Queen Mary University of London

Senate
12 March 2026

Paper title	**Proposal to rename Queen Mary University of London School of Business and Management to "Queen Mary Business School"**
Outcome requested	Senate is asked to **advise**, under Ordinance 10.2.l, on renaming the School of Business and Management within the Faculty of Humanities and Social Sciences to "Queen Mary Business School"
Points for Senate members to note and further information	This paper outlines the proposal, rationale for change, consultation conducted and outcomes alongside a proposed timeline for change to the University Ordinances 9.1.b on 1 August 2026 to enable work to bring the renamed School into full operation for 1 September 2026. All current programmes, academic activities, and students from the School of Business and Management would be transitioned to the renamed School and the existing name of the School would be disestablished. The proposal was initially discussed with the staff of the School in meetings with the Interim Dean during the first 5 weeks of appointment (91% of School staff attended a small group meeting of <10 participants where the initial proposal was discussed and initial feedback received). A formal consultation ran from 20 Oct 25 – 21 Nov 25 including staff, students and the School's Industry Advisory Board. The consultation comprised of a formal online survey (100 total responses), 2 hybrid staff town hall meetings (total 51 attendees), 2 student town hall meetings (total 11 attendees), and Engagement with the Industry Advisory Board (feedback incorporated through the survey and discussions collectively and individually with members). Across the consultation there has been broad support for the change of name including total support in the survey (full + in principle) of 86% of respondents. The proposal to change the name was endorsed by the School Executive on the 26 November 2025 and the Faculty Executive on the 5 December 2025. SET confirmed on 3 February 2026 that Senate should consider and advise on the proposal.

Questions for Senate to consider	In line with Ordinance 10, paragraph 2, subparagraph l, Senate is invited to **consider and advise** on the following proposal: a. To revise Ordinance 9, paragraph 1, subparagraph b to read: "1. The academic organisation of the University shall comprise three Faculties as follows: (b) the Faculty of Humanities and Social Sciences, incorporating the School of the Arts, **the Queen Mary Business School,** the School of Economics and Finance, the School of Law and the School of Society and Environment;"
Internal/ Regulatory/statutory reference points	University Ordinances
Consideration of Strategic Risks:	The proposal aligns with both the Faculty Enabling Plan and Queen Mary Strategy 2030 in transforming the social sciences and in particular to: a. **Raise the profile of Queen Mary**, so that any student who might wish to apply is fully aware of the University's strengths and unique offering. b. Ensure that our community of undergraduate, postgraduate and international students creates a vibrant and cohesive education environment, **consistent with a world-leading university**. c. **Attract the best researchers from all over the world**, and develop our staff and research students to become world-leaders in disciplinary and interdisciplinary research and innovation.
Reporting / consideration route for the paper	Any change to the academic organisation of faculties, schools and institutes described in Ordinance 9 must be approved by Council on a recommendation from the President and Principal after consulting Senate.
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Sponsor	Daniel Todman, Acting Vice Principal, Faculty of Humanities and Social Sciences.

Queen Mary University of London

School of Business and Management

Senate

Proposal to Rename the School of Business and Management as Queen Mary Business School

1 Summary

1.1 This paper proposes renaming the School of Business and Management as Queen Mary Business School, effective from 1 August 2026. A consultation with staff, industry advisory board and students has been conducted from the 20 Oct 25 to 21 Nov 25.

1.2 Support for the change of name was strong and consistent through the consultation: 86% of all survey respondents supported the proposal (fully or in principle), including 89.2% of staff, 100% of Advisory Board participants and 84.5% of students.

1.3 The consultation outcomes show strong agreement that the proposed change of name provides a clearer, internationally recognisable identity; is part of strengthening the School's reputation and competitiveness; and better aligns with both sector expectations and Queen Mary Strategy 2030.

1.4 The decision to change the Ordinances lies with Council, on the recommendation of the President and Principal, following advice from Senate in line with its responsibilities laid out in Ordinance 10, paragraph 2, subparagraph l.

2 Background

2.1 The School of Business and Management (SBM) was established with an emphasis on interdisciplinarity and social purpose, building strong connections between business, management, and the wider humanities and social sciences.

2.2 Since its foundation, the School has undergone and continues substantial growth, achieving AACSB accreditation in 2023. It now houses over 130 academic staff and more than 3,000 students across undergraduate, postgraduate, and doctoral levels.

2.3 This growth and diversification mean that the School now competes directly with long-established Business Schools in both the Russell Group, UK and globally. However, its current title, School of Business and Management, lacks immediate name recognition in international markets, league tables, and professional contexts.

3 Rationale for Change

Brand clarity and coherence

3.1 The name Queen Mary Business School provides a clear, direct, and internationally recognisable identity, and aligns the School's external communications with the institutional brand.

3.2 Benchmarking demonstrates that: 72% of Russell Group institutions use Business School, 17% use School of Management, and only one other uses School of Business and Management with one further embedded in a School of Social Policy.

Consistency with Queen Mary's strategic vision

3.3 The renaming would enable alignment with the broader Queen Mary reputation, in turn aligning with both the Faculty Enabling Plan and Queen Mary Strategy 2030 in transforming the social sciences. In particular to:

a. **Raise the profile of Queen Mary**, so that any student who might wish to apply is fully aware of the University's strengths and unique offering.

b. Ensure that our community of undergraduate, postgraduate and international students creates a vibrant and cohesive education environment, **consistent with a world-leading university**.

c. **Attract the best researchers from all over the world**, and develop our staff and research students to become world-leaders in disciplinary and interdisciplinary research and innovation.

4 Consultation Process and Outcomes

Consultation process

4.1 A consultation on the proposal to rename the School was conducted between 1 September and 21 November 2025 and included five elements:

a. Small group meetings with staff from across the School (91% coverage of total PS and Academic staff was achieved in small group sessions of less than 10 participants per session to enable fuller participation)

b. A follow-on online survey running from 20 October and 21 November 2025 sent to all staff, industry advisory board members and students within the School outlining an updated proposal from the initial discussion sessions (100 responses received - 39 Staff, 3 members of the Industry Advisory Board, and 58 students)

c. Two staff town halls (30 October & 11 November – 51 Participants).

d. Two student town halls (14 and 18 November – 11 Participants).

e. Engagement with the Industry Advisory Board (via participation in the survey and meetings).

Outcomes

4.2 The following tables summarises the findings of the School-wide survey

Overall, do you support the proposal to rename the School as Queen Mary Business School?

Agreement Category	**Staff (n = 39)**	**IAB (n = 3)**	**Students (n = 58)**	**Overall (n = 100)**
Fully support	64.1%	100.0%	79.3%	74.0%
Support in principle	23.1%	0.0%	5.2%	12.0%
Neutral / undecided	5.1%	0.0%	6.9%	6.0%
Do not support	7.7%	0.0%	8.6%	8.0%
Total support (Full + In principle)	87.2%	100.0%	84.5%	86.0%

To what extent do you agree with the following statements?

	Strongly Agree or Agree			**Neutral**			**Strongly Disagree or Disagree**		
Question	Staff	Student	IAB	Staff	Student	IAB	Staff	Student	IAB
Q4.1 The proposed name, *Queen Mary Business School*, provides a clearer and stronger external identity.	90%	96%	100%	4%	2%	0%	6%	2%	0%
Q4.2 The change aligns with Queen Mary's Strategy 2030.	74%	91%	100%	21%	7%	0%	5%	2%	0%
Q4.3 The name would enhance the School's competitiveness and reputation nationally and internationally.	84%	95%	100%	13%	2%	0%	3%	3%	0%
Q4.4 The proposed name reflects the School's academic breadth and values.	65%	92%	100%	21%	3%	0%	14%	5%	0%
Q4.5 The timing (implementation from 1 August 2026) is appropriate.	81%	91%	100%	13%	5%	0%	6%	5%	0%

4.3 Overall support for the proposal is strong, however notable is also the intensity of this support: sentiment analysis of the qualitative comments shows that a large proportion of respondents express their views in strongly or moderately positive language. This suggests that where there is support is not only widespread but also deeply felt.

Sentiment intensity	Staff Comment (n=93)		Student Comment (n=126)		Interpretation
	Count	%	Count	%	
Strongly Positive	18	45%	27	47%	Confident, enthusiastic, clear endorsement ("long overdue", "essential step", "strong platform").
Moderately Positive	9	22%	12	21%	Supportive but caveated ("good idea if...", "makes sense provided...").
Lightly Positive	5	13%	5	9%	Supportive but not strongly held.
Neutral	2	5%	4	7%	Observational, non-evaluative.
Lightly Concerned	3	7%	5	9%	Minor conceptual / practical worries.
Moderately Concerned	2	5%	3	5%	Substantive but not blocking concerns (identity preservation, resource allocation).
Strongly Negative	1	3%	2	2%	Values-based objection.

5 Risks and Mitigations

5.1 The following table summarises the dominant risks identified and proposed mitigations.

Risk	Mitigation
Loss of critical/social justice identity	Publish a refreshed School Identity Statement alongside the renaming; retain management and society descriptors in departmental and programme titles.
Perception of cosmetic change	Integrate renaming with demonstrable improvements in student experience, culture and governance.
Cost and implementation burden	Deliver a phased, digital-first rebrand; align physical changes with natural replacement cycles.
Stakeholder confusion	Provide clear guidance and FAQs for staff and students; synchronise communication with Marketing.