

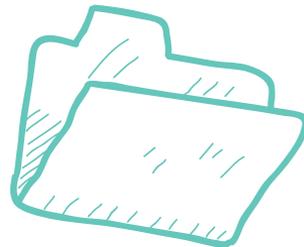
# MBA BLENDED LEARNING

**Designed for practising managers looking to take the step upwards to a strategic role, this MBA provides a distinctive way of developing your achievements and thinking. Working across a wide range of management disciplines - with ideas and experiences taken from organisations and thought leaders across the world - you will have the opportunity to put learning into practice, providing immediate value to yourself and your organisation.**

**This course is delivered in one of our Study Centres over two years, with one three-hour evening session every 2 weeks.**

## What does CMI accreditation mean?

CMI promotes excellence in UK management and leadership and this course is your pathway to success. Alongside your Masters, you'll get a CMI Level 6 qualification in Strategic Management and Leadership – industry-recognised, and a fast-track route toward Chartered Manager status. You'll have free CMI Membership throughout your studies, giving you access to a range of resources including a large online library, the CMI mentoring service and UK networking events.



## Modules are: Personal & 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.

## 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.



## Managing within a Competitive Environment

The Arden MBA takes a multi-disciplinary approach and this module is a perfect example of that.

This module considers issues related to environmental analysis and decision-making. Using the right marketing, strategy and financial models to analyze an organisation's external environment is a key skill to make sound decisions and evaluate business strategy. In the assessment you will be encouraged to apply these skills to an analysis of your own organisation.

## Leading Transitions

There are all kinds of reasons an organisation might set off on a major change initiative. You will be introduced to them, with special emphasis on those where technological innovation is a key factor.

Drawing on a range of management functions and theories, you will consider how to plan for and implement change within your organisation. By the end of it, you will have developed the skills you need to manage business transformation, applying them to your own organisation.

## 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 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.



## Research Project

The research project is a vital part of achieving Master's level - and it's your chance to undertake research into an area of your choice, 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'll develop your critical abilities and produce a piece of work that's relevant in practice and meets the academic standards needed at Master's level.

## Course duration and hours of study

This course is delivered in one of our Study Centres over two years, with one three-hour evening session every 2 weeks. As well as the fortnightly classes, you'll have access to our unique online learning platform. There, you will be able to reinforce your learning through a lively combination of discussion forums, guided group work, podcasts, narrated presentations and online lectures.

You can find out more information on the course page, visit [www.arden.ac.uk](http://www.arden.ac.uk). Alternatively, please call our admissions team on:

0208 003 6196





## 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.

## 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.

## Accreditation

This organisation provides management development programmes that meet the rigorous quality required to achieve CMI accreditation.



BLENDED  
LEARNING  
POSTGRADUATE  
COURSE  
UK ONLY

How to apply

Visit: [www.arden.ac.uk](http://www.arden.ac.uk)

Email: [enquiries@arden.ac.uk](mailto:enquiries@arden.ac.uk)