



UNIVERSITY OF HULL | HULL UNIVERSITY BUSINESS SCHOOL



MANAGEMENT

Knowledge Transfer Partnership

Effective management can be the key to emerging from the pandemic as a stronger and more resilient business

A new programme has been introduced that is designed to inject significant management expertise that expands business capability, increases efficiency and enables lasting change and growth.





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Effect Management Drives Business Growth

This programme can help businesses adapt to and thrive in the 'new normal', Building innovative and productive remote working practices, refreshed business continuity planning, resilient supply chains, effective risk management and the ability to pivot to explore new business models, opportunities, and processes.

The initiative is called a *Management Knowledge Transfer Partnership*.

What are Management Knowledge Transfer Partnerships (MKTPs)?

MKTPs create a dynamic 3-way partnership between your company, a team of Business School academic experts and a skilled graduate. The focus of a MKTP is specifically on driving effectiveness through better management practices. MKTPs aim to deliver transformational productivity improvement, identifying key, strategic management-based projects to increase business effectiveness.

Who could benefit from a MKTP?

- Growth-oriented SMEs, eager to build and execute their ambitious management strategy by introducing better management practices.
- Businesses seeking significant productivity gains, recognising that good management and leadership can help deliver this.
- Organisations looking to up-skill their people and make step-change improvements in productivity by deploying industry-leading practices and innovation processes





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Innovation & Change Education

MKTPs take a wide view, incorporating a range of leadership and management skills and requirements to build a strategy that drives change and improves business performance.

The following are fields in which the school has an outstanding reputation for innovation and excellence, offering international expertise and experience.

- Monitoring and target setting
- Communication and motivation
- Organisation, resource planning and strategic thinking
- Problem-solving and decision-making
- Commercial awareness and risk management
- Coaching and mentoring
- Options evaluations, horizon scanning and foresighting



Find out more

Contact us

The extensive expertise held within Hull University Business School is shared via a MKTP collaboration to help businesses draft and execute practical plans to radically improve their business processes, boost productivity and increase profitability.

Email: fblp-business@hull.ac.uk

Website: exeducation.hull.ac.uk

For more information about Knowledge Transfer Partnerships please visit

<https://www.ktp-uk.org/mktp/>