**Business School Business Engagement Study**

**Business input to Strategic Direction**

* Do you have an advisory board or the equivalent made up of active business people? If so, what actual influence do they have on the curriculum, research directions and operating policies of the school? If not, have you considered and rejected this idea, and if so, on what grounds?

**Business input to teaching**

* Do you use active business people as part-time teachers? If so, for what subjects and degrees, and what proportion of the faculty, and of overall teaching time, do they represent? If not, have you considered and rejected this idea, and if so, on what grounds?

**Business School input to Business**

* Have any of the research-active faculty taken a study leave within an operating business? If so, what is your assessment of the results?

**Research**

* Do you have long-term working relationships with businesses, in the sense that they ask you to address problems and opportunities for them as they come along? Do you have any long-term financial relationships with businesses, where they fund education programmes or research?
* If such long-term relationships exist, how are they used in performance assessment and compensation processes?
* Does your school co-author outputs with business and so what is the approx. % of staff involved?

**Accreditation**

* Do you run programs that get outside accreditation? If so, are these mandatory for students or optional? Are the accreditation bodies made up of active practitioners or are they academic or regulatory?

**Motivation for engagement**

* What is the motivation for staff to engage with business? Such as personal motivation, income, insight to business challenges, reputation, publications, research dissemination etc.

**Barriers to engagement**

* What are the principal barriers to engagement? Time constraints, lack of reward/acknowledgement, lack of awareness, insufficient resources available etc.,

Many thanks for your help

Please return to Nicholas O’Regan [n.oregan@aston.ac.uk](mailto:n.oregan@aston.ac.uk)