Financial Times for Education

Enhance your curriculum

ft.com/education
About the Financial Times
91% of FT readers agree that “the FT offers me something I cannot get from other news sources.”

Source: FT Global Survey 2015
About the Financial Times

The Financial Times employs 600 journalists to do a daily global information search, filter out the noise and add insight – giving senior decision-makers a concise report on what matters.

The FT’s recent acquisition by Nikkei brings together more than 70 bureaux and 2,000 journalists, and a shared belief in the value and importance of quality journalism.
About the Financial Times

FT Content & Audience

Read by the global business elite, the FT is a trusted source of unbiased and accurate content covering:

- Global business and finance
- Political and economic news

- 77% International business travellers
- £785k+ Average net worth
- 15% Millionaires

C-Suite 31%
Senior Management 49%
Business Decision Makers 60%
Our content and data solutions

GROUP SUBSCRIPTIONS
- For Business
- For Education
- For Government

REPUBLISHING
- For Publishers
- For Corporates
- For Education
- One-off Reprints

PARTNER PROGRAM
- For media monitoring agencies
- For data-mining
- For other digital-only customers

API CAPABILITIES
- Proprietary business intelligence
- Flexible platform integration
- Custom data capitalisation
Our customers
What we’re hearing from our customers

International perspective
Real life case studies
Student engagement
Digital learning tools
Career progression

Today’s employers want students to be equipped to work in an international marketplace.

Universities and business schools must bridge the gap between classroom theory and global business reality.

Working with 40 out of the World’s Top 50 Business Schools

Source: FT MBA Ranking 2016
Need for international awareness

“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, Mergers and Acquisitions, Cass Business School
From the students perspective

To students, ‘international exposure’ means studying differences in business cultures, internships and learning alongside foreign students.

What does “international exposure mean to those interested in Business education?

<table>
<thead>
<tr>
<th>Which of the following do you mean by “international exposure”:</th>
<th>Interested in business education:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking with students from different countries</td>
<td>69%</td>
</tr>
<tr>
<td>Information on different business cultures and how to navigate them</td>
<td>67%</td>
</tr>
<tr>
<td>Usage of international case studies in coursework or coursework that involves international elements</td>
<td>67%</td>
</tr>
<tr>
<td>Studying with international students</td>
<td>59%</td>
</tr>
<tr>
<td>Internships/experience with companies outside home country</td>
<td>59%</td>
</tr>
<tr>
<td>Being taught by international faculty</td>
<td>53%</td>
</tr>
<tr>
<td>Ability to study at international campus location(s) of business school</td>
<td>51%</td>
</tr>
<tr>
<td>Foreign language skills</td>
<td>41%</td>
</tr>
<tr>
<td>Exposure to local cultures</td>
<td>39%</td>
</tr>
</tbody>
</table>

Respondents interested in Business education for themselves AND likely to undertake business education in future; Those selected “International exposure” (N=646)
Findings in our 2015 Commerciality report show that newly qualified professionals (graduates) need to focus on commercial awareness if they want to succeed.

89% of over 1000 respondents entailing 430 advisers and 625 clients believe business acumen contributes to winning new business.

A survey by the EIU of 300 senior business leaders identifies a lack of business acumen as a key limitation when executing organisation strategy.
Unique global intelligence to bridge the gap between theory and real world business issues

**World- class news to act as a global market radar**

**Expert comment and analysis to shape decisions**

---

**WORLD LEADING NEWS**

- **International perspective:** 600 journalists reporting from 51 countries
- **Content suitable across disciplines:** coverage of the political, economic & social forces shaping world business
- **Real world news:** Link theory to real world business case studies, bridge the theory-reality gap and encourage more corporate ready graduates

---

**EXPERT COMMENT & ANALYSIS**

- 126 year trusted brand
- With a balanced view of fact and opinion, students become more diligent & informed with their views and projects
- Acclaimed columnists, including Martin Wolf, Della Bradshaw, Gillian Tett and Gideon Rachman, provide sophisticated analysis of current events to help you put the news into context
We love the global perspective of the FT coverage. This is something that is very close to the heart of our EMBA Program – extraordinary international experience.

- Jochen Wirtz, Ph.D, Professor of Marketing and Academic Director, UCLA – NUS EMBA
Essential intelligence in the classroom

FT content spans global business, finance and politics, supporting a wide range of disciplines, from accounting and international relations, to economics and management.

Special Reports
- 25 January 2016 – Global MBA
- 07 March 2016 – Online Learning
- 23 May 2016 – Executive Education
- 20 June 2016 – Financial Training

- 12 September 2016 – Masters in Management
- 17 October 2016 – Executive MBA
- 21 November 2016 – Innovative Law Schools
- 05 December 2016 – European Business Schools
Faculty tested learning tools

Next FT
- Personalised: providing the most relevant information for each individual, including the FT’s view
- Accessible: saving users time and providing fast, frictionless, consistent experience across platforms
- Clear: brings clarity to stories and connects information through more intelligent, beautiful presentation of journalism

Email Alerts
- Choose from 40 briefings by industry & region and keyword alerts for tracking specific topics or companies

Search
- Our archive, dating back to 2004, find relevant results quickly, sorted by date, relevance and topic

Lexicon
- Browse the FT’s glossary of economic, financial and business terms, with many defined by professors and some journalists
- Markets, funds & financial data
- Research companies and stock market information and carry out easy analysis with charting tools
Improved digital learning & curriculum alignment

Save time with one password & existing credentials with Single Sign on (SSO)

- Simplify administration and enable control of passwords from a centralised resource
- Improved network security and prevent unauthorised access
- Low cost integration - available to any organisation that is a member of an access federation

Using Headline API's, you can integrate FT content into your educational portal:

- Discipline relevance i.e. case studies/ sectors/ companies.
- Quicker more convenient & continuous 24/7 access for Professors & Students.

Headline API in action with Blackboard Connect
The FT can help academia at all levels

Dean and Professor
- Attract more students with an improved international curriculum
- Enhance teaching with real-world content as well as exclusive easy to use teaching tools

Students
- Increase your student’s chances of employability to become corporate ready graduates with sharper business acumen skills
- Give students an edge in their future careers

Librarian
- A range of digital tools, services and on-boarding helps you integrate FT news into the classroom with visibility over usage to justify value and subscription
What our customers say

Join the 40 out of the World’s Top 50 MBA Business Schools who use FT

“My principal source of information is FT.com because it covers all business news and I know it is available to all students.

Matthieu Kenji Bouvard, Assistant Professor, Finance, McGill University

“The FT education service is a great way to disseminate the FT’s excellent business news and insight to all our students.

Professor Simon Evenett, Academic Director, University of St. Gallen

“Whether in class, on the job or speaking to employers, you need to be informed. Reading the FT daily enables me to make education decisions and speak intelligently to global issues & trends.

Kyle Hutcheons, MBA Student, Thunderbird School, US.

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

Gregor Halff, Associate Dean & Director of Singapore Management University, Asia
Features & Benefits

- Education starts at 10 users
- Flexibility to suit academic calendars and term times
- Engagement-based pricing

<table>
<thead>
<tr>
<th>Subscription Features</th>
<th>Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>News, Comment &amp; Analysis on FT.com</td>
<td>✔</td>
</tr>
<tr>
<td>Research tools</td>
<td>✔</td>
</tr>
<tr>
<td>Daily email alerts</td>
<td>✔</td>
</tr>
<tr>
<td>FT on your desktop, mobile and tablet</td>
<td>✔</td>
</tr>
<tr>
<td>Discounts for education institutions</td>
<td>✔</td>
</tr>
<tr>
<td>Support &amp; training</td>
<td>✔</td>
</tr>
<tr>
<td>Custom content delivery</td>
<td>✔</td>
</tr>
<tr>
<td>Promotion and adoption tools</td>
<td>✔</td>
</tr>
</tbody>
</table>
Come think with us
How can we help you?

[insert name] | [contact details]
ft.com/education