

Bristol Business School is part of UWE Bristol. We educate economists, lawyers, accountants, marketing and HR professionals and the business leaders of the future, as well as researching the important business and law issues of the day.

The Bristol MBA welcomes people from a diverse variety of backgrounds and industries to join this thriving business environment.

Professor Jane Harrington is Deputy Vice-Chancellor at UWE Bristol. A highly successful alumnus of Bristol Business School, she has researched and taught human resource management and has a specific interest in gender and work and research methodology. Until recently Jane held the post of Pro Vice-Chancellor of the Faculty of Business and Law at the University and still continues to maintain close links with the academic staff, researchers and partners of the Faculty.

Jane is on the University's Board of Governors, is a member of the Bristol Women's Commission and sits on the CBI South West Regional Council. She has also held international posts in Spain and India and has worked for the United Nations University of Peace. Previously, Jane was Vice Chair and Executive member of the Association of Business Schools and played a key role in the Chartered Management Institute's (CMI) 21st Century Leader's Project. In recognition of her contribution to leadership and management in Higher Education, Jane has since been made a Companion of the CMI.



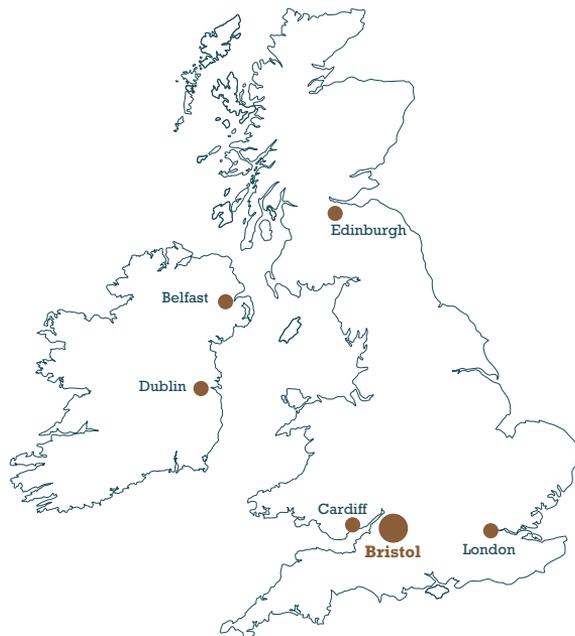
Introducing The Bristol MBA

“Whatever part of the world you’re from, the benefits of studying for an MBA are clear. It demonstrates enterprise and commitment on your part — a determination to master your profession and further your career. It shows that you are capable and confident, and willing to learn more to achieve more. It puts you that one vital step ahead of the next person.

“We’re a business school with an international reputation and strong global partnerships with universities as far afield as China, India, Malaysia and Vietnam. Our teaching is firmly grounded in the real world, and joining our MBA programme will help you move your career forward, providing you with the relevant skills, experience and networks to become a leader in your chosen field of business.

“Moreover, we’ll encourage you to think critically and creatively, to find new ways of delivering sustainable, socially responsible entrepreneurship. You’ll meet and learn from academics, active professionals, and your fellow students, all of whom have diverse and valuable business experiences. You’ll be tackling real live ongoing business problems. And you’ll be studying in one of the UK’s most vibrant and well-connected cities.”

Professor Jane Harrington,
Deputy Vice-Chancellor, UWE Bristol



Where leaders are made

The Bristol MBA is firmly rooted in the real world of business and has been carefully designed to give you practical insight into the key issues facing organisations today in all parts of the world. The programme can have a profound impact on your career, helping you to exceed your potential and preparing you for the challenges that lie ahead.



Our well-established international links will help to transform you into effective business leader with an international outlook.

What's more, we'll encourage you to think about business in a responsible way, creating sustainable value for business and society at large, and contributing to a healthy global economy.



The Bristol MBA opened the door to higher level management opportunities for me, and gave me a better understanding of strategic and financial strands of the business.



Qusai AlHaj,
Business Development Manager, MS Pharma

An MBA degree is internationally recognised as the key qualification for talented business people aspiring to senior management roles. It helps you towards further advancement, better prospects, salaries and fulfillment.

People choose to study an MBA for different reasons and with different outcomes in mind. The Bristol MBA allows you to tailor your studies to develop areas of knowledge relevant to your career plan, meet your particular goals, and shape your business future. Whatever you want to get out of the programme, it's going to be demanding and challenging — dedication, energy and enthusiasm are a prerequisite.





Practical, proactive learning

The Bristol MBA is a very proactive learning experience — so while there are some classroom and one-to-one sessions, these are combined with individual research projects and applied study inside hand-picked organisations. Our approach is hands on and practical, focused on developing tangible personal and professional skills to help deal with real issues faced by managers everywhere.

An important part of the programme is the Integrated Management Research and Professional Development module, which is woven throughout the programme, connecting the various elements together. This focuses on personal development planning, reflective learning and creating a portfolio. We fully recognise the need to be flexible, proactive and relevant, which is why you are encouraged to devise a tailored programme of study that aligns with your professional and personal circumstances.



Collaboration is right at the heart of everything we do, with staff and students sharing knowledge and experience of their business worlds. You will learn through syndicate work, group and individual presentations, student-led seminar groups, case studies, experiential learning, role play and business simulations. This develops your all-round business understanding, transferable skills and, ultimately, your employability.



The benefits of Bristol

In a 2013 poll, Bristol was named the best UK city to live in for quality of life. It's a thriving, prosperous place, with a lively cultural and commercial scene. The city also leads on environmental innovation, and has been named European Green Capital 2015.

As the eighth largest city in the UK, Bristol is big enough to cater to any interest, yet small enough to be welcoming and friendly. The city is the business and creative hub of the South West of England, and Bristol Business School acts as an effective conduit for local, national and international business organisations. Our connections will help you to tap into valuable networks and become more engaged with initiatives and opportunities in Bristol and beyond.



It's also home to many significant businesses and employers, including Airbus, AXA, BBC, Hewlett Packard and Rolls-Royce. A historic maritime port, the city has always been a bustling commercial centre, and a forward-thinking entrepreneurial spirit still permeates the city.



If you want to get away from it all, nature and coastlines are just a short trip away — from the beautiful national parks of Wales, to the rolling hills of the English countryside. Transport links are fast and frequent, you can be in London in 90 minutes by train, or catch a flight from Bristol International Airport to locations around the world.

The Frenchay campus is located around four miles north of Bristol city centre, just off the M32 motorway.



As a graduate civil engineer with a technical background, the Bristol MBA was essential to open the possibility to be doing what I do today and enjoy so much.



Alberto Kolmel,
Managing Director, Doka Brasil



Bristol Business School

Bristol Business School is part of UWE Bristol. We have carefully fostered a series of international educational, business and professional partnerships for the mutual benefit of students and businesses. We have developed strong links with universities in Vietnam, China, India and Malaysia.

We do everything we can to promote socially and environmentally responsible business practices. Our research is focused on the important business and law issues of the day from different parts of the world.

In 2015, work is due to start on a new £50 million state-of-the-art building, part of the University's ambitious campus redevelopment. This will be a thriving place, where business professionals, students and academics can mix formally and informally.

For you, it's a chance to develop your business network and have regular direct contact with the world of work — an extension of the real-life projects we provide. For businesses, it's a chance to get involved in research and consultancy projects at the University, and find potential candidates and placements.



Bristol Business School is firmly grounded in the local business community, and offers thought-provoking research and practical advice.



Karen Evans,
Regional Executive, ICAEW







The Bristol Distinguished Address provides an enjoyable and accessible speaker series. It is unique in its inclusive approach, giving everyone the opportunity to hear from high-profile, inspirational and sometimes challenging figures from business and commerce. The speakers stretch the mind, raise questions and encourage debate. They also champion the profile and stature of Bristol, helping to put the city on the national and international map.



Deborah Waddell,
Director, CBI South West



Insights and networking

We regularly invite distinguished experts from industry and professional bodies as part of our hugely inspiring guest speaker programme, providing you with insight into the challenges and decisions being made at the highest level of strategic leadership.

The Bristol Distinguished Address Series is an annual series of high-profile keynote lectures delivered by the Bristol Business School in partnership with local business partners. Speakers past and present include Sir Charlie Mayfield, Chairman, John Lewis Partnership; Matthew Layton, Managing Partner of Clifford Chance LLP; Angela Knight, Chief Executive Officer of Energy UK; Sir Peter Bazalgette, Chair of Arts Council England.



In addition, the Women Business Student Forum (WBSF) is a new, student-led initiative, sponsored by UWE Bristol. It aims to analyse and debate contemporary issues around women in the economy, the state, civil society and the media. Each forum event will feature external expert speakers and students.

Bristol Business School is also actively involved in other events including the Bristol and Bath Women in Business Awards, which pay tribute to the women whose determination and success are helping to drive the local economy.



Strong links with business

Bristol Business School has forged close links with a broad variety of business organisations at local, national and international level. These partnerships give you the opportunity to complete a 'live' project during your time here.

One of the most enlightening parts of the Bristol MBA programme is applying theory in a real business scenario. You may get the chance to work inside an organisation for several weeks on a standalone strategic project, testing your skills and knowledge for real. This taste of up-close management consultancy, critically analysing business problems in a workplace context, provides an invaluable form of active preparation. It helps develop decisiveness and judgment for timely, informed decisions.

Bristol Business School also has connections and affiliations with influential business institutions locally and nationally. These include: Association of Chartered Certified Accountants; Bristol City Council; The Confederation of British Industry; The Chartered Management Institute and The Institute of Directors.



Real world research

Bristol Business School has a rich research culture with vibrant research communities specialising in areas including entrepreneurship, leadership, social marketing, global finance, law, and justice. We have a strong record in official research assessments and frameworks, and produce internationally recognised research projects. This is disseminated throughout the school, helping increase knowledge, skills and understanding.

Our research is informed by the real world, exploring issues relevant to industry, policy makers and governments. We have long-standing contract research, knowledge transfer and research and development partnerships with well-known companies, as well as innovative, up-and-coming SMEs. End-users are considered from the beginning of our projects, and we involve managers and key industry influencers from the initial design stages.

Throughout the year we hold range of research-led events, including international conferences, seminars and workshops. As a Bristol MBA student you will have the opportunity to attend some of these events. You'll meet with researchers and find out inspiring and cutting-edge information on innovative and relevant topics, helping you prepare to get a step-ahead in your future career.

Programme overview

The full-time Bristol MBA is a year-long, with January and September intakes. You will join a diverse group of students from a range of business backgrounds and cultures. You will become part of a wide-ranging community of global business professionals learning together, sharing hands-on work experience, developing valuable business know-how and practical skills. It's a qualification that will serve you well in your day-to-day business as well as a passport to a higher-flying career.

The programme is organised into seven core modules, two elective modules and a dissertation:

Customer and Market Analysis

- Evaluating dynamic and complex market opportunities
- Identifying potential competitive strategies and understanding how to respond
- Analysing macro and micro environmental factors and incorporating macroeconomic theory
- Studying consumption theories to develop effective market positioning in international markets
- Working from real decision-making situations in the form of case studies, problem-solving activities and discussion of current marketing issues.

Strategy and Implementation

- Examining how companies formulate strategy and translate it into action through case studies and classic readings
- Setting the direction and values of an organisation and achieving competitive advantage in a global economy
- Running a virtual company through a computer simulation, devising a strategy and undertaking critical decision-making tasks.

Leadership, Complexity and Change

- Analysing theoretical and practical issues around key topics such as politics, power, authority and diversity
- Learning how to lead teams based on individual contribution and group dynamics
- Investigating how to work with emotion, risk, and unpredictability
- Exploring ethical and strategic leadership in organisations, including CSR, sustainability, creativity, enterprise and entrepreneurship
- Encouraging self-reflection and critical inquiry.

Managing People in a Global Context

- Looking at the practice and theory of resourcing, acquiring talent, and managing performance in an international context
- Developing practical skills including: selection, interviewing, negotiation skills, conflict resolution and staff development
- Learning through case studies, problem-solving exercises and role playing
- Accessing interactive web-based support.

Financial Decision Making

- Analysing revenue and costing information for short and long-term decision making
- Teaming up with finance specialists to support management roles
- Emphasising the importance of using up-to-date financial information
- Using local and international financial databases to enhance the real-time learning environment
- Exploring ethical dilemmas and corporate social responsibility issues.

Systems, Structures and Operations

- Understanding the latest information systems and operations management topics
- Learning through case studies, simulated game playing and scenario planning
- Accessing interactive web-based support.

Management Research and Professional Development

In addition, the Integrated Management Research and Professional Development module supports you throughout the course, developing your personal and research skills, according to your particular needs.

You choose

You also get to choose from two sets of elective modules.

First set of elective modules include:

- Project Management in a Complex World
- Creativity and Innovation
- Globalisation and the Law

Second set of set of elective modules include:

- Risk and Sustainability in Global operations
- Global Financial Strategy
- Digital Business Information.

Dissertation: Independent or Consultancy Research Project

You can choose to work on a research project that fits with your interests and ambitions. Alternatively, you can undertake a consultancy research project addressing the needs of a client, putting your skills and adaptability to the test.



Bespoke business facilities

UWE Bristol is ranked in the top seven English universities for graduate employment. The campus has excellent facilities, from a purpose-built student village, to health and sports centres, well-equipped library and childcare.

As an MBA student at Bristol Business School, you'll have access to WiFi and study space for individual and group work. You'll also be able to access the Business School's Postgraduate Resource Centre.

What's more, you can take advantage of a trading room with access to the Reuters 3000 Xtra trading platform. This facility is available to all Bristol MBA students, and is used as part of your learning on certain elective modules.

The Academic Support Centre runs one-to-one sessions and workshops to help you develop essential business and personal skills including: time management; reading and writing; critical thinking; literature reviews; referencing your work; other facets of studying in higher education.



I developed life-long friendships with people in other areas of business; I developed a new network of individuals who can bring skills and perspectives to my work that I had never considered previously.



Steve Batson,
Service Manager, Mental Health NHS Partnership Trust

The next big step in your career

You don't need to have a first degree to apply for the Bristol MBA, but you do need relevant professional work experiences. The Academic Resource Centre is geared up to support students from a non-academic background.

Find out more and apply:

courses.uwe.ac.uk/N12212/

Telephone for international and EU student enquiries:

+44 (0)117 32 86644

E-mail for international student enquiries:

international@uwe.ac.uk

Telephone for UK student enquiries:

+44 (0)117 32 83333

E-mail for UK/EU student enquiries:

admissions@uwe.ac.uk

UWE Bristol
Frenchay Campus
Coldharbour Lane
Bristol BS16 1QY

Information in this brochure is accurate at time of production. We will do our best to deliver the programme, events and services as described. However, there may be changes following publication and we reserve the right to make changes to the content or mode of delivery of the programme, or to withdraw the programme and/or events and services if necessary.



