

# Master of Business Administration (MBA)

## Aims and Rationale of the Programme

The Master of Business Administration (MBA) is an internationally recognized Master's degree in business administration and management. It prepares managers for organisational leadership and decision making. The Greenwich MBA aims to develop the business leaders of the future. It approaches leadership thematically from the starting points of creativity, practicality and social resourcefulness, and focuses strongly on the personal development of participants, including their career management. Building on a broad foundation of business functions, the MBA focuses on the integrative disciplines of business strategy and the management of change, leading to a real-world consultancy project and an individual piece of business research submitted as a dissertation. The MBA includes executive coaching, which helps students to understand their value in the marketplace and develop plans that will make the very best of their career potential.

## Structure of the Programme

The MBA is a 21 month programme starting with the Foundations of Scholarship course (where students develop their research and writing skills) and ending with the Final Business Research Project (12,000 word dissertation). All courses are taught exclusively in the English language. Classes take place in full day sessions on Saturdays.

## Modules

- Scholarship in Business
- Integrated Operations Management
- Creative Problem Solving and Consultancy Project
- Responsible Leadership and Development
- Strategy and Business Decision Making
- Financial Management
- Business Research Project

## Entry Requirements

- A good relevant first degree from a recognized university of equivalent to a UK 2.2
- PLUS a minimum of two years' relevant business experience
- Applications are welcome from mature candidates without a first degree but with a minimum of five years relevant business experience. These applicants are subject to interview
- Students without English as their first language must have an IELTS score of 6.5 or above (or equivalent).

## Careers

The University of Greenwich MBA gives students the grounding they need for management careers at executive level. Many go on to find excellent positions in organizations of all sizes all around the world. The MBA's emphasis on practical application through business simulations and the consultancy project ensure that students have the skills to apply learning to real-world business scenarios while understanding the underlying theory. In addition, students develop their own personal skills, as well as business skills, culminating in individual career development plans supported by executive coaching.

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## Indicative Course Descriptions

### Responsible Leadership and Development

This course helps students to acquire and develop the necessary skills to manage their own careers and become responsible leaders of organisations. Students explore and critically evaluate contemporary theories of leadership and examine how these can be applied in practice. It focuses on the models of 'transformational leadership', and the process of building commitment to an organisation's objectives while empowering individuals to accomplish objectives in ways that are good for the organisation and good for the individuals.

### Scholarship in Business

This course develops your abilities of academic practice and research. You will learn to analyse trends and changes in the business environment and gain the necessary tools to interpret and exploit change. Using a problem-based learning approach, and contextualised towards research and analysis of the Business Environment and International Business Context, this course develops students' abilities of academic practice and research in business and management. It also provides the foundation of academic skills required for success on the other courses in this programme.

### Strategy and Business Decision Making

This course equips students with the core concepts, frameworks and techniques of strategic management (analysis and implementation) that enable them to make better decisions. It develops a core knowledge of strategy within practical international business. At the level of generic strategy, students learn to identify and exploit the sources of long-term profitability and sustainability that are open to businesses that adapt to the social, political and cultural forces that impact upon them.

### Integrated Operations Management

This course provides you with concepts, techniques and tools to design, analyse, and improve operations in both goods production and service offering, so you can efficiently and effectively deliver value to customers. The course highlights integration, with other busi-

ness functions such as marketing, human resource, and information management. The challenge for tomorrow's manager is to consider the interdependent nature of an organisation and the requirement for cross-functional decision making in both local and global market.

### Financial Management

This course provides students with the opportunity to examine the principles of sound financial management and to explore the practical application of these through case studies. The focus is on four main areas: financial accounting, management accounting, international aspects of financial reporting and the generation of shareholder value. Students will also gain the skills and knowledge to take a leading role in promoting both effective and ethical practice in an organisation's financial management.

### Creative Problem Solving and Consultancy Project

This course provides students with the opportunity to explore and evaluate the practical application of business concepts through the experience of working as members of a consultancy team to investigate and recommend solutions for a real business issue. Students will work on live business problems, taking a briefing from management of client organisations, applying creative problem solving and innovation techniques, and presenting recommendations back to the client.

### Business Project

This course is a key element in programmes of study leading to a Masters award. Students reaching this level will already have experience of research, investigation techniques and report writing from preceding courses. The project will build on previous experience developing analytical skills and the ability to relate theoretical constructs to business problems. Through the selection, design and execution of a small-scale business project involving research, students are expected to develop their understanding of the relationship between existing literature and practice and to extend their capacity for analysis and logical inference.