

LEEDS BECKETT UNIVERSITY

Course Specification

MBA Graduate

2018/19 MBABA

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Record of Enhancement

No.	Detail of modification (Provide a brief description of the modification and where the Course Specification has been updated)	Date Effective (Indicate the academic year of entry and course level(s) to which the modification will apply)
1-1	School code updated	2013
1-2	Business Consultancy Project module renamed as MBA Consultancy Project. Minor modification	FAQSC 10th September 2014
1-3	Major Modification. Changes to assessment for four modules, Contemporary Marketing, Organising & Managing for Performance, Self-Effectiveness & Leadership Performance and MBA Consultancy Project. CAT updated to reflect changes in assessment. Minor modification, elective modules; Managing Marketing replaced with Principles of Contemporary Marketing; Consumer Behaviour & Research replaced with Agile Consumer Insights.	FAQSC 06/05/15
1-4	H7 International Dimensions of Marketing replaced by H7 International Marketing: Emerging Markets	Summer 2015
1-5	Module Leader detail updated. MBA Consultancy Project assessment updated from 15:15:70 to 30:70 split.	FAQSC 09/09/2015
1-6	Principles of Contemporary Marketing removed as an option.	FAQSC 19/08/2015
1-7	H7 Accounting & Finance for Decision Making. Assessment from 100% to 40% presentation, 60% Case study.	FAQSC 13/01/2016
1-8	Module Leader for Strategic Brand Management updated	26/05/2016
1-9	Course Level modification, elective module Global Supply Chain Management replaced with new Green Supply Chain Management module. Course Level modification in response to translation exercise, course aims and overview updated to reflect 2016 Education Strategy. Learning & teaching approaches also added to. References to CMI removed throughout. School Level modification.	Reported to School Academic Committee 21/02/2017. Approved by School Academic Committee 21/02/2017
1-10	Reduction of option modules from 14 to 7. Removal of: - H7 Corporate Finance - H7 Financial Decision Analysis - H7 Investment & Fund Management - H7 Strategic Brand Management	Approved at the School Academic Committee 07/11/17

	<ul style="list-style-type: none"> - H7 International Marketing: Emerging Markets - H7 Media Strategy & Planning - H7 International Environments of Business <p>Modification to take effect from September 2018 (first cohort will be Jan 2018 starters).</p>	
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Version Control

For completion by Quality Assurance Services only	
Next Re-validation date	
Version Control	
Version number and date effective	

Target award, course title and programme code:

MBA Executive (Graduate)

MBABA

Level of qualification:

Level 7

Course Rationale and Philosophy:

The Graduate MBA programme is aimed at graduates looking for a career entry course that will prepare them for the transition to international management. It is expected that some applicants will possess limited work experience acquired through part or full-time employment, however it is not a mandatory requirement.

Students' experience at Leeds Business School will help them to develop sophistication in their leadership style and transform them into independent, critical, strategic thinkers, preparing them for the realities of uncertain and rapidly changing global environments of business.

Overview and Aims:

The MBA aims:

1. To provide a framework for aspirational and practising managers and leaders to meet their career needs and enhance their career opportunities to enable them to provide effective strategic direction and leadership to contemporary organisations operating in a global context.
2. To provide participants with knowledge and understanding of the integrative and holistic nature of business and management activity, primarily integration with the wider external environment and between the various organisational functions and activities.
3. To provide the opportunity to gain specialist knowledge, tailored to individual development needs and aspirations, through study of option modules.
4. To facilitate the development of increased confidence through personal insight and self-knowledge based on understanding and appreciation of individual leadership and other behavioural impact and strengths.
5. To provide an opportunity for participants to carry out a major piece of work in the form of a strategic-level project activity and to develop the research and consultancy skills and competence associated with the successful outcomes of the activity.

Additionally, the MBA Graduate Programme, in recognising the potentially limited experience of students also aims:

6. To provide students with a collection of experiences that allow them to reflect upon a range of organisations and sectors, enhancing their practical insight.

The course attracts students from a diverse range of countries, both from the UK and abroad, particularly South East Asia, the Middle East, Africa and Latin America.

These aims are aligned with the 2016-2018 University Education Strategy and with QAA guidance.

The time spent on the Leeds Business School MBA will expand students' knowledge of advanced and seminal management theories which will assist them in specialising within their chosen sector(s). Our MBA will equip students for the challenges they will face in the future as a manager. Their future success will be enhanced by the development of their management style, networking abilities, marketing, intrapreneurship and entrepreneurship, holistic understanding of the organisation and its environment. The MBA will prepare students to be change agents; ready to tackle business issues whether internal or external to the organisation.

The course concludes with a Consultancy Project, where students will work with an employer on a mutually agreed brief. During this time students will apply their knowledge of academic and own professional practices to develop solutions and a positive impact for the client organisation. Students will be supported to gain a thorough understanding of applied research and consultancy skills necessary to support their consultancy experience. This will be useful to develop internal as well as external organisational consultancy expertise and sustain their critical thinking development beyond the completion of their course.

When students leave Leeds Business School, they will feel confident in applying innovative and original thinking by combining advanced academic theory and professional practices to complex problems in the context of global markets, organisations and management.

Course Learning Outcomes:

At the end of the course, students will be able to:

1	Possess the ability to apply and transfer theoretical underpinning & contemporary management techniques within complex global organisational context.
2	Be able to demonstrate capability to enhance organisational performance by employing strategic frameworks in multicultural settings.
3	Be capable of employing critical thinking to evaluate organisations and communicate decisions by working in groups as well as with clients.
4	Demonstrate transferable personal and interpersonal skills required for successful leadership and achievement in contemporary global organisations.
5	Be able to develop skills required for successful leadership and achievement for managers and entrepreneurs in contemporary organisations.
6	Be capable of applying practical skills and techniques of undertaking management research and applying theoretical knowledge to strategic issues in a real business context.

Course Structure

Level 7

The University Standard Assessment Regulations require students to achieve a total of 180 credits for the award of a level 7 award. These credits will consist of 7, 20-credit taught modules and a 40 credit consultancy project. The following modules are 20 credits unless stated otherwise.

Semester 1	Core (Y)	Semester 2	Core (Y)
Self-Effectiveness and Leadership Performance	Y	Strategic management	Y
Contemporary Marketing	Y	Option 1	N
Organising and Managing for Performance	Y	Option 2	N
Accounting and Finance for Decision Making	Y	MBA Consultancy Project (40 credits)	Y

Semester 3	
MBA Consultancy Project - continued (40 credits)	Y

Indicative option modules

Option Modules are approved to run on a course in either semester unless otherwise stated. Currently the options for this course run as per the structure below and due to resource implications should be offered in such a manner. There is no academic rationale why these modules could not be offered in a different order subject to the resources being in place.

Semester 1	Semester 2
<ul style="list-style-type: none">• Business Process & Operations Management• Agile Consumer Insight• Entrepreneurship• Forensic Accounting• Green Supply Chain Management	<ul style="list-style-type: none">• Leadership & Management Development• Strategic Management of International Enterprises

Contained awards available:

Award	Title	Level	Credits
PG Dip.	Business Administration	7	120
PG Cert.	Business Administration	7	60

Length and status of programme and mode of study:

Length (years)	Status (FT/PT)	Mode (campus based/DL or other)
12-18 months	FT	Campus-based

Learning and Teaching

Learning and Teaching Approaches

The teaching and learning strategy to be used by each module is given in each module specification. These illustrate that a variety of methods will be used. The students themselves are an important resource and will be encouraged to share their experience and knowledge. On this course, the role of staff is seen more as facilitators than lecturers. Discussions and activities will help develop skills of group working, problem-solving and communicating. Opportunities to use these competencies will be provided throughout the programme, in particular there is an expectation that these will be demonstrated within assessments and the final integrative consultancy project.

The emphasis is on learning the ways efficient companies work and also looking at companies that fail so that case material which is current and beneficial in a practical sense is relayed to students and critically discussed as to its applicability for other organisations. There is high emphasis on debating in class on issues and teaching is not always tutor led with experience of students from various backgrounds and nationalities in many cases serves as a starting point for a resourceful debate.

The result of the process is to create leaders who are able to identify critical areas of their business and how interventions can be made to increase the effectiveness of the organisation. The MBA is geared towards a cross-functional, team-based working approach which is a change from the previously functional-based management.

An emphasis will be placed on a company visit and the guest lecture programme to share contemporary professional practices with learners and to practically strengthen the link with subject field advanced academic theory and thinking. Additionally, immersive learning approaches will be facilitated through Leeds Business School's Hydra Suite to encourage learning through subjecting MBA candidates to crisis management and business dilemma scenarios.

Students will engage, learn, clarify, and be equipped with problem solving approaches to progress through their careers towards a higher management position.

Learning and Teaching Activities

As stated above, students are encouraged to participate in a range of group and individual activities including group discussion and individual activities / research / case study analysis. Guided reading is encouraged throughout.

- The *Contemporary Marketing* module aims to develop critical analysis skills that will help them to evaluate the marketplace and wider marketing environment using a range of relative theoretical frameworks. A range of academic and practitioner-based publications including journal articles and case studies are made available for students to review throughout the course of delivery of the module. Students are also encouraged regularly to engage in in-class discussions on a case and draw out evaluation and analysis for group discussions.
- *Accounting and Finance for Decision Making* aims to develop key decision-making skills by applying accounting and financial techniques to assist in auditing and planning at management level.
- *Organising and Managing for Performance* aims to enable students to review and explore key topic areas in the study of Organisational Behaviour by synthesising a range of relative theoretical approaches to Organisational Behavior, Motivation and Management. Learning will be achieved through a combination of lectures, tutorials, and seminars and practical activities using multimedia tools and techniques and group exercises, role-play, discussions. Practical activities (undertaken individually and in groups) including work related case studies and role-plays are also included.
- *Strategic Management* aids reflective practice, evaluating critical incidents for personal development and creative problem solving.
- The *MBA Consultancy Project* provides students with the opportunity to directly apply management theories and techniques to examine organisational issues (through a real-time project with a client organisation), with the support of a personal academic supervisor.

Use of the Virtual Learning Environment

Each course uses a MyBeckett page to supplement classroom teaching.

- Content collection – where a repository would be materials useful for general skills development (personal & professional), academic & practitioner based articles published by from relative industry/sector based sources will be posted regularly for review
- Journals – this will be used to provide a virtual space (log-book) for every student registered on the course to create a portfolio of both the activities and personal development – which could later be used for personal tutor meetings.
- Discussion boards – from time to time, it will be used as forum discussions around specific aspect within course. This could be a module specific discussion, assessment based query, project related, etc. This would be led and monitored by the Course Director.
- Collaborations – This would allow students to have chat sessions during regular surgery hours with the Course Director.

Module leaders develop activities that engage students and evaluate learning the detail of which is available in individual module specifications.

Use of Blended Learning

N/A

Student Support Network

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Hub on either campus to speak to our Student Experience Team. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. The telephone number is 0113 812 3000, and the e-mail address is StudentHub@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The **Support** tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The **Opportunities** tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.

Assessment Strategy

Appropriate and effective assessment approaches are designed to enable students to demonstrate the outcomes of learning intended for the programme. Assessment methods are based on number of elements such as assignments, reports, presentations, written examinations, time constrained tests, problem-solving exercises and consultancy project. In addition to academic skills, this course may also assess other skills and competencies including, the requirements of professional bodies.

Feedback on Assessed Coursework

Students will receive both formative and summative feedback on their assessments with the opportunity to seek further advice and information on their performance as required through the course and module leader teams.

Module Assessment Methods

Module Titles	Written exam	Written assignment, including essay	Report	Dissertation	Portfolio	Project output (other than dissertation)	Oral assessment and presentation	Practical skills assessment	Set Exercise
Level 7									
Self-Effectiveness & Leadership Performance			✓						
Contemporary Marketing	✓		✓				✓		
Organising & Managing for Performance	✓								
Accounting & Finance for Decision Making		✓							
Strategic Management	✓	✓							
MBA Consultancy Project			✓			✓			

Employability and Professional Context:

The MBA Executive programmes have been developed in consultation with the Chartered Management Institute (CMI) and as such allow a number of additional awards by the CMI, so that students – subject to confirmation of achievement by CMI – can gain up to three additional qualifications These are:

- Level 7 Diploma Strategic Management & Leadership
- Level 8 Certificate Strategic Direction & Leadership
- Diploma in Management Consultancy

The PG Curriculum is designed with reference to Chartered Management Institute. Whilst not fully accredited by the CMI, successful candidates may apply to the CMI for consideration for both membership and advanced standing to some of their level 7 qualifications.

MBA Executive is designed for aspiring managers and business leaders who want to lead departments and businesses with knowledge of a varied level of subject areas and cultural contexts.

The course will equip the students with various skills required by managers and business professionals in the dynamic economies to lead organisations with change projects that are equipping them with products and services fit for the market but also are efficient and effective.

The course utilises industrial visits, practitioner lectures and consultancy projects to immerse students in current business context and enable students to evaluate strategies for business survival, success and enhance their employability.

Some examples of jobs where students have progressed to after the course are:

General Manager
Operations Director
Business Development Manager
Chief Executive Officer
Chief Operating Officer
Group Operations manager
Marketing Manager

Work Related Activities

Placement or Work Related Activity Level:	N/A
Placement or Work Related Activity Length in Weeks:	N/A

Type of Placement or work related activity:

N/A

Reference Points used in course design and delivery: *(standard text provided below)*

All our courses leading to Leeds Beckett University awards have been designed and approved in accordance with UK and European quality standards. Our courses utilise the Frameworks for Higher Education Qualifications (FHEQ) and where relevant subject benchmarks (where these are available) and professional, statutory and regulatory body requirements (for professionally accredited courses).

We review our courses annually and periodically, responding to student feedback and a range of information to enhance our courses. Our University is also subject to external review by the Quality Assurance Agency. Our latest report can be found on the QAA web site at <http://www.qaa.ac.uk/reviews-and-reports>

We appoint External Examiners to verify that our University sets and maintains standards for awards which adhere to relevant national subject benchmark statements and the Framework for Higher Education Qualifications (UK), ensure standards and student achievements are comparable with other Higher Education Institutions in the UK, with which they are familiar, and ensure that assessments measure achievement of course and module learning outcomes and reach the required standard. External Examiners may also provide feedback on areas of good practice or potential enhancement.

Staff Teaching on the Course:

You can find details of our highly qualified permanent teaching staff on our website, who are involved in teaching, research and administration associated with the course.

Regulatory Exemption details:

N/A