

# Bayes Business School gives its students an edge, with help from an FT Professional Subscription

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## The challenge

Bayes Business School aims to differentiate itself with courses that are more practitioner-oriented and offer a global perspective.

## The solution

Access to an FT Professional Subscription plus the site's full range of global news, analysis and business tools.

## The benefits

FT content helps to provide a link between business theory and the real world, while the digital tools are an invaluable aid to research, analysis, debate and learning.



**At Bayes, we develop inquisitive professionals who change business for the better.**

**PROFESSOR ANDRE SPICER**  
EXECUTIVE DEAN, BAYES BUSINESS SCHOOL

## A global approach

Bayes Business School (formerly Cass) is a leading global business school and holds the gold standard of 'triple-crown' accreditation from the AACSB, AMBA and EQUIS. It offers a range of MBA programmes: full-time MBA, Executive MBA (evening and weekend formats), Executive MBA in Dubai and the Global MBA (online).

With its MBA courses, Bayes aims to prepare students for the realities – not just the theory – of global business and management through experiential learning. Its approach to education is a global one, reinforced with international electives, real-world projects in emerging markets, dual campuses, study abroad and diverse faculty. In addition, its location between the City of London's Square Mile and the entrepreneurial hub of Tech City gives students close contact with the companies that drive the world's leading financial centre.

Executive Dean of Bayes Business School, Professor Andre Spicer, said, "At Bayes, we develop inquisitive professionals who change business for the better. We are inspired by Bayes' theorem and idea that we should always update our views based on the best evidence available. That is why we are always curious, always bold and always learning."

## Always learning

Throughout its history Bayes has produced generations of business leaders, provided new insights into the way business works and transformed business practice. The School prepares its students to become highly skilled and versatile professionals capable of excelling in uncertain environments. It offers transformational education which teaches students not only how to think, but also how to make a difference. Bayes ethos is "Always learning" – championing those who are willing to learn from others but having the courage to do things differently.

## Financial Times intelligence

With almost 600 journalists around the world, the FT is able to offer an unmatched global perspective on business, finance and politics, providing trusted news, analysis and comment 24 hours a day. Bringing business subjects to life, it enables business school students to connect current events with course principles. Via an FT Professional Subscription the professor of Bayes' Mergers and Acquisitions class, Scott Moeller, and his postgraduate Masters students were given access to this valuable intelligence.



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**Business theory isn't enough. Our students ultimately need to operate as effective business people, communicating well with colleagues and clients. So they need to be able to relate what they learn to real life, build a global awareness and stay on top of current events.**

**PROFESSOR SCOTT MOELLER**  
MERGERS AND ACQUISITIONS CLASS,  
BAYES BUSINESS SCHOOL

## What the students accessed

The FT immerses students in the real world of business and management, offering stimulating coverage of core business issues and the latest trends in management thinking and practice. With Bayes' FT Professional Subscription, its MBA and other post-graduate students gained full access to:

- Award-winning news, comment and analysis on developments and issues in global business, finance, economics and politics
- Expert analysis of companies' strategies, tactics and trends, the secrets of their success or the reasons for their downfall
- Learning tools such as newsletters, reading lists, email alerts, plus the FT's searchable archive for quick and easy research
- Special in-depth reports on topics from leadership to overseas investing and business technology
- Dedicated FT.com sections on M&A, management and business education
- A wide range of digital features, from video interviews to interactive blogs, financial data and mobile/tablet access

## The benefits to students and faculty

For students, the FT Education Programme has encouraged more of them to read the FT, with the result that its global news coverage and expert analysis is giving them fresh

insights into the topics they are studying. Digital access means that FT content is available to everyone 24/7, enabling users to work remotely and with complete flexibility. The Bayes M&A modules are case study-based, and the FT enables students to build contemporary, international examples for coursework and class discussion. For staff, the FT Professional Subscription and services made it easy for faculty to incorporate the FT into their teaching.

The FT's general coverage is widely used, too. "Discussions go beyond assigned work to what's making front page news in the FT," said Professor Moeller. "One of my Masters M&A classes includes a weekly quiz, with the results counting towards final grades: each quiz includes a question about an M&A article from the previous week's FT. This hopefully helps to build an awareness of the need to stay current with the business news."

## Helping career progression

FT intelligence can make a real difference to students' coursework, class work, revision and results. But it does more than that: it also helps to prepare students for the real world of global business, with the experience and insight they need to navigate cross-cultural working environments and to stand out from the crowd in job interviews.

Bayes MSc in Finance student, John Stockel, said: "Case studies are frequently used in courses to bridge the gap between theory and real world application.



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**JOHN STOCKEL**  
BAYES MSC IN FINANCE STUDENT



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