The intellectual heart of business
Cass Business School
Sir John Cass Business School is a modern, forward-looking institution with over 40 years at the leading edge of business education. Established in 1966 as City University Business School, it was renamed Cass Business School in 2002. Since then it has continued its upward trajectory. Cass’s triple-crown accreditation from AMBA, EQUIS and AACSB puts it in the top one per cent of business schools worldwide.

At Cass, we never stand still. We always aspire to excellence and we constantly seek new ways to serve our students and the global business community. We attract people from all over the world and our global connections ensure that our students are immersed in a truly international environment. For example, through study-abroad options on our undergraduate courses and electives on our postgraduate courses, our students can experience business in countries such as Brazil, China, France, Germany, Italy, the Netherlands, Poland, Singapore, South Africa, South Korea, Spain, the UAE, the USA and Vietnam.

Our enviable location means we are perfectly positioned to support the diverse interests of one of the world’s most powerful business and finance capitals. Naturally, living next door to London’s rich mix of world-leading businesses, professional services and financial institutions informs our education and research strengths. And we have strong connections to our close neighbours in Tech City, London’s innovative digital hub.

Our goal is to provide support to world class businesses with world-leading thinking. Our research is groundbreaking and, through our partnerships with leading organisations, has a demonstrable impact on business and society. Our academics have a breadth of skills and interests which means that – unlike some business schools – our research is both academic and applied. Our work appears in leading academic journals and makes a measurable difference to professionals, practitioners, policy-makers and governments.

Students at Cass, from undergraduates to executives, are immersed in a dynamic learning environment that challenges them, demands that they dissect their own practice and prepares them for leadership. Our courses reflect the changing needs of business: we are swift to spot changes and reflect them in new courses and electives. For example, we have introduced a new MSc elective – Ethics, Society and the Financial Sector – to address the concerns of society and the need exposed by the financial crash to embed an ethical approach into management and decision-making within the financial sector.

We are a business school with a strong entrepreneurial spirit that underpins what we do. We are the only business school to offer entrepreneurs a complete package through the Peter Cullum Centre for Entrepreneurship, where ambitious, early-stage businesses find advice, guidance, development and finance. In the current business climate we are playing a vital role in creating growth.

“People want to be part of Cass because we are a world class business school. We are continuously evolving by developing new fields of research, building innovative courses of study and finding solutions to the emerging challenges facing global business.”

Professor Steven Haberman, Dean, Cass Business School

There is so much going on at Cass: be a part of it.
“Cass is a success story. We’ve developed a really strong reputation for excellence in research and education and are driven to always do better.”

Professor Lucio Sarno, Head of the Faculty of Finance and Deputy Dean, Cass Business School

“Cass’s research made the headlines when Professor Joseph Lampel and Professor Ajay Bhalla found that employee-owned companies tended to be more profitable, more resilient and to have more committed staff. Nick Clegg, the Deputy Prime Minister, called for a return to a John Lewis economy, and the national media seized upon the research’s main findings.

“Both Professor Lampel and I are delighted to see our work recognised at governmental level. We both believe in employee-owned businesses as a genuine growth model and support the role of small to medium enterprises in economic recovery ... While, as Mr Clegg says, it is not a panacea for all businesses, evidence and success stories cannot be ignored.”

Ajay Bhalla, Professor of Global Innovation Management, Cass Business School

The latest UK research assessment exercise ranked Cass among the top ten business schools for Business and Management Research. Most of our research was ranked as world-leading or internationally excellent.

Our research is published in the very best peer-reviewed journals.

World-leading research

Case study: What’s so special about John Lewis?

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Academic excellence World-leading research
Our credentials

Internationally excellent

Cass is an academic institution grounded in reality. Academic excellence underpins everything we do – the research we publish in world-leading journals is reflected in the education we deliver across our highly ranked degrees and applied to the problems we solve for our business clients.

Sit in on a seminar at Cass and you will find passion, opinion and a dedication to tackling real problems with sound research and experience.

The breadth and depth of our work mark us out: though we are located in the City of London, we engage with business practice across the world. Through our commitment to academic excellence in the areas of finance, management and actuarial science, we provide individuals and businesses with the knowledge, skills and resources to be ahead of the curve.

Our faculties

Our academic reputation is achieved through the world class work done in our three faculties and the academic expertise within them.

The Faculty of Finance is one of the largest and most respected in the world. Cass is home to leading academics with research expertise in all key areas of finance, including accounting, asset pricing, corporate finance, financial markets and regulation, international finance and shipping finance.

In the Faculty of Management we place great emphasis on making sure that our theories are always well founded academically and closely related to real-world practice. We research and educate in all the main areas of management studies, including strategy, entrepreneurship, corporate social responsibility, marketing, information management and organisational behaviour and human resources.

The Faculty of Actuarial Science and Insurance is one of the leading academic actuarial departments in the world. Our research covers a range of theoretical and applied issues in pensions, life and general insurance and health care. Particular avenues of research include insurance solvency, mortality and longevity modelling, risk management, dependency between risks, the impact of fair value accounting on insurance and the funding of social care.

World-leading experts

Committed to academic excellence

Walk down any corridor at Cass and you will find an expert: academics, practitioners, entrepreneurs and policy-makers gather at Cass to exchange ideas, challenge each other and undertake work that makes a difference to the world.

Meet two of our academic experts

Peter F. Pope, Professor of Accounting, has held a number of prestigious positions, including Visiting Professor at the Stern School at New York University, at Hong Kong University of Science and Technology and at the Chinese University Hong Kong. He has researched and published extensively in the areas of capital structure, financial reporting and international equity valuation. His research has received several prestigious awards, including the 2008 Best Paper Award 2005-2008 from the Financial Accounting and Reporting Section of the American Accounting Association. He is joint-editor of the Journal of Business Finance and Accounting and has served on the editorial boards of many other international journals.

Lilian de Menezes, Professor of Decision Sciences, previously held positions at London Business School, the London School of Economics, Goldsmiths College, University of London. She has industry experience working on a range of projects in forecasting and operations research, where she has held positions at Management Consultants and Dynasol and Information Analyst. She is a member of the International Institute of Forecasters, the Economic Modelling Network and the Royal Statistical Society and has published in a range of journals, including the International Journal of Forecasting, the European Financial Management Association and the Journal of Forecasting. Her research focuses on time series, forecasting, econometrics and business applications of statistical methods.

In the latest UK research assessment exercise most of our research was ranked as world-leading or internationally excellent.

www.cass.city.ac.uk/faculties

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In the latest UK research assessment exercise most of our research was ranked as world-leading or internationally excellent.
Historically, business has been run largely on instinct and experience: today, our research enables organisations to spot trends, create policy and make decisions based on solid evidence.

Our academic but practical approach makes a measurable difference. Companies, governments and policy-makers appreciate our in-depth specialist knowledge, ground-breaking analysis and innovative solutions, and our collaborative approach to working with them, getting to know their business from the inside.

We draw on expertise from every business sector, attracting leading thinkers and practitioners from all over the world. Our blend of academic and applied research gives our work depth and breadth: Cass research leads business thinking and business solutions.

Cass is home to 14 Centres, which provide a focus for our diverse interests. All are headed by leading academics in their fields and contribute to the School’s wealth of research across a wide range of business topics.

In a fast-changing economic environment, Cass’s high-quality research is influential. Our Centres are thought leaders and guide practice in some of the biggest issues ever to face their sectors.

Professor Scott Moeller, Director of our Mergers and Acquisitions Research Centre, predicts that, over the next decade, business will once again pursue greater market share through mergers and acquisitions and, as emerging markets mature, new areas for deal activity will open up. Professor Igor Filatotchev, Associate Dean for Research and Enterprise and Director of our Centre for Research in Corporate Governance, has urgent questions about how organisations can commit to more rigorous corporate governance values, and how this will affect their performance. Professor Paul Palmer, Director of our Centre for Charity Effectiveness, will direct the dissemination of knowledge and understanding of philanthropy and the effectiveness of the non-profit sector.

“Cass research combines academic rigour with a high degree of practical relevance.”

Professor Igor Filatotchev, Associate Dean for Research and Enterprise and Director of the Centre for Research in Corporate Governance, Cass Business School

Cass’s Centres are thought leaders and guide practice in some of the biggest issues ever to face their sectors

Cass Knowledge
We believe that information should be shared, so we provide free and full access to our research output through Cass Knowledge. It is an online resource containing a comprehensive range of research tools. These include research papers with executive summaries, our InBusiness magazine and compelling Cass Talks broadcasts. Academics provide up-to-the minute views on current business and finance news in the weekly Cass Talks podcast.

www.cassknowledge.com

twitter.com/cassknowledge

Cass Business School

Being able to take the long view and to apply practical business knowledge has enabled Cass academics to revolutionise a number of business sectors. For example, Professor Costas Grammenos, CBE – founder of the Centre for Shipping, Trade and Finance – devised a way for shipping families to float their organisations on the New York Stock Exchange in order to raise capital. His innovation has had a significant impact on international shipping finance, enabling families to transform their companies into efficient and competitive corporate enterprises.

Research by Professor Lucio Sarno, Head of the Faculty of Finance and Deputy Dean, into momentum investing for the foreign exchange market – buying what has performed well and selling what has done badly – has led to some key sector insights and a new way of thinking about trading strategies on the foreign exchange market.

Above all, Cass’s research is world-leading, dynamic and has an impact on business.

Cass’s research combines academic rigour with a high degree of practical relevance.”

Professor Igor Filatotchev, Associate Dean for Research and Enterprise and Director of the Centre for Research in Corporate Governance, Cass Business School

We believe that information should be shared, so we provide free and full access to our research output through Cass Knowledge. It is an online resource containing a comprehensive range of research tools. These include research papers with executive summaries, our InBusiness magazine and compelling Cass Talks broadcasts. Academics provide up-to-the minute views on current business and finance news in the weekly Cass Talks podcast.

www.cassknowledge.com

twitter.com/cassknowledge

Cass Business School

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www.cass.city.ac.uk/centres

The intellectual heart of business
Studying at Cass

First class and first choice

“London is perfect for students. It’s one of the most influential financial centres in the world and there is a lot going on from a business perspective. My degree from Cass gave me a very good set of skills that helped me find my way at work.”

Renata Zinkovskaya (MSc in Mathematical Trading & Finance, 2012), Analyst, JP Morgan

We’re at the top of our academic game, we’re entrepreneurial and we’re in London – that’s why the best students choose Cass.

Cass has a special buzz. Just stand in the queue for coffee and listen to our students – they are excited, ready to be challenged and ambitious. They come from all over the world and fit right into this cosmopolitan city.

Students choose Cass because of our combination of academic rigor, our real-world entrepreneurial approach and the quality of our top-ranked courses, from undergraduate level right through to PhD. That’s why more than 3,000 students come to Cass from all over the world.

They know too, that a Cass course will always be cutting-edge, reflecting the latest developments in global business: we constantly add new modules, electives and degrees as new challenges emerge.

Recently, for example, we added an elective on Monetary Policy in a Global Context, which runs in Singapore and gives great insight into the fast-moving Asian market. We have also developed modules on ethics and the finance industry for our MSc courses, and a ground-breaking entrepreneurial stream on our Executive MBA in Dubai.

The challenge, rigour and dynamism of our courses means that they regularly top the career progression tables: top recruiters come to us, and students who have the drive and determination to start up their own business can turn to the Peter Cullum Centre for Entrepreneurship for support.

An advanced learning environment

With the valuable support of corporate sponsors such as Thomson Reuters, our students have access to high-quality, high-tech learning resources.

These include our Thomson Reuters Room and Bloomberg Dealing Room, which enable students to experience the highs and lows of simulated trading. The Bloomberg Study Zone is ideal for financial research. Specialists from Bloomberg and Thomson Reuters regularly run training sessions here.

The Cyril Kleinwort Learning Resource Centre is an invaluable facility that provides easy access to authoritative and up-to-date information. It is highly popular with all our global business users, including faculty, students, staff and alumni.

The Centre incorporates an extensive library of books, e-books and journals and electronic resources spanning business databases, financial and economic data and industry reports.

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Undergraduate study

First in London – six years running
The Guardian University Guide 2013

Who snaps up our graduates?
Top employers include Bank of America, Barclays, BDO, Bloomberg, Capco, Capgemini, Deloitte, Ernst & Young, Goldman Sachs, KPMG, Morgan Stanley, PwC, RBS, Santander, Towers Watson, UBS, Vodafone and Willis.

Coming to Cass means joining a world class business school for life. Our undergraduate courses are driven by our commitment to educating the next generation of business leaders. We educate with passion and a determination to make the student experience at Cass unsurpassable. And the results speak for themselves. We gain consistently high scores on student satisfaction in the annual National Student Survey. The breadth and depth of our academics’ research, and their close ties to business, feed directly into our undergraduate courses, driving their content and ethos.

A Cass undergraduate degree is rigorous and practical. Our graduates acquire skills and knowledge that make them immediately employable and develop networks that put them in touch with employers looking for the best recruits.

Our graduates are a step ahead too, with a competitive edge in the employment market, thanks to high-quality professional placement opportunities and exemptions from professional qualifications.

As a result, Cass graduates secure an above-average starting salary of £29,000 across all the courses, six months after graduating (Unistats/DLHE 2011/12).

Undergraduate courses
BSc (Hons) Accounting & Finance
BSc (Hons) Actuarial Science
BSc (Hons) Banking & International Finance
BSc (Hons) Business Studies
BSc (Hons) Investment & Financial Risk Management
BSc (Hons) Management

Specialist Masters

One of the widest portfolios of specialist Masters courses in Europe

Cass offers an amazing range of subjects, including actuarial science, energy, finance, insurance, real estate, management and shipping, all backed by world class research and resources. It is not surprising that we attract students from around 100 countries; this really is learning for a global future.

Students come to Cass because of our real-world focus and global outlook, and our faculties’ close links to industry. Many of our academic staff have worked, and still work, in their specialist sectors.

Our MSc courses are popular with students straight from undergraduate courses and with those who are already working and want to develop their specialist knowledge. Many courses are accredited by professional bodies and offer students a quick route into professional qualifications. For example, our one-year MSc in Actuarial Science is an excellent opportunity to gain up to eight exemptions from the UK Actuarial Profession’s examinations, saving considerable time compared with taking the exams individually.

Our MSc in Management is ranked third in the world for career progression (Financial Times 2012). Graduates choose a specialised pathway, acquire a deep academic understanding of the subject, learn to apply advanced practical tools, choose from a huge range of electives, produce a business project and can take part in an international field trip.

“One of the advantages of studying at Cass is that the course content is based on real-world changes in the economy. During my interview at PwC, I spoke a lot about the problems Lehman faced once liquidated, which I learnt from one of the modules in my final year. This allowed me to ease through the interview by bringing in relevant examples.”
Monali Patel (BSc, Banking & International Finance, 2011), Financial Advisor in Business Recovery Services, PwC

“The course at Cass really helped me to get into my current job. I actually heard about the role through one of my lecturers. The School is very career orientated – you can see that through the lecturers and the careers service.”
Graham Taylor (MSc in Finance & Investment, 2010), Research and Statistics Analyst, Investment Management Association

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The Cass

Stimulating change
Demanding, intensive and life-changing: our MBA courses shake people’s assumptions, force them to rethink their approach to life and business and reveal their flair and enthusiasm for making things happen as tomorrow’s business leaders.

Our MBA courses are academically challenging, and – like all Cass degrees – grounded in the real world. Built on the proven foundations of a learn-practice-apply model, they emphasise participation and interaction. And even when theory comes to the fore, practical application will never be far behind.

These are world-ranked courses, accredited by AMBA, and attract the highest calibre students from every continent.

Full-time MBA
A 12-month, full-time course of learning and practical application, based in London, with international electives and consultancy projects in a global business context.

Our MBA students are immersed from day one in real-world business issues, exposed to challenging new business environments and given the platform to develop their skills and knowledge through intensive core modules, electives, group work and professional development.

In a fast-changing business world our MBA graduates have the edge, combining knowledge and practical experience, and are ever ready to challenge the status quo in their search for better business performance.

Executive MBA
Our Executive MBA attracts committed and ambitious executives who expect results to be delivered. Not only does the challenge of studying for an internationally recognised qualification while continuing to work test your capacity to manage multiple goals, it also offers unrivalled opportunities to think critically and apply new skills in concrete situations.

It is delivered in two flexible part-time formats: over two evenings per week or one block weekend a month. It is designed to give talented managers the tools they need to accelerate their careers while working full-time. Its effect is immediate, as students apply what they learn in real time in their professional lives.

Over two years our EMBA students experience every aspect of business and emerge sharper and more open to taking risks, with a far deeper understanding of how business works and with a network that they can draw on throughout their careers.

Executive MBA in Dubai
The Cass Executive MBA in Dubai is tailored to meet the challenging, ever-changing agenda of managers and potential business leaders in the Gulf and Middle East and is among the most highly regarded courses of its kind.

Thanks to our close working relationship with the Dubai International Financial Centre, Cass is ideally placed to offer a powerful and flexible platform for career transformation that capitalises on a track record of academic excellence and combines international insight with a keen regional focus. The course has been placed to offer a powerful and flexible platform for career transformation that capitalises on a track record of academic excellence and combines international insight with a keen regional focus. The course has been designed to service the needs of the Middle East and its key sectors. Students can focus on General Management and Leadership, Finance, Islamic Finance, Energy or Entrepreneurship through our electives. For more information about the range of activities offered through Cass’s Dubai Centre, turn to page 29.

The Cass

PhD

A Cass PhD opens doors to the academic world
There is fierce competition to study for a PhD at Cass: our students are aiming for the top ranks of academia, and acceptance on a course at Cass means joining a world class research faculty and acquiring a qualification that opens doors.

Our four-year doctoral course is full-time and leads to a PhD in Accounting, Finance, Actuarial Science or Management.

Students develop their research skills alongside leading international academics and practitioners. As they move through their studies they balance academic theory with practical application, building insight, independent thinking and scholarship as they conduct leading-edge business and management research.

About 100 students pursue research in all fields of business management, finance, accounting and actuarial science. They connect with the fields of interest of our Research Centres or with individual academics, and contribute considerably to the research life of the School.

PhD topics
Accounting
Earnings Management
Residual Income and Other Valuation Models
Accounting for Risk
Disclosure and Cost of Capital
Application of IFRS

Management
Corporate Governance
Entrepreneurship and Innovation
Human Resource Management and Organisational Behaviour
Management in the Charity Sector
Management of Professional Service Firms
Marketing
Operations Management
Strategy
Information and Knowledge Management

“Cass Business School is a place for people who want to become serious academics. Your colleagues will be world class researchers whose work makes an important contribution to understanding contemporary business phenomena.”

Dr Tieli Huang (PhD in Management, 2010), Assistant Professor in Entrepreneurship, Nottingham University Business School China

“IT’s like business bootcamp for the brain – by the end you feel you could take on any challenge thrown at you.”

Alyson Reeves (MBA, 1999), Director, PwC

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Alyson Reeves (MBA, 1999), Director, PwC
Professional development

Build your skills

Whether you are at the very beginning of your career and are not sure which area you want to focus on, or you have a number of years of work experience and are looking to accelerate your career, our careers teams can offer you tailored support to help you get there.

Undergraduate careers

Producing highly employable graduates is of central importance to us and we have an excellent employability record, ranking tenth in the UK for graduate starting salaries (Which? University). Our comprehensive range of career services provides access to professional networks and insights and helps undergraduates to focus on their future careers. At an undergraduate level, we provide:

Specialist careers advice

Students can book appointments with the City University Careers team to help them evaluate their career goals and plan the steps they need to take to achieve them.

Careers workshops and presentations

In the autumn and spring terms, major employers visit our Careers workshops and presentations dedicated Careers Centre, open for personal, face-to-face support and advice. We also offer a range of workshops and seminars to help students to hone their job-search and interview skills and enhance the employability skills that are sought by recruiters.

Support that we offer is therefore tailored around building their careers or to move into a new role or industry. The Cass Careers team is readily available to support and discuss his or her personal objectives. Our MSC students benefit from a dedicated Careers Centre, open for personal, face-to-face support and advice. We also offer a range of workshops and seminars to help students to hone their job-search and interview skills and enhance the employability skills that are sought by recruiters.

Student and graduate job opportunities

Students are automatically registered with City and run lunchtime skills sessions that offer students the opportunity to find out about company recruitment plans and to polish their job-search techniques. The likes of BDO, Bloomberg, Cit, Deloitte, HSBC, Mercer, Ernst & Young and Towers Watson to name a few have worked with us on such events and activities.

Postgraduate careers

At a postgraduate level we offer support to our students to prepare them for the business environment. Our comprehensive range of lectures, workshops, personal advice and online resources will increase their chances in the job market. Industry specialists, career coaches and career psychologists are also available to help build a clear picture of career options.

MSC

From the day a student joins the School, the Cass Careers team is readily available to support and discuss his or her personal objectives. Our MSC students benefit from a dedicated Careers Centre, open for personal, face-to-face support and advice. We also offer a range of workshops and seminars to help students to hone their job-search and interview skills and enhance the employability skills that are sought by recruiters.

We also hold a Careers Fair every September so that students can network with companies relevant to their degree. Companies attending recent Careers Fairs include Deloitte, Accenture and IBM. We also hold a Careers Fair every September so that students can network with companies relevant to their degree. Companies attending recent Careers Fairs include Deloitte, Accenture and IBM.

Build your skills

Undergraduate careers

T: +44 (0)20 7040 8095
E: careers@city.ac.uk
W: www.city.ac.uk/careers

Postgraduate careers

T: +44 (0)20 7040 5255
E: cass-careers@city.ac.uk
W: www.cass.city.ac.uk/careers

Undergraduate careers

We have 36,000 alumni worldwide: that’s a powerful community to belong to

Cass alumni form a powerful community of prominent people in leading organisations worldwide – there are now 36,000 within a network spanning more than 160 countries.

We constantly invest in expanding our alumni network through a wide range of events, publications, Special Interest Groups, international groups, communications and social media platforms.

All of our alumni and students are eligible to join the Alumni Online Community, which provides a valuable forum for maintaining established relationships as well as forging new ones. And we aim to keep our community up to date with news from fellow alumni and ground-breaking developments from the School through our bi-monthly newsletter, The Buh.

Additional alumni services and benefits available through the Online Community include free access to research tools and databases, discounts on magazines and subscriptions and much more. We also offer postgraduate alumni the opportunity to take MBA or MSC electives free of charge.

Alumni networks

Our flagship events are the Alumni World Forum, which takes place every three years, and our annual European Alumni gathering in Monaco. The Alumni World Forum brings together former students from all over the world to share ideas, network and hear from world-leading business thinkers. The Forum in 2010 brought together 460 guests in London and hundreds more around the world, with satellite events in countries across five continents. The annual European Alumni gathering, hosted by alumni Sir Steve Hojoumou, brings together alumni from all over Europe and beyond for a weekend of networking and continuous learning.

Special Interest Groups

Our alumni Special Interest Groups are industry or topic-specific networks, formed by alumni. These networks, often working closely with a member of faculty, are excellent forums for industry networking, updating on industry topics and exploring new ideas.

Special Interest Groups emerge from the demand within our alumni network and therefore the list of groups is always evolving.

TANC is a Special Interest Group that organises events for actuarial alumni and friends of Cass Business School and City University London, offering unique and interesting events in slightly wider fields than actuarial professionals may have access to through their work.

Cass Careers Online

Cass Careers Online is the personal career management tool for all postgraduate students. With everything from booking events to job vacancies, it provides students with invaluable assistance to add every step of their career search.

Cass Careers Online

W: www.cass.city.ac.uk/careersonline
At Cass Business School we never lose sight of the ‘Business’ in our name. We are high-level thinkers with our feet solidly planted in the world of business.

Our role is to support business through world class services and world class thinking: we educate people to do business better; we carry out research to help businesses to make the right decisions; we bring academics, policy-makers and business people together.

Cass is where business and education unite.

Our work with businesses gets results.

“We chose to work with Cass to develop and deliver our Talent for Leadership programme. Their understanding of our business, our culture and the vast experience of the contributors made this an easy decision.”

Terry McIlkenny, L&D Manager, Mitsui Sumitomo Business Services

What we offer

Resources for entrepreneurs: advice, support and funding for small and medium-sized businesses

Executive Education: bespoke and open professional development programmes

Cass Consulting: research and consultancy in partnership with businesses

Cass Knowledge: a vast online resource of research tools

Recruiting from Cass: connections to our top talent

Corporate Partnerships: long-term partnerships with the opportunity to use all of Cass’s resources

Events: from breakfast briefings to international speakers
Cass Consulting is a research-led consultancy service. We take academic research and apply it to business to deliver great results for our clients. We work in partnership with organisations to validate their thinking or to solve business problems. Our research is rigorous and impartial, and while grounded in theory it is always practical and designed to help a business to achieve its long-term aims.

Our approach is entirely collaborative. We work with clients to define the brief, scope the project and implement it. We talk our clients’ language: we are academics, but we understand that they need practical applications, not abstract theories.

Our clients include American Express, Bank of England, Barclays Wealth, BNY Mellon, BP, Ernst & Young, Microsoft, the Prince’s Trust, Procter & Gamble, Swiss Re, UBS and the UK Treasury.

Cass Consulting offers:
- White papers
- Thought leadership development
- Bespoke proprietary research
- Masterclasses
- Co-produced research.

Cass Consulting offers:

**Case study**

Using research to validate an innovative portfolio construction methodology

Financial Express (FE) provides investment data, software tools and performance analysis to the financial services industry. FE approached Cass Consulting to undertake research to validate a new portfolio construction technique they had developed. The project was led by Dr Nick Motson and Professor Andrew Clare who provided a simulation using 600 years of randomly generated data, which illustrated both the limitations of the traditional approach and how the new approach would be an improvement. They went on to test the performance of various optimisation techniques using long run data on equities as well as other asset classes. The results showed that the methodology proposed by FE could indeed lead to substantial improvements in performance with lower portfolio turnover in many cases.

For more information and other case studies www.cassknowledge.com/consulting

At Cass Careers we place considerable emphasis on employability skills development for the corporate environment, ensuring our graduates are equipped to make a positive impact from day one.

We aim to provide our clients with access to some of the world’s most employable graduates. Central to this is Cass Careers Online, a one-stop online portal that enables businesses not only to raise their profile within the School, but also to connect with our graduates to meet recruitment needs.

Businesses can also interact with Cass students first-hand by presenting their company on campus, and by hosting recruitment presentations, workshops and skills sessions throughout the year.

“Cass graduates who have joined RBC are commercial and self-motivated. The Careers team are enthusiastic and professional, and Cass is constantly adapting to changing employer needs.”

Emily Poole, Graduate Recruitment Manager, Royal Bank of Canada Capital Markets (RBCCM)

Recruiting from Cass

**Connect with our graduates**

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Corporate Partnerships

A collaboration that delivers results

We build powerful and long-term relationships with corporate supporters through our Corporate Partnerships. We take a holistic approach to our partnerships, focusing on delivering a tailored package of tangible benefits that address fundamental business challenges and contribute to business success. This takes many forms, from thought leadership and brand enhancement to talent management, learning and development. As such, no two Corporate Partnerships are the same.

Our Corporate Partners enjoy:
- Access to world-renowned Cass academics and research
- Being highlighted as sector thought leaders
- A platform to project their company brand
- Developing and facilitating corporate social responsibility (CSR) programmes
- Access to Cass’s world class facilities.

We are very proud to have BNY Mellon, Czarnikow, Santander and Threadneedle Investments as our Corporate Partners.

Case study
Corporate Partner CSR
Cass has worked with Santander to develop a series of workshops to help pupils from disadvantaged backgrounds to learn about personal finance. The Santander Financial Literacy Programme targets pupils aged 11 to 18 at inner-London schools, and covers budgeting, financial planning and decision-making, spending and debt, savings and investments. It will reach 5,000 students over five years as part of the bank’s corporate social responsibility scheme. Students will take part in up to six interactive workshops aimed to develop the money management skills young people need to take forward with them into adulthood.

“As we are committed to providing a stimulating and rewarding place of work for our employees. The tangible benefits delivered through our Corporate Partnership with Cass enable us to create this environment. The partnership assists in attracting, retaining and developing talent, providing access to learning through topical and exclusive events, and access to know-how through academic research and expertise.”

Robin Cave, Chief Executive Officer, Czarnikow

World class events

Be part of the debate

Our corporate events provide us with a powerful platform, as thought leaders, to make an impact on the world around us. You never know who you might meet at a Cass event, but they might change your life. From breakfast briefings to public lectures and conferences, our events are a perfect example of the way that we and the business world work together to discuss global business trends and problems, to generate new ideas, to inspire and to challenge expectations.

Previous speakers at Cass include Martin Wheatley, Chief Executive Officer of the Financial Conduct Authority; Dr Vince Cable, Secretary of State for Business, Innovation and Skills; Dr Patrick Honohan, Governor of the Central Bank of Ireland; Michael Gove, Secretary of State for Education; Lord Turner, Chairman of the Financial Services Authority; Sir Roger Carr, Chairman of Centrica; and Sir Stuart Etherington, Chief Executive Officer of the National Council for Voluntary Organisations.

“As Cass Business School illustrates so vividly, education is the best way of opening the door to professional success and personal fulfilment.”

Dr Vince Cable, Secretary of State for Business, Innovation and Skills, Sir John Cass’s Foundation Lecture (October 2012)

Images (clockwise from left)
Dr Vince Cable, Lord Turner, Martin Wheatley, Michael Gove, Sir Stuart Etherington

Case’s annual lectures

The Currie Lecture
In honour of Lord Currie of Marylebone, former Cass Dean, the lecture is aimed at practitioners and focuses on the area of regulation.

The Dean’s Lecture Series
This lecture series seeks to showcase the latest thinking from key industry leaders for the benefit of Cass students, alumni and corporate partners.

The Henry Thornton Lecture
Inaugurated in 1979, the academic lecture aims to continue the width of comprehension and analytical power associated with Thornton.

The Mais Lecture
In honour of Lord Mais, the lecture’s focus is on monetary policy from the viewpoint of a policy-maker or practitioner.

Sir John Cass’s Foundation Lecture
The lecture is designed to reflect and promote the work of the Sir John Cass’s Foundation in the education and philanthropic sector.
International activities
Cass’s worldwide impact

Europe
Number of alumni: 28,425
International study destinations:
University of Vienna (UG), Austria; ESCP Europe (UG and MSc), France; ESSEC (UG), France; EBS Business School (MSc), Germany; TU Berlin (UG), Germany; TU Munich (UG), Germany; Bocconi University (UG), Italy; LUISS (UG and MSc), Italy; RSM, Erasmus University Rotterdam (UG), the Netherlands; BI Norwegian Business School (UG), Norway; IE Business School (UG), Spain; Universitat Pompeu Fabra (UG), Spain
MBA consultancy trip:
Emerging Markets Consultancy Week, Poland

Asia
Number of alumni: 4,816
International study destinations:
Chinese University of Hong Kong (UG), Hong Kong; Hong Kong University of Science & Technology (UG), Hong Kong; University of Hong Kong (UG), Hong Kong; KIMEP (MSc), Kazakhstan; Nanyang Technological University (UG), Singapore; National University of Singapore (UG), Singapore; Singapore Management University (UG and MSc), Singapore; KAIST (MSc), South Korea; Seoul National University (UG), South Korea; Sogang (MSc), South Korea
MBA elective:
China International Study Tour (Shanghai and Beijing), China; India Global Outsourcing (Bangalore and New Delhi), India
MBA consultancy trip:
Emerging Markets Consultancy Week, Vietnam

North America
Number of alumni: 963
International study destinations:
HEC Montréal (UG), Canada; Queen’s School of Business, Queen’s University (UG), Canada; Richard Ivey School of Business, University of Western Ontario (UG), Canada; Sauder School of Business, University of British Columbia (UG), Canada; University of Waterloo (UG), Canada; Goizueta Business School, Emory University (UG, USA); University of Illinois at Urbana-Champaign (UG, USA)
MBA elective:
Strategic Marketing in Action: Exploring Location Brands (Las Vegas), USA

Middle East
Number of alumni: 680
MBA elective:
UAE International Study Tour (Dubai and Abu Dhabi), United Arab Emirates

South America & Caribbean
Number of alumni: 381
MBA consultancy trip:
Emerging Markets Consultancy Week, Argentina and Brazil

Africa
Number of alumni: 593
MBA elective:
Leading Change in a Complex World (Johannesburg and Cape Town), South Africa

Australasia
Number of alumni: 218
International study destinations:
Queensland University of Technology (UG), Australia; Royal Melbourne Institute of Technology (UG), Australia

Key
- Countries with alumni groups
- Countries with international study destinations, electives and/or consultancy trips
- London and Dubai campuses

Alumni per region
Europe 78.8%
Asia 13.3%
North America 2.7%
Middle East 1.9%
Africa 1.7%
South America & Caribbean 1.0%
Australasia 0.6%
Cass Business School

Cass reaches out to the world

Learning in a global context

As the world shrinks and boundaries fade, business needs a new generation of managers and leaders with a global outlook. Cass is meeting this need by creating a truly international learning environment in the heart of London, one of the world’s most cosmopolitan cities.

Cass offers students from 160 countries unparalleled opportunities to engage with businesses across the continents through its extensive international partnerships. Our students can take short courses with leading institutions, or study electives as a part of the degree course, in a range of leading business destinations throughout the world. We support our students in building professional links and international connections through our global alumni network.

International study destinations for undergraduate students

In today’s global business environment, international exposure gives you a vital edge in the employment market, which is why we offer our undergraduate students a diverse range of opportunities to study abroad as part of their degree course. Students can choose either to take their second year at a study-abroad destination as part of their degree course. Students can choose from a range of institutions and destinations, including: Bocconi University, Milan, Italy; HEC Montréal, Canada; Hong Kong University of Science & Technology, National University of Singapore; IE Business School, Madrid, Spain; and RSM, Erasmus University Rotterdam, the Netherlands.

International study destinations for Masters students

We have a developing portfolio of international partnerships with other leading business schools which allows our MSc students to further expand their global network. These include:

- ESCP, Paris, France
- EBS Business School, Frankfurt, Germany
- Cass and EBS offer our students a two-year, dual-degree Masters course with one year at Cass and one year at EBS.

KIMEP, Almaty, Kazakhstan

We welcome a group of outstanding students from KIMEP to join some of our MSc courses in term two and/or three.

- Singapore Management University, Singapore
- Cass students on the MSc in Finance & Investment course have the option of taking a Monetary Policy elective at SMU with students from Cambridge Judge Business School.

KAIST, Seoul, South Korea

KAIST students take part in the second and/or third terms of selected Cass MSc courses.

Sogang, Seoul, South Korea

Sogang students take part in the second and/or third terms of selected Cass MSc courses.

International MBA electives

Our MBA courses, delivered in the heart of London, have a truly global context. Students will work abroad on a live consultancy project for a business during the Emerging Markets Consultancy Week, which can take place in Argentina, Brazil, Poland or Vietnam, and gain first-hand exposure to challenging new business environments such as China, India, South Africa, the UAE and the USA through our electives offering. There is no better preparation for global management than a Cass MBA.

“Alumni in the region have benefited greatly from Cass’s growing reputation in Asia. Here in Hong Kong, the alumni network is providing excellent opportunities for Cass graduates to meet other business professionals from a range of industries as well as alumni of other world class universities and business schools.”

Dennis Leung (MBA International Business and Export Management, 1990), Chief Operating Officer, B.S.C. Group Limited

Global connections through the alumni network

Regardless of your career or personal life takes you, you are likely to find a ready-made Cass alumni network to tap into. We have a strong team of international alumni volunteer groups in 58 countries who act as Cass ambassadors and are the main point of contact for alumni living, working or travelling overseas. With their support, we hold more than 80 alumni events in the UK and worldwide in 2012. Volunteer groups can be found across the globe, from Australia to Ghana and from Kazakhstan to Taiwan.

“Since its foundation in 2007, the Dubai Centre has established a worldwide reputation for bringing business and academics together to achieve clear-cut commercial goals.”

Ehsan Razavizadeh, Regional Director MENA and Head of the Dubai Centre, Cass Business School

The Cass Dubai Centre

A leading resource for the Middle East and North Africa

Cass’s Dubai Centre was established in May 2007 and is a regional centre of educational excellence for the Middle East and North Africa. We offer a number of courses, including a highly ranked Executive MBA. The Centre’s offices – in the prestigious Dubai International Financial Centre – were officially inaugurated on 5th May 2009 under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. Cass is now fully established in the region and has emerged as a market leader in postgraduate education for employers and employees alike. We have achieved this by creating a unique environment in which students benefit from the expertise of business leaders while accessing outstanding networking opportunities and career-enhancing connections.

Courses and services offered by the Dubai Centre include:

- Executive MBA (licensed by the Knowledge and Human Development Authority)
- Short courses and bespoke executive education
- Admission support for London-based courses
- Cass Consulting and business services
- Corporate Partnerships (for example: Hawkamah, Dubai International Finance Centre, Capital Club)

Networking opportunities and events which have recently included: a reception for the Lord Mayor of London, joint alumni receptions with other business schools and an MBA reception.

International activities Cass reaches out to the world

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“Our supporters, sponsors, donors and board members all play an essential role in driving Cass’s success. Their commitment inspires our students, alumni, mentors, speakers and future donors and sponsors. Above all, it is their empathy for our vision and continuous support in helping us achieve our goals that makes a huge difference at Cass.”

Alex Fraser, Chief Operating Officer, Cass Business School

Cass’s supporters and sponsors enable us to continually improve our courses, facilities, research, outreach, and to maintain our place as one of the world’s leading business schools.

Individuals and organisations support Cass in many ways and at the core of their involvement is a desire to be part of what we do. Our success attracts increasing numbers of organisations and individuals to invest in us, to participate in our activities and to be associated with a lively and dynamic business school.

Our supporters are one reason why we are among the world’s leading business schools.

How your donations are used

<table>
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<tr>
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<th>Percentage</th>
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<tbody>
<tr>
<td>Research</td>
<td>50%</td>
</tr>
<tr>
<td>Improvements to student experience</td>
<td>37%</td>
</tr>
<tr>
<td>Scholarships</td>
<td>13%</td>
</tr>
</tbody>
</table>
Ways to support us

Supporting Cass is an investment in the future

From significant donors such as Sir Stelios Haji-Ioannou and Peter Cullum, CBE, to the members of an MSc class who collectively choose a project to fund, all our supporters help Cass to remain a leading business school.

Cass campaigns

Our campaigns reflect areas in which Cass excels and in which there is a growing demand for our high-quality research and education. Cass’s reputation in these fast-moving fields sets us apart, and our campaigns will ensure that we retain our world-leading position. For example, The Haberman Campaign for Actuarial Science raises money to attract talented students from around the world to study at Cass, whilst developing the academics of the future in this field.

The Cass Fund

The Cass Fund is the pool of money donated to the School by alumni and friends to fund projects that improve learning opportunities for students and enhance the School’s world-class reputation. In the past, donations have helped fund a variety of initiatives including scholarships, research, IT resources and career development projects.

Investing in students: scholarships

We believe that financial circumstances should not be a barrier to a first-class education and are committed to expanding our comprehensive range of scholarships.

The generosity of alumni, friends and companies in funding scholarships allows us to attract the best students and ensure that they receive the education they deserve as a foundation for a successful future. Cass offers more than 40 scholarships to BSc, MSc and MBA students.

Class Gifts

A Class Gift is a collective donation raised by student and alumni year-groups to support a project of their choice within Cass. From raising funds for student bursaries and scholarships to improving facilities on campus, class giving provides opportunities for current and former students to stay involved and give back to their alma mater.

Class Gifts encourage alumni and students to connect with classmates, and strengthen their bond with the School.

You are in good company when you become a Cass supporter

Donations and support from individuals, corporations and institutions have been key to our success and will continue to underpin our efforts.

Eminent Benefactor

Peter Cullum, CBE

Founding Benefactor

Sir John Cass’s Foundation

Major Benefactors

ABS American Bureau of Shipping
Big Lottery Fund
Sir Stelios Haji-Ioannou
Lloyd’s Register Educational Trust
Major Donors

Bajeti Foundation
Barbala Corporation
Roger Brooke
Mrs Matrona Egon-Xylas
Franjista family
Insurance Regulatory Authority (Kenya)
De Robert Kelly
Cyril Kleinwort Trust
Latico Shipping (London) Ltd
Mr and Mrs Thanassis and Marina Martinos
Nomikos Family
Phrinos R Papachristidis Charitable Foundation
The Pears Foundation

Advisory boards

Our advisory boards shine a spotlight on our work and keep us relevant.

We have a range of boards that focus on different areas of the School’s operations and were founded to engage and more effectively utilise the expertise within our communities. These include the Cass Strategy and Development Board and the Cass Alumni Board as well as course-specific boards such as the MBA Board. Each comprises a mix of alumni and non-alumni from a diverse range of industries and backgrounds, bringing with them a wealth of experience and insight. They meet regularly throughout the year and their recommendations and feedback assist Cass staff in maintaining the School’s relevance to practitioners around the world.

The intellectual heart of business
Be part of the Cass community

People want to be part of Cass because we are part of the future

The global economy faces tough times but at Cass we are constantly on the lookout for opportunities, trends, developments and challenges. So although we operate in a highly competitive world and are already one of Europe’s top business schools, we are confident that we are heading for even greater success.

Located in the City of London, we are perfectly placed to access London’s creative and retail sectors, its fast-growing web-based technology sector and, of course, the financial sector. We will play an integral role in the UK’s growth as it leaves recession behind.

However, we are not simply a business school for London. While others are still talking about the economic shift eastwards, we are already part of it. Through our educational activities in Dubai, China and Singapore, our academics are involved in these fast-developing regions, and our students are exposed to their very different ways of operating through our exciting list of electives.

Cass never stands still: we are alert, dynamic and creative. We are deep thinkers and practical solution finders. People want to be part of Cass because of our drive, our passion for business education and our success as a leading European business school.

Sir John Cass and the School’s ethos

An ethical, questioning approach is central to a Cass education

Sir John Cass

Sir John Cass was a man of singular ambition. He was born in the City of London in 1661 and enjoyed a textbook rise to wealth and influence: starting out with a successful business career, then completing terms of office as Alderman, Sheriff and City MP, before being knighted in 1713. But like so many modern-day Cass alumni, he found that material success was not enough and, in 1703, he founded a school and dedicated the rest of his life and wealth to nurturing the minds of future generations.

In 2001 a donation from the Sir John Cass’s Foundation led City University Business School to rename itself Sir John Cass Business School (usually abbreviated to Cass Business School). We have since maintained the spirit of Sir John Cass, nurturing the talents of 36,000 students - the next generation of global business leaders.

Sir John Cass, 18th century politician and philanthropist

Image courtesy of Matt Brown

Cass today

Cass people are marked out by their ethical approach. It underpins the way we educate and the way we do business: it is one of the reasons people choose Cass.

Ethical business practice is on everyone’s lips, and we are ahead of the game – we have integrated ethics and sustainability into every course. Any Cass student will tell you that we expect them not only to learn but also to challenge, to look critically at the world in which they live and work.

In addition Cass runs a series of workshops by Roger Steare, Visiting Professor of Organisational Ethics, and has produced a series of video interviews (see our YouTube channel) with academics and leading practitioners called Cass Ethics about the ethical approach to business.

Our staff and students play an active role in their local and wider communities, fundraising, working with community leaders and local young people. Projects include helping children with learning difficulties and improving literacy among women who have suffered domestic violence.
In 2002, City University’s Business School was renamed Sir John Cass Business School following a generous donation towards the development of its new building in Bunhill Row. The School’s name is usually abbreviated to Cass Business School.

Sir John Cass’s Foundation
Sir John Cass’s Foundation has supported education in London since the 18th century and takes its name from its founder, Sir John Cass, who established a school in Aldgate in 1710. Born in the City of London in 1661, Sir John served as an MP for the City and was knighted in 1713.