

## MBA (Service Excellence) University of Wales



Online-based  
distance learning

### Qualification

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

### Awarding Body

This scheme is validated and awarded by the University of Wales. For further details regarding the University and its validation services, please visit [www.wales.ac.uk/validation](http://www.wales.ac.uk/validation).

### Course Description

The University of Wales MBA programme is designed to equip you with essential modern management skills and knowledge and prepare you with an enterprising spirit grounded on solid business practices. The programme also aims to provide you with analytical and decision making capabilities in order to face different kinds of new challenges resulting from the rapid changes seen in today's growing business environment. You will study tools and techniques that will help you develop and manage products and services that will be competitive internationally.

The programme will provide you with the opportunity to develop specific expertise in service excellence.

### Mode

Online distance learning

### Course Content (Modules)

Comprises an induction and eight modules:

#### 1. Strategic Management

This module will introduce you to the strategy process in a range of organisational contexts. After completing this module you will be able to:

- Critically analyse a range of strategic decision-making models.
- Undertake a strategic analysis of an organisation.
- Apply a range of strategic choice frameworks to generate and evaluate an organisation's strategic options.
- Demonstrate the need to reflect cultural, structural and behavioural issues in the strategic process.
- Develop and justify plans for the implementation of agreed strategies.

#### 2. Marketing Management

You will investigate the role and function of marketing within the context of changing markets and increasing international competition. After completing this module you will be able to:

- Critically evaluate the information needs of the marketing function in terms of its contribution to the strategic processes and tactical decision-making.
- Integrate marketing decision-making with organisational strategy.
- Establish a broad base of marketing knowledge and the strategic implications.
- Develop and implement marketing plans for a product or service.
- Reflect an international perspective and the global context of decision-making in marketing planning.
- Evaluate the appropriateness of e-business strategies.

#### 3. Managing the Human Resource

This module will help you to develop critical awareness of the contribution the human resource can make to workplace effectiveness. It will develop your ability to apply theoretical human resource models and concepts to a wide variety of work situations. This module is also designed to stimulate your thought on how an organisation design can impact on the effectiveness of people. After completing this module you will be able to:

- Critically appraise the contribution people can make to an organisation.
- Analyse how factors concerning the management of human resource vary within an organisation and across situations.
- Compare and contrast the concepts of management and leadership.
- Demonstrate how to lead and develop effective teams.
- Analyse a human resource problem and apply appropriate models to develop solutions.

#### 4. Financial Management

This module will provide you with the tools to enable you to interpret and evaluate financial information and utilise financial information for decision-making purposes. After completing this module you will be able to:

- Draft financial statements.
- Critically analyse information contained in published financial statements.
- Select and apply financial decision-making techniques to appraise projects.
- Evaluate complex investment decisions.
- Utilise spreadsheets to present and analyse financial information.
- Appreciate differences between financial decision-making in the public and not for profit sectors as compared to the private sector.
- Apply appropriate techniques to protect against currency loss.

#### 5. Managing Change in Organisations

This module will provide you with an understanding of the nature of organisational change; the role of a manager in dealing with that change; and skills which will allow them to contribute positively to the change process. After completing this module you will be able to:

- Critically evaluate and define the nature of the change process.
- Apply a range of appropriate conceptual tools applicable to the management of change situations.
- Critically review how organisations have responded to change.
- Synthesise and analyse the links between knowledge management, knowledge tracking and knowledge migration in organisational/change management.
- Design strategies to deal with resistance to change.

#### 6. Quality and Excellence

This module will provide you with an understanding of the need for service excellence. You will identify appropriate methods to develop service excellence & create strategies to maximise customer retention. After completing this module you will be able to:

- Demonstrate an understanding of the strategic importance of service excellence.
- Differentiate between the roles of management and employees in seeking service excellence.
- Identify and respond to training needs to ensure quality.
- Critically assess methods for achieving quality control.

- Develop strategies to maximise customer loyalty through customer care.

## 7. Quality Management

This module will develop your knowledge and critical skills in applying principles in quality management systems in manufacturing and service based organisations. It will develop your ability to apply quality management tools when responding to business needs and objectives. After completing this module you will be able to:

- Apply the concepts and principles of total quality management in different commercial environments.
- Apply a range of quality management tools and techniques to both diagnose the effectiveness of, and improve systems and processes.
- Incorporate quality initiatives in the implementation of business objectives.

## 8. Research Methods

This module will provide you with a conceptual framework from which research philosophies, strategies and methods associated with business management can be critically reviewed. You will develop research competencies, in particular those relating to data collection and analysis, that will enable you to design, undertake and evaluate independent research in an organisational setting. After completing this module you will be able to:

- Critically appraise research undertaken by others.
- Propose and justify a report for a research project in business management that will stand up to critical scrutiny.
- Critically appraise the contribution primary and secondary data sources can make to research studies, particularly with respect to sampling, statistical analysis and data presentation techniques.
- Synthesize research findings to improve the quality of decisions in management.

## 9. Dissertation

You will be required to undertake a 20,000-word dissertation.

## Assessment

You will complete two timed assessments, which you will complete within 24 hours, similar to an examination, four assignments of not less than 4,000 words each and an organisation based piece of coursework. You will also complete a 20,000-word dissertation.

## Duration of Programme

The University of Wales MBA (Service Excellence) is normally studied over a 24-month period, but this may be extended to suit your individual needs for up to a maximum of four years.

## Entry Requirements

- First degree from an approved university equivalent to UK second class honours, or an acceptable professional qualification.
- At least two years' relevant full-time work experience.
- English ability equivalent to an IELTS score of 6.5, where the medium of undergraduate study was not English.
- Minimum of 23 years of age.
- Candidates without a first degree will be eligible for entry if they can demonstrate a minimum of five years managerial experience.

## What's Included

RDI's Online University **ilearn** is used to deliver all resources for this course including:

- **Study materials** - Access electronic copies of your learning materials and important information, such as assessment instructions, whenever and wherever you are.
- **Tutor support** - Tutors use live chats and forums to stimulate discussions, request input and highlight external sources.
- **External resources** - Links to external sources can include key journal articles, your university's online library, sites of topical interest, etc.
- **Discussion with other students** - Forums allow students to come together, share thoughts and ideas and you can initiate topics that you want to discuss with your fellow students.

## 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 relevant study you have already done elsewhere. For example, holders for the BTEC DMS will be eligible for advanced standing. For other equivalent qualifications 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:

### If you have a recognised undergraduate degree

- Original or certified copies of your degree certificate and/or transcripts
- Proof of English language ability (IELTS or TOEFL), if English is not your first language

### If you are applying on the basis of your management experience

- Two suitable references. Please note we can only accept professional work references.
- Copy of your CV detailing your work history (covering the last five years)

 **Apply online**  
Visit our website [www.rdi.co.uk](http://www.rdi.co.uk)

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Email [applications@rdi.co.uk](mailto:applications@rdi.co.uk)

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