employment, allowing you to make a significant difference to your company or organisation, as well as to enhance your own development. Full-time students will take part in a live consultancy project, in which small groups of students work with a client to solve a real business need. This experience-based approach complements the fundamental study topics, creating managers who have the knowledge to succeed in a range of business environments.

The Lincoln MBA is a vital component in the skills set of tomorrow’s business professionals. It provides the global perspective, knowledge and critical skills required for you to become a senior leader in industry.
Lincoln Business School is committed to practical and collaborative research. As a research student in the School, you join our vibrant international research community and have access to structured training and expert academies.

Doctoral Study

Study for an MPhil or PhD

A doctorate is the pinnacle of academic achievement. It allows you to complete an original piece of research and gain specialist knowledge in your field, increasing your employment prospects and opening doors to jobs in academia and research.

Our community of academics is actively involved in researching issues and practices across a broad range of business functions, particularly those emerging in international contexts, and we support students to work in these areas.

Our current research runs across private and public sector organisations, social enterprises, innovative organisations and local communities. There is particular expertise in the School in the areas of sustainable community organisations, logistics, supply chain management, critical management studies, marketing, practice, tourism and events management, regional economies, enterprise and entrepreneurial learning, small and medium sized enterprises in a developing context, international business, e-consumer behaviour and digital economies. To find out more about our research groups, see page 13.

Throughout your studies, you are encouraged to participate in all activities associated with developing a research career, including the University’s postgraduate research training programmes. In some cases, you have the opportunity to support undergraduate students and experience seminar teaching. The University offers a range of teaching, learning activities and courses to support those who are new to teaching, or for more experienced practitioners who wish to develop their skills.

Student View...

Dr Jennifer Jackson

PhD

“...the course helped to develop my research skills and bring together the practical and ‘real world’ aspects of my career with a wider understanding of philosophy and theory.

“My study examined health inequalities and how to provide health services for marginalised groups, based upon research into a Healthy Living Centre within the Lincolnshire Probation Service.

“The PhD journey has provided me with the opportunity to reflect on my career and it has allowed me to study an issue that is central to society and contribute to ongoing national debate.

“I am a more critical researcher because of the PhD and that feeds into my consultancy work, as well as increased participation within research networks and discussions about societal issues.”

Dr Dedy Saeulfuhlo

PhD

“I chose to study with Lincoln Business School because it has outstanding teaching staff. My PhD focused on youth entrepreneurship, education and entrepreneurs’ learning in Indonesia.

“Entrepreneurship is a growing field in Indonesia in terms of government and academic involvement. My chosen research project has provided a strong basis for my future career. In addition to my current teaching job in a State Polytechnic, I am currently researching into the development of a business incubator model.

“The University staff are very helpful. I strongly advise those who pursue PhD on entrepreneurship to choose the University of Lincoln.”

Research Expertise

Lincoln Business School’s research is recognised for its international quality and excellence. We engage with policy and practice to improve business and society through funded research projects and knowledge partnerships. Our research is currently organised under four research groupings.

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Marketing and Supply Chain Research Group

The Marketing and Supply Chain Research Group develops knowledge that supports sustainable value for market, chain and network stakeholders, with an emphasis on value chains (supply, customer and consumer) and the creation of social and resource sustainability within a network context. Research focuses on understanding consumer and business markets, combining strong marketing and supply chain management cultures.

Enterprise Research Group

The Enterprise Research Group offers distinctive combinations of expertise in enterprise and entrepreneurship, critical management, sociology and organisational studies, marketing, innovation and futures, and development studies.

Rural and Regional Research Group

The Rural and Regional Research Group has a growing track record of social and economic development research. This focuses on the characteristics of places and how their connectivity influences business performance, sustainable value creation and economic development policy.

Community Organisation Research Group

The Community Organisation Research Group supports research with and for communities. Research areas include active citizenship, learning and organisation within communities, organisational responses to health inequalities and wellbeing, community operational research, community enterprise and marketing and finance in developing communities.

For more information about the groundbreaking research underway in Lincoln Business School, visit: www.lincoln.ac.uk/LBS
Study at Lincoln...

Work Based Distance Learning

Building on the success of programmes for military personnel at Lincoln Business School, a number of similar open programmes are now available to management students from all over the world.

The BA (Hons) Business Management, BSc (Hons) Engineering Management and BSc (Hons) Logistics Management are designed to give you and your employer a competitive edge. Each course uses your job to inform the content of your degree and builds on your expertise, allowing you to achieve a degree by completing a range of work based management activities. Taught via distance learning, these flexible, work based programmes can be completed within two years without the need to travel to Lincoln. The courses are flexible, provide expert advice and have convenient start times, not limited to the traditional academic year.

Meet the Staff:

Gary Ramsden

Gary Ramsden is the Deputy Head of Work Based Distance Learning at Lincoln Business School. Gary helped to establish the Military Programmes Group in the School, which partners UK Ministry of Defence (MOD) training schools.

Gary Ramsden is also Programme Leader for MSc Logistics Management, which is delivered to UK and overseas military officers, MOD civil servants and members of the defence industries, under a contractual agreement with the UK MOD. Following a 25-year career as an aeronautics engineer, Gary retired from the RAF to join the University in 2008. He sees his job as a great opportunity to give something back and relishes the chance to develop academic partnerships with the UK MOD, as well as with a wider range of public and private sector organisations.

Gary says: “I get a real sense of achievement when a student, who two years earlier had questioned whether they could attend university, steps onto the stage in Lincoln Cathedral to receive their academic award. I know that they have truly earned their degrees, having juggled their busy day job and family demands with the equally demanding requirements of an academic programme.”

Student Views...

Vince Price

BSc Logistics Management

“Within my job at RAF Halton, part of my role was to identify new accreditation opportunities for our trade personnel. I’m not academic in the slightest but, I felt that in order to promote something, I should first complete it.

“I felt a rush at the challenge that lay ahead of me and the thought of being able to complete something that I thought was out of reach of someone like me was a great driving force.”

“I struggled to begin with, but having the support of my module tutors at the end of an email or telephone call was invaluable.”

James ‘Crash’ Evans

BSc (Hons) Logistics Management

“I started my degree, prior to embarking on Atlantic Patrol Task (South) with HMS Edinburgh. Arranging my studies around the busy life at sea has been interesting but worthwhile, I would be studying a particularly difficult piece about the management of change when a food line exercise would be initiated, forcing me to press save and disappear into another part of the ship.

“Once you get some peace (and some calm sea), the degree is extremely challenging and rewarding. This has been a great challenge to undertake and I feel supported by the University of Lincoln team at every turn.

I am now nearly half way through and am so glad that I gave it a shot. The Navy will often pay for the courses so it would be madness not to arm yourself with a degree before leaving the forces, especially in these economic times.

“If you intend to further your mind and your skill set you won’t go far wrong with the University of Lincoln and their superb staff to push you in the correct direction, be that Port or Starboard!”

Higher Education for Military Personnel Around the World

Lincoln Business School has been at the vanguard of delivering specialised, industry-relevant continuing professional development for the UK military for a decade. Our suite of work based distance learning degree programmes, designed specifically for the Armed Forces, has taken the concept of flexible learning to new heights, making academic study accessible to hundreds of personnel from across the ranks of all three services.

Michael Howett, Head of Work Based Distance Learning Programmes at Lincoln says: “What makes our military programmes so special is that they are truly distance learning. Our students can access course material and converse with tutors remotely from anywhere in the world via the University’s Virtual Learning Environment.

“The programmes are also extremely flexible, allowing students who are posted on active duty to formally interrupt their studies for up to two years. In some of the environments the military personnel are posted to, this is vital.”

The relationship began when the University was approached by the Defence College of Logistics and Personnel Administration at RAF College Cranwell, which was seeking academic accreditation for its Senior Logisticians Management Course, a formal development programme for RAF logistics officers. The relationship developed further with the creation of the Air Logistics Staff Course (ALSC) – an adaptation of the University’s existing MSc Logistics Management degree. By 2010, the ALSC had become the tripartite Defence Logistics Staff Course, incorporating the Army, Navy and civil service Ministry of Defence alongside RAF colleagues. The same year, an undergraduate version was launched for more junior logisticians.

Air Vice Marshal Graham Howard, Assistant Chief of the Defence Staff (Logistics Operations), says: “Defence Logistics is an immensely complex activity and it is vital that military logisticians possess the specialist skills and competencies to equip them to meet current and future challenges. The MSc Defence Logistics staff programme at Lincoln represents the capstone course for military logistics professionals.”

The success of these degree programmes has been acknowledged by industry professionals. In 2012, the University of Lincoln and the Defence College of Logistics and Personnel Administration were shortlisted finalists in the Chartered Institute of Logistics and Transport’s (CILT) Annual Awards for Excellence. The CILT is one of a number of professional bodies which accredits our courses. These new programmes in Aerospace Engineering and Aeronorthness Management, Communications Engineering Management, and Communications Management will be introduced in 2014.

Find out More...

For more information about our work based distance learning programmes, including entry requirements visit:

Military Personnel
http://lincoln.ac.uk/military
Open Programmes
http://dlsg.lincoln.ac.uk/
Life After Lincoln

University of Lincoln graduates go on to have successful careers in organisations around the world, as well as starting their own businesses. Lincoln has an excellent track record for graduate employment, with more than 91% of graduates in employment or further study within six months of completing their course.

Tailored Support

You have access to careers information and guidance through our Careers and Employability Team, including advice and support on developing a CV, applying for jobs and obtaining paid and voluntary work experience while you study.

The University’s award-winning business incubator, Sparkhouse, is on hand to help those who wish to set up their own business. Lincoln Business School has a dedicated Careers and Employability Adviser who runs a drop-in clinic, providing personal guidance appointments. We also have our own Employability Manager who runs schemes and events providing students with the support, advice and guidance of those already in business-related professions. Recent graduates frequently visit to give inspirational talks on their own experiences and how they have secured employment. By opening their eyes to the world of work, we encourage students to think strategically about their future careers.

Wallpaper King has Designs on Airports

From graduate to managing director, BA (Hons) Business Studies graduate, Richard Wilde, has transformed his company from a specialist print business into a niche manufacturing operation.

Following the success and expansion of his custom wallpaper and mural print business, MurafloorWallpaper.co.uk, Richard recently launched a brand new flooring concept - Murafloor. The product is a printed vinyl flooring that allows custom designs and photos to be printed onto the surface, bringing endless design options to the world of flooring.

The unique designs have proved to be very popular, with current projects ranging from small home installations, to large commercial projects in retail stores, hospitals and at Oslo Airport.

Richard says: “I feel that in the past year, many of the things I learnt at the University of Lincoln, particularly in business strategy, have been incredibly valuable, and have more than helped me get the company to where it is today.

"I chose Lincoln Business School because the course covered subjects in which I had a specific interest, and the University ranked well and was continually improving.

"My course gave me an excellent foundation of business principles and theory that I have been able to use and apply in a practical business environment.

"The marketing and corporate strategy modules provided me with in-depth knowledge coupled with real-world examples, which gave excellent context and understanding of how many organisations position themselves strategically to achieve a competitive advantage.”

Our alumni continue to have access to tailored support and careers advice, as well as opportunities to stay involved with the School. Here, some of our graduates talk about life after Lincoln.

Alumni Views

Freya Lincoln
BA (Hons) Advertising and Marketing (2013)

“I chose Advertising and Marketing at Lincoln because it had a mix of creative content and structured advertising and marketing planning.

“The course helped me to understand the core syntax used within marketing and enabled me to experience the types of role I could go into before I began my career.

“I currently oversee the email marketing campaigns for three core brands at a national newspaper and magazine publishing company. I also run some social media communication channels. Without the course, I would not be in my current role.

“I loved my time at Lincoln, it was in many ways where I gained some of my best memories. The staff were always supportive, which made the transition from sixth form to university smooth and enjoyable.”

Seth Kirby
BA (Hons) Sports Tourism Management (2012)

“Studying at Lincoln provided me with firm foundations in tourism and marketing and acted as a springboard for me to achieve my future career ambitions. I’m currently the Head of Marketing for a sustainable investment and living publication, Blue & Green Tomorrow.

“The modules I studied in business, finance, marketing, events and strategic management, were interesting and I found the staff to be very supportive and approachable. They were always happy to help with advice relating to assignments and personal development.

“I thoroughly enjoyed my experience at Lincoln. The location, campus life and university facilities fulfilled all of my requirements and created a positive learning environment.”

To see the designs created by Murafloor, visit: www.murafloor.com
Get in Touch

We are happy to answer any questions you may have. You can get in touch and keep up-to-date with developments in the School in a number of ways:

Social Media

Facebook: Lincoln Business School
Twitter: @LincolnBS

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