Aston University

PROGRAMME SPECIFICATION

MASTER OF BUSINESS ADMINISTRATION (Executive MBA)

Academic Year: 2012-13

Programme Title	Master of Business Administration
UCAS/JACS Code	N100
School/Subject Area	Aston Business School All 6 Academic groups
Final Award	Aston Executive MBA
Interim Award(s)	Postgraduate Certificate, Postgraduate Diploma
Mode(s) of Study	Part-time on-campus Block-taught.
Normal Length of Programme	Up to 3 years allowed by the University
Total Credits	Certificate 60, Diploma 120, MBA 180
Programme Accredited By (Professional body or organisation)	The Association of MBAs (AMBA)
Dates Programme Specification Written and Revised	10/09/10, 22/06/11, 15/06/12

Educational Aims of the Programme	• To provide a programme of study that meets the learning and development needs of local, national and international candidates. • To meet the needs of students already in employment who wish to build upon their managerial experience to build a career in senior management (ultimately at the highest strategic levels). • To engage students with the implementation of research and knowledge in real life, utilising the University's links with business, professional and public sector organisations. • To expose students to the most up-to-date and relevant research on a wide range of business and management disciplines, drawing specifically on staff's own research output. • To provide students with a multicultural learning environment in which they can develop the skills needed to be effective in the global workplace. • To provide students with a learning environment that fosters reflective learning as well as learning from the experience of other students. • To develop students' professional and interpersonal skills to increase their immediate employability ideally to a level that enables them to find a job in line with their qualifications and experience. • To develop the well integrated knowledge and skills that students need to stay employable in the long term and be successful and happy in their career in a global workplace. • To build a generation of managers and professionals who show global responsibility in their attitude, words and actions and care about the benefit of society worldwide.
Relevant Subject Benchmark Statements and other External and Internal Reference Points use to inform programme outcomes	• Quality Assurance Agency (QAA) Subject Benchmarking Statements for Business and Management Masters programmes • Framework for Higher Education Qualifications (FHEQ) • Criteria of Association of MBAs (AMBA), European Quality Improvement System (EQUIS) and Association to Advance Collegiate Schools of Business (AACSB) • Quality Assurance Agency (QAA) Codes of Practice

Programme Structures and Requirements: Levels, Modules and Credits				
Module Title	Credits	Level	Module Code	Core/ Elective
Accounting for Business	10	7	BFM281	CORE
Business Finance	10	7	BFM287	CORE
Leadership Development	10	7	BHM384	CORE
Business, Ethics & Responsibility	10	7	BHM385	CORE
Organisational Behaviour	10	7	BHM389	CORE
Marketing Management	10	7	BMM689	CORE
Operations Management	10	7	BNM889	CORE
Strategic Management	10	7	BSM989	CORE
Innovation & Entrepreneurship	10	7	BSM983	CORE
Business Economics & Strategy	10	7	BSM988	CORE
The Reflective Executive *(This module runs throughout the programme)*	10	7	MBAEX1	CORE
The Responsive Executive *(This module runs throughout the programme)*	10	7	MBAEX2	CORE
The Agile Executive *(This module runs throughout the programme)*	10	7	MBAEX3	CORE
MBA PROJECT	50	7	MBAPROJ	CORE
TOTAL	180			

Programme Outcomes and Learning, Teaching and Assessment Strategies			
A. <u>Knowledge and Understanding</u>			
	On successful completion of their programme students, are expected to have knowledge and understanding of:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
A1	Current theoretical and practical management literatures and concepts that underpin management thinking and practice in a global context.	The following learning methods are used: Lectures: (in person or DVD) • provide essential knowledge and understanding • foster debate • give guidance on effective use of learning materials • resource packs are a major feature of the MBA learning experience	The following assessment methods are used to assess knowledge and understanding: • examinations give students the opportunity to demonstrate their ability to use theories and concepts to address management issues or solve problems concisely and accurately within a limited time. • written assignments test similar skills, but in less limited time and normally require research from a wide range of sources
A2	A wide range of management disciplines and managerial competencies.		
A3	How the management disciplines integrate and feed into strategic decision-making at a corporate level.		

B. <u>Intellectual Skills</u>			
	On successful completion of their programme, students are expected to be able to:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
B1	Demonstrate competence in critical reasoning, creative thinking and the development of visionary ideas.	Intellectual skills are developed through: • tutorials provide support to student learning (for distance learners this is provided in study days) and foster debate • project assignments encourage students to develop research and analytical skills • individual projects develop the ability to identify correctly issues and problems, undertake research and analysis, formulate solutions and recommendations and present a coherent, convincing report that synthesises theoretical knowledge and practical issues • independent learning – students are required to take responsibility for their own learning within the framework of videos, resource packs and lectures and to examine sources beyond these. The project depends on the ability to work independently and logically	Intellectual skills are assessed via: • Oral presentations to test students' ability to explain the research and analysis of their case studies • Project (20,000 words) assesses a wide range of research and analytical skills
B2	Demonstrate a high level of intellectual and analytical skills, and, notably, competency in understanding relevant statistical analyses, financial reports and complex information.		
B3	Identify, analyse, diagnose and propose (and evaluate) solutions to complex managerial issues and problems.		
B4	Offer informed and considered opinion when presented with managerial issues and problems.		
B5	Engage intelligently in debates about what constitutes "best practice".		

C. <u>Professional Skills</u>			
	On successful completion of their programme, students are expected to be able to:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
C1	Build upon their knowledge and understanding of the theories they have engaged with to make a wide range of management and strategic decisions.	Subject specific skills are taught via: • case studies are used extensively to give students insight into theories and practices in a real-life situation • the project synthesises theoretical knowledge and the practical issues investigated • peer tutoring allows students to take advantage of the specialised existing knowledge of fellow participants (as all students must have extensive work experience)	Subject specific skills are assessed via: • Project assesses the ability of students to research and analyse real life problem

D. <u>Transferable Skills</u>			
	On successful completion of their programme, students are expected to show:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
	A range of general and specific management and personal skills including:	Key skills are taught by a range of practical sessions: • syndicate groups provide experience in cross-cultural group working • extensive use of a wide range of IT skills • Personal skills workshops • Overseas consultancy project • Learning from Experience Workshops and Community of Practice • Action Learning Projects • Peer Appraisal and Contribution • 360 degree Appraisal • Psychometric Appraisal • Multi-media • Class Discussion and Exercises (simulations and role-plays) • Reflective Practice Journal -	Key skills are assessed via: • presentations are an important part of the course but are not formally assessed • student carry out self-diagnosis of their quantitative and IT skills and support provided to help them develop these skills as required • Individual coursework • A reflective journal • Overseas consultancy project report
D1	Technical skills		
D2	Written communication skills		
D3	Oral communication skills		
D4	Team working skills		
D5	Cross-cultural awareness		
D6	Career management skills		
D7	Networking skills		
D8	Leadership skills		
D9	Interpersonal skills		
D10	Change management skills		
D11	Reflexivity		
D12	Political skills		
D13	Ethical awareness and responsibility		
D14	Self-awareness and self-confidence		
D15	Negotiation skills		
D 16	Coaching skills		
D 17	Mindfulness		
D 18	Media skills		
D 19	Creative thinking		

Entry Requirements	**Direct Entry:** • A good UK honours degree or an overseas degree recognised by Aston or • A degree-equivalent professional qualification • A minimum of 5 years postgraduate work experience**,** in a supervisory, managerial or business capacity. • Ability to demonstrate evidence of career progression and achievement **English Language Requirements (for candidates whose first language is not English):** • A TOEFL score of 105 (internet-based with minimum 22 in writing, speaking, reading and listening). • An IELTS score of 7.0 overall with no less than 6.0 in writing, speaking, listening and reading. • A Pearson Academic score of 68 overall with 53 minimum in writing, speaking, reading and listening • A well rounded GMAT score may be required
Programme Regulations	**Attendance requirements:** Students are required to attend all sessions as specified for the course. **Award of MBA with Specialisation:** The EMBA may not be awarded with a specialisation. **Flexible Credit Accumulation – Receiving an award:** The School Board will consider students on this mode of attendance at least annually. The Board will agree the options open to students e.g. accept a Postgraduate Certificate and withdraw from the programme or continue with the programme. Students will receive a 'statement of progress' letter at least once per year usually after a Programme Examination Board indicating: which credits have been passed, whether the credit passed entitles the student to an award and the period of study remaining until the time-limit for FCA programmes is reached (5 years from the start of the programme). Due to the structure of the programme If a student wishes to accept an award and leave before the end of the programme they must respond to the statement as soon as possible indicating they wish to receive an award.

	Specific assessment requirements for modules / module pass marks: The Board of Examiners may apply condonement to allow one or more assessments marked at 49% or below (but not normally below 40%) as passes. The Board of Examiners will normally condone a maximum of 30 credits of taught modules.
	Project Requirements: It is a requirement of the Master of Business Administration that students undertake a major project of up to 20,000 words The project is assessed in 2 components: MBAEX3 The Agile Executive: 10 credits The project: 50 credits Literature review, methodology, findings, analysis and recommendations.

This specification provides a concise summary of the main features of the programme and the threshold learning outcomes that a student might normally be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. **The individual modules included in the programme may differ from those included in this programme specification as our programmes are subject to continuous review.** Information on admissions requirements and career opportunities is available in the relevant prospectus. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the appropriate module guides and programme handbook(s) which are available to students on enrolment.