



We believe that modern leadership requires cross cutting management skills that apply to a range of business functions and themes. Studying this online MBA with a particular focus on Data Analytics will help you to develop your broad management skills, whilst learning how to analyse data effectively to create and manage strategic decisions needed within the complex landscape of modern business.

Modules are:

Data Handling and Decision Making

Modern businesses have access to more data than ever. People armed with the skills to handle that data - and who can use it to make informed business decisions - add real value to their workplace.

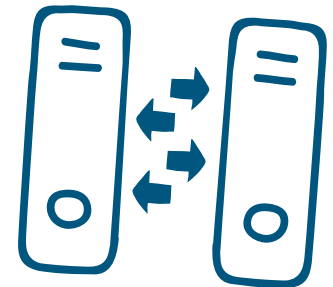
This module focuses on teaching you how to do an analysis of the data environment in an organisation, and crucially once you have that data, how you handle it and what you can do with it - whether that is to make the business more efficient, or lead it in a fresh direction. The key is not just to interpret

and understand the data, but to make knowledge driven decisions. We test this through a case study driven task that allows students to apply what they have learnt to a real business scenario.

Ethical Leadership

Why are ethics important in leadership? How can leaders set the moral and cultural tone of an organisation? How can you build confidence through transparency and accountability? We want to engage you with these questions so that you can evaluate your own practice as a leader and the ethical leadership in other

organisations. The module will cover the integration of ethics into day-to-day business, human rights, leadership in cross-cultural contexts, corporate social responsibility and ethical decision making. You will have the opportunity to explore ethical dilemmas, and the module assessment will ask you to reflect on your own experiences of conflict caused by an ethical decision and its impact.





Personal and Business Transformation

This module will begin to develop your self-awareness and some of the skills needed for effective leadership. An important element is an insight into your personal management style and how this may impact on others. The ability to reflect on your own performance is critical to your current and future success. To complement your personal development, this module also considers: organisational culture (shared values and beliefs); approaches to management and leadership; motivational theory; team dynamics; managing change; and HR strategies. An important

feature is that you draw on your own experience to see the relevance of the theory.

Implementing Strategy

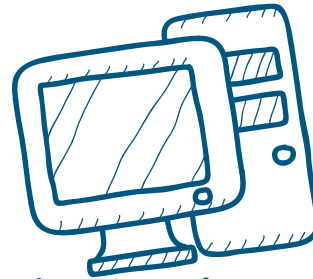
Shaping the purpose, mission, vision and values of an organisation is vital to success. Starting from this fundamental point you will be exposed to a series of issues around strategy. Other key elements explored will include sustainability and ethical practice and you will consider both of these in the context of decision making. Finally you will have the opportunity to apply the theories and concept to resolve a range of business problems.

Sustaining the Business

The aim of this module is for you to develop the ability to drive long term sustainable growth through developing sound strategies when external factors are causing turbulence. You will be introduced to management models as a framework for understanding this and will look at a broad range of case studies. You will be asked to prepare a presentation about business sustainability in your own organisation to put your learning into practice.

Data Visualisation and Interpretation

The volume of data held by organisations has grown massively in recent years and is generated at an ever-increasing rate. Data has the power to give businesses significant competitive advantage - if used effectively. This means there is a need for the data that is generated and analysed to be presented in a manner that is universally engaging and understood - for example across departmental boundaries or by non-specialists.





Research Project

The research project is a vital part of achieving Masters level - and it is your chance to undertake research into an area of your choosing, related to the programme theme.

We'll support you through the first stage with six weeks of sessions to help you create your research proposal - and you can choose from a conventional dissertation or an academic article and presentation. You will develop your critical abilities and produce a piece of work that's relevant in practice and meets the academic standards needed at Masters level, and just as importantly, add value to your organisation and career.

Course duration and hours of study

This varies depending on the course you're studying but you can access modules at a pace that is convenient for you. Once you have accessed a module, there is a minimum and maximum time that you will need to finish the module within.

You can find out more information on the course page, visit www.arden.ac.uk. Alternatively, please call our admissions team on +44 (0) 2476 515700 or 0800 268 7737 for more details.





Entry requirements

To be eligible for this course you must normally have:

A UK honours degree at a minimum of second class (2.2) or equivalent, plus 2 years suitable work experience.

For students whose prior learning was not taught in English:

IELTS 6.5 or equivalent.

Please be aware that this course will require you to handle numbers. We recommend that you hold a minimum of GCSE standard maths to succeed. Please speak to a member of our admissions team for more information.

If you don't have academic qualifications

We're more than happy to consider, and positively encourage, an application from you if you have substantial management experience (typically 5 years) and can show us that you have the motivation to study the programme.