


# A guide to placements



THE TIMES AND SUNDAY TIMES  
GOOD UNIVERSITY GUIDE 2017  
TOP 10 UK BUSINESS SCHOOL



AMONG JUST 1% OF BUSINESS SCHOOLS IN  
THE WORLD TO HOLD AACSB, EQUIS AND  
AMBA ACCREDITATION



PROFESSIONAL PLACEMENTS  
ON ALL COURSES





—  
*“With such a strong emphasis on placements at Loughborough, the level of professionalism of students by the time they graduate is also evident. This sets them apart and off to a flying start to a successful career with us!”*  
 —

Student Recruitment Advisor, Deloitte LLP



## Welcome

Loughborough University's School of Business and Economics is a vibrant, forward-looking centre of education. Consistently rated as one of the UK's Top-10 business schools by national league tables, we are internationally recognised for our research-informed teaching and commercially relevant courses.

All of our courses combine theory with practice to ensure our highly motivated students are equipped to succeed in today's rapidly changing international business environment.

### Commercially relevant teachings

Our undergraduate degrees are continually monitored to ensure they meet the exacting demands of employers, and many of them have been developed in partnership with industry and commerce. Ford, Sainsbury's, Waitrose and Barclays are just a few examples of companies who have helped to fund our current undergraduate degrees:

- Accounting and Financial Management
- Banking, Finance and Management
- Information Management and Business
- International Business
- Management Sciences
- Retailing, Marketing and Management
- Economics
- Economics and Management
- Business Economics and Finance
- International Economics
- Economics with Accounting
- Economics with Geography
- Economics with Politics

### Triple accreditation

The School of Business and Economics is one of less than 1% of business schools in the world to have achieved accreditation from all three major international accrediting bodies: The Association to Advance Collegiate Schools of Business (AACSB International), the Association of MBAs (AMBA), and EQUIS accreditation from the European Foundation for Management Development (EFMD).

These prestigious accolades represent a stamp of quality for the School, its programmes, teaching, facilities and research. They certify the courses offered as being internationally recognised and as giving our students the very best knowledge-base and skillset for the future.

### Pioneers of the placement scheme

We were one of the first business schools to include a year-long placement as a mandatory part of its undergraduate degree courses and have a long history of placing students in top businesses throughout the UK, including big name companies like 3M, IBM, Lloyds Bank, Microsoft, PwC, Waitrose and Walt Disney, to name a few. Nowadays, the School of Business and Economics has a dedicated Placements Office that works with 400+ organisations around the globe, helping to place high calibre students in industry for up to a year.

At Loughborough we believe that a salaried professional placement offers our undergraduates priceless work experience that helps to prepare them for graduate employment, improve their performance and understanding in their final year and set them apart to future employers. That is why all of our business and economics degree courses have the opportunity to include a professional placement as an integral part of the degree between the second and final year.

### Key features of a placement

- Paid employment with a minimum duration of 45 working weeks, excluding holiday
- Commencing sometime between July and September
- Students apply the theories and techniques learned during the first two years at university, develop their intellectual and practical skills, enhance their future employability and contribute to your bottom line





# How does a placement benefit you?

## Outstanding students that provide invaluable contributions

Employers around the world choose to take on our placement students for the following qualities:

- A strong academic background
- New ideas and an ability to look at old problems with fresh eyes
- Inspiration to other staff
- Keen problem-solving and analytical skills
- Presentation skills
- Up-to-date IT skills
- Flexibility towards change
- A readiness to tackle one-off projects or management problems
- Team working skills
- Support and guidance for the student and the employer by an experienced professional placement team.

You can therefore be sure that recruiting one of our students not only provides them with an invaluable experience and helps them to develop specific work-related skills, but will also provide your company with an individual who has the skills and determination to learn, help and succeed.

The School of Business and Economics attracts the very highest calibre of A level students, with each of our undergraduate courses often being oversubscribed for places and only the very best applicants accepted.

When coupled with the research-led commercially relevant teaching that Loughborough provides, our students go on to become skilled individuals with the ability to succeed in any workplace: 98% of our business students and 97% of our economics students were in employment or further study six months after graduation\*.

## Extended interview process

A 12 month placement can be seen as an extended interview, with a view to recruiting that student after graduation. Around 35% of our students receive an offer of graduate employment from their placement company. The placement student of today will become the manager of tomorrow and, in partnership with Loughborough University, you can help the student to maximise his or her potential.

It is widely recognised that a year-long placement period helps students to develop specific work-related skills, by giving them the opportunity to put theory into practice, take on managerial responsibilities and enhance their interpersonal skills through teamwork and communication. More generally, the placement allows students to experience workplace culture.

All of the above factors help to make students more effective employees when they graduate. As a consequence, a significant (and increasing) number of organisations use the placement year as part of their overall graduate recruitment programme. Many companies also view placements as an opportunity to build strategic links with Loughborough University.



UP TO 35% OF OUR STUDENTS RETURN TO THEIR PLACEMENT COMPANY AFTER GRADUATION



1700+ UNDERGRADUATE STUDENTS FROM AROUND THE WORLD



COMPULSORY PLACEMENT ON FIVE OF OUR BUSINESS DEGREE COURSES



# Placement case study



## ELLA VEGA

DEGREE PROGRAMME: RETAILING, MARKETING AND MANAGEMENT

COMPANY: TANGLE TEEZER

JOB ROLE: GLOBAL MARKETING ASSISTANT

## Roles and achievements

- Responsible for managing company's largest retail account – Boots UK
- Persuaded Boots to increase the number of product lines from 6 to 12
- Increased revenue by £1.4M
- Refocused Tangle Teezer's 2015 Trade Marketing plan to online marketing
- Re-launched the brand into a French retailer, Sephora
- Increased sales in the whole of France by 82.3%
- Awarded the Dean's Award for Employability at the annual SBE Awards Dinner for staff, students and alumni

*"She has set a wonderful example to us as a company of engaging with a placement student – we had never done it before... She will have an exceptional career."*

Gemma Clarke  
Chief Marketing Officer, Tangle Teezer

*"We have worked with a number of Loughborough students from a variety of courses, and the feedback from managers and teams has been extremely positive. Placement students add a large amount of value to our organisation – taking on challenging responsibilities and real projects which directly impact the success of the business. This year's group of Loughborough students is no different, and with a great academic foundation before joining their teams they seem determined to make the most out of their opportunity."*

Morgan Stanley  
FCG Operations Officer

## Placement case study



### RYAN BOORMAN

DEGREE PROGRAMME: ECONOMICS WITH GEOGRAPHY

COMPANY: EY

JOB ROLE: ASSURANCE – UK&I FIDS TRAINEE

#### Roles and achievements

- Worked on a variety of client facing projects
- Took on a leading role on a CPO proposal producing work to an executive level
- Helped contribute to the growth in net revenue of over 300% from the previous financial year
- Received 11 Impact Awards based on his outstanding performance within Winning in the Market, People, Quality and Operations
- Secured a graduate role at EY
- Attended external networking events including The EY Annual Dinner

—  
*“Ryan performed at a very high level throughout his placement, demonstrated by consistently strong feedback from his engagements. He exceeded expectations and the level of performance demonstrated by his peers and he conducted himself in a mature and professional manner, communicating well with clients and those he worked with.”*  
 —

Tom Wallbank  
EY

—  
*“The range of work I was able to get involved with... has accelerated my academic and personal development. I was particularly proud to receive strong formal feedback from two external key contacts at a Young CPA event.”*  
 —

Ryan Boorman  
Economics with Geography

## What type of placement can you offer?

The very nature of management as a function, and the diverse needs and interests of our students, makes it impossible to set out a 'typical' placement programme.

Students expect to be given a 'real' job with all the attendant challenges, responsibilities and problems that this may entail. In general terms, the jobs may be described as:

- Participatory: students join a team that takes part in a variety of tasks within one or more departments
- Project based: students are assigned a series of supervised projects in which the intellectual challenge and other demands are progressively increased
- Supervisory: students are primarily responsible for the duties of other people
- Set role: students join a particular department, such as finance, marketing, etc.

The best kind of training is when companies treat students similarly to new graduates, fitting them naturally into the organisation, assigning responsibilities and expecting results. This should be done with an appropriate level of support to the student, particularly during the initial stages of the placement. Often, placement students can be required or encouraged to undertake professional or regulatory qualifications during their placement year.

Ideally, the placement period should be preceded by a brief induction stage when the student can observe the entire range of activities undertaken by your business, and the relationship of his or her work experience to the business as a whole.

**How we support you during the placement year**  
 Each student is allocated a visiting tutor, a member of the academic staff from the School of Business and Economics, who will visit the company on at least one occasion. During the visit the tutor will typically talk separately with both the student and the supervisor assigned by the employing organisation. The purpose of these visits is to maintain contact with all parties, to satisfy the tutor that the work being undertaken is appropriate and that the student is making an effective contribution to the organisation.

Additionally, specialist staff in the School's Placements Office are always available to contact for support, guidance and information.





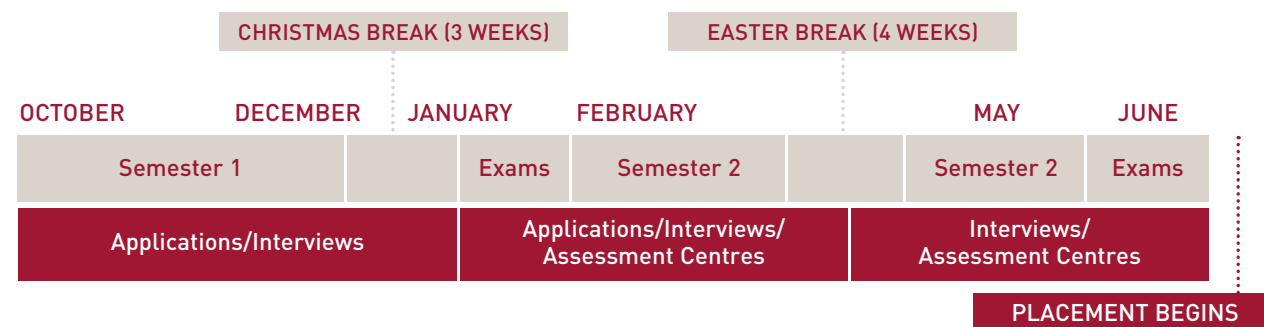
# Recruiting a placement student

The following diagram illustrates the typical calendar of events for placement recruitment during the second year of the student's university course:

Students have a responsibility to secure a placement for their third year. However, the Placements Office provides employers with considerable assistance as required in securing the right students by advertising and promoting available positions, identifying and targeting suitable candidates, arranging interviews at the University, collating applications and liaising with students. The Placements Team can help you as much or as little as you need throughout the recruitment process.

## What does it cost?

Most organisations have a standard rate of pay for placement students. It is expected that students will be paid enough to meet all reasonable expenses, and hence will be free of financial worry during the placement. Placement students do not receive any grant from public funds during their year in industry, but are charged a top-up fee by the University to cover the administration of the Diploma in Professional Studies that the placement earns them. The salary is a matter for discussion between student and employer. Typical salary levels can be discussed with the Placements Manager.



## How it all works

The student is employed as a full-time temporary employee with your normal Terms and Conditions of service, but is still registered as a full-time student with the University. In addition to their placement role, the student will also be working towards the Diploma in Professional Studies (DPS).

### The DPS

To obtain the DPS the student must complete:

- Minimum 45 weeks on placement in a business/management related position
- A competent performance of duties on placement evidenced by 2 employer appraisals
- Reflective written work and a dissertation in agreement with and signed off by the employer. This work is completed in the student's own time. It should be noted that any company information contained in the student's written work will be treated as confidential by the student and the University

At the beginning of the placement, employers will be provided with a pack of information about the placement year and the DPS. Students have online access to detailed information about the placement year and are expected to provide their employer with information about the DPS process as required.

### The student's responsibility to you

- To approach his or her work diligently, to take responsibility and display a willingness to learn and to use initiative
- To act within the Terms and Conditions of Employment laid down by you
- To behave in an appropriate professional manner and to respect the culture of your workplace
- To respect the confidentiality of the employing organisation
- To take reasonable care of his or her own health and safety, and that of other people who may be affected by his or her actions

### Features of a good placement

- A planned programme of work and training compatible with the student's level of knowledge, experience and expectations
- Opportunities for the student to gain an understanding of the business and to develop business competencies and interpersonal skills
- An induction period at the start of the placement
- Student assigned a suitable supervisor and/or mentor

# Business links

We work with over 400 employers of all sizes around the world from a wide spectrum of industries offering a variety of placement opportunities to our undergraduates. Here are just a few of them:

**Accenture** (consulting)  
**Adidas UK & Germany** (marketing)  
**Apple** (finance, marketing)  
**BAE Systems** (finance, human resources)  
**BMW** (marketing, sales)  
**Boots** (business analysis, supply chain and logistics, in-store marketing, finance, commercial, store management)  
**BSkyB** (finance, corporate PR)  
**Capital Economics** (economist role)  
**Danone** (finance, logistics, marketing)  
**Deloitte UK & Europe** (audit, tax, consulting, technology)  
**Debenhams** (buying, merchandising, marketing, e-commerce)  
**Decathlon, UK & Shanghai** (finance, communications, department manager)  
**Deutsche Bank** (global markets, asset management, group technology and operations)  
**Duff & Phelps** (corporate recovery and restructuring)  
**E.ON UK Ltd** (audit, demand forecasting)  
**EY** (audit, forensic accounting)  
**GE Capital** (finance, sourcing)  
**GlaxoSmithKline** (quality, risk and compliance, sales and marketing, human resources, IT, supply chain, finance)  
**Goldman Sachs** (operations, risk management)  
**Grant Thornton** (audit, personal tax, recovery)  
**HP** (marketing, sales support, business analyst)  
**IBM UK & Hong Kong** (marketing, sales support, business analytics, project administration, business continuity)  
**ICAP** (accounting, global broking)  
**Intel Corporation** (finance, marketing, business analysts)  
**Living Bridge** (research analyst)  
**Johnson & Johnson** (sales, marketing)  
**KPMG** (accounting)  
**L'Oreal** (supply chain, marketing and sales, commercial, category management)

**Mars** (sales and purchasing, marketing)  
**Marks & Spencer** (business management, store operation, trainee commercial manager)  
**Mercedes Benz UK** (procurement)  
**Microsoft** (marketing, sales PR, finance, business analyst)  
**Mondelez** (statistics, supply chain and logistics)  
**Morgan Stanley, UK & Germany** (finance, operations, fixed income derivatives)  
**Nike UK & The Netherlands** (inventory and billing, retail brand presentation)  
**Nomura** (operations, finance)  
**North Highland** (management consultancy)  
**PSA Peugeot Citroen** (commercial, marketing, human resources, PR and sales)  
**PwC UK, Channel Islands & Hong Kong** (consulting technology, forensics, assurance, audit, human resources, tax)  
**Porsche** (business development)  
**Rolls-Royce** (purchasing, project management, finance)  
**Toyota** (brand assistant, training academy)  
**TUI Travel** (commercial, PR)  
**UBS** (derivatives, risk, global asset management, client relationship management)  
**Unilever** (business and technology management, supply chain management)  
**Vauxhall Motors** (human resources, sales, business management, operations)  
**Volkswagen** (operations, planning, marketing, retail operations)  
**Walt Disney** (sales and commercial, consumer products, finance, marketing, forecasting and planning)  
**Warner Bros** (sales, marketing, human resources, publicity)  
**Xerox Ltd** (sales and marketing, finance, events, project co-ordinator)



## Placement case study



### MADELINE BOULTON

DEGREE PROGRAMME: RETAILING, MARKETING AND MANAGEMENT

COMPANY: UNILEVER

JOB ROLE: ASSISTANT BRAND MANAGER, ICE CREAM, IRELAND

#### Roles and achievements

- Project managed the revival of the 1980's ice cream Freaky Foot
- Responsible for approving shape and taste
- Travelled to Lisbon to sign off production
- Set up a reactive WhatsApp group to improve responsiveness to viral trends
- This enabled a Tweet relating to the Blue/Black Dress debate to reach 10.1 million people
- Managed the Magnum Pink and Black launch campaign
- Responsible for the campaign budget and for working with creative agencies to develop PR designs
- Led to Magnum sales increasing by 32.9%
- Offered a place on the Unilever marketing Graduate Scheme

—  
*"One of Madeline's highlights was the work she did on regenerating the social media campaign...and the UK team is already using her model to regenerate their campaign."*  
 —

Nigel Thompson, Senior Marketing Manager  
Ice Cream, Ireland

## Other opportunities in the School of Business and Economics

With over 40 years experience of delivering management education we pride ourselves in supporting business through challenging, career-enhancing management and leadership development, cutting edge research, and the promotion of innovation and enterprise.

We strive to develop effective leaders and young entrepreneurs, enhance organisational performance and promote sustainable growth – addressing the 'real world' challenges facing businesses and policy makers in our rapidly changing global economy.

#### Research and consultancy

As one of the UK's leading research-intensive universities we pride ourselves on conducting 'research that matters'. Organisations that need innovative solutions to new problems come to us for our expertise in combining academic rigour with practical relevance. Fields of expertise range from HRM and Information Management and Business Analytics to International Business and Strategy, and Marketing and Retailing.

Please see [www.lboro.ac.uk/sbe](http://www.lboro.ac.uk/sbe) for a full list of our areas of research expertise.

#### Sponsorship opportunities

With organisations more than ever aware of their corporate social responsibility, there has never been a better time to become a sponsor. From sponsoring whole programmes or specific modules to student prizes and scholarships, sponsorship can help you raise your brand awareness through our stakeholder communications, connect with our students (who could be your future employees), ensure graduates have up-to-date business skills, and develop a mutually beneficial relationship with the university.

#### Executive education

With an enviable history of well-established links with business, the School of Business and Economics is known for challenging, career-enhancing programmes that deliver real value to individuals and organisations.

Work with us to transform your practice.

Contact:  
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Executive Education partners include:







TIMES HIGHER  
EDUCATION STUDENT  
EXPERIENCE SURVEY  
BRITAIN'S BEST  
STUDENT EXPERIENCE  
OVER THE LAST  
10 YEARS 2007-2017



### General enquiries

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