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Impact of Strategies

Evaluating the success of strategies is difficult in the context of a single business school. However, comparative data is available to indicate the relative standing of Cass in the business school world. The Quality Assessment Agency and RAE results indicate how the School stands up to UK competition with respect to various quality criteria. Media generated rankings indicate the relative standing of the School and selected programmes. Accrediting bodies ensure that acceptable standards are maintained by only recognising those schools that satisfy their criteria; they include the UK’s Association of MBAs, the European Foundation for Management Development, and the American AACSB International. In terms of the history of the School all these measures are of recent origin. More historic data of a quantitative nature is needed in order to gain a fuller picture of the School’s academic progress across time. Hence the additional measures presented next: degrees offered since the School’s birth; number of students graduating; number of professors in post. For practical and interpretative reasons only recent financial information is mentioned. As has already been pointed out until the late eighties it was difficult to reliably separate out the School’s accounts from those of the University as a whole. Financial and other criteria (e.g. research income, publications) have of course influenced the outcome of the more recent conglomerate measures referred to earlier.

Degrees introduced under each Deanship

The basic framework adopted for presenting these data trends is the Deanship, thus maintaining the framework already used in Figure 1.1. For practical reasons Lord Currie’s Deanship is treated as incorporating the six-month ‘cabinet period’ chaired by Professor Grammenos. For the
Figure 13.1 Number of degrees introduced during each Deanship