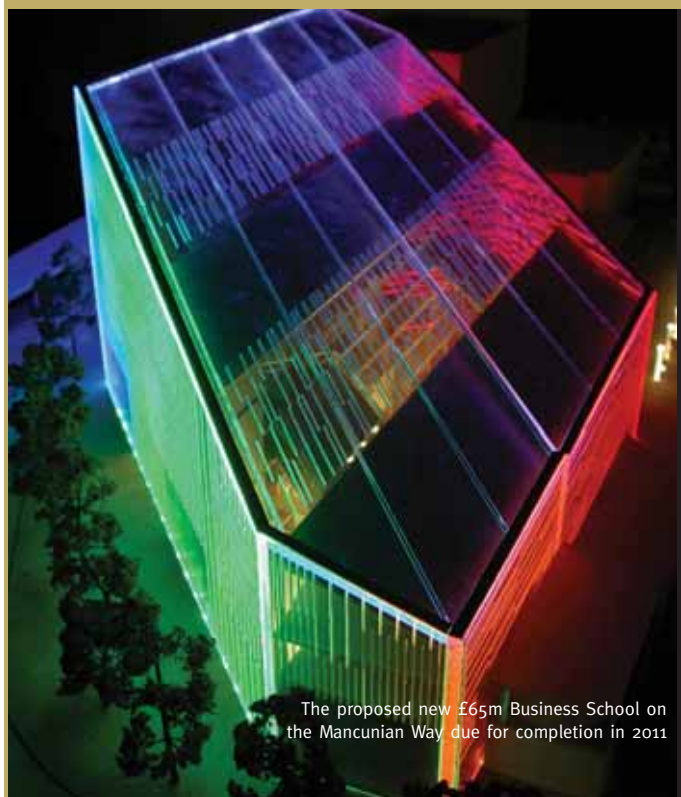




MMUBS will soon be leaving its Aytoun Campus

“

**Did you know?
As financial planning and
risk management have
become a central part of
all businesses, MMUBS
was the first to create a
qualification in partnership
with the Institute of
Financial Planning?** ”



The proposed new £65m Business School on the Mancunian Way due for completion in 2011

CASE STUDY

Kenyon Road Haulage continues to boost productivity after using high-grade academic know-how through a Knowledge Transfer Partnership (KTP) with Manchester Metropolitan University.

The Blackburn-based business expanded steadily in the 1990s, but with rising costs and the need for greater efficiency, managers opted for a KTP programme to ensure long-term competitiveness. Ian Dickinson, head of operations at Kenyons, chose graduate Nicola George to analyse what the company did and compare it to existing best practice from a process-flow management perspective.

Dickinson explains: “In the accounts department, Nicola made recommendations for change which we took on board and restructured what we had been doing, re-engineering our financial management system and budgeting process. This went on throughout the business, including maintenance facilities and a new management information system, so that all activities could be quantified against cost and efficiency criteria.”

**Dickinson adds:
“Thirty months
later, we are in
much better shape
as a competitive
enterprise and I
would thoroughly
recommend a KTP
programme to other
businesses.”**