

Enhance your curriculum with the financial times

Connect classroom theories to real-world practice and boost graduate employability rankings.



Teaching business from a global perspective

The business world is changing beyond recognition. Over the last 20 years it's become more knowledge-based, more dependent on technology and crucially, far more global.

In recent times, the education sector has also needed to evolve in order to keep up with the accelerated pace of change, much of this, anticipated by the demands of businesses and students in a post-COVID world. Whilst change was already in the midst, recent global events have clearly expedited this.

Companies today want employees with an international outlook, an understanding of real-world business and an informed approach to problem solving. And business students want a modern, high quality education that will prepare them for the transition into this new world.

The future of institutional business education is already pressured by a multitude of factors. From everchanging student expectations, rival courses and hybrid study opportunities to rising tuition costs; institutions that aren't adapting their programmes are in danger of becoming obsolete.

Two-thirds of the members of the Accreditation Council for Business Schools and Programs (ACBSP) said they expected more business school closures in the next 10 years.

Schools such as McGill University in Canada, Singapore Management University and ESSEC Business School in France, have told us at length how they have made the shift to meet the demand for real-world material, blended learning and a global outlook with help from the FT.

So, how do your institution, academic staff and students benefit from adopting this approach?

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The FT works hard to provide our subscribers with journalism that helps them make informed business decisions. Their trust is our priority. I'm proud to say we received multiple international awards and commendations. This is a testament to the consistently high quality of our news and analysis.

FRANK SCRIMGEOU, THE UNIVERSITY OF WAIKATO



The New Normal

Traditional business education has focused on classroom group teaching, established subjects, long-standing case studies and an emphasis on theory.

But now, you can stand out with personalised engaging teaching, blended learning, flexible multi-device access to materials, current relevant case studies and context that links theory to the real world of business.

Academic staff can:

- Give students a richer learning experience that helps them achieve better results.
- Enable students to learn in the ways and at the times that suit them best.
- Back up their points effectively by grounding them in current business realities.

Students can:

- Get a better grasp of business theories in the context of real-world global news and events.
- Learn in the ways that work best for them, accessing what they need, whenever they need it.
- Sharpen their commercial skills, stand out in interviews and gain an edge in the job market.

Academic institutions can:

- Increase student satisfaction, exam grades and employment success.
- Enhance their reputation for providing programmes of real value with an international outlook.
- Attract more of the world's best students.

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The FT helps me get a lot of insight about the business world. With the FT, I'm not only studying from my textbooks, but I'm actually reading real-time news too.

SUMAYA FIDA
STUDENT AT MONTCLAIR STATE UNIVERSITY,
FELICIANO SCHOOL OF BUSINESS

Equipping students for the journey ahead

Top institutions provide high quality business education with help from the Financial Times.

An FT Professional Subscription gives you unlimited access to this multimedia content – helping students to connect classroom theory to business practice, develop a global outlook and build the skills employers are looking for.

Through the broad array of tools and features the FT offers, students and faculty members can now optimise their use of FT's journalism. Use the highlighting tool to select sections of FT articles to save and revisit later, share relevant content via Advanced Sharing and utilise workspace to get tailored and relevant content recommendations

How it works:



The FT publishes award-winning global news and analysis on world affairs, business, finance and politics – supporting a wide range of studies from accounting and economics to international relations and management.



An FT Professional Subscription gives you unlimited access to this multimedia content – helping students to connect classroom theory to business practice, develop a global outlook and build the skills employers are looking for.



It also enables you to offer blended learning through its digital tools and integration with learning management systems such as Moodle, Canvas and Blackboard – helping to create an easy and enjoyable experience for both students and staff.

75% of the world's top 20 universities and 95% of the top 20 global MBA schools are now using the Financial Times as a valuable multimedia teaching resource.



Fully tailored to your needs

Our Customer Success Managers work with your librarian or administrators to identify the most useful topics and themes for you. They then match the content to your preferred platform and deliver it using the technologies that suit you best.

FT integration into your learning management systems provides a quick, convenient way for staff and students to keep up with the information they need. For example, you can create a customised list of headlines or news widgets for a course and display the relevant content with your Moodle, Canvas, Blackboard or any other learning management system.

Single Sign-On login gives users fast, frictionless access on all their devices, while our suite of administration tools make subscription management easy and efficient. This flexible access encourages regular FT reading, which has been linked to increased likelihood of improved academic performance.

You and your students can also

- Read FT news and analysis wherever you are, with unlimited mobile and tablet access
- Research businesses, topics and career paths, setting alerts for specific companies and industries of interest

- Keep track of your own choice of topics, with all relevant new stories appearing in your personalised news hub or as tailored email digests
- Create and share reading lists with just a couple of clicks
- Take advantage of FT charts and interactive graphics to illustrate complex data and trends

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From the very first trimester, we were urged to read the Financial Times on a daily basis. With FT news by email at my fingertips, I can keep abreast of world news and business trends, which has proven to be invaluable in a global economy.

JACINTH AU
THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT,
EXECUTIVE MBA STUDENT

Real world content and useful tools

Through articles, blogs, videos and podcasts, the FT provides the global education community with authoritative news, analysis and comment, as well as powerful research and business tools.



Business School Insider

'Stay up-to-date on campus-related news, management research and business education trends. Choose from over 30 editorial newsletters.

myFT

myFT, email digests and tailored reading lists

Keep track of your own choice of topics, with all relevant new stories appearing in your personalised news hub or as tailored email digests.



Special Reports

Save time on research and get valuable insights, with an online library of reports on countries, industries and business topics.



Video & Audio

Bring global stories to life, with analysis and comment from FT journalists and exclusive interviews with business leaders.



Interactive charts

Take advantage of FT charts and interactive graphics to illustrate complex data and trends.



The FT App

Read FT news and analysis wherever you are, with unlimited mobile and tablet access.



Archive

Research any topic and create tailored case studies by tracing the evolution of company fortunes, business trends and thinking.



FT Workspace

A quicker and easier way to get recommended content that is both relevant and useful.



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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
THE BUSINESS SCHOOL, LONDON

A range of engaging, Inspiring topics

On FT.com, your students can easily research thousands of topics, businesses and career paths, setting alerts for specific companies and industries of interest.



International Business

Coverage of international business from company takeovers, to battles between business and government.



Economics

The macroeconomic and geopolitical issues affecting the global economy, featuring expert columnists like Martin Wolf.



Finance

News from the global financial markets, investing and international capital market activity.



Management

Stimulating coverage of core business issues and the latest trends in management thinking and practice.



Business Education

Comprehensive rankings of business programmes and schools.



Politics & International Relations

Coverage of election campaigns, political issues and the impact of political decisions on the world.



The FT has really helped a lot with my interview preparation... the 'Markets' section really helped me broaden my analysis when faced with tough interview questions about current affairs.

TAN YU JING, SINGAPORE MANAGEMENT UNIVERSITY STUDENT,
NOW FX OPTIONS TRADER AT BNP PARIBAS



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

GREGOR HALFF
ASSOCIATE DEAN AND ACADEMIC DIRECTOR OF MBA/
EMBA, SINGAPORE MANAGEMENT UNIVERSITY

The FT's education pricing model

Our pricing model is tailored to meet the needs of universities and business schools, and has been refined in recent years in response to feedback from our education customers. We offer all academic institutions a 67.5% discount per reader and there are four scenarios which determine the price.



Business school only

For business schools who want to provide access to postgraduate business school students. The price is based on 15% of students studying a business related postgraduate course.



University only

For universities who want to provide access to all undergraduates and faculty excluding their business school. Pricing is based on the total number of students and faculty.



Business school + University

For universities who want to provide access to all undergraduates and faculty including their business school. Pricing is calculated based on 25% of students and faculty and 15% of postgraduate business school students.



Small group

For universities or business schools who only want to provide access to a defined number of students and/or faculty. The price is based on the number of individuals requiring access.

Compete more effectively in business education

Three-quarters of the world's top 20 universities and 95% of the top 20 global MBA schools are now using the Financial Times as a valuable, multimedia teaching resource.



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We chose the FT because it's a reliable international news source that offers the global perspective our students need. I want my students to understand the need to stay informed on current events, and the best way they can do this is by reading the FT.

DR. ROE GODDARD
PROFESSOR OF GLOBAL POLITICAL ECONOMY,
THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT

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