



BUSINESS ENGAGEMENT

**Making the most of your relationship
with Brunel University London**



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WORKING IN PARTNERSHIP WITH BRUNEL UNIVERSITY LONDON

Brunel University London has a remarkable track record of delivering new ideas and perspectives in teaching, research and business engagement. You might say innovation is in our DNA.

For over 55 years we have provided expertise and services to businesses and this offer continues to grow. From world leading knowledge exchange, collaborative research and design, pioneering placement and business degrees and bringing new knowledge to entrepreneurs, SMEs and the largest firms.

The Engagement team is committed to continue this tradition by promoting the benefits of working together with Brunel's world leading academic community. This brochure introduces some of the key programmes and teams which can help you on your Brunel journey: it is though just the start. We want you to find real and lasting value in working in partnership with us. Please keep in touch and let us know if you have any questions or have ideas or dreams which we might develop together.

With best wishes
The Brunel Engagement Team

engagement@brunel.ac.uk





Professional Development Centre

Our award-winning Professional Development Centre (PDC) works with employers, large and small, to help them connect, engage and employ our terrific students and graduates.

There are no recruitment costs when advertising for any type of role. We can also arrange for your vacancy to be advertised to students with a specific skill set

Talent Recruitment

Brunel's Employer Engagement Team are here to advise you how to engage with our talented students and provide the opportunity for your business to promote employment opportunities to students.

There are various ways to recruit students, for example part time work, internships, placement years and graduate roles.

Full details on how you can access Brunel talent and all our initiatives can be found at www.brunel.ac.uk/pdc/employers

Advertising your opportunities

Brunel's Job Board can be used to advertise part-time jobs, summer internships, placements and graduate jobs to our students and recent graduates. You can upload an unlimited number of vacancies free of charge!

Building your Brand

Brunel's Professional Development Centre run a number of events throughout the year designed to help you connect with students and raise your brand awareness. These include careers fairs, insight talks, webinars and other one-off events.

Other ways to engage

We can help connect your business with other areas of the university to help you engage in events and activities on a wider scale such as our entrepreneur's hub and mentoring scheme.

You can contact the Employer Engagement Team via email: employer.engagement@brunel.ac.uk



RESEARCH AND DEVELOPMENT

Research and Innovation

Brunel has a strong track record of engaging with industry and is committed to strengthening ties with businesses through the formation of partnerships where there are synergies with our areas of expertise. We work closely with business and industry, locally, nationally and internationally.

Business Development Team

Our dedicated Business Development Managers (BDMs) within the Research Support Development Office (RSDO) will work with you to develop an understanding of the specific needs and challenges of your organisation. Through this interaction we bring onboard relevant academic expertise to explore collaborative opportunities and routes for funding to address your needs. There are many other ways you can collaborate with us.

Knowledge Transfer Partnerships (KTPs)

The Knowledge Transfer Partnership (KTP) programme allows a UK registered business or not for profit organisation to partner with us to bring new skills and the latest academic thinking into the business. Each partnership delivers a specific, strategic innovation programme to accelerate growth and embed new knowledge and skills to drive innovation beyond the end of the project.

Collaborative Research and Innovation Projects

Brunel can work with you to access funding to partner with you to develop an innovative product, process or service. Relevant funding can be sourced via both UK and European agencies to enable businesses to work with our academic experts. This can enable you to considerably increase your market share by enhancing your capabilities to exploit opportunities through the development of new and innovative products and processes.

Research and Innovation Commercialisation

Through our groundbreaking research and innovation, our academic experts develop technologies, inventions and other outputs of intellectual property. Our Commercialisation Team can work with you to transfer our knowledge and intellectual property into a marketable product. This can be through either licensing deals or other commercial arrangements to access our cutting-edge technology.

Consultancy

Companies can access Brunel's academic know-how through our consultancy services. This provides an opportunity to work directly with our academic and professional teams to find solutions to your specific challenges and needs.

For more information about the benefits research and innovation can bring to your organisation and to make an enquiry please visit brunel.ac.uk/business/research

CASE STUDY: APPLYING ARTIFICIAL INTELLIGENCE TO BIG DATA

Caterpillar, a world-leading manufacturer with a highly complex transportation network, wanted to improve its demand strategy forecasting, due to significant increases in available data, in order to speed up its decision-making. The company's engineers were finding limitations with commercial software, which could only deliver partial solutions. As a result, they ran a competition for universities and in-house research teams to develop new technology, with the aim of optimising Caterpillar's supply chain.

Brunel entered the competition and was selected to develop the technology, securing funding from Caterpillar to conduct extensive research and provide solutions. Working collaboratively, we investigated fourteen different models, progressing two that performed well. Using and adapting these algorithms, the university developed solutions to provide optimal cost and efficiency savings in the supply chain. Data included many aspects of transportation such as which ports, how many ocean lanes, size of materials and containers required, and factory production and assembly line processes. Brunel ran complex analysis, which also factored in resilience for situations beyond Caterpillar's control e.g., weather.

"Today Dr. Kalganova's research on Ant Colony Optimization (ACO) is embedded into our award-winning GEMSTONE process, which is used by our teams globally to design networks for every Caterpillar product. The scale of her research impacts should not be underestimated, given that the GEMSTONE platform has been fundamental to our profitability. The result has been and continues to be financially material to the company."

Anthony Grichnik
Global Technology Leader
Global Supply Network Division Caterpillar

PROJECT: COVID-SECURE HIGH STREET WORK STORES FUNDED BY UKRI

This project developed an innovative solution to the challenge of preventing Covid-19 transmission in shared working environments. A return to offices that house thousands of workers could not have been possible, during the Covid pandemic phase. A key to reducing business costs would have been to cut office space. This impacted capacity as companies tried to meet the regulatory demands to socially distance staff.

Several studies showed a majority of UK workers wanted to continue working remotely after the pandemic, however not leaving home to travel to work in certain individuals has been linked to mental illness in the form of anxiety and stress. Measures to address the health challenge posed by COVID-19 that were used by flexible workspace operators (enhanced manual cleaning, disposable PPE) were not sustainable.

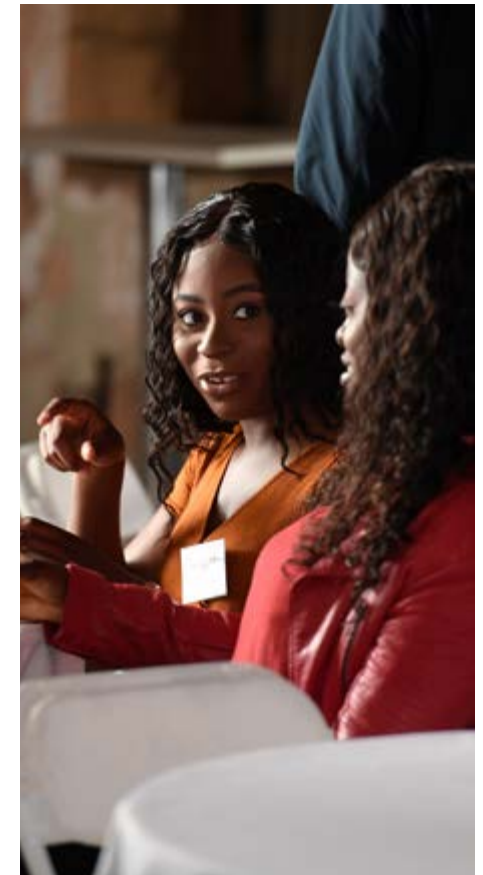
Brunel University London and Space Republic, a UK SME, developed, tested and validated an innovative solution in the form of an office pod system which included strict decontamination processes following operator use. This collaborative innovation focused on the application of existing chemical free technologies that are aimed to destroy pathogens within the pod with a focus on COVID-19. Original funding for this project came from Brunel's RSDO managed Innovation Voucher and Impact Acceleration Award. Later, Space Republic and the Brunel team worked together to secure Innovate UK funding. The project received significant media coverage that helped to promote the products and its impact.

Luke Aviet, CEO, Space Republic, says, "We are delighted to be collaborating with Brunel University London on this project. With world-class research facilities and sector leading expertise, Brunel is perfectly positioned to test and validate the technology we have developed to combat Covid-19."



Co-innovate

The Co-Innovate team deliver innovation support activities for London based SMEs, entrepreneurs and start-ups. The Co-Innovate Bridging the Gap and Journeys programmes provide a range of training, peer to peer support and mentoring tailored to growing your business. Our Innovation Directors are industry specialists who can help guide you through your business growth journey and develop collaborative innovation projects with students and academics. To find out more information brunel.ac.uk/co-innovate or contact us at co-innovate@brunel.ac.uk



INNOVATION AND DESIGN

Brunel Design School

The Brunel Design School brings together the subjects of design and digital media. It is one of the few UK design schools which offers degree courses accredited by both the Institution of Engineering Designers and ScreenSkills. The School's outward facing ethos is driven by innovation and entrepreneurship and a commitment to sustainability. The annual Made in Brunel graduate event takes place in Central London and showcases our students' creativity and design excellence.

London Design Factory

The London Design Factory creates real world projects for multidisciplinary student teams to develop design solutions for clients. In recent years our Brunel students have worked with external organisations such as Chelsea Football Club and Heathrow Airport. The unit was the first of its kind in the UK and draws on the collaborative design approach of the Design Factory Global Network.

Design Plus

Design Plus is an ongoing design support programme which develops collaboration between the Design School and industry with an emphasis on design innovation and knowledge exchange. Brunel's Industrial Design, Product Design, Product Design Engineering and Design Strategy programmes are amongst the highest-rated in the UK.

Since 2004, students and academics from these programmes have applied their creativity and knowledge in collaborative design projects for a wide variety of companies, including Brompton Bikes, Hornby, British Telecom, JLR, several hospital trusts and many more.

Design Plus projects involve working with clients on the design and development of

radical new ideas for products, services and processes. Students work individually, or in small teams, supported and guided by their supervising tutor, to deliver design solutions of a very high standard.

Find out more about Design Plus: brunel.ac.uk/brunel-design-school/design-plus/design-plus

To discuss collaboration opportunities, please get in touch at: designplus@brunel.ac.uk





DEVELOPMENT AND ALUMNI RELATIONS TEAM

Development and Alumni Relations Team are the first point of contact for students once they have graduated and joined a community of over 150,000 alumni.

Connecting with the team could be of benefit to your business in several ways.

Corporate Giving and Corporate Social Responsibility

We believe that our students and research can shape the future and we are committed to providing everyone with an opportunity to succeed, regardless of background. As a not-for-profit organisation with charitable status, there are many ways in which your organisation can help support your future workforce to develop knowledge and bring positive change to society. These include; sponsoring scholarships, bursaries or research, offering students placements and internships or mentoring.

Giving a contribution to the University, be it financial or non-financial, can enable some really positive exposure for a business both on campus and in the wider community.

Prizes

Sponsoring a student prize is a fantastic way to support a student and build your company brand. Donated prizes can recognise and reward exceptional personal and academic performance, acknowledging great achievements despite challenging circumstances or to reward excellence in research and attainment.

Brunel Scholarship Fund

Choose to support a specific area of study or donate to a general fund. Scholarships can be focused on academics, sports, music or the Urban Scholars Programme which is an intervention initiative for 12-15 year olds.

Mentoring

Companies have the opportunity to participate in our professional mentoring scheme. As a mentor you support a student by sharing your industry knowledge, expertise and experience to guide their learning and development.

Please contact the team:
development@brunel.ac.uk

PROFESSIONAL DEVELOPMENT

Higher and Degree Apprenticeships

The Brunel apprenticeship programme has been designed by world leading academics in partnership with employers, professional bodies and other agencies. Our apprenticeships deliver high quality professional development and a prestigious Brunel University London degree while you work. Brunel's expert Apprenticeship Hub team provides full end-to-end support to employers through the whole apprenticeship process. To find out more contact the apprenticeship team at apprenticeships@brunel.ac.uk

Brunel Online

We understand that traditional full and part time degree courses are not for everyone. We have developed a range of on-line programmes which provide high quality teaching and learning resources and a network of fellow learners from around the world. For more information contact us at study@online.brunel.ac.uk

Languages

Committed to providing students with a quality education, Brunel University London offers free-of-charge Modern Language classes. Languages include: Arabic (Modern Standard), British Sign Language, French, German, Italian, Japanese, Korean, Mandarin, Russian and Spanish. For a fee, Brunel staff, Brunel alumni and members of the community can also join. For more information, please email the Modern Languages department: modernlanguages@brunel.ac.uk

Accredited Courses – Health & Safety

Brunel provides high quality health and safety training to protect you and your employees from harm in the workplace.

- NEBOSH General Certificate in Occupational Health & Safety
- IOSH Managing Safely
- IOSH Working Safely
- Paediatric Emergency First Aid
- First Aid at Work

Find out more about our Health and Safety courses: brunel.ac.uk/business/health-and-safety-training-courses

Postgraduate Study

At Brunel over 100 taught master's degrees are available, ranging from subjects such as Business, Engineering and Law, to Life Sciences, Games Design or Creative Writing. Most masters' courses are available on a full-time or part-time basis. Some may also be studied by distance learning or fully online. Our Associate Student scheme offers over 100 modules and students can test the water before committing to a full master's programme. Credits can be accumulated and count towards an intermediate award or master's degree at a later stage.

Research opportunities are offered in many fields of study. Students can undertake research degrees within one of our world leading interdisciplinary institutes, work alongside researchers in our departments, or they can follow one of our many subject routes.



BRUNEL BUSINESS SCHOOL

The Brunel Business School has a long tradition of delivering innovative and high quality undergraduate and postgraduate business programmes. We empower our students with both entrepreneurial drive and to take a global outlook by promoting responsible and sustainable management approaches.

Master of Business Administration Programme (MBA)

The Brunel MBA is one of a distinguished group of MBA programmes worldwide to have achieved accreditation by both the Association of Masters of Business Administration (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB).

The Brunel MBA is a one year full-time or two-year part-time course with three pathway options: The Brunel MBA, The Brunel MBA (Digital Innovation Management), and The Brunel MBA (Healthcare Management).

The Career Development Programme is an integral part of your professional development and provides the tools to help you achieve your ambitions. Brunel Business School staff provide an innovative series of Leadership Masterclasses. Sessions will help you with effective ways to present your ideas, the best methods for managing change, negotiating better and resolving conflict, as well as giving you deeper insight into cross cultural issues and corporate responsibility.

The Brunel Business School has links to many leading organisations such as Barclays, British Airways, Goldman Sachs,

HSBC, IBM, Iraq Energy Institute, Jaguar, Johnson and Johnson, Microsoft, and Xerox. MBA students undertake regular visits to company head offices and representatives from these companies often visit campus as part of the MBA Guest Speaker Series, Let's Talk Business.

Find out more about the Brunel MBA here: brunel.ac.uk/business-school/brunel-mba-in-london

Executive Development

Drawing on our world class research and extensive experience in delivering support to businesses globally we deliver courses that help local businesses grow and navigate difficult trading conditions.

We have a range of initiatives designed to help businesses at various stages of their growth, from structured programmes covering all aspects of business management including strategic direction, product and customer development, organisational and operational efficiency, financial management, and performance management to one off, highly focussed interventions to deal with specific and contemporary issues affecting individual companies. Many of our programmes are part or fully subsidised by government funding such as 'Help To Grow: Management', supporting senior business leaders and 'Build Back Better', upskilling small businesses for growth.

The 'Help to Grow' initiative delivers practical management training to senior managers in SMEs. It provides a mix of on-line and in class training and includes both mentoring support and networking



opportunities. The programme is run by Brunel Business School and is accredited by the Small Business Charter. The government is funding 90% of the costs.

To register your interest please visit brunel.ac.uk/business-school/brunel-for-business/Register-your-interest-in-our-Help-to-Grow-programme

The 'Build Back Better' (BBB) initiative delivers tailored skills development programmes for employees in West London SMEs. Skill areas covered will depend on your employees needs but topics can range from financial, operational and technology related innovation to sustainability and marketing. Our flexible approach to delivery includes a mix of in person and online learning and support. Additional assistance and mentoring is included for

younger employees (aged between 18 and 25). Best of all support from the Mayor of London and the European Social Fund means the 'Build Back Better' programme is delivered free to all eligible businesses. Contact brunelbusiness@brunel.ac.uk for more information and to discuss your individual needs.

We also have a network of highly experienced Executives in Residence, who are well respected and successful business people, who can work with organisations one a 1-2-1 basis to deliver impactful coaching and mentoring support to help businesses owners achieve their growth ambitions.

Find out more about the Brunel Business School: brunel.ac.uk/business-school/brunel-for-business



FACILITIES AND SERVICES

Brunel has some of the best facilities in London to cater for all needs, these include:

Conference Suites

Brunel offers a variety of rooms suitable for boardroom meetings, training sessions, presentations and networking events: brunelvenues.com

Lecture Theatres

Our campus has numerous lecture theatres which have room capacity from between 200-400. These spaces could be ideal for group exercises, training programs and presentations.

Auditorium

Located in the Eastern Gateway building, Brunel has a state-of-the-art auditorium which can seat up to 400 people. It is a versatile space for meetings, presentations, drinks receptions and gala dinners. The seats are retractable and so can hold up to 130 delegates for banqueting purposes.

Sports and Fitness

We have a wide variety of facilities for sporting and recreational activities to host your company sports days and bonding sessions, a great way to boost morale and teamwork. Our Campus Gym is also available to the public, so feel free to make use of the gym equipment which facilitates both a Mixed Gym and a Womens/Females only gym room.

Lancaster Hotel and Spa

Whether you are travelling for business or pleasure, the Lancaster Hotel and Spa provides the ultimate comfort and service. With en-suite rooms, an indulgent spa, boardrooms, a newly renovated lounge bar and an à la carte restaurant. This contemporary on-campus hotel has been designed to suit all requirements.

Catering, Restaurants and Campus Shop

Brunel has numerous bar and restaurant outlets across campus which offer a wide variety of beverages and cuisine.

To find out more about our commercial services and facilities for hire: brunelvenues.com



The Experimental Techniques Centre (ETC)

The Experimental Techniques Centre provides advanced analysis facilities which enable us to undertake a broad range of sophisticated materials investigations. Analytical techniques available include electron microscopy with chemical analysis, X-ray diffraction, X-ray fluorescence, Infra-red and Raman vibrational spectroscopy, UV-visible and near infra-red spectroscopy and thermal analysis, plus a suite of light microscopes and preparation facilities. The ETC is run by a team of dedicated specialists and is available for both commercial consultancy and research collaboration with certain techniques holding UKAS ISO17025 accreditation.

Find out more about Experimental Techniques Centre: brunel.ac.uk/research/Networks-and-Labs/ETC

To discuss using the centre, please get in touch at: ETC@brunel.ac.uk

Specialist Equipment and Laboratories

The Brunel campus has some of the most advanced equipment and facilities available. These are regularly used by industry for projects, testing and research investigations. Other laboratories include our advanced bioengineering facility and a cancer research centre. We also have a specialist IT facility with state-of-the-art computing and audio/visual equipment, a motion capture system, 3D scanner and large 3D display screen.

The Brunel Centre for Advanced Solidification Technology (BCAST)

BCAST houses the only research foundry in a UK university with both casting and processing capabilities.

The Advanced Metal Casting Centre (AMCC) – houses pilot and commercial metals processing equipment.

The AMCC currently serves the automotive industry (with industry partners such as Jaguar Land Rover, Constellium amongst many others). Our longer-term aim is to make the facilities available to partners across the aerospace and other engineering sectors.

The Advanced Metal processing Centre (AMPC) – houses additional equipment further expanding the Centre's capability and contains advanced joining, measurement and characterisation technology.

Find out more about BCAST: brunel.ac.uk/research/Centres/BCAST

Wolfson Centre for Sustainable Materials Development and Processing

The centre undertakes research into the development and processing of new materials including nano-materials, nano-phosphors and nanostructured carbon, biofuels, polymers and bio-polymers. Equipped with a world leading collection of materials characterisation techniques, including a recently commissioned transmission electron microscope. In this area the centre has relationships with many SMEs. As an example of our current work, gold and silver nanoparticles together with surface enhanced Raman spectroscopy (SERS) are being investigated with the intention of creating new ways to diagnose and monitor diabetes.

Find out more about The Wolfson Centre for Materials Processing: brunel.ac.uk/research/Centres/Sustainable-Materials



ENGAGEMENT STRATEGY AND SUPPORT UNIT

Our team facilitates and supports projects that enables university departments to better engage with wider audiences.

We assist within three key areas: Public Engagement, Business Engagement and Civic/Community Engagement.

Public Engagement

Sharing and involving the local community in activities and research with Brunel University London.

Business Engagement

Developing close relationships with businesses, representative bodies, Local Authorities and NHS Trusts to support numerous activities including student placements, apprenticeships, innovation and growth support.

Civic/Community Engagement

Connecting and supporting charities, community groups and not for profit organisations with Brunel University London for research, engagement, business and student & staff activities.

Engagement Team Members

- John McDonald
Regional Partnerships Manager
- Nancy Rawlings
External Engagement Manager
- Alhassan Bangura
Business Database & Communications Officer

Engagement Strategy and Support Unit (ESSU)

If you have an engagement query and would like to contact us, please email:
engagement@brunel.ac.uk



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