Programme Specification – Part-time Executive MBA

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NOTE: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at http://www.bcu.ac.uk/bcbs, (2) in the Module Specifications and (3) in the Student Handbook.

The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

Awarding Institution / Body	Birmingham City University
Teaching Institution:	Birmingham City Business School
Interim Awards and Final Award:	Postgraduate Certificate in Management; Postgraduate Diploma in Management Studies and Executive Master of Business Administration
Programme Title:	Executive MBA
Main fields of Study:	Managing finance, people and business processes, marketing, strategic management, change management and international consultancy
Modes of Study:	Part-time by part-day release and block release
Language of Study:	English
UCAS Code:	Not applicable
JACS Code:	

Professional Status of the programme (if applicable):

BCBS has Approved Centre status of the Chartered Management Institute so that delegates can apply to become Chartered Managers and can become accredited with the Institute of Business Consulting

Relevant subject benchmark statements and other external reference points used to inform programme outcomes:

- The QAA's award descriptors for Postgraduate level qualifications

- The University's award descriptors for Postgraduate level qualifications

- The QAA's Subject Benchmark statement for Business and Management (2007)
  http://www.qaa.ac.uk/academicinfrastructure/benchmark/statements/BusinessManagementMasters.asp

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Programme philosophy and aims

Explain the overall approach adopted by the programme and how it leads to the aims shown below;

The MBA provides a broad, analytical and integrated study of business and management with an emphasis on leadership through strategic management.

The QAA defines the MBA degree as a career development generalist programme for those who have significant post-graduation and relevant work experience (normally a minimum of two years) on which the learning process should build. Because of the maturity and work experience of the delegates the part-time Executive MBA programme is different in terms of its objectives; recruitment and approach to teaching and learning from other master's degrees in business and management. The Executive MBA particularly suits working professionals who have already acquired substantial management experience and who are looking to build on that experience by using action-based, self-managed learning in practical, 'real world' settings. This approach adopts a student-centred approach to learning which is problem-based and relevant to the world of work and accepts that the delegates will bring a broad range of knowledge to the learning environment that reduces the reliance upon the traditional 'tutor as expert' approach to teaching and learning. This will inform the assessment strategy and the delegates will be tasked with a range of different assessments including individual and group projects within organisations; such as the consultancy projects and the management research project and the preparation of professional style management journals for wider dissemination of the learning from the programme.

The aims of the programme are to:

The overall aim of the Executive MBA is to enable practising managers as delegates to handle complex situations in business and management holistically and to implement agreed solutions effectively and efficiently. It is designed to encourage delegates to reflect on and learn from experience, to integrate new knowledge with past experience and apply it to new situations. The programme seeks to develop participants' intellectual breadth by making integrative links across the various areas of organisations to enable participants to address complex unstructured business problems.

The objectives of the programmes 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. Provide participants with the knowledge and the development of understanding in the functional areas of management, and their interaction with the contextual forces which impact on organisations.

3. Progress participants' understanding and development towards a strategic view of management emphasising the complexity and dynamics of business and management.

4. Facilitate the development and demonstration of participant's 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. Produce managers who are able to improve the quality of management decision-making, leadership and business practice across a range of organisations and in a variety of contexts.

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Intended learning outcomes and the means by which they are achieved and demonstrated:

Learning Outcomes

Whilst the programme is marketed as an Executive MBA, there are interim awards of Postgraduate Certificate in Management (CMS), Postgraduate Diploma in Management Studies (DMS) and Executive Master of Business Administration (EMBA). It is expected that most delegates will join the programme with the intention of completion of the Masters element, but there is the flexibility to exit at earlier stages with the CMS or DMS qualifications. As such the Learning Outcomes are designated per stage below;

Postgraduate Certificate in Management:

1. To apply relevant knowledge and understanding of organisations, how they operate and how they are managed.

2. To apply a range of relevant knowledge of the generic "functional" aspects of business and their management and integration - marketing, finance; business processes and people management.

3. To demonstrate problem solving and decision making abilities: including identifying and solving business problems; evaluating options; implementing and reviewing decisions.

4. To develop the analytical and communication competencies necessary for the study of business and management issues at postgraduate level.

Postgraduate Diploma in Management Studies:

1. To apply strategic management concepts and models to deal with issues in real world contexts

2. To apply relevant knowledge of the contextual perspectives for examining how the environment impacts on business organisations and on organisational decision-making.

3. To critically examine, respond to and to facilitate/support change in actual organisational settings.

4. To perform effectively within a team environment and to recognise and utilise individuals' contributions in group processes

Master of Business Administration:

1. To develop critical thinking and creativity: managing creative processes in self and others; organising thoughts, analysis, synthesis, critical appraisal of complex unstructured business problems

2. To be able to communicate findings and implement agreed solutions effectively and efficiently

3. To critically examine, respond to and to facilitate/support change in international organisational settings.

4. To be able to conduct research into business and management issues.

5. To be able to reflect on and learn from prior professional experience and to be able to integrate new knowledge with past experience and apply it to new situations.

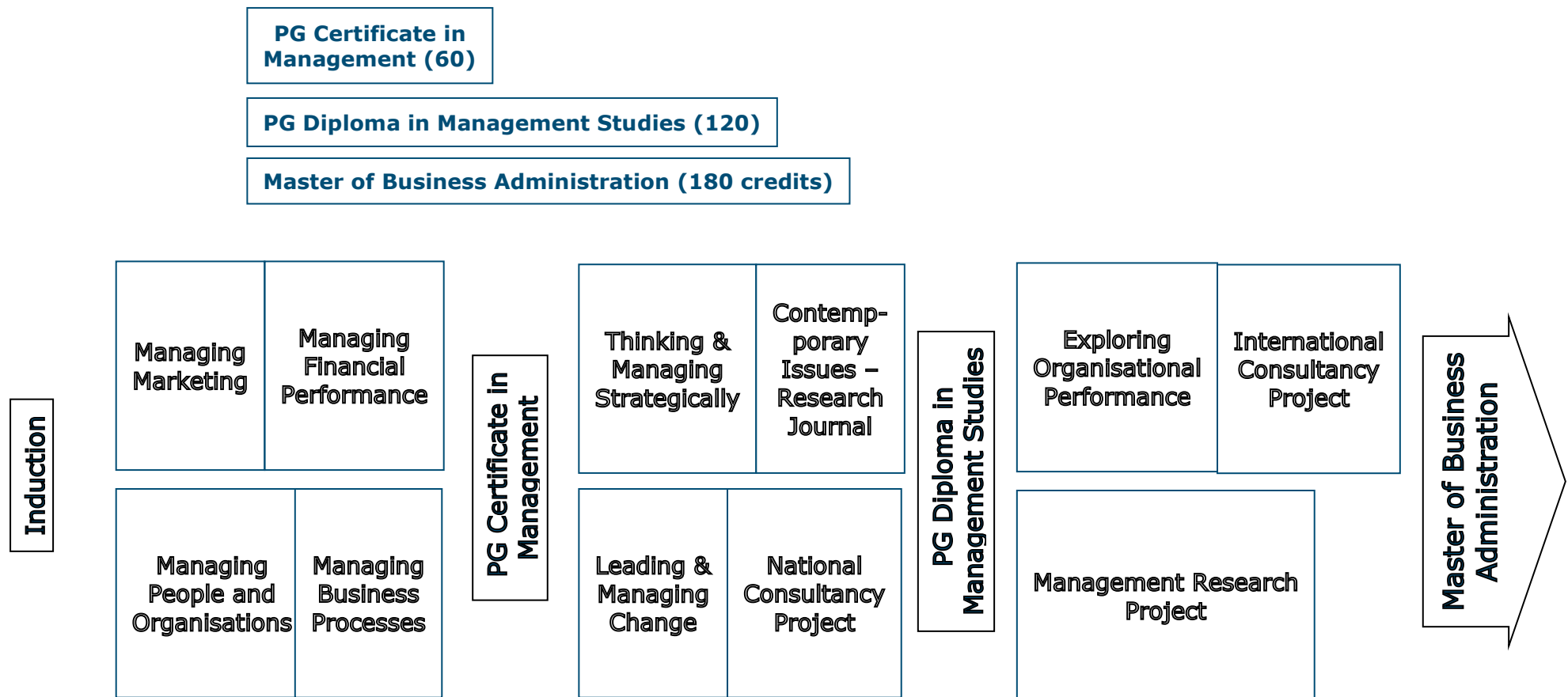**Learning, teaching and assessment methods used;**

An experiential learning approach, through active learning techniques, applied research; critical reflection and process facilitation are distinctive features of the teaching-learning strategy for the Executive MBA. Delegates will be presented with complex unstructured problems and required to take integrated and holistic approaches to those problems. In addressing the needs of modern managers, flexible approaches to teaching and learning will be applied in terms of study blocks, e-learning and learner designed activities. These will be supported by traditional tutor led workshops.

In addition, a programme of "lessons from the field" delivered by Visiting Professors from industry and other guest speakers will be used to allow students to engage with contemporary management issues.

A variety of assessment methods which reflect organisational practice will be used including work-based projects such as the National Consultancy Project and the Management Research Project. As well as individual assignments a variety of group assessments are also included to mirror the requirements for managers to work as members of project teams and take responsibility for project completion. The Research Journal project is an innovative approach to enable participants to shape and manage their own development and evaluate the utility of management theories to management practice.

Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below. Each module is 15 level 7 credits except for the Management Research Project of 30 credits.

PG Certificate in Management (60)

PG Diploma in Management Studies (120)

Master of Business Administration (180 credits)

Induction	Managing Marketing	Managing Financial Performance	PG Certificate in Management	Thinking & Managing Strategically	Contemp-orary Issues – Research Journal	PG Diploma in Management Studies	Exploring Organisational Performance	International Consultancy Project	Master of Business Administration
	Managing People and Organisations	Managing Business Processes		Leading & Managing Change	National Consultancy Project		Management Research Project		

Support for Learning including Personal Development Planning (PDP)

Delegates are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to meet those needs:

Throughout the programme delegates will be encouraged to reflect on their learning by means of formative and summative assessment. Tutor and supervisor feedback and guidance will be provided for reflection and further development.

Specialist guidance from tutors within the Academic Learning Support Centre in Galton Building to develop postgraduate study skills and PDP.

Criteria for admission

Candidates must satisfy the general admission requirements of the programme.

The current admission requirements can be found under the 'Entry Requirements' tab of the web page for this course.

Methods for evaluation and enhancement of quality and standards including listening and responding to views of delegates

Committees:

- Board of Studies.
- Examination Board.
- Faculty Academic Standards and Quality Enhancement Committee.
- Faculty Learning and Teaching and Delegate Experience Committee .
- Faculty Board.
- Senate.

Mechanisms for review and evaluation:

- Individual module evaluation by delegates, staff and, where appropriate, stakeholders.
- Regular review of VLE content and usage.
- Review of teaching support (texts, cases etc).
- Annual review of modules by module leaders.
- Annual course evaluation reports and action plans.
- Annual monitoring process.
- Peer observation of teaching.
- Individual performance reviews.
- External examiners' comments and formal reports.
- Delegate representatives' feedback to Boards of Studies.
- Consideration of the minutes of Boards of Studies by Academic Standards and Quality Enhancement Committee .
- Approval and review and re-approval events.
- The Postgraduate Student Experience Survey.
- Course development day.

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