

# Executive MBA

## Why choose this course:

The Executive MBA is designed for business professionals preparing to become senior managers. Its focus is on the development of knowledge and understanding of strategic management issues in order to reflect on and improve business and management practice. The programme allows participants to combine studies with the demands of a full-time job.

## What you will learn:

The MBA programme offers a suite of contemporary modules which allow you to develop your knowledge of organisations and their management in today's fast-moving global economy, in order to reflect and improve your own management practice. The curriculum focuses on the key functional areas of management: Human Resource Management, Financial Management, Strategic Management, Sales Management, and Change Management, many of which will be beyond the borders of your current, familiar management responsibilities. The aim is to stretch your management competencies into new areas of potential responsibility.

## What you will study:

- Research and Study Skills;
- Leadership Management;
- Sales Management and Marketing;
- Financial Management and Decision Making;
- Human Resource Management;
- Change Management;
- Strategic Management;
- Research Methods;
- MBA Dissertation

Each module is worth 20 credits except for the dissertation which is worth 40 credits.

## Career opportunities:

An MBA is widely seen as the most prestigious qualification for business and management throughout the world. The qualification will give you a highly competitive edge - whatever industry you are in or wherever your future career takes you. The Bolton MBA course is designed to enhance your lifelong learning, transferable skills and personal development, enabling you to work with self-direction and confidence to help businesses prosper. You may also choose to continue your studies for a research degree (MPhil, DBA or PhD). After successfully completing your MBA programme you may apply for membership of the Chartered Management Institute. Please note that terms and conditions apply. More details are available from <http://www.managers.org.uk/>

## At a Glance:

**Award:** Master in Business Administration

**Duration:** 12 months Full Time  
24 months Part Time

**Start date(s):** November/ February

**Entry requirements:** A good first degree;  
Significant work experience in a business or management capacity;  
A good standard of English (IELTS 6.5 or a recognized equivalent);  
An interview is required to consider applicants suitably.

**Assessment:** Modules are assessed through essays, reports, case studies, presentations and a Dissertation.

**Application Procedure:** The Admissions Team is available to help with questions about application to the University of Bolton, fees, and financial assistance, as well as to arrange a meeting with the Academic Programme Leader.



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## Module Indicative Content

### **Research and study skills**

This module supports your success on the MBA programme as a whole and allows you to develop your academic skills including writing skills, information literacy skills and presentation skills.

### **Leadership Management**

This module is designed to enable you to explore your values, attitudes, style and interpersonal skills and to provide a platform for continuing personal development as managers and leaders. It invites you to critically evaluate theories pertinent to personal development, management and leadership; and to develop your interpersonal and team working skills to enhance the current and future roles as managers and leaders.

### **Sales Management and Marketing**

This module aims to provide you with a critical understanding of the sales management and marketing processes and the opportunity to develop and refine relevant skills in the practice of sales management and marketing. You will gain experience of evaluating and analysing the challenges managers face in the development and deployment of sales and marketing planning, and you will develop an advanced awareness of the need to consider a range of alternative approaches to dealing with planning and management issues in order to achieve competitive advantage and successful sales.

### **Financial Management and Decision Making**

This module is designed to introduce managers (usually who have no previous background in finance) to the concepts of financial management, and to explore the corporate aspects, and their differing organisational contexts, that determine sources of corporate funding. The module will also consider legal and other key issues, affecting corporate financial management.

### **Human Resource Management**

This module aims to provide a general introduction to HRM in organisations. It will show an awareness of the merits and difficulties associated with new and different forms of work patterns and job designs aimed at enhancing performance, motivation and commitment. It will contribute to the wider debate by examining the organisational functions that are attributed to human resource managers.

### **Change Management**

This module will introduce you to managing change. You will investigate the types of change that affect modern organisations and their scope and scale. You will analyse the structural and cultural accelerators/impediments to change and you will be called upon to exercise and improve your powers of critical evaluation as applied to conceptual models of innovation and change and both internal and external contingencies that impinge on organisational efforts to innovate.

### **Strategic Management**

The module aims to provide you with a critical understanding of the strategic management process, and will integrate material from other parts of the course within a strategic management framework. The case studies will enable you to explore the application of strategic management concepts and models, apply them to complex business problems, and evaluate the strategic issues within the case study, while critically assessing the applicability and usefulness of the theoretical models.

### **Research Methods**

This module prepares you for the dissertation. It will enable you to make informed decisions about which research methods are appropriate under particular circumstances and specifically in relation to your own research. You will develop your knowledge of a range of research tools and analytical techniques. You will also receive guidance on the structuring of your dissertation.

### **MBA Dissertation**

The dissertation provides you with the opportunity to undertake an extended and substantial piece of research. It allows students to synthesise their academic knowledge acquired from the taught modules and to produce an evaluative and critical discussion of a strategic issue relevant to your organisation, your recommendations following the research process and a proposed implementation plan.