# Course Specification

| Course Summary Information | | |
|---|---|---|
| 1 | **Course Title** | Executive MBA |
| 2 | **BCU Course Code** | PT0972 |
| 3 | **Awarding Institution** | Birmingham City University |
| 4 | **Teaching Institution(s)** (if different from point 3) | |
| 5 | **Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable) | |

| 6 | Course Description |
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| | Want to study an MBA in Birmingham? Accelerate your career and build your development towards higher positions of responsibility with our Executive Master of Business Administration course.<br><br>It will provide a thorough look at different aspects of management, decision-making, strategy and organisational improvement. It is delivered on a part-time basis so that you can continue with your career as you add to your knowledge, competence and credibility.<br><br>**What's covered in the course?**<br><br>This is a chance for you to self- manage your learning, developing your leadership abilities by drawing on your real-life knowledge and skills. You will gain invaluable business insight, combined with consultancy, which are key points when it comes to rising up the career ladder. Throughout the course, what you study will mirror the challenges today's businesses face, helping you deliver appropriate and modern solutions for your organisations.<br><br>There are also plenty of networking opportunities available with course colleagues, allowing you to keep in contact with the postgraduate community created in the Business School.<br>We ensure the course is flexible enough to substantially fit around work. Modules are a mixture of classroom and blended online learning, and client-based consultancy, with the whole course being practice-based. Classroom attendance is scheduled for a Friday and Saturday once a month, allowing it to better fit with work and personal commitments. |

| 7 | **Course Awards** | | |
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| 7a | **Name of Final Award** | **Level** | **Credits Awarded** |
| | Master of Business Administration | 7 | 180 |
| 7b | **Exit Awards and Credits Awarded** | | |
| | Postgraduate Certificate Business Administration | 7 | 60 |
| | Postgraduate Diploma Business Administration | 7 | 120 |

| 8 | Derogation from the University Regulations |
|---|---|
|   | Not applicable |

| 9 | Delivery Patterns |
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| Mode(s) of Study | Location(s) of Study | Duration of Study | Code(s) |
|---|---|---|---|
| Part Time | City Centre | 2 years | PT0972 |

| 10 | Entry Requirements |
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The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/.

| 11 | Course Learning Outcomes |
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**Knowledge and Understanding**

| 1 | Apply knowledge and understanding of advanced theories, concepts and methods to the inter-disciplinary challenges of business and management practice |
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| 2 | Examine and evaluate strategic and tactical business decisions in a variety of contexts and within your specialist discipline |
| 3 | Demonstrate an understanding of the strategic and complex nature of the managerial function in the context of competing technical, social and moral perspectives and be able to respond appropriately to internal and external change |
| 4 | Diagnose and critically evaluate organisational and management problems and identify appropriate strategies for intervention and implementation |
| 5 | Demonstrate a deep understanding and critical awareness of the current key issues, challenges and practices located in (your chosen field of) management |
| 6 | Employ advanced research and critical enquiry to further develop your professional understanding of business and management to aid and inform decision making |
| 7 | Identify, evaluate and contextualise appropriate research methodologies and methods |
| 8 | Understand the importance of behavioural processes and group dynamics in organisations |

**Intellectual Skills**

| 9 | Collect, collate and interpret some key areas of organisational data and management information |
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| 10 | Further develop conceptual, analytical and practical skills as a considered practitioner |
| 11 | Evaluate your own approach to decision-making and use appropriate models |
| 12 | Critically analyse evidence using the main theoretical perspectives of relevant business areas |

| 13 | Conduct analysis of business and organisational situations at a strategic level, applying appropriate analytical tools in organisational diagnosis, data collection, intervention and change processes |
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**Practical Skills**

| 14 | Manage self and others more effectively through leadership and interpersonal skills |
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| 15 | Successfully manage organisational change interventions and projects |
| 16 | Demonstrate the ability to act strategically whilst managing ambiguity and uncertainty |
| 17 | Work with organisations to identify and communicate research questions, implement research and establish strategic solutions |

**Transferable Skills and Attributes**

| 18 | Progressively use analytical skills necessary to investigate, understand and formulate solutions for management problems |
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| 19 | Think critically and creatively to synthesise, evaluate and organise your ideas and concepts and those of others |
| 20 | Solve complex problems and make decisions in ambiguous and uncertain business and management environments |
| 21 | Communicate and express evidence based ideas and arguments coherently and persuasively |
| 22 | Demonstrate personal effectiveness through self-management practice and skills to meet business challenges |
| 23 | Learn through consideration and identification of practice, from your experience and from feedback from others |
| 24 | Understand and appreciate the importance of different communities of interest and networks, the role of negotiation, collaboration, ethics and organisational culture and values, and demonstrate empathy for resolution of conflict |
| 25 | Demonstrate essential skills in qualitative and quantitative research collecting, validating and interpreting data effectively utilising appropriate methodologies |
| 26 | Lead projects and teams in developing skills in task prioritisation, working to deadlines, dealing with risk and uncertainty, leading, organising, influencing and motivating others from diverse cultures and backgrounds, all in a professional manner. |

| 12 | **Course Requirements** |
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| 12a | **Level 7:** |

*In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):*

| Module Code | Module Name | Credit Value |
|---|---|---|
| MAN7053 | Organisations and People Management | 20 |
| MKT7046 | Marketing Management | 20 |
| FIN7024 | Financial Performance Management | 20 |
| MAN7054 | Contemporary Strategic Management and Globalisation | 20 |
| MAN7067 | Strategic Leadership and Transformation | 20 |
| MAN7061 | Enterprise, Innovation and Creativity | 20 |
| MAN7042 | Consultancy Project | 20 |
| MAN7069 | Strategic Management Project | 40 |

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## 12b   Structure Diagram

*Note: These modules are mainly block delivered on weekends (Friday and Saturday) once a month*

| Certificate Level | | |
| --- | --- | --- |
| **SEMESTER ONE**<br><br>MAN7053: Organisations and People Management<br>(20 credits) | **SEMESTER ONE**<br><br>MKT7046: Marketing Management<br>(20 credits) | **SEMESTER TWO**<br><br>FIN7024: Financial Performance Management<br>(20 credits) |
| Year 1<br>Fri/Sat: Oct + Nov | Year 1<br>Fri/Sat: Dec + Jan | Year 1<br>Fri/Sat: Feb + Mar |
| **Diploma Level** | | |
| **SEMESTER TWO**<br><br>MAN7054: Contemporary Strategic Management and Globalisation<br>(20 credits) | **SEMESTER ONE**<br><br>MAN7061: Enterprise, Innovation and Creativity<br>(20 credits) | **SEMESTER ONE**<br><br>MAN7067: Strategic Leadership and Transformation<br>(20 credits) |
| Year 1<br>Fri/Sat: April + Online | Year 2<br>Fri/Sat: Oct + Nov | Year 2<br>Fri/Sat: Dec + Online |
| **MBA Level** | | |
| **SEMESTER TWO**<br><br>MAN7042: Consultancy Project<br>(20 credits) | **SEMESTER TWO**<br><br>MAN7069: Strategic Management Project (40 credits) | |
| Year 2<br>Fri/Sat: Feb + Negotiated Week | Year 2<br>Fri/Sat: Apr + Supervision | |

## 13 Overall Student Workload and Balance of Assessment

This information is being finalised and will be available by 28 February 2019.