



ENHANCE YOUR CURRICULUM WITH THE FINANCIAL TIMES

Get an international perspective in the classroom
with the FT's Global news and analysis.

INTERNATIONAL BUSINESS AT YOUR FINGERTIPS



“When I talk to business schools, wherever they are in the world, they are all striving to educate students to work in a global marketplace.”

[Della Bradshaw](#),
[Business Education Editor](#),
[Financial Times](#)

SUPPLEMENT YOUR TEACHING WITH THE FINANCIAL TIMES.

Today's employers want students to be equipped to work in an international marketplace. So how can business schools and universities bridge the gap between theory and global business reality?

Place it in context.

An FT education licence provides the global news and analysis, plus new learning tools, to augment your curriculum and deliver an immersive, real world learning experience.

The Financial Times, part of Pearson, the world's largest education provider, employs 600 correspondents reporting from 53 cities worldwide to deliver trusted news and analysis to the global business community.

Our education programme offers faculty and students cost-effective access to the latest FT journalism through FT.com, mobile and tablet devices. It also includes FT Newslines, a suite of interactive tools designed to easily integrate FT content into the curriculum.

[It also includes the FT Headline API where you can use customisable newsfeeds to provide relevance and accessibility for your students and faculty'](#)

ESSENTIAL INTELLIGENCE IN THE CLASSROOM

USE THE FT TO DELIVER RELEVANT AND UP-TO-DATE TEACHING.

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

The Financial Times brings your subjects to life with real-world examples and clear coverage of global news and commentary. Use FT content to encourage your students to connect current events with course principles and share ideas in the classroom.

Build contemporary and international case studies for coursework and class discussion with FT news and analysis. Students can use the FT to follow a topic or theme throughout the term and produce a written report at the end of the period. Subjects to monitor may include company, industry, political or economic developments in a specific country or market.

By incorporating the FT into your curriculum, you can help prepare students for careers in an increasingly global marketplace, providing them with the insight needed to understand and navigate different business cultures and excel in job interviews.



“The FT helps me steer students towards useful articles, show why they’re important and get students thinking.”

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

EDUCATION SUBSCRIPTION FEATURES

International Business

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

Finance

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

Politics & International Relations

The FT follows election campaigns, dissects political issues and explains the effect of political decisions on the world

Economics

The FT debates and discusses the macroeconomic and geopolitical issues affecting the global economy with expert columnists like Martin Wolf

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, plus

IMPROVED DIGITAL LEARNING



INSTANT ACCESS TO BREAKING NEWS, OPINION AND COMMENTARY.

Online learning techniques are changing the way teaching is delivered and how students interact in the classroom.

As learning becomes more digital, publishers need to provide information to students in a way that can be easily accessed via multiple platforms and tools.

With an FT education licence, customers pay once for the right to access award-winning FT journalism and then access it through their laptop, mobile or tablet device.

The Financial Times is much more than just a newspaper. With interactive blogs, videos, and podcasts, FT.com provides an essential source of breaking news, comment, data, analysis and tools to the global education community.

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

“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

EDUCATION SUBSCRIPTION FEATURES

News & Analysis

Experience the full breadth of FT content online and a library of reports on countries, companies, industries and business topics

Video & Audio

View video reports and podcasts from the FT’s leading journalists, and exclusive interviews with business leaders

Graphics

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

ePaper

Access an exact digital replica of the printed newspaper, complete with ‘turning’ pages and a fully searchable archive

Markets, Funds & Financial Data

Research companies and stock market information and carry out easy analysis with charting tools

FT Mobile

Browse the FT’s global news and analysis on your mobile or tablet device. The latest edition automatically stores for offline access

ENGAGE YOUR STUDENTS

FACULTY TESTED LEARNING TOOLS

The Financial Times offers a full range of services and tools for academic customers that help you find relevant, high value intelligence when you need it.

The FT's digital technology can be used for research before and after class, and to enhance classroom discussion.

Use FT content to create article based review assignments and term projects focused on a company or industry in a specific market.

Every search examines FT content dating back to 2004, helping you find articles relevant to your curriculum. Archived articles can be used to illustrate case studies and enduring themes.

The FT Headline API, customized in education environments brings a richer understanding of international news in the classroom and beyond.

It allows students to, brings a richer understanding of international news to the classroom, allowing students to relate real-world events to coursework and understand views from students and faculty in other parts of the world.

FT HEADLINE API

The FT Headline API allows you to build customisable news feeds so you can integrate relevant FT content into the applications of your choice. Readers will get important updates and insight from the FT, when they need it and how they want it.

Using the headline API, you can create a customised list of headlines for different needs throughout the organisation and deliver it using existing apps or workflow solutions.

BENEFITS INCLUDE:

More relevant content as users have the ability to define what makes an article relevant and create many customised lists of headlines. This allows for better targeting and personalisation.

Quicker, more convenient access to FT content within your existing workflow solutions.

Greater flexibility and increased control as data feeds can be updated in real

EDUCATION SUBSCRIPTION FEATURES

Email alerts

Set up alerts based on your keywords and choose from over 38 industry sector briefings

FT Clippings

Save FT articles and email links to your class with questions for discussion

Search

Use our archive, dating back to 2004, to find results quickly, sorted by date, relevancy and topic

Lexicon

Browse the FT's glossary of economic, financial and business terms, all selected by our editors

FT Headline API

Use customisable newsfeeds within your learning platform of choice to provide relevance and accessibility for your students and faculty'

SUBSCRIPTION OPTIONS



“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,
Cass Business School

FLEXIBLE AND COST-EFFECTIVE LICENSING

The price of FT.com subscriptions for academic organisations are based on the number of people or ‘core readers’ that require frequent use of FT content and learning tools, with volume discounts available for multiple readers

We also offer flexible licensing terms to meet your requirements, allowing access for a class, campus or the entire university.

The FT offers a range of support services to help you access content quickly and easily. Academic customers are supported by a team to implement our service, answer questions, provide technical help and deliver training.

EDUCATION SUBSCRIPTION FEATURES

Flexible licensing

A range of licence options for you team, faculty or school

Volume discounts

A pricing rate card with discounts for multiple users

Pricing by User

The price per user is the same, irrespective of the number of platforms used to access FT content

Single Payment

Make one subscription payment and access FT content across your desktop, mobile and tablet devices

SUBSCRIPTION BENEFITS

HOW TO BENEFIT FROM AN FT EDUCATION SUBSCRIPTION.

Many of the world's top universities and business schools are now using the Financial Times as a valuable, multimedia teaching resource. You can find out how they are using FT Education to bring greater context to their classroom teaching at www.ft.com/education.

For your business school or university: enhance your global position and support the ambitions of your students by augmenting your curriculum with a truly international learning resource.

For your library: help facilitate research excellence by giving your students real-time mobile access to the resources they need to be the very best.

For your curriculum: reinforce teaching with global insight and analysis. Access

extensive FT archives to benchmark issues and trends and immerse your students in current events with interactive tools.

For your students: offer quality resources which prepare for the realities of global business and management beyond the classroom and give your graduates an edge in their future careers.



“We love the global perspective of the FT coverage. This is something that is very close to the heart of our UCLA - NUS Executive MBA – extraordinary international experience.”

Jochen Wirtz,
Ph.D., Professor of Marketing &
Academic Director,
UCLA - NUS EMBA

WHY AN FT EDUCATION SUBSCRIPTION?

- Award-winning news, comment and analysis on developments and issues in global business, finance, economics and politics
- A searchable eight-year archive for quick and easy research, where students can also discover trends and put key debates in a historical context
- Incisive features and in-depth reports on a wide range of business topics, from entrepreneurship, M&A to financial data, and mobile and tablet managing risk
- A wide range of digital features, from video interviews to interactive blogs, and mobile and tablet access

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