

Princess Royal opens Cranfield Management Research Institute

The Cranfield Management Research Institute (CMRI) was formally opened by Her Royal Highness, The Princess Royal, on September 11.

The Princess met numerous staff and students during her visit, which also included the annual Ford Lecture and presentation of the Ford Prize to Dr Bill Tribe (MBA 2006).

The opening brought to a conclusion a year of construction work which transformed Building 38 into a state-of-the-art research centre housing 100 staff.

The £4.3million re-development brings together the School of Management's thriving and extensive research centres and doctoral programmes under one roof, encouraging and facilitating the sharing of ideas among faculty.

The School of Management's Director, Professor Michael Osbaldeston, said: "This is a very important new building for us, as it puts in place a world-class research facility to complement the

School's existing superb resources for postgraduate teaching and executive education."

The majority of the funding for the re-development was provided by Cranfield University through the Science Research Investment Fund, while the School raised the remaining £430,000 (10% of the cost) through grants and donations from such bodies as the East of England Development Agency (EEDA) and the Wolfson Foundation.

The Princess Royal visited Cranfield in her capacity as Patron of the Cranfield Trust. She toured the new building meeting School staff and was introduced to Nigel Doughty (MBA 1984)

who has donated £3million to the School to establish the Doughty Centre for Corporate Responsibility. The Princess Royal also met Professor David Grayson, Director of the new Doughty Centre (left).



Opening the building the Princess Royal praised both the School and the Cranfield Trust. "My congratulations go to everyone who has been involved in the decision-making and recycling of this old building," she said.

"It is impressive that all those who come here have been inspired by the people who have led the School to have such an enviable reputation around the world."

The visit concluded with the annual Ford Lecture in the CMRI's atrium presentation area.

This year's lecture was given by Sir Colin Chandler, Cranfield University's Pro-Chancellor. His lecture entitled 'Are We Being Served?' covered the changes required in the Civil Service today.

Following the lecture Dr Bill Tribe was presented with the Ford Prize as the top MBA student of 2006. He is pictured right with his wife Chris whom he thanked for her unstinting support during his studies.



Ranking Rise

Economist Intelligence Unit

The School of Management has risen eight places in the 2007 Economist Intelligence Unit's ranking of full-time MBA programmes to number 11 in the world. The School is placed number six in Europe and three in the UK. Professor Michael Osbaldeston said: "Many congratulations to all those staff involved in the design, marketing, admissions, delivery and administration of the programme. This particular ranking places Cranfield above such competitors as Harvard, LBS and INSEAD, and 'knocking on the door' of the world's top ten programmes.

"From a European perspective, it is also very encouraging to see nine European business schools in the top 20, with five of them from the UK."

The School has also been ranked at number five by *Forbes* magazine in its ranking of non-US business schools. The *Forbes* survey is based entirely on value for money. The schools ahead of Cranfield are IMD, INSEAD, Cambridge and IE.



Factory Winners

The winners of the 2007 Best Factory Awards have been named at a glittering awards lunch at the Hilton Hotel in Park Lane.

A pharmaceutical company which manufactures leading over-the-counter and prescription medicines was named Factory of the Year for 2007 in the awards run by the School of Management in conjunction with the magazine *Works Management*.

The scheme recognises UK manufacturing excellence and rewards companies with pioneering work practices. A full report and photo is on page 2.



Alumni Awards

The search is on for top alumni to receive the annual Entrepreneur Alumnus of the Year and the Cranfield Management Association (CMA) Alumni Service Awards.

The awards will be presented at the CMA AGM in January 2008, but nominations must be submitted by October 31. See page 2 for more details.

Bumper year for new students

The School has welcomed a total of 290 new students over the last two weeks – with more to come if visa issues are resolved.

Almost every programme has seen an increase in numbers this year, and the School is welcoming students from across the globe.

As *Forum* went to press the figures were:

- Executive Doctorate: 12 students of eight nationalities
- MRes/PhD: 12 students of seven nationalities
- MBA: 137 students from 37 countries, including nine MBA (Defence)
- MSc in Logistics and Supply Chain Management: 45 students from 17 countries
- MSc in Strategic Marketing: 32 students from 16 countries
- MSc in Finance and Management: 52 students from 22 countries.

Forum deadline

The November issue of *Forum* will see the newsletter return to full-size. The deadline will be Friday October 19 and contributions should be sent as soon as possible to fiona.leslie@cranfield.ac.uk.



Professor Michael Osbaldeston

Message from the Director

As I write this 'message' at the end of September, we are gearing up to welcome the influx of new students to the School for the 2007-08 academic year. No sooner have last year's students departed for every corner of the world than the Pre-MBA programme is already with us and the new year is just around the corner.

We are expecting around 280 new students - around 135 MBAs, 120 MScs in Finance, Marketing and Logistics and 25 PhDs/DBAs - in every case an increase on last year's entrants. Can I extend a very warm welcome to them all - not only to the School but to the Cranfield network, which will provide support throughout your working lives.

2006-07 has been the most successful year in recent memory of the Cranfield School of Management, creating even higher expectations of the year to come.

Not only are our finances progressing on a very firm footing but there are significant academic and business developments to celebrate. The School

continues to rise in the numerous rankings and league tables, the international diversity of our students and clients is increasing - with new strategic alliances formed with IIM-Bangalore, Melbourne Business School, FGV-Brazil and the University of Chile, and significant number of new faculty have joined the 'Cranfield Community'.

In recent weeks, the new Cranfield Management Research Institute has been officially opened by HRH The Princess Royal, the Annual Henry Ford II Scholar Award Lecture delivered by Sir Colin Chandler, the Ford Scholar Prize presented to Bill Tribe (FT MBA 2006) and the Best Factory Awards ceremony held in London to great acclaim.

Preparation of the School's submission to the 2008 Research Assessment Exercise is nearing completion, while faculty have won three best track paper awards at the recent British Academy of Management conference. Staff responsible for our infrastructure have been hard at work refurbishing lecture rooms, revamping the Reception area and upgrading the Conference Centre facilities.

We can look back over the past few months with great satisfaction at everything we have achieved and look forward to the coming year with optimism and enthusiasm.

My thanks to all the staff for their hard work and commitment and my best wishes to all new students for a challenging and enjoyable year ahead.

**BFA
2007**

Top manufacturers named

**BFA
2007**



A pharmaceutical company which manufactures leading over-the-counter and prescription medicines has been named Factory of the Year for 2007 in the Best Factory Awards run by the School of Management.

The Reckitt Benckiser Healthcare factory in Hull, North Yorkshire, also scooped the Best Process Plant and People Management awards in the competition which is run in partnership with the magazine *Works Management*.

The scheme recognises UK manufacturing excellence and companies with pioneering work practices.

The Reckitt Benckiser Healthcare plant manufactures over-the-counter medicines including Gaviscon, Fybogel, Disprin, Lemsip, the Dettol range, and the prescription substitute for heroin, Buprenorphine.

It employs 700 people at the Hull site, 210 in manufacturing turning over £61m. In July, the Reckitt Benckiser group announced a like-for-like sales growth of 10% for the first six months of the year, with an operating profit of £510million.

Dr Marek Szwejcowski (*below right*) said the plant was selected as overall winner for a number of reasons:

"The secret of its success has been to focus on how teams can solve problems and drive up performance. This business has grown, introduced new products and become more lean, at the same time as developing its people."

The operation, which was named Best Process Plant when it last entered the awards in 2002, has gone from strength to strength said Dr Szwejcowski:

"It has been focused on operational excellence, in particular in quality, cost and service. This has been achieved by the people - by creating teams, empowering them to improve, and investing in their training. The management has also focused on making the teams more flexible, through the introduction of annualised hours."

In total 12 awards were presented at a celebration lunch at the Hilton Hotel in Park Lane.



Responsible Leadership

The 2006/07 full-time MBA students celebrated the end of their 'Cranfield Experience' with the annual Cranfield Conference, this year devoting the two-day event to Corporate Responsibility.

The event attracted top speakers including:

- Sir John Parker, Chairman of National Grid Group
- David Henderson, Former Chief Economist OECD
- Dr Steve Boorman, Head of CSR, the Royal Mail Group
- Dr Graham Baxter, Vice-President of CSR at BP plc
- Tony Manwaring, CEO of Tomorrow's Company
- Nigel Doughty, Cranfield alumnus and founder of the Doughty Centre for Corporate Responsibility.

Alumni Awards

The search is on for top alumni to receive the annual Entrepreneur Alumnus of the Year and the Cranfield Management Association (CMA) Alumni Service Awards. The awards will be presented at the CMA AGM in January 2008, but nominations must be submitted by October 31.

The Entrepreneur Alumnus of the Year is awarded annually by the CMA to an alumnus who has made an outstanding entrepreneurial achievement and promotes the School and CMA's strong entrepreneurial spirit.

The Alumni Service Awards are given annually by the CMA to alumni who have made outstanding contributions to the CMA, the alumni body and/or to the School.

For more information see www.CMAWorld.org.

Appointments

Professor Kim Turnbull-James was appointed as Director of Faculty Development within the School with effect from September 1.

Dr Martin Clarke has been appointed as Business Leader of General Management Programmes (GMPs), from October 1. He will be responsible for the business development, marketing and delivery of GMPs, leadership of the GMP team and management of the budget.

Neil Wilson has joined the School as Director of Finance. Neil was Finance Director of Cranfield Aerospace Limited (one of the University's venture companies) from 2004, prior to which he worked for Universal Salvage, Rialto Homes, KPMG and Ernst and Whinney.



Professor Jaime Bonache joined the School on October 1 as Professor of International Human Resource Management. He has extensive teaching experience across Europe including Instituto de Empresa, Bocconi Business School and Copenhagen Business School as well as in many different countries in Latin America. Jaime will be leading on setting up a new research centre in International HRM.

Welcome to ...

Paul Guest, Lecturer in Finance and Accounting
Elmar Kutsch, Lecturer in Project Management
Jonathan Lupson, Lecturer in Project Management
Michael Markham, Print Room Operative
Laura Boniface, Client Management Administrator

Farewell to ...

Lorraine Pope **Louise Wayman**

Transfers

Tracey Appleton - Silsoe to Administration Assistant, Facilities
Emma Careless - CMDL to Programme Administrator, Credo
Carly Williams - Meeting and Events Administrator to Client Coordinator, GMDP

Baby Congratulations

Human Resources Manager Kirsty Day gave birth to baby boy, Adam, on September 11. He is a brother for Lauren.

Dress Down Days

August's Dress Down Day raised £62 for the The International Childcare Trust and September's event collected £84.58 for Keech Cottage Children's Hospice.

MBA Snappers!

An amazing total of 14,050 photographs were uploaded by students onto the MBA portal during the 2006/07 academic year. Class photographer Sunita Riari (the face behind the lens right) was the trail-blazer capturing 7,600 of them.

