

# Boots International boosts student employment at Birmingham Business School

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Boots International has opted to promote their new International Graduate Scheme exclusively to [BSc Business Management \(/undergraduate/courses/business/business-management.aspx\)](#) students at Birmingham Business School. The company will be recruiting up to ten graduates onto the programme during 2013, and Erica Sparkes, Learning and Development Manager for Boots International, confirms they would like to source them all from Birmingham Business School:

“Boots International recognises the quality of students on the BSc Business Management programmes at Birmingham, and we are particularly drawn to the international syllabus of the degree. Our programme offers these students the opportunity of an international career with a world leading brand spanning 19 countries worldwide including the USA, Thailand and the Middle East, and we are proud to be offering this opportunity exclusively to Birmingham Business School.”



**Professor Simon Collinson** ([/staff/profiles/business/collinson-simon.aspx](#)), Dean of Birmingham Business School welcomes the move:

“In a period of economic uncertainty, it’s vital that students can be confident that their degree is attractive to employers. Boots International’s decision to target our Business Management degree proves just that, and they join a growing number of employers to be working with us in this way.”

employment at KPMG for all 40 students on the programme, and the announcement this month that One Point Three Consulting has moved headquarters to Birmingham where it will continue its long-held exclusive recruitment relationship with the Birmingham MBA programme.



**Andrew Miles, External Relations Manager at Birmingham Business School** explains:

“We’ve long enjoyed exemplary relations with top-flight employers, and this is now developing into a series of strategic partnerships. BP sponsor the marketing simulation software for all students studying International Marketing on our Business Management programme, Capgemini and Deloitte both run exclusive consultancy training weeks for our undergraduate and MBA students respectively, and we are also the only University in the world to be working exclusively with The Moth Theatre New York to offer, each year, one of our Communications students an internship that then feeds into their final

assessment.”

Boots International met with all final year Business Management students on the 1<sup>st</sup> November 2012 to officially launch the new programme and open for applications, with a view to inviting twenty to assessment centres in January.

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