

WESTMINSTER BUSINESS SCHOOL MBA

YOUR NEXT STEP IN
BECOMING A GLOBAL
BUSINESS LEADER

UNIVERSITY OF
VISION
STRATEGY
OPPORTUNITY
WESTMINSTER 

 Accredited by
Association
of MBAs

 CMI
Chartered
Management
Institute

WHY WESTMINSTER BUSINESS SCHOOL?



Dr Sue Balint
MBA Programme Director



Simon Healeas
MBA Deputy Programme Director

Situated in the middle of London, Westminster Business School is one of the largest centres for business and management education in the UK.

Being in central London locates us at the heart of the world capital of commerce, with strong links to global corporations, government and world-renowned public and third sector organisations.

It also means we attract foremost international business leaders and practitioners to discuss contemporary business issues with our students – providing you with unrivalled opportunities to learn from the leading headline-makers.

Our programme features world-class academics. We are also highly regarded for our research centres and ability to combine academic expertise with real world business experience.

The world comes to Westminster

Reflecting the cosmopolitan nature of London, Westminster Business School teaches over 4000 students; a quarter of whom are postgraduates.

In addition to welcoming the cream of the UK's business talent, a third of all our students come from outside the UK. In fact, in the past year, people came from over 40 countries (and every continent except Antarctica) so, at Westminster, you have an unrivalled chance to gain a global perspective into overseas markets and practices – and build a worldwide network of influential business leaders.

MBA – PREPARING YOU FOR SENIOR LEADERSHIP

Westminster Business School's MBA is designed for business professionals who have already gained a significant degree of managerial work experience and are now seeking to develop their career and move into more senior positions within corporate, public or third sector organisation.

Our MBA will give you the knowledge, skills and confidence to become an inspirational leader. It will enable you to view business issues from a wide range of perspectives, using a holistic viewpoint to inform your decision-making and increase your ability to solve problems effectively.

Integrated approach of our Programme

We know that business theory alone is insufficient. Our MBA has a strong, real world focus, with an emphasis on practical application and integrated learning across a range of modules.

Furthermore, we equip you with the tools, techniques and terminology to help you develop your 'senior executive mindset'.

Consequently you will become capable of analysing situations, ascertaining key factors by asking searching questions, absorbing leading-edge research and use your judgement to make timely, informed strategic decisions.

What will you learn over the next few months?

Our MBA will take you on a journey, enabling you to successfully operate at the highest level. It will give you the understanding of the latest business thinking and how to respond to the challenges of an ever-changing global business environment.

You will therefore be able to positively impact upon an organisation and add to its value.

Above all, you can apply the new insights you've gained from an intensive learning experience. So you're able to produce immediate gains for your organisation as a whole and your career in particular.



"Studying at a university that was internationally accredited, multi-national and that offered a diverse environment was important to me... Westminster Business School offered all this and more. Yes, the course is intense and

challenging but it has been very rewarding... essentially enriching not only my core strengths and professional development, but augmenting a sturdier career path."

Leanne Shulman, MBA Full-Time 2010

Full and detailed information on our MBA is available at www.westminster.ac.uk/mba

OUR TEACHING PHILOSOPHY IS LEARNING THROUGH EXPERIENCE



As a graduate of our MBA course you will be familiar with all the leading business theory, in addition, you will have a robust understanding of how to create winning business strategies.

Integrated, broad-based learning

The Westminster MBA programme has been specifically developed to reflect the real world challenges and decisions which senior executives need to address every day.

These challenges are complex and involve management of ambiguity and risk. Multi-disciplinary decisions often require trade-offs between different stakeholders with various demands, often of a conflicting nature.

Our MBA explicitly demonstrates that it is increasingly possible to gain a competitive advantage by understanding the linkages between disciplines reflected in the team teaching which spans several subject areas.

Working in small class sizes, we offer you an intensive learning experience that inspires creative business thinking whilst giving you 'hands-on' practice at developing your intellect, stamina and vital people management skills – including how you can effectively influence and manage colleagues within the working environment.

You will be stimulated and challenged via a range of case study work, peer discussions, computer simulations, role playing and focussed short lectures.

But you'll gain the most invaluable insights by participating as an autonomous learner; enjoying a variety of new influences and being exposed to the richness and diversity of experience of fellow students of various ages and business backgrounds. You will gain invaluable knowledge by learning from their business experiences, as part of an international programme centred on strategic leadership, innovation and change management.

Our faculty says:

Industry knowledge is the best asset a teacher can have

"Prior to joining the university in 2009 I was heavily involved in a variety of strategic and market intelligence projects across the telecommunications, logistics, banking and finance and the pharmaceutical industries. I co-founded a marketing agency specialising in the health environment and have extensive experience of working with pharmaceutical companies, food companies and Peak Associations at the Federal Government level."
Dr Felicity Hardley, Senior Lecturer
www.westminster.ac.uk/schools/business/staff/marketing-and-business-strategy-mbs"Marketing and Business Strategy

Making a difference at a strategic level

Our MBA concentrates on helping you develop your ability to make a significant difference to your organisation at a strategic level. Naturally, you'll be required to produce coursework, make presentations, sit exams and take part in discussions that demonstrate your knowledge and understanding. You'll also have to show that you have a practical grasp of the personal and interpersonal skills that are key to success in business – with the capacity to manage yourself as well as your team.

The MBA career opportunity

The Westminster Business School has gained an international reputation – not least for conducting applied research that is relevant to all areas of business. We also have a name for enterprise, knowledge transfer in the London region and working with public and private organisations both nationally and internationally.

CEOs, Executive Directors, global business leaders...

You'll meet Westminster Business School graduates working for a number of top international organisations as CEOs, Executive Directors, Senior Partners, Board Directors. Many of our alumni either run their own companies or hold significant positions in companies like **Coca Cola, HP, NHS Confederation, Credit Suisse, the BBC, London Transport, BT, HSBC, Microsoft and Vodafone** – to name but a few.

Associated benefits

- Accredited by the Association of MBAs since 1984
- Named No1 preferred MBA supplier to the UK Government
- Ranked as a tier one programme by the CEO magazine. (Criteria used included value for money, expertise of faculty, quality and relevance of curriculum to today's business environment)
- MBA mentoring programme plus MBA Internship scheme (see below)
- Networking via the QS MBA Careers platform, the Association of Business Schools and AMBA
- Opportunity to study/work in overseas countries
- Access to the Bloomberg financial suite
- Open invitation to monthly alumni events and speaker events
- Specialist electives from other Masters programmes
- One-to-one career development coaching



World-class research, publication and education

"My multidisciplinary research interests include emergent leadership approaches in knowledge organisations, knowledge management, complexity, business

process modelling, personal and professional development and executive coaching.

I have published over 150 articles in journals (including Harvard Business Review), books and conference proceedings – mainly in the area of leadership, business process change and my specialist research areas."

Professor Vlatka Hlupic.

Professor of Business and Management
www.westminster.ac.uk/schools/business/staff/business-information-management-and-operations-bimo Leadership and Development (LD)

THE WESTMINSTER BUSINESS SCHOOL

MBA CURRICULUM



"I'm studying the MBA to provide me with a fuller understanding of the various functions of an organisation...and to improve my employability. I have already been offered five jobs on completion of my MBA!"
 Jake Wilson. Student MBA Part-Time

Full-time MBA/Part-time MBA
Duration: 12 Months/2 Years
Starting: January 2012, September 2012
Fees 2011: £16,500 (EU/Non-EU)*

*Fees are given as a guideline and are subject to change, please check the website for more up to date information www.westminster.ac.uk/mba

The Westminster Business School offers two MBA programmes (both of which are AMBA accredited) and are designed to help you assume senior management positions.

Our full time programme is an intensive 12-month programme that is ideal if you're a professional manager taking a career break. It focuses on building your managerial knowledge and capacity whilst enhancing your professional managerial skills.

Our executive programme is a two-year programme aimed at senior managers who want to combine part-time study with full-time careers. Based on a weekend block delivery mode (alternate Fridays and Saturdays during the semester), it allows you to reflect on how the learning can be applied within your own organisation. It also helps you build personal competencies and enables you to take a more strategic approach to developing your career.

On either programme you will be sharing experiences with a small group of ambitious, experienced professionals from various backgrounds – and a combination of rigorous academic thinking and practical input from practitioners will challenge and shape your own views of management.

Core MBA modules

SEMESTER 1/ YEAR 1		SEMESTER 2/YEAR 2	
MBA Compass	10 credits	Consultancy Skills	10 credits
Creating customer value	20 credits	Elective 1	20 credits
Identifying and evaluating value in the organisation	20 credits	Elective 2	20 credits
Leading and managing people	20 credits	Strategic management	30 credits
Career Development	0 credits	MBA Dissertation	30 credits

Apart from core material common to most of the MBAs we have some specialist modules to enhance your experience on the programme those are: MBA Compass, Careers and Consultancy

MBA Compass

This module enables students to refresh their knowledge of the study skills required to successfully undertake their MBA and enhance their ability to tackle critical analysis of complex situations, use data analysis techniques to analyse and interpret data to support business decision making and write well-structured, lucid board papers and executive reports; it was developed to address the concerns of many of our students at the start of the programme.

Career Development

This module is designed to enable students to develop their career plans based on strong personal and professional skills, abilities and networks to facilitate them to work at leadership or senior management levels in organisations. With the support of our career development team, students will explore themes such as self-awareness, group work, action learning, influencing, decision-making, conflict handling, problem solving and networking. Students will learn how to differentiate themselves through recruitment and selection techniques and image management; they will be able to recognise and to close the gap between what they offer and what is required by employers, thus increasing their employability.

Consultancy Skills

In this module students learn the skills and knowledge required to be an effective internal or external consultant and how to manage the consultancy process. Social impacts are addressed by examining the relationships between consultants and clients, and the ethics of consultancy. By undertaking a group consultancy project with a client company, this module provides students with an opportunity to integrate their prior learning and apply it to a real world situation.

Electives – as well as the above core modules, you must broaden or deepen your area of study by completing two of the following elective subjects:

- Financial Strategy
- Foresight and Futures Studies
- Programme and Project Management
- Social Entrepreneurship
- Innovation and Entrepreneurship
- Sustainability and the Corporation
- Responsible Organisations
- Contemporary Leadership
- Strategy Dynamics
- International Business Negotiation

Internship and social entrepreneurship

In keeping with our real business world approach, full time students have an opportunity to attend a four week internship programme for full-time MBA students.

The potential benefits include the opportunity to develop transferable skills, build industry contacts and be considered for possible training or positions.

You will also be encouraged to undertake practical consultancy projects.

Social Entrepreneurship, meanwhile, takes you to a developing country to use your business expertise to help solve local problems with a charity– an educational experience that is challenging, altruistic and extremely effective at developing your unique leadership style and senior director mindset.

International business negotiations

This practical module is part of our international study trip that gives you an insight into how business is conducted overseas. It also includes visiting our educational partners to examine the latest business thinking in their part of the world.



"I chose Westminster because it is AMBA accredited, in a good location and is a well known place and name. It's giving me a grounded and complete view of business processes and opportunities."
Gordon Evans. Student MBA Part-Time

Full and detailed information on our MBA is available at www.westminster.ac.uk/mba

BUSINESS. IT'S ALL ABOUT PEOPLE



Our alumni say: A varied career



"Since completing my MBA I've spent four years in international brand development with Compass, four years in senior marketing roles for Centrica, three years running the marketing and passenger operations of the Isle of Man Steam

Packet Company, followed by 13 months as interim Marketing Director and consultant for the Royal Horticultural Society."

Rupert Trevelyan. Managing Director, Epsom Racecourse



A solid base of knowledge

"I've got a real soft spot for Westminster Business School...my MBA gave me a solid base of knowledge and skills on a whole range of areas from leadership, strategy and law, to economics

and financial management. It gave me the confidence and foundations to deal with the complexities that you have to confront as a Chief Executive."

Matt Hyde. Chief Executive, National Union of Students (NUS)

A corporate mindset in the public sector

"It gives me great opportunities in the future if I wanted to move out of the police and into a private sector environment. The MBA helps with the translation between the public and private sectors."

Chris Dreyfus, Chief Inspector with the British Transport Police

A 20-year foundation course

"Before joining the University I spent 20 years as a senior manager in investment banking and corporate finance in London, Singapore, and Hong Kong. In Singapore, I developed a lucrative expertise in the capital reconstruction of 'penny stock' firms that remained publicly listed. I then returned to Cambridge University in 2000 for doctoral research on the corporate governance of family firms in Singapore."

Dr Wilson Ng. Senior Lecturer in Strategy and Entrepreneurship

www.westminster.ac.uk/schools/business/staff/marketing-and-business-strategy-mbs "Marketing and Business Strategy (MBS)



TAKE THE FIRST STEP ON TOWARDS YOUR FUTURE SUCCESS



Taking our MBA will significantly accelerate your career, enhancing and building upon the success you have already experienced. But you have to bring skills and experience to the table too.

Are you ready for our MBA?

Our most successful graduates are those people who arrive at the Westminster Business School with a pro-active purpose to be involved in all the initiatives that take place at the school throughout the year. Enthusiasm, energy and a willingness to contribute are essential qualities, in addition to technical competence and a sound familiarity with online business sites such as Facebook, LinkedIn, Twitter, Google etc.

Minimum admission requirements

- A good undergraduate degree awarded by a UK university (or overseas equivalent), or professional qualification
- At least three years full time, post graduation, supervisory or managerial work experience. Typically students have on average 5-6 years work experience for full-time MBAs and 8-10 years for executive part-time MBAs.
- English language competence – if English is not your first language, you will need an IELTS score of 6.5 (with a minimum of 6.0 in each element), or a recognised equivalent.

Please note: You will normally be interviewed, and you may be asked to take the Graduate Management Admissions Test (GMAT) – achieving a score of 600.

Learn more about our MBA courses

Full information on course content, curriculum, career management, teaching methods and scholarships is available at: www.westminster.ac.uk/mba.

To read what our students say about the courses and their experiences on our blog, go to:

business.westminster.ac.uk/mba/

Apply now

To apply for the course, attend a taster lecture, or to organise a 'one-to-one' CV review with the course director, please email us on mba@westminster.ac.uk

We look forward to welcoming you to the Westminster Business School.



Enquires to: mba@westminster.ac.uk

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Internal Ref: 0000/00/10/AA/AA

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on our MBA is available at
www.westminster.ac.uk/mba