

Programme Specification for MBA

This document applies to Academic Year 2021/22 onwards

1.	Awarding institution/body	University of Worcester
2.	Teaching institution	University of Worcester
3.	Programme accredited by	Chartered Management Institute (CMI) – (subject to approval - see Section 16)
4.	Final award or awards	MBA PG Dip in Business Administration PG Cert in Business Administration
5.	Programme title	MBA
6.	Pathways available	NA
7.	Mode and/or site of delivery	Standard taught weekly programme and/or block delivery
8.	Mode of attendance and duration	FT or PT 1 year for FT mode PT – Normally 2-3 years
9.	UCAS Code	NA
10.	Subject Benchmark statement and/or professional body statement	This programme is informed by the QAA subject benchmark statement of Master's Degrees in Business and Management June 2015 <u>QAA subject benchmark statement</u> . It also meets the <u>QAA Masters Degree Characteristics</u>
11.	Date of Programme Specification preparation/ revision	Course approved August 2020

12. Educational aims of the programme

The Masters in Business Administration (MBA) is a programme designed for advancing the academic knowledge and developing the career prospects of its graduates. It is aimed at graduates, of any discipline, who have an interest in developing their understanding of leading a business, have aspirations to run their own business, or are motivated to move away from a functional specialism into general management.

The MBA embraces the philosophy that management education and development should provide a thorough introduction to and grounding in the disciplines related to the functional aspects of management. The three themes of internationalisation, employability and sustainability are central to the programme design and to the students' experience.

The international context will be at the forefront in all modules, allowing students to explore and investigate the core content in a multicultural and global setting. Indeed, the programme will use the diverse student backgrounds to encourage cross-learning within the cohorts in terms of business and management practices from around the world.

Specific exposure to the international business context will be provided through links to live case studies to enable students to gain an appreciation of real business contexts. Further exposure to relevant practice will happen through the internship pathway which is available as an option to all students. More details about the internship option is available in the learning, teaching and assessment section.

Additionally, the programme will examine management decision making at a strategic level, stressing the integrative nature of the various factors, which come into play in the development of a well-rounded business leader. management and personal skills development at the heart of the course design and educational process. Students will be provided with many opportunities, through classroom activities and assessment, to develop their knowledge, skills and attributes directed at enhancing employability and graduate readiness in preparation for accessing

graduate employment. We aim to enable students to develop their skills and competencies as leaders and managers by providing opportunities to evaluate and apply the knowledge and skills they gain in every assessment, culminating in an individual, business related research project.

Sustainability and sustainable development will be explored throughout the course to enable students to develop a critical understanding and awareness of operating as a leader in sustainable and ethical business.

The course includes a broad base of modules to provide a grounding in key business disciplines. Students can select from a menu of optional modules to customise their degree and focus on their personal career goals. Flexibility is also provided through the structure of the course as students can join the course at two entry points each year.

The aims of the MBA course are to:

1. Provide an intellectually challenging and vocationally relevant learning experience where participants can develop and demonstrate a critical knowledge and understanding of the theoretical concepts of business and management and their utility in improving business and management practice.
2. Progress students' understanding of the complexity and dynamics of business and management in an international context and their critical awareness of the issues and challenges facing contemporary organisations.
3. Provide students with an opportunity to focus on particular aspects of business and management relevant to their backgrounds, cultures, interests and career aspirations, culminating in a Research Project.
4. Facilitate the development and demonstration of students' intellectual skills of information processing, analysis, synthesis, critical appraisal, creativity and innovation and the ability to manage and make decisions in situations of ambiguity and uncertainty.
5. Deepen understanding and broaden awareness of international cultural issues through working within diverse student groups and studying effective management across cultures.
6. Provide aspiring managers with the knowledge, skills and attributes necessary to allow them to cope effectively within, and lead, the organisations of the future.
7. Produce managers who are able to improve the quality of management decision-making, leadership and business management practice across a range of organisations and in a variety of contexts.
8. Enable a critical insight into the emerging field of sustainable management by critically examining the conceptual underpinnings of sustainability and explore differing organisational responses to (un)sustainable and (ir)responsible business practices

13. Intended learning outcomes and learning, teaching and assessment methods

The MBA course comprises of three stages of study and separate awards relate to each stage at Post Graduate Certificate, Post Graduate Diploma, and finally the MSc. Each stage is capable of standing alone as a coherent educational and vocationally-relevant experience. The programme focuses on the theoretical concepts underpinning Business Administration and the application of these concepts and principles to practical case work. The programme gives participants the opportunity to achieve and demonstrate the following learning outcomes:

Knowledge and Understanding

LO no.	On successful completion of the named award, students will be able to:	Module Code/s	Award:
1.	Apply relevant knowledge to critically evaluate how organisations operate and how they are managed in national and/or international contexts.	BMGT4306 BMGT4305 BMGT4321	PGDip MBA
2.	Synthesise complex knowledge in the generic “functional” aspects of business (marketing, finance, people management, operations) and how these dovetail with the running of an organisation as a whole including communications, IT and knowledge management, and business process innovation	BMGT4302 BMGT4305 BMGT4306 BMGT4308 BMGT4321	PGCert PGDip MBA
3.	Conduct research into a current business issue or organisational context at postgraduate level and demonstrate the ability to critique previous research and sustain a coherent and convincing academic argument.	BGMT4376	MBA
4.	Critically investigate how the external environment impacts on business organisations in a range of different contexts and how this then influences organisational decision-making	BMGT4302 BMGT4305 BMGT4306 BMGT4321	PGDip MBA
5.	Critically evaluate the social, environmental and ethical impact of business decisions and activities	BMGT4306 BMGT4321	PGDip MBA

Cognitive and Intellectual skills

6.	Demonstrate advanced practical competencies necessary to succeed in business and management, including research and analytical skills, and the ability to articulate thoughts and solutions clearly to others	All modules	PGDip MBA
7.	Exhibit critical thinking and creativity skills: strategic thinking & leadership, managing creative processes in self and others; dealing with uncertain and unfamiliar situations, organising thoughts and analysis	BMGT4305 BMGT4306 BMGT4321 BMGT4376	PGDip MBA
8.	Integrate, analyse and synthesise data, using a wide range of appropriate techniques to support recommendations, actions and solutions	All modules	PGCert PGDip MBA

Skills and capabilities related to employability

9.	Investigate problems and propose viable solutions utilising analytical, creative and evaluative skills	All modules	PGDip MBA
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10.	Work productively and inclusively with diverse groups, teams and individuals and to communicate and implement agreed actions effectively and efficiently	BMGT4302 BMGT4305 BMGT4308 BMGT4321	PGDip MBA
11.	Apply problem investigation skills and develop consultancy and professional communication abilities	BMGT4302 BMGT4305 BMGT4321 BMGT4376	PGDip MBA

Transferable/key skills

12.	Demonstrate effective presentation and communication skills and show confidence in debating thoughts objectively	All modules	PGCert PGDip MBA
13.	Reflect upon personal development to identify personal strengths and responsibility for sustained lifelong learning.	BMGT4321 BMGT4376	PGDip MBA

Learning, teaching and assessment

The programme is designed to develop an independent learning culture that will allow the student to be able to take learning from their programme of study and apply it systematically in a range of work and organisational settings. In this way the MBA is very focussed on the workplace and, where possible, students are encouraged to ground their learning with their existing experience of the workplace. The learning & teaching strategies employed demonstrate this synergy. They include case studies on real organisations to examine problem-based learning, blended learning from the Virtual learning Environment, group work simulating real-life business contexts, and, where appropriate, engaging with real business problems and delivering solutions to real business issues. These provide an effective link between theory, its application, and the development of well-rounded future business leaders capable of working in a range of organisational contexts nationally and internationally.

An optional internship (up to 6 months in duration) is available to all students, taking place on completion of the taught modules. This internship will not be credit-rated but will allow the student to gain first-hand experience within a real business environment to enhance their future employability. Students may also choose to make use of this opportunity to base their Research Project on a business-related issue arising during the internship. There may be possibilities, with the employer's permission, to gain access to research participants and primary data, and to apply their understanding of theories and principles discussed within their programme to a live organisational setting.

Additionally, grounding is gained through the dissection, discussion, and interpretation of case studies; opportunities to work on live client projects/briefs; interaction with guest speakers and networking events with business leaders provided at local venues and at the Business School and other Universities.

The MBA teaching, learning and assessment strategy is an integrated one reflecting the appropriateness of the learning and teaching methods used in relation to the intended learning outcomes and skills being developed. Theory and practice are integrated by a variety of means and students are expected to capitalise on their current and prior experiences. The strategy aims to boost reflective learning through encouraging students to reflect on their knowledge, experience and practice and to think creatively for enhancing

professional practice though applying their gained knowledge and skills in future employment.

Teaching

Students are taught through a combination of interactive workshops, lectures, seminars, laboratory practical sessions, organisational fieldwork, practical activities, etc. Interactive workshops take a variety of formats and are intended to enable the application of learning through discussion and small group activities. Seminars enable the discussion and development of understanding of topics covered in lectures, and laboratory practical sessions are focused on developing subject specific skills and applied individual and group project work. Wherever possible, students are to reflect on their knowledge, experience and practice and to think creatively of potential solutions that impact positively on business performance and professional practice.

In addition, meetings with Personal Academic Tutors are scheduled on three occasions during the year. Meetings are also scheduled with the Research Project supervisors are scheduled throughout the execution of the project.

The University places emphasis on enabling students to develop the independent learning capabilities that will equip them for lifelong learning and future employment, as well as academic achievement. A mixture of independent study, teaching and academic support from Student Services and Library Services, and also the Personal Academic Tutoring system enables students to reflect on progress and build up a profile of skills, achievements and experiences that will help them to flourish and be successful.

Contact time

Each module will have a weekly session of two hours. In a typical week full time students will have around 8 contact hours of teaching. For part time students, this will depend on the number of modules being taken. Typically, class contact time will be structured around:

- Delivering theoretical content to address contemporary marketing issues
- Practical tasks relating theory to practice
- Discussions and group activities
- Case studies and other exercises

Independent self-study

In addition to the contact time, a full time student is expected to undertake around 30 hours of personal self-study per week, making this equivalent in total with contact time to working full time. Typically, this will involve reading, researching, preparing for group work, rehearsing presentations, preparing for assessments and exams.

Independent learning is supported by a range of excellent learning facilities, including the Hive and library resources, the virtual learning environment, and extensive electronic learning resources.

Teaching staff

Students will be taught by a teaching team whose expertise and knowledge are closely matched to the content of the modules on the course.

Teaching is informed by research and consultancy, and all lecturers on the course have or are working towards a higher education teaching qualification or are Fellows of the Higher Education Academy.

Assessment

The course provides opportunities to test understanding and learning informally through the completion of practice or 'formative' assignments. Each module has one or more formal or 'summative' assessment which is graded and counts towards the overall module grade.

The precise assessment requirements for an individual student in an academic year will vary according to the mandatory and optional modules taken, but a typical formal summative assessment pattern, for a FT student is:

Semester 1:

- 1 Research proposal
- 1 Exam
- 2 individual reports
- 2 Group presentation
- 1 consultancy report

Semester 2:

- 1 Individual report
- 1 Exam

Semester 3:

- Research Project

The precise assessment requirements for PT students will vary according to the modules selected.

All assignments will be internally marked and moderated as well as being externally examined as per the UW assessment policy.

14. Assessment strategy

The Assessment strategy has been designed to provide students with challenges appropriate for Masters level modules. The programme is assessed through a range of summative coursework including presentations, case study, and assignments. Formative feedback will be provided by a range of approaches coherent with the peer focused nature of the programme; it will include feedback from tutors and students. The overall purpose of the assessment strategy is to enable students to:

- Demonstrate that they have the intellectual rigour commensurate with a course of this nature and have developed the analytical skills expected of Master Level study.
- Demonstrate the ability to synthesise appropriate theories, models and concepts from a range of modules studied on the course and apply them to critically evaluate real world scenarios
- Gain experience in working individually and as part of a team
- Maximise the opportunity to utilise and share their own experience(s) and studies to produce concise documents of the kind used in the management decision making process
- Receive continuous, regular and appropriate feedback throughout the course
- Develop the intellectual and practical abilities required of leaders and managers
- Exhibit creative and reflective ability in striving for continuous improvement, questioning ideas, testing traditional methods and received wisdom.

In designing the assessment strategy for the programme, the course team have been careful to align with the University's Assessment Policy and the University's Postgraduate (PGT) Grade Descriptors.

The course assessment methods are designed to effectively assess the achievement of learning outcomes which is why there is a range of assessment used throughout the modules. Assessment is balanced between formative/summative element with detailed and timely feedback claiming a crucial rule in the learning experience of the students. Each assessment is very well outlined in the assessment specification document, there is a standard approach for including a clear assessment brief outlining the task of the assignment as well as the grading criteria. Using assessment grids, with specific

assessment criteria, is a standard practice across all assessment points on all modules. Assessment criteria/grade descriptors provided for each item are developed in line with University generic descriptors.

15. Programme structures and requirements

Module Code	Module Title	Status Mandatory (M) or Optional (O)			
		Credits (Number)	PG Cert	PG Dip	MA/MSc/ MBA
BMGT4302	Marketing Management	15	M	M	M
BMGT4308	Financial Management	15	M	M	M
BMGT4306	Global Strategy	15	O	M	M
BMGT4321	International Human Resource Management	15	O	M	M
BMGT4305	Corporate Entrepreneurship and Innovation	15	O	M	M
BMGT4375	Research Methods	15	O	M	M
BMGT4301	Leadership & Change Management	15	O	O	O
BMGT4303	Operations and Value Chain Management	15	O	O	O
BMGT4317	Managing Across Cultures	15	O	O	O
BMGT4318	Managing for Sustainable Futures	15	O	O	O
BMGT4316	Business Information Systems	15	O	O	O
BMGT4315	Cybersecurity and the Online Market	15	O	O	O
BMGT4376	Research Project (Dissertation)	60	N/A	N/A	M
<p>PG Certificate in Business Administration To be awarded the PG Certificate, students must successfully complete 60 credits at Level 7 to include Mandatory modules BMGT4302 and BMGT4308 plus 30 credits of Optional modules.</p>					
<p>PG Diploma in Business Administration To be awarded the PG Diploma in Business Administration, students must successfully complete the PG Certificate plus all of the Mandatory modules (not including the Research Project), plus 30 credits of Optional modules to a total minimum of 120 credits at Level 7.</p>					
<p>Masters (MBA) in Business Administration To be awarded the MBA, students must complete a total of 180 credits at Level 7 including 60 credits from the Research Project.</p>					

The course is composed of 8 x 15 credit taught modules and a 60 credit Research Project module. Student must take the mandatory modules shown above and can customise their degree to match their own interests from their choice of optional modules.

Full time students can finish the course in one year. Students who take the internship option will not be required to take extra modules, but their course duration will be extended by 6 months. Part time students would normally complete the course in no less than two years, but the maximum registration period is 6 years. They have the option of selecting up to 90 credits of study per year, but the Research Project should be the final module taken.

16. QAA and professional academic standards and quality

This award is located at Level 7 of the FHEQ and its design is influenced by the *FHEQ qualification descriptor*, *QAA subject benchmark statement* and the *QAA Masters Degree Characteristics*.

The MBA is designed to offer a type III award which provides a career development approach to the teaching of business and management subjects in a generalist area but with a strong practical and professional orientation to the curriculum.

Students will be able to reflect on and learn from any prior experience and thus be able to integrate new knowledge with past experience and apply it to new situations. However, management experience is not a pre-requisite and students will be provided with a variety of inputs in order to develop them as business leaders of the future. They will be able to challenge preconceptions and to remove subject and functional boundaries so as to handle complex situations holistically. They should also have particular strengths in analysing, synthesising and solving complex unstructured organisational problems. In addition to being able to communicate their findings, they should have developed the skills to implement agreed solutions effectively and efficiently. They should therefore have strongly developed interpersonal skills and to be able to interact effectively with a range of specialists.

This award has been designed to align with the Chartered Institute of Management's (CMI) professional standards. The University is currently awaiting confirmation of accreditation mapped against the CMI's Certificate in Strategic Management (see Section 3).

17. Support for students

At WBS students are offered the best possible support to help them fully achieve their objectives of joining the course. The following points exhibit the various dimensions of support provided for students:

- Course induction including a brief course overview, introduction to the delivery pattern and assessment for the programme and specific modules, introduction to the VLE and learning resources. The induction helps students to settle down and adjust to the new teaching and learning environment. It also helps them from the beginning to set the expectations right, so they are fully aware of the standards at a masters level.
- VLE site, Blackboard, to provide learning resources and module information, exchange ideas and information between course members and staff
- Programme Leader as a point of contact for overarching programme questions and concerns
- Course handbook (available via the VLE) incorporating module outlines, key contacts and guidance for assessments
- Allocated Personal Academic Support Tutor to help students' integration into the University, the requirements of the programme and make the best use of learning resources available and to provide a key contact for support
- Access to course information, module results via the student online learning environment (SOLE)
- Student Representation to ensure making students' voice heard and to provide feedback to the on-going process of course improvement
- Support for disabled students via Student Services and the Disability and Dyslexia Service

<http://www.worcester.ac.uk/student-services/index.htm>

<https://www2.worc.ac.uk/disabilityanddyslexia/>

18. Admissions

Admissions policy

This course targets local and international individuals with or without management experience but with a desire to either run their own business, to lead an organisation in the future or to command a successful career in business management. The University of Worcester is an accessible place for higher education. It is committed to widening participation and encouraging diversity in the student population. Worcester Business School works closely with central student support services including the Admissions Office, the Disability and Dyslexia Service and the International Centre to support students from a variety of different backgrounds. We actively encourage and welcome people from the widest range of economic and cultural backgrounds and value the contribution of mature learners.

Entry requirements

MBA course is available for aspiring individuals who can exhibit strong intellectual abilities and personal and professional skills. The minimum entry requirements are:

- A second class honours degree in any subject (or International students holding a qualification recognised as equivalent by the University).
- Students whose first language is not English are required to demonstrate proficiency to a minimum level of 6.5 IELTS (and minimum of 5.5 in each element) or equivalent

Recognition of Prior Learning

Students with relevant previous study at postgraduate level or with extensive experience may be considered eligible for recognition of prior learning. Please contact the Registry Admissions Office for further information or guidance on 01905 855111.

Further information on Recognition of Prior Learning can be found at <http://www.worcester.ac.uk/registryservices/941.htm>

Admissions procedures

Entry to the MBA requires all applicants to complete an application form which gives a variety of information about the student's work experience, qualifications and motivation. These will be checked by the Admission tutor. Where information on the form is insufficient for a decision to be made the applicant will be requested to attend an interview with the Admission Tutor.

19. Regulation of assessment

The course operates under the University's Taught Courses Regulatory Framework

Requirements to pass modules

- Modules are assessed using a variety of assessment activities which are detailed in the module specifications.
- The minimum pass mark is D- for each module.
- Students are required to submit all items of assessment in order to pass a module, and in some modules, a pass mark in each item of assessment may be required.
- Full details of the assessment requirements for a module, including the assessment criteria, are published in the module outline.

Submission of assessment items

- Students who submit course work late but within 7 days (one week) of the due date will have work marked, but the grade will be capped at D- unless an application for mitigating circumstances is accepted.

- Students who submit work later than 7 days (one week) will not have work marked unless they have submitted a valid claim of mitigating circumstances.
- For full details of submission regulations please see the Taught Courses Regulatory Framework.

Retrieval of failure

- A student is entitled to resit failed assessment items for any module that is awarded a fail grade.
- Reassessment items that are passed are capped at D-.
- If a student is unsuccessful in the reassessment, they have the right to retake the module (or, in some circumstances, take an alternative module); the module grade for a re-taken module is capped at D-.
- A student who fails 60 credits or more after exhausting all reassessment opportunities may be required to withdraw from the University.
- A student will be notified of the reassessment opportunities in the results notification issued via the secure student portal (SOLE). It is the student's responsibility to be aware of and comply with any reassessments.

Requirements for Awards

Award	Requirement
PG Cert	Passed a minimum of 60 credits at level 7, as specified on the award map
PG Dip	Passed a minimum of 120 credits at level 7, as specified on the award map
Masters (MA/MSc/MBA/MTL)	Passed a minimum of 180 credits at level 7, as specified on the award map

PG Cert and PG Dip awards are unclassified. The awards of Masters may be made with Pass, Merit or Distinction.

Classification of Masters

The classification will be determined by whichever of the following two methods results in the higher classification.

Method 1

- Candidates will be awarded a Distinction where they have attained an average of A- (PD) or higher from the credit achieved with the University for the award.
- Candidates will be awarded a Merit where they have attained an average of C+ (PM) or higher from the credit achieved with the University for the award.

Method 2

- Candidates will be awarded a Distinction, irrespective of their other module results, where they have attained 90 credits at grade A- (PD) or higher
- Candidates will be awarded a Merit, irrespective of their other module results, where they have attained 90 credits at grade C+ (PM) or higher

Candidates will be awarded a Pass where they have not fulfilled the rules for Method 1 or Method 2, but are eligible for the award of a Masters.

For further information on honours degree classification, see the [Taught Courses Regulatory Framework](#).

20. Graduate destinations, employability and links with employers

Graduate destinations

The job market for MBA's is strongly affected by the state of the global economy and includes a wide range of employers, with areas such as FMCG, pharmaceuticals,

diversified industrial groups and even the public and voluntary sectors currently recruiting more actively than finance and consultancy which have traditionally been the largest recruiters of MBAs.

Student employability

Employability is a key element of the philosophy of the MBA course design. The course is structured around producing competitive graduates ready for the current challenges of the job market. They are taught a wide range of current and relevant topics and trained to exhibit the best attributes and qualities of critical, open-minded, inclusive and skilful individuals. Besides, the international nature of the candidates, the diversity of expertise and backgrounds together with the UW commitment to the sustainability agenda will play a crucial role in shaping the learning experience and the qualities of the graduates which will have a profound impact on their employability.

Links with employers

The Business School works closely with a number of professional organisations including the Chartered Institute of Management, Institute of Commercial Management, Chartered Institute of Marketing, Chartered Institute of Personnel and Development, Chartered Institute of Public Relations, Chartered Institute of Management Accountants, Association of Chartered Certified Accountants, Institute of Financial Accountants, Chartered Institute of Payroll Professionals, and British Computer Society.

The School has worked with a number of business clients in developing and delivering its programmes. These include – The NHS (a range of Primary Care and Acute Trusts); Local Government (a range of County, District and Unitary Authorities); West Mercia, Warwickshire, Gloucestershire and Staffordshire Constabularies; Ministry of Defence and The Royal Air Force; Her Majesty's Prison Service; Royal Mail; Financial Services Organisations (e.g. Lloyds TSB, HBOS Plc, Clerical Medical, NFU Mutual and Virgin Money); Housing Associations, Southco, Malvern Instruments, Allpay Limited, G4S Secure Solutions, Hereford & Worcester Fire and Rescue Service and Hitachi Capital.

The School has well-developed working relations with the local business community many of whom contribute to postgraduate programmes through the internship option to give students a real-world insight into the future world of work and/or to provide live client briefs to students. Senior managers from this business community have been involved in the design of this programme. They were consulted on the skills and attributes they expect to see in our graduates as well as the knowledge and academic competencies they want our graduates to exhibit.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in associated course documentation e.g. course handbooks, module outlines and module specifications.