Enhance your curriculum with the Financial Times

Provide the real-world business knowledge and global outlook that today's students need

ft.com/education

75% of the world's top 20 universities and 90% of the top 20 global MBA schools use the Financial Times to help them succeed
The business world has changed beyond recognition. Over the last 20 years it’s become more knowledge-based, more dependent on technology and crucially, far more global.

As a result, today’s companies want employees with an international outlook, an understanding of real-world business and an informed approach to problem solving. And business students want modern, high quality education that will equip them for this new world.

The top reason why companies send employees abroad to study is because they will get an international outlook

FT Business Education Research 2017

The future of institutional business education is already under threat from a multitude of rival courses, online study opportunities and rising tuition costs. So, the institutions that don’t adapt their programmes to student needs are in danger of becoming obsolete.

Two-thirds of the members of the Accreditation Council for Business Schools and Programs (ACBSP) said they expected more business school closures in the next 10 years.

By contrast, applications have risen at schools such as Insead and Haas, as well as at newcomers such as the McKinsey Academy. All of these have made the shift to meet the demand for real-world material, blended learning and a global outlook.

So, how do your institution, academic staff and students benefit from adopting this approach?
The benefits of global, real-world, blended learning

Traditional business education has focused on classroom group teaching, established subjects, long-standing case studies and an emphasis on theory.

But now, you can stand out from the competition with personalised engaging teaching, blended learning, flexible multi-device access to materials, current relevant case studies and context that links theory to the real world of business.

Academic staff can:

1. Give students a richer learning experience that helps them achieve better results.
2. Enable students to learn in the ways and at the times that suit them best.
3. Back up their points effectively by grounding them in current business realities.

Students can:

1. Get a better grasp of business theories in the context of real-world global news and events.
2. Learn in the ways that work best for them, accessing what they need, whenever they need it.
3. Sharpen their commercial skills, stand out in interviews and gain an edge in the job market.

Academic institutions can:

1. Increase student satisfaction, exam grades and employment success.
2. Enhance their reputation for providing programmes of real value with an international outlook.
3. Attract more of the world’s best students.

The knowledge being taught in [most] business schools is so out of date. My people are not getting the ideas that are on the cutting-edge of theory. They are mostly getting very old information from old articles and old cases.

CEO
Hult International Business School
Engage your students in an international mindset

75% of the world’s top 20 universities and 90% of the top 20 global MBA schools are now using the Financial Times as a valuable multimedia teaching resource.

Top institutions provide high quality business education with help from the Financial Times.

One of the world’s leading news organisations, the FT is recognised internationally for its authority, integrity and accuracy.

The FT’s education programme is designed specifically for business schools and universities. It’s a practical way to bring current affairs and an international perspective into your curriculum – helping to enhance your school’s reputation, attract the best students and improve their career prospects.

How it works:

- The FT publishes award-winning global news and analysis on world affairs, business, finance and politics – supporting a wide range of studies from accounting and economics to international relations and management.

- An FT Group Subscription gives you unlimited access to this multimedia content – helping students to connect classroom theory to business practice, develop a global outlook and build the skills employers are looking for.

- It also enables you to offer blended learning through its digital tools and integration with learning management systems such as Moodle, Canvas and Blackboard – helping to create an easy and enjoyable experience for both students and staff.

- We love the global perspective of the FT coverage. This is something that is very close to the heart of our UCLA-NUS Executive MBA – extraordinary international experience.

Most of the time, we spot a rather good correlation between a student’s academic results and their reading frequency of the FT.

Professor Amaury Goguel
Head of MSc Financial Markets & Investments, SKEMA Business School

Jochen Wirtz, Ph.D.
Professor of Marketing & Academic Director, UCLA-NUS EMBA
Fully tailored to your needs

Our Customer Success Managers work with your librarian or administrators to identify the most useful topics and themes for you. They then match the content to your preferred platform and deliver it using the technologies that suit you best.

FT integration into your learning management systems provides a quick, convenient way for staff and students to keep up with the information they need. For example, you can create a customised list of headlines or news widgets for a course and display the relevant content with your Moodle, Canvas, Blackboard or any other learning management system.

Single Sign-On login gives users fast, frictionless access on all their devices, while our suite of administration tools make subscription management easy and efficient. This flexible access encourages regular FT reading, which has been linked to increased likelihood of improved academic performance.

From the very first trimester, we were urged to read the Financial Times on a daily basis. With FT news by email at my fingertips, I can keep abreast of world news and business trends, which has proven to be invaluable in a global economy.

Jacinth Au
Thunderbird School of Global Management, Executive MBA student

Provide relevant, high value content

- Deliver market-leading news and analysis across your institution
- Personalise newsfeeds, widgets and headlines, providing practical and relevant insight into course topics
- Increase likelihood of improved academic performance by placing theoretical learning in the context of business or market realities

You and your students can also

- Read FT news and analysis wherever you are, with unlimited mobile and tablet access
- Research businesses, topics and career paths, setting alerts for specific companies and industries of interest
- Keep track of your own choice of topics, with all relevant new stories appearing in your personalised news hub or as tailored email digests
- Create and share reading lists with just a couple of clicks
- Take advantage of FT charts and interactive graphics to illustrate complex data and trends
Real world content and useful tools

Through articles, blogs, videos and podcasts, the FT provides the global education community with authoritative news, analysis and comment, as well as powerful research and business tools.

FT Confidential Research
Get predictive investment insights and indicators for key sectors and trends in China and Southeast Asia.

Weekly business school newsletter
Get the latest management insights, picks of the most relevant FT articles from leading professors, and the latest in business education.

Editorial newsletters
Pick from a wide range of other daily and weekly newsletters which provide specialist analysis and selections of further reading.

myFT, email digests and tailored reading lists
Keep track of your own choice of topics, with all relevant new stories appearing in your personalised news hub or as tailored email digests.

Special Reports
Save time on research and get valuable insights, with an online library of reports on countries, industries and business topics.

Video & Audio
Bring global stories to life, with analysis and comment from FT journalists and exclusive interviews with business leaders.

Interactive charts
Take advantage of FT charts and interactive graphics to illustrate complex data and trends.

The FT App
Read FT news and analysis wherever you are, with unlimited mobile and tablet access.

Archive
Research any topic and create tailored case studies by tracing the evolution of company fortunes, business trends and thinking.

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
Cass Business School
A range of engaging, inspiring topics

On FT.com, your students can easily research over 1,000 topics, businesses and career paths, setting alerts for specific companies and industries of interest.

International Business
Coverage of international business from company takeovers, to battles between business and government.

Economics
The macroeconomic and geopolitical issues affecting the global economy, featuring expert columnists like Martin Wolf.

Finance
News from the global financial markets, investing and international capital market activity.

Management
Stimulating coverage of core business issues and the latest trends in management thinking and practice.

Business Education
Comprehensive rankings of business programmes and schools.

Politics & International Relations
Coverage of election campaigns, political issues and the impact of political decisions on the world.

The FT teaches life lessons between classes, business students become scrutinous with the facts and diligent with their views.

Gregor Halff
Associate Dean and Academic Director of MBA/EMBA, Singapore Management University

The FT has really helped a lot with my interview preparation... the ‘Markets’ section really helped me broaden my analysis when faced with tough interview questions about current affairs.

Tan Yu Jing
Singapore Management University Student, Now Fx Options Trader at BNP Paribas
70% off the FT with our education rate

The Financial Times offers academic institutions an education rate for Group Subscriptions, with 70% off FT.com premium access.

Each institution’s Group Subscription price reflects the number of people or ‘core readers’ who require frequent use of FT content and learning tools.

Our education licences start at 10 users and we offer a flexible pricing model that can adapt with your organisation’s needs.

- **Core readers**
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- **Volume discounts**
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  You receive free access for extra readers who view up to 8 articles every 30 days.

**Compete more effectively in business education**

Three-quarters of the world’s top 20 universities and 90% of the top 20 global MBA schools are now using the Financial Times as a valuable, multimedia teaching resource.

To find out how you can join them with an FT Group Subscription, contact us today at ft.com/education

When I want to bring management theory to life, I point my students towards the FT. It immerses them in the real world of management today and helps them make sense of it all.

Mari Sako
Professor of Management Studies, Said Business School
About the Financial Times

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