



MASTER OF BUSINESS ADMINISTRATION (MBA)

Delivered by a Triple-Accredited
Business School



The Master's of Business Administration commences with a 15 credit Critical Reading, Writing and Literature Research module, followed by eight 15 credit units, finishing with a 15 credit Methodological Approaches to Research and 30 credit Professional Project.

Core units:

Leading,
Managing and
Developing
People

Strategic
Marketing

Strategic
Management

Global Economic
Environment

Operations
Management

Accounting
and Financial
Management

Leading Change
and Creativity in
the Organisations

Financial
Technologies

Critical Reading, Writing and Literature Research

This unit introduces the skills required to succeed throughout the rest of the course. The primary aim of this unit is to develop critical thinking, reflective writing and other added study skills, including analysis and referencing, to a master's level. This allows the ability to research and investigate strategic opportunities for organisational improvement.

Leading, Managing and Developing People

This unit provides a critical evaluation of the research and debate surrounding HR management and HR development. The theoretical foundations of leading, managing and developing people are examined.

Financial Technologies

This unit aims to give students a strong understanding of existent and emerging financial technologies, allowing them to critically examine their impact and the potential risks that they hold for the future.

Operations Management

The aim of any service, manufacturing, public sector, retail operation or 3rd sector business is to deliver services and goods of the right quality, quantity, cost and availability to satisfy customers' needs, while still making the most effective use of their own resources.

This can only be achieved by:

- 1 having a well designed strategy of operations;
- 2 having well managed systems, processes and employees;
- 3 planning and controlling operations resources;
- 4 recognising that ongoing operational improvement or redesign will be required.

This unit will introduce the fundamental principles of Operations Management to help professionals achieve the above, building the skills needed to manage their organisation at a micro-level.

Strategic Marketing

This unit seeks to introduce students to the fundamentals of strategic marketing within a broad range of organisations. At the heart of most modern businesses lies the idea of marketing orientation – of finding out what it is that customers want or need, and then trying to fulfil this need profitably. The astute marketer therefore has to develop his or her skills in understanding how the external environment is changing, and what this means in terms of evolving customer tastes.

Having determined how the external market place is changing, the task is then one of determining how best to structure the company's internal offering in a way that delivers profits to the company.

Accounting and Financial Management

This unit investigates and introduces basic theories, concepts and applications of financial accounting, management accounting, finance and financial risk management in a modern organisation. Students will familiarise themselves with specific aspects of the different

financial tools and techniques discussed in the unit. Particular emphasis will be placed on how the finance professionals in an organisation can integrate with the other management functions to support and achieve the organisation's strategic objectives.

Global Economic Environment

This unit will establish the key drivers of globalisation and examine key issues caused by our globalised world economy. It will also explore why some countries grow faster than others and the role of trade and investment within the context of global and regional institutional and financial frameworks.

Strategic Management

The primary aim of this unit is to help students formulate and implement strategy at company and business unit organisational levels. A 'strategy' is a plan of action designed to meet objectives (the 'game-plan') while 'management' is concerned with the implementation of the 'game-plan' – there needs to be a seamless fit between these two but, often, there is not. The unit's focus is on two key organisational areas: how should a CEO build their company/organisation going forward? And, how should a general manager build the business going forward? The importance of employing three different mindsets (the Industry Analyst, Implementer and Academic) to help make better decisions is also explored.

Leading Change and Creativity in Organisations

This unit will explore the sources of, and responses to, change in organisations, including the dynamics and complexities of choice, engagement and resistance. It will describe models and methods for defining, promoting and leading a change agenda, which can be judged against strategic aspirations. It will show how creative contributions can be sought from individuals, teams and leaders to increase the likely success of organisational change.

Methodological Approaches to Research

This unit will explore critical thinking, reflective writing and other study skills, including analysis and referencing. Distinguishing the key debates in the philosophy, ethics and epistemology of science to justify the relationship between philosophical approaches and choices of qualitative and quantitative methods is examined.

Having determined how the research is relevant to the topic, formulating an appropriate methodology and research question to investigate is required.

Professional Project

This unit involves conducting an in-depth research project on a chosen area of study, bringing together and employing all of the skills learned in previous units. Successfully completing this unit will result in clear links drawn between the literature in the field and the development of research objectives and design of a clear conceptual framework. Moreover, the collection, presentation, discussion and appraisal of data is evaluated; and an overall reflection academically and professionally is required.