

MBA

University of Bradford



Text-based distance learning with online support

Qualification

On successful completion of the programme you will be awarded a Master of Business Administration (MBA).

Awarding Body

University of Bradford

As one of the world's leading business schools, Bradford University School of Management is recognised for the quality, flexibility of its programme and future earning power of its graduates. That's why Bradford is ranked 2nd in the UK and eighth in Europe by the Financial Times in its European Business School Rankings 2006.

The Financial Times places the Bradford MBA among the top 70 in the world and 9th in Britain. Bradford is one of fewer than 100 business schools around the world to have gained EQUIS accreditation – the leading international system of quality assessment among business schools. The Bradford MBA programme also has accreditation from AMBA (the Association of MBAs).

Course Description

If you are seeking a challenging learning experience within a highly supportive environment, and a business qualification that will be recognised throughout the world, you need look no further than the Bradford MBA. It offers a unique combination of business-orientated skills development and rigorous teaching of evidence-based management research.

Mode

Text-based distance learning with online support

Course Content (Modules)

Comprises an induction and three stages:

Induction

You will complete a compulsory induction either 3 days on campus, or online, the choice is yours. The three-day on campus induction is designed to familiarise you with the programme and help you to get to know your fellow students. Alongside ice-breaking activities you will have an introduction to essential study skills. You will also be introduced to the Bradford personal development portfolio – a tool for self-assessment and skills review that will also help you to choose the most appropriate activities, electives and projects to develop your career.

Stage 1: Core Modules

Business Economics

In this module you will explore economic concepts relevant to management planning and decision-making, examine organisations' growth strategies and the market environment.

Accounting

In this module you will learn the role and structure of finance and financial control in organisations.

People in Organisations

You will gain critical understanding of the factors that affect human behaviour in organisations in this module, which investigates the relationship between organisational behaviour, organisational theory, organisational development and human resource management. As a result, you will be able to work more effectively in your organisation.

Operations

The operations module concentrates on the concepts and techniques associated with the production of goods and services. The topics covered include capacity planning, scheduling and operations planning.

Marketing Management

The marketing module helps you to understand markets, including segmentation, the creation of suitable strategies designed to service markets, together with techniques of controlling and planning marketing resources.

Strategic Management

Key topics in this module include the analysis of business environments, the understanding of competitive resource and advantage, and the methods for choosing appropriate corporate and business strategies and control.

Business Research

This module will help you to develop critical awareness of the quality of business research. It will improve your ability to design, carry out and present such research, and apply statistical techniques to business problems. This module is also designed to assist in the preparation of your management project.

Stage 2: Electives

You will choose seven electives from a range

of about 25. The range and diversity of electives are a key feature of the Bradford MBA programme, enabling you either to develop your existing knowledge or pursue a new area of interest. Electives offered vary from year to year and are subject to student demand. Electives offered in recent years include:

Accounting and Finance:

- Financial management

Human resources Management:

- International human resource management

Marketing:

- Marketing communications

Operations and Information Management:

- Total quality management
- World-class operations

Strategy, Economics and International Business:

- International business strategy

Stage 3: The Management Project

You will find the management project to be the most rewarding and challenging part of the programme. It provides you with the chance to work on a practical management issue in some depth. The management project involves an original and detailed investigation of a specific business management problem, which you will write up in a 15,000-word dissertation.

Assessment

A mixture of assignments and examinations and a 15,000-word dissertation.

In the UK examinations are held at the University of Bradford. Should you sit your examination locally overseas, you will be liable to pay a nominal charge of approximately £150 per examination. Please note that this price is indicative and will vary according to venue.

Duration of Programme

The Bradford MBA is normally studied over a 24-month period, but this may be extended to suit your individual needs for up to a maximum of six years.

Entry Requirements

- First degree from an approved university, or an acceptable professional qualification. Usual entry requirement is: UK degree minimum 2:2 (honours); European degree gross percentile average (GPA) of 2.5 out of 4.0 or 6.5 out of 10, or overall average of 70 from 100%
- At least three years' relevant postgraduate work experience.
- Proficiency in English - a 6.5 score on IELTS test of English, 580 in written TOEFL or 240 in computer-based TOEFL needed from non-native speakers. Applicants using the Internet-based TOEFL test are required to obtain a score of 94 or better.
- Alternatively, applicants may be invited to undertake either a telephone interview or the Bradford Test to assist evaluation of the application.

What's Included

All study materials, core textbooks and student handbooks are supplied. You will be allocated a tutor for academic support who you can contact as often as you like by telephone and email. You will also have access to a programme co-ordinator for administrative support.

In addition you will be able to study a maximum of two modules on campus at University of Bradford School of Management which is included in the fee.

Workload

We recommend an average of 12-15 hours study time per week for this programme.

Exemptions

For this qualification, we may allow you to count credit for study you have already undertaken elsewhere. Exemptions are considered on an individual basis when you submit an application form. Please note that we cannot consider work experience alone for exemptions.

How to Apply

In addition to a completed application form, provide two references, preferably from an academic or current employer, and proof of qualifications.

W **Apply online**
Visit our website www.rdi.co.uk

@ **Email us**
Email applications@rdi.co.uk

☎ **Call us**
Contact us today on **FREEphone**
0800 COURSES / 0800 268 7737



Reasons to choose the Bradford MBA

- 1 The Financial Times places Bradford among the top 70 MBAs in the world and 9th in Britain
- 2 Bradford is one of fewer than 100 business schools around the world to have gained EQUIS accreditation
- 3 The Bradford MBA has accreditation from AMBA (the Association of MBAs)
- 4 Bradford, one of Britain's longest established business schools, has been offering the MBA for over 30 years
- 5 Bradford is sixth in the world for offering students value for money, according to the Financial Times
- 6 The Bradford MBA integrates your personal development into the programme
- 7 The UK Treasury ranks Bradford in the top 50 business schools around the world for the talent and quality of its MBA graduates
- 8 Bradford gives you the option to study up to two modules on campus at the School of Management included in the fee