

The Bristol MBA

Part-time

From
learning to
leadership



University of the
West of England

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

“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.

“At Bristol Business School we believe in the power of partnerships to create opportunities for our students, alumni, staff and partners. There is a lively culture of applied research that feeds directly into our teaching and offers expertise and insight to individuals and organisations regionally, nationally and internationally.

“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 management 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

Our part-time MBA programme is designed around busy, experienced managers who want to continue working while studying. The programme offers you practical insight into the key issues facing organisations today, and has been restructured from the ground up to incorporate and investigate key methodologies relevant to the real world. 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 economy.



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



Qusai AlHaj,
Business Development Manager, MS Pharma



Our rigorous programme is focused on the fundamentals of management, helping those who've already made their mark in business, but are now seeking further advancement, better prospects, salaries and fulfilment. It minimises time spent away from the workplace so you can apply your learning straight away. You will benefit directly from our business partnerships by taking part in live projects and meeting people who can share valuable experiences.

An MBA degree is internationally recognised as the key qualification for talented business people aspiring to senior roles. People choose to study for 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 workplace and 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 — the programme includes individual research projects and applied study at your own place of work, or at other hand-picked organisations. Our approach is designed to equip you with the cutting-edge skills to manage organisations in a constantly changing global environment. We focus on developing personal and professional skills so you can take the next step in your career.



The biggest challenge of my career was to make the move from Production to Marketing. I had to unwire my technical brain. This was only possible thanks to the knowledge I gained during the Bristol MBA.



Laurent Guerindon,
Area Sales Director for Africa, Middle East
and France, Stern Wywiol Group



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

Collaboration is 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 prospects.

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.

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; Bristol Junior Chamber; The Confederation of British Industry; The Chartered Management Institute; The Federation of Small Businesses; The Institute of Directors and the West of England Local Enterprise Partnership.



Bristol Business School

Bristol Business School has carefully fostered a series of educational, business and professional partnerships for the mutual benefit of students and businesses. We have strong links with universities in Vietnam, China, India and Malaysia. We do everything we can to promote socially and environmentally responsible business practices.

In 2015, work started 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



Artist's impression of the new Business School building.



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 in to 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 outside 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.

Images from Bristol Distinguished Address series. A: Anne Francke, CEO of CMI. B: Sir Charlie Mayfield, Chairman, John Lewis Partnership. C: Networking event guests.

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



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.



Research projects at UWE Bristol concentrate on making an impact. It's a fantastic backdrop for our students, who are among the first to become immersed in the latest business ideas.



Dr Glenn Parry,
Associate Professor, Strategy
and Operations Management



The benefits of Bristol

Bristol is the eighth largest city in the UK, and home to many significant businesses and employers, including Airbus, AXA, BBC, Hewlett Packard and Rolls-Royce, as well as a thriving small enterprise community. With a historic maritime port, the city has always been a bustling commercial centre, and a forward-thinking entrepreneurial spirit still permeates the city.

The city is the business and creative hub of the South West, 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.



The Frenchay campus is located 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



Programme overview

The part-time MBA programme has intakes in January and September. We welcome a range of managers from business and public service backgrounds. You'll meet and learn from academics, active professionals, and your fellow students, all of whom have diverse and valuable business experiences. And you'll be tackling real ongoing business problems.

With four teaching weeks spread over the year, time spent away from the workplace is kept to a minimum, so you can apply your learning straight away. You will have access to tutor support throughout.

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.

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.

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.

Management Research and Professional Development

In addition, the 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

There may be specific projects within your own workplace that you need to address. During this project you can work independently or on a consultancy basis to provide tailored analysis and solutions for your organisation.

Alternatively, Bristol Business School has forged close links with a broad variety of business organisations at local, national and international level. So if there's nothing relevant at your place of work, you may still be able to complete a 'live' project during your course. This might entail working with an organisation on a standalone strategic project, testing your skills and knowledge in the field.



Bespoke business facilities

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 can work in dedicated rooms with WiFi and study space for individual and group work. You'll also be able to access the Business School's Postgraduate Resource Centre.

You can take advantage of a trading room equipped with 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 and Executive Development Centre run 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.



Furthermore, with Bristol Business School's new state-of-the-art building due to open in 2016, you'll be able to spend your studies in one of the newest and most innovative business environments in the country.



I was promoted to Programme Director whilst studying the Bristol MBA and I am now responsible for a portfolio of programmes. I feel the insight that the MBA gave me into programme management and financial control helped me secure the post."



Kevin Wright,
Programme Director, BT

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 to have experience of working at management level. Our Academic Resource Centre is set up to support students from a non-academic background with tasks like writing and referencing.

Find out more and apply
courses.uwe.ac.uk/N1224/

Telephone: **+44 (0)117 32 83333**

E-mail: [**admissions@uwe.ac.uk**](mailto:admissions@uwe.ac.uk)

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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.



