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Tier 2 – Case Study 4: University D

Background history and focus

University D’s earliest institutions date back to 1875 and 1878, one of which was a catering college. In 1908 there was a merger between these institutions to create a larger college that subsequently merged with a polytechnic formed in 1991. The university as it stands today was formally created in 1993. University D was one of the first UK universities to create a New York-based campus and has a number of international links with other institutions around the world, including Oman, Bangladesh, China, India, USA and South America. Again, University D is a non-Russell Group university and is not considered to be research-intensive. However, it is ranked in the UK Top Ten for research related to allied health topics, and has research strengths in areas such as the environment, vision science, business, gender equality and public/government finance. In the most recent RAE, the university achieved an overall classification of 2.01. It has a total of approximately 17,000 students from more than 100 countries with a student–staff ratio of 20.9. These figures make University D the smallest of the four universities making up the case studies. More than 68% of students achieve a good honours degree. The university has excellent student facilities with a specialist learning environment, more than 1800 study places and over 2000 computer workstations throughout the campus and halls of residence.

University D has a strong reputation regarding graduate employability and has achieved the highest level of any of the four universities studied, with levels of 96.2%. In addition, 55% of UG programmes provide the opportunity for student work placements. The university has strong focus in relation to employer engagement and social responsibility in
management. University D signed up to the PRME initiative in 2012 and became one of the first UK universities to sign up to the UN Global Compact, which is a worldwide voluntary initiative focusing on corporate responsibility. The university also provides a range of Continued Professional Development (CPD) programmes that have professional accreditation from a range of bodies including the banking and finance industry, paramedic and health professions and others. The university requires a UCAS score of 366 for student admission. University D also has a number of links with well-known international figures, including a Nobel Prize winner.

The university has a strong reputation for innovative approaches to teaching and learning, which will be discussed in more detail with reference to the University D school for business.

**Vision, mission and values**

The university’s vision is stated as follows:

> to be a successful international university delivering access and excellence with a strong commitment to the common good.  

(University D website and strategy document, 2014)

The university describes a number of ‘core values’ that provide a foundation for the achievement of their vision. These include excellence; achievement; leadership; international outlook; invention and innovation; trust and integrity; diversity; and, interestingly, courage. The university also provides several additional principles that are aimed at guiding their operations activity in pursuit of their vision. These principles include:

- Equality of opportunity
- Good citizenship
- Partnership
- Good governance
- Accessibility and approachability

The mission of the university is stated as follows:

> to provide an outstanding, inclusive learning environment underpinned by curiosity driven research allowing us to; share our knowledge and expertise; work in partnership with business, the