



Brunel
University
London

Business School

Postgraduate study

The Brunel MBA

Brunel Business School

1 year full-time

2 years part-time





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Welcome

An MBA is about identifying your strengths and weaknesses, maximising your assets and turning them into a more profitable future.

Whether you want to advance your existing career, move to a new field, start your own business, or simply earn more money, the Brunel MBA will help to give you the knowledge, confidence and tools you need.

Whether you choose our one year full-time or two year part-time programme, you can specialise your Brunel MBA through elective choices leading to our Brunel MBA in general management, Brunel MBA (Healthcare Management) or Brunel MBA (Aviation management).

Every aspect of the programme is practical, fulfilling, integrated and, thanks to our world class teaching and research facilities, always relevant to today's ever changing business environment.

But don't just take our word for it. The Brunel MBA is fully accredited by AMBA for the quality of its academics, teaching, curriculum and student body. Similarly, Brunel Business School is accredited by the AACSB, joining less than 5% of the world's business schools with this accolade.

We know you want to achieve. We can help you succeed.

Dr Dimitrios Koufolpoulos
Director of the Brunel MBA

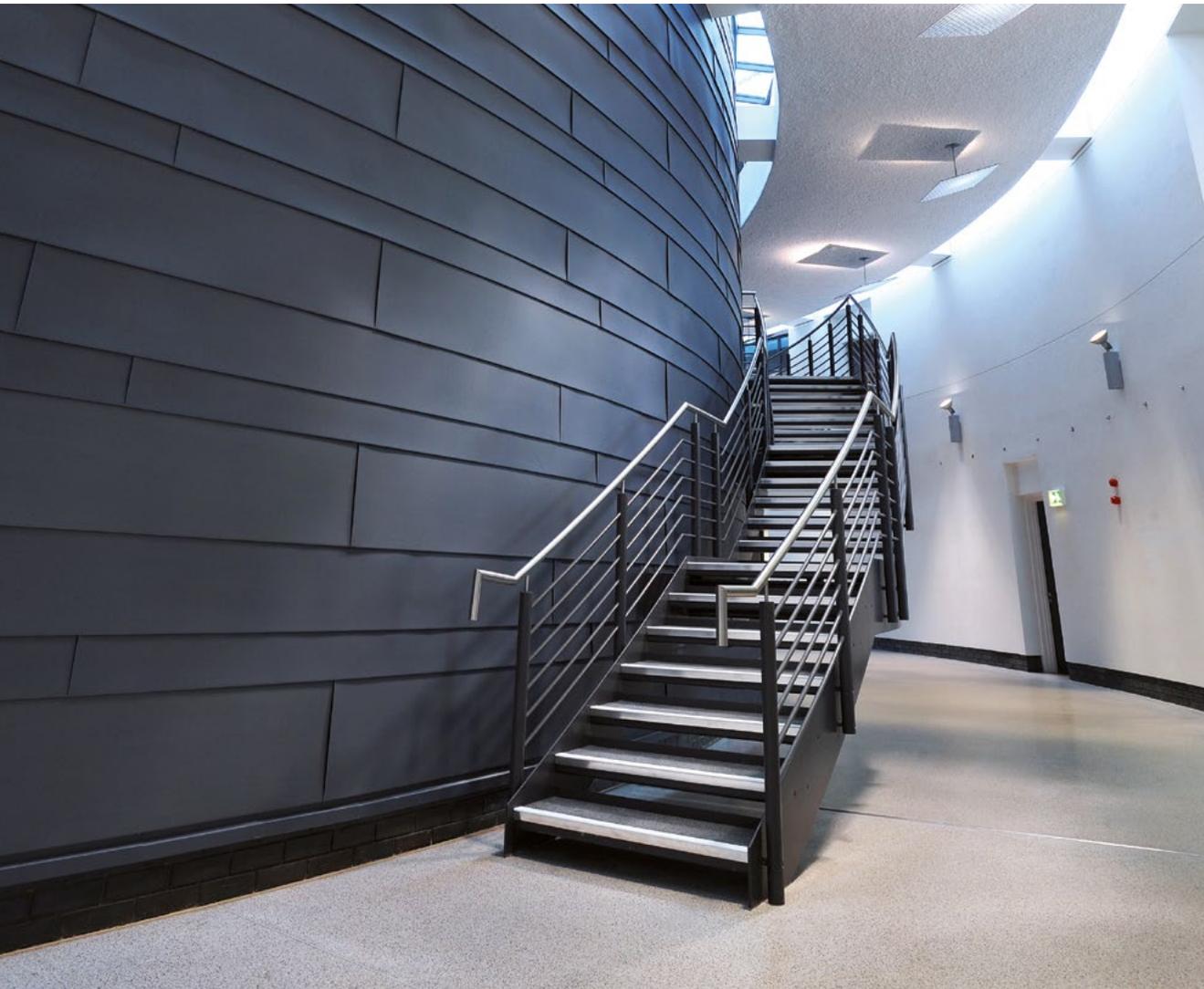
About Brunel Business School

Brunel Business School is one of the largest schools within the University, with an internationally diverse student body and academic staff. We draw energy and ideas from our diversity, with our global outlook providing a varied, multicultural learning environment that inspires our students to be future leaders. Our commitment to professional development and our global alumni network ensures our graduates go on to have long and successful careers throughout the world.

Research

The School is home to five internationally renowned Research Groups in the areas of Accounting & Auditing, Strategy, Marketing & Corporate Brand Management, Operations & Information Systems Management, and Human Resource Management & Organisation Behaviour. Research within these groups reflect the ever-changing business landscape, and improves and evolves our undergraduate and postgraduate and programmes.

Our research performance is reflected by the latest UK government Research Excellence Framework, in which we have been ranked 20th in the UK in terms of Research intensity and 12th in terms of 'research power', from a total of over 100 UK Schools.



Rankings and accreditations

- ▶ Brunel Business School is accredited by The Association to Advance Collegiate Schools of Business (AACSB); less than 5% of the world's Business Schools are AACSB accredited
- ▶ The Brunel MBA is one of a distinguished group of MBA programmes worldwide to have achieved accreditation by The Association of MBAs (AMBA), the leading MBA accreditation body
- ▶ The Brunel MBA is within Tier One of CEO Magazine's European MBA Rankings 2017
- ▶ Brunel Business School won the Times Higher Education Awards (THE) Business School of the Year 2013



"I have six years of work experience in the media, including broadcast, film and digital media communication industries, having worked with leading advertising and marketing agencies, production companies, publishers as well as other industry sectors. With the Brunel MBA programme I felt my horizons broadening and I saw many new opportunities for my future."

Flavia De Facendis
MBA Graduate





"I managed projects for Walmart, Accenture, Telefonica, Bankomer and El Universal in Mexico just to name a few and Telmex in Colombia. I continue to investigate the success of project management as part of the MBA dissertation. I also enjoyed working as part of the Brunel MBA Spokesperson initiative where I mentored prospective MBA students."

Mario Rubio Martinez
MBA Student

MBA Programme Structure

Robust Academic Programme

The richness of the Brunel MBA curriculum is based on the key business concepts that can help managers and CEOs alike develop the expertise required to lead and manage in the international business context. The highly commended Leadership Masterclass Series and the Career Development Programme combined with over 500 hours of student tutor direct (teaching) contact hours successfully maintain the balance between theory and practise and reflect the School's ambitions for its graduates.

MBA pathways

As well as building up your management knowledge through the fundamental core modules, the Brunel MBA also gives you the opportunity to specialise your MBA by way of elective modules and your business project.

As part of the course you will study six to seven core modules and one to two electives depending on the pathway choice

Start dates

- ▶ January
- ▶ September

Schedule: Full-time study takes place on campus for approximately 30 - 40 hours per week; students will attend the School between Monday to Thursday with occasional Fridays and Saturdays. Part-time study patterns will be approximately 12 hours per week over a maximum of three days, including occasional Saturdays, on campus. Students will participate in lectures, seminars, group work, guest speaker visits, Career Development Classes and Leadership Masterclass Series workshops.

After Graduation: Become a part of a network of over 75,000 Brunel Alumni.

	Core Modules	Elective Modules	Business Project
Academic	<ul style="list-style-type: none"> ▶ Business Economics ▶ Corporate and Business Finance ▶ Strategic Marketing Management ▶ Leading People and Managing Organisations ▶ Corporate and Competitive Strategy ▶ Operations Management ▶ International Business 	<p>General Management:* Information Systems in Organisations, Managing for the Future, Healthcare Policy, Managing Service Operations and Change in Healthcare, Airline Management, Economics and Ethics, Airport Operations Management or</p> <p>Healthcare Management:** Healthcare Policy, Managing Service Operations and Change in Healthcare or</p> <p>Aviation Management:** Airport Operations Management, Airline Management, Economics and Ethics</p>	Business Project
Professional	<ul style="list-style-type: none"> ▶ Career Coaching ▶ Leadership Masterclass Series ▶ Career Development Programme ▶ Business Life: Employability Programme 		

* Students taking the General pathway choose one elective

** Students wishing to graduate with the Healthcare or Aviation Management specialism do not take the Operations Management module, and instead take two elective modules

MBA Core Modules

Corporate and Business Finance

You will gain a thorough understanding of the world of finance, the concepts of risk and the cost of capital, as well as the process of financial management in the long and short term. You will also learn the principles of management accounting, and systematic techniques for analysing and evaluating the financial health of an organisation, including the construction and interpretation of financial statements.

Leading People and Managing Organisations

Good organisations recognise that human capital is a key resource. This module helps you understand the many factors that influence people's behaviour and their effective performance. Through the development of critical thinking and independent judgement, you will gain a better theoretical and practical appreciation of how to motivate, lead, work together, communicate with colleagues, and manage conflicts of interest.

Strategic Marketing Management

This module will give you a thorough knowledge of the principal marketing concepts and how marketing has evolved as a business discipline with the rapid expansion of new technology. You will learn about marketing's role in the firm's strategy, and about the power shift towards the customer, globalisation, and the internet. Specifically you will be equipped with contemporary thoughts on how to excel in customer experience - the new competitive battleground.

Operations Management

In this module you will explore the approaches, techniques and tools of managing operations. You will gain a greater awareness of how strategic

issues, both within the boundaries of organisations and beyond, affect how operations are planned and controlled. You will also develop a better appreciation of the relationship between performance imperatives and the design of operations or services.

International Business

This module considers the many challenges, both instrumental and ethical, of managing complex international organisations across geographical and cultural borders. It will provide an understanding of the mechanisms for entering new markets and emerging economies and the consequent need to cope with global diversity, risk and uncertainty.

Corporate and Competitive Strategy

This module will introduce the concepts and methodological tools and techniques for analysing an organisation's strategic position. You will gain an appreciation of the complex issues and challenges that face those responsible for the strategic management of organisations in changing and uncertain conditions.

Business Economics

The main aim is to provide the students a basic problem solving skill that is used in modern managerial decision making. In an environment where also SMEs tend to go global, CEOs and managers, need to constantly update and upgrade their tools of analysis in order to better tackle business the uncertainty across different dimensions. Indeed, economic and business decisions that were profitable a few years ago may not be so in this new historical moment. New decision making theory, methods and tools need to be applied.

MBA Specialisations

As well as building up your management knowledge through the fundamental core modules, the Brunel MBA also gives you the opportunity to specialise by way of elective modules. Three pathway choices are available: **general business, healthcare or aviation management. If you wish to specialise in aviation or healthcare management, you will need to choose the two relevant electives as well as a sector specific topic for your Business Project.**

Elective modules

Information Systems in Organisations

The module aims to critically examine the debate on the role of Information Systems in globalisation and sustainable strategic advantage from intra-firm and extra-firm perspectives; and evaluate the changing nature of information systems, new business models and working practices in the competitive marketplace. This is in addition to assessing concepts of current IS management practices, trends, and their effects of IT on organisations and their trading partners in order to effectively leverage information tools.

Managing for the Future

The module aims to provide students with several methods and techniques in order to evaluate, (de) construct and assess 'futures', in order to improve decision-making quality. These include methods such as forecasting, scenario planning and others which may have been developed 'in industry' as well as within the academe. Students will investigate and evaluate issues and future challenges impinging upon organisations by eliciting strategies, policies and detailed practice changes that are available within management practice and academic research. The module will exercise students' critical enquiry skills, capacity for unconventional and creative thinking and their capacity for judgement under conditions of uncertainty.

Healthcare Policy

This module aims to enhance and develop a critical knowledge and awareness of the political setting of health policy and health management. It also aims to develop a critical awareness and analysis of the political processes of health policy-making, implementation and management. Whilst encouraging students to examine and critically evaluate their own role in policy processes and settings.

Managing Service Operations and Change in Healthcare

This module aims to facilitate an analytical appreciation of service operations management, leadership and change models and theories and related research in healthcare. It also aims to enable students to become flexible and effective leaders in their work and work environment through the pro-active use of key managerial and interpersonal strategies and methods of analyses. The module will also look at lessons learned from current and recent developments in health policy as they impact on implementing service operations management and change in healthcare to enable students to develop original and innovative initiatives in health care management and the ability to promote these within their organisation's culture and strategic plans.

Airport Operations Management

This module aims to help students acquire and develop knowledge and awareness covering airport operations management. The module also aims to provide students with the ability to critically discuss how to manage the operations of an airport successfully and sustainably. This will be achieved by studying the principle operations and general management and strategic planning approaches in dealing with the challenges of airport management, and the effect of these approaches on passengers, airlines and other airport stakeholders. Furthermore students should be able to identify core airport economics and business models, and how to assess and evaluate different airport operations and commercial strategies. By introducing these concepts, students will then be able to critically evaluate and assess, in a holistic manner, the impact of airport operations management and planning on the effective running of the airport as a sustainable business entity.

Airline Management, Economics and Ethics

The module aims to familiarise students with company structures and regulatory frameworks in the global air transportation industry, and the general principles of aviation management, safety and ethical practice. The module will also help students develop critical knowledge of the economics of running an airline business, as well as the principles of customer service management and marketing strategies.

MBA Business Project

Brunel MBA students have the opportunity to undertake their Business Project in a real world context, through a collaboration with multinational companies, SMEs or public sector institutions.

To complete your MBA, you will be required to undertake an in-depth study of a business or management issue of particular interest to you. It could be something that you have met in your career to date, a challenge that your organisation currently faces, or an exploration of a subject completely outside of your own experience. You will be expected to conduct extensive research, analyse your findings and reach your own conclusions. But before you embark on your project, we will give you comprehensive guidance and will coach you all the way through, from the first draft to your completed 12,000 project.

Examples of MBA Business Projects include:

- ▶ Options for small businesses to exploit Web 2.0 technologies
- ▶ Choice of marketing strategy for Wal-Mart in India
- ▶ Branding for not-for-profit organisations
- ▶ Collaboration intensity in the UK supermarket retail chain
- ▶ Knowledge management in the SME sector
- ▶ Combating digital piracy
- ▶ What patients want: the impact of 'Patient Choice' on the NHS supply chain

A successful project is a great way to apply the knowledge you have gained in the programme, demonstrate your business acumen, and tailor your MBA to your own interests and needs, or to those of your current or future employers. Should you wish to study for a special award in Healthcare or Aviation Management, you will need to choose a sector specific topic for dissertation as well as two relevant electives.

Leadership Masterclass Series

At Brunel we believe that your MBA is not just about gaining knowledge, it's also about shaping you as a person. These short workshops focus on developing those soft skills that today's organisations expect and demand of their senior managers.

The Leadership Masterclass Series provides intensive workshops (scheduled across a range of Fridays and Saturdays) on the following topics:

- ▶ Global diversity management
- ▶ Leadership, recruitment and performance
- ▶ Lean in healthcare
- ▶ Project management
- ▶ Team challenge using MarkStrat™
- ▶ Using social media for business
- ▶ Consulting skills

Career Development Programme

The Brunel MBA Career Development Programme (CDP) is an integral part of your professional development whilst you are completing your MBA. The CDP aims to help you define your career goals within a career plan which you can move forward with after your MBA.

Recognising that achieving your career aspirations is probably why you considered an MBA in the first place there is a full programme of career activities throughout your course, including one-to-one career counselling, careers workshops and employer presentations (including international work opportunities and working in the UK post-MBA).

Landing a top job after completing your MBA is of course a key objective and the Careers Programme is designed to provide the tools that will help you achieve your ambitions. The programme will help you define your career goals and create a personalised career action plan. It also offers you the opportunity to acquire life-skills to attain the jobs that are relevant to your career plan both immediately after graduation and in the future.

Key ingredients of the Brunel MBA Career Development Programme:

- ▶ Assessment for your Professional & Career Development Portfolio
- ▶ A clearer sense of what makes you stand out
- ▶ Strong CV, LinkedIn profile and cover letter
- ▶ One-to-one coaching
- ▶ Identifying your Management Skills
- ▶ Identifying knowledge of value to employers
- ▶ Developing your career plan
- ▶ Your step by step Career Planning
- ▶ Guide to step by step approach to Career Planning
- ▶ Career Plan & Next Job
- ▶ Preparation for the job hunting process
- ▶ Learn about the hidden jobs market
- ▶ Writing an Executive CV
- ▶ Writing job applications
- ▶ Understanding and Interpreting job descriptions and job adverts
- ▶ Interview techniques, preparation & expectations
- ▶ Interview practice sessions

MBA Linked with Industry

The Brunel MBA is very much a practical qualification aimed at meeting the needs of aspiring middle level or senior managers so it is highly appropriate that it is underpinned by Brunel's close links to business.

Below are details of just a few recent School initiatives under the umbrella of Business Life employability programme that demonstrate this:

Company Links and Visits

MBA students undertake regular visits to companies in the UK and many companies visit the students on campus as part of the MBA Guest Speaker Series: "Let's Talk Business". The following companies have an ongoing relationship with the Brunel MBA and our students have had the chance to network and work with representatives from:

- ▶ Barclays
- ▶ British Airways
- ▶ Capital & Counties Properties PLC
- ▶ Enterprise Rent-a-Car
- ▶ Goldman Sachs
- ▶ HSBC
- ▶ IBM
- ▶ Iraq Energy Institute
- ▶ Jaguar
- ▶ Johnson and Johnson
- ▶ Lloyd Northover
- ▶ Microsoft UK
- ▶ Oxford Instruments
- ▶ Radley Yeldar
- ▶ Xerox

MBA Advisory Board

The MBA Advisory Board provides a fresh perspective on the development, relevancy and impact of curriculum for the Brunel MBA so that the programme is properly reflective of commercial organisation and management needs. Furthermore it ensures that MBA graduates are suitably aware of and responsive to industry requirements. The Advisory Board for the MBA Programme includes a mix of well known and local corporations in the UK:

- ▶ British Airways
- ▶ Buckinghamshire NHS Trust
- ▶ Capital & Counties Properties Plc.
- ▶ Hewlett-Packard Ltd.
- ▶ IBM
- ▶ PricewaterhouseCoopers LLP.
- ▶ The Walt Disney Company

Career Coaching

As part of the MBA students have exclusive access to individual career management sessions with Helen Slingsby who has extensive coaching experience. Students receive advice on all aspects of career planning, including reassessment of their true strengths and weaknesses.

This aspect of the MBA programme is invaluable to students who having worked in managerial roles for a number of years may now wish to evaluate their experience to date and progress their careers into the future.

"My role is to help students understand how to tell their own story to employers and potential business partners. If they don't know who they are, what makes them thrive, where do they want to be, then how can they convince others at, let's say, a networking event or at an interview for that all important job. I want to help students discover what the MBA can do for them in the UK but also in more buoyant job markets abroad. They need to learn how to create their own luck from the word go.

The most exciting, if a little controversial task, will be to get our MBA students to realise how and why they are different and better than their class mates!"

Helen Slingsby
Career Coach



What you will need

The Brunel MBA recruits managers and other professionals of high calibre who can both benefit from and contribute to an intellectually challenging management development programme:

- ▶ a 2:1 (or above) UK Honours degree, or international equivalent, in a related or non-related subject.
- ▶ A minimum of three years' full time work experience at managerial or professional level in managing people, budget or other resources following a degree. It is important for candidates to clarify that they have significant / focused sector experience with responsibility for people, budget or other resources which is supportable by official documentary evidence.

International and EU Entry Requirements

If your country or institution is not listed or if you are not sure whether your institution is eligible, please contact Admissions

English Language Requirements

- ▶ IELTS: 6.5 (min 6 in all areas)
- ▶ Pearson: 58 (51 in all subscores)
- ▶ BrunELT: 65% (min 60% in all areas)



"The greatest benefit of studying at Brunel is its inherent diversity. The university attracts people (students, researchers and lecturers) from across the globe, so if you want insight into how other cultures think and how best to approach international business, then Brunel is an institution where you can genuinely achieve this."

Laurence Barrett
Brunel MBA Alumnus

Make the Brunel MBA your choice

- ▶ We are an established AMBA accredited MBA in an award-winning AACSB accredited Business School
- ▶ Excellent facilities on a single campus at Uxbridge within easy reach of Uxbridge Tube station, the M25, M40 and Heathrow Airport
- ▶ Access to a dedicated MBA Centre with out of hours access and 24 hour campus library
- ▶ A supportive MBA community with academic staff actively engaged in international research
- ▶ Join an established MBA alumni network across the globe when you graduate

Learn and develop

- ▶ Join a dynamic group of managers from across the globe including other UK sectors
- ▶ Accelerate your career with personalised career development sessions and Leadership Masterclasses
- ▶ Three pathway specialisations: MBA (General Management), MBA (Healthcare Management) or MBA (Aviation Management)
- ▶ Core modules include International Business, Competitive Strategy, Operations Management, Business Finance, Leading People & Management Organisation programme

How to apply

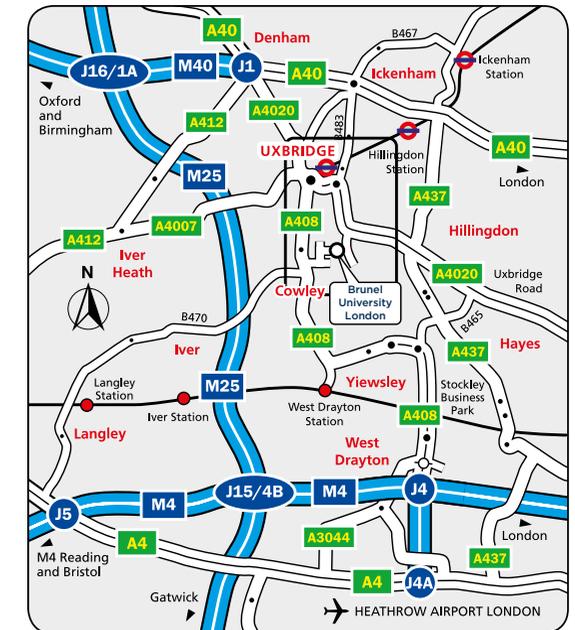
Apply online at www.brunel.ac.uk/mba or contact us now for further details.

Contact Us

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Tel: +44(0)1895 267124

Where are we?



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The information in this course brochure is correct at the time of going to press. It is issued for the general guidance of students and does not form part of any contract. The university hopes to provide the programmes and facilities described in the course brochure but reserves the right to withdraw or to make alterations to courses and facilities if necessary. The university welcomes comments on its programmes from students' parents and sponsors. However, the university's contracts with its students do not confer benefits on third parties for the purposes of the Contracts (Rights of Third Parties) Act 1999.



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