

Senior Leaders Master's Degree (MBA) Apprenticeship

Introduction to the programme

The BeReady and Coventry MBA is a post experience Master's degree offered by Coventry Business School. It is aimed at practising managers and aspiring leaders who wish to develop an in-depth understanding of how an enterprise operates and how, as managers and organisational leaders, they can initiate and bring about change within the enterprise.

The course aims to enhance a participant's ability to think critically and strategically in seeking solutions to complex problems within an ever changing and ambiguous business environment. The course emphasises that as an organisational leader, a manager's practice needs to be responsible and ethically based and, in an increasingly globally connected environment, culturally sensitive.

Within the MBA course a number of specialised sector and role specific pathways are offered in addition to the general MBA. The course is offered in various modes, with a blended mode most suited to an apprenticeship.

The course consists of three distinct but interconnected phases:

1. Certificate

The modern enterprise and business environment – how does it work? The Certificate phase will develop a resource-based view of the business enterprise and examine how value is created, including the impact of the wider business environment on the enterprise's value creation activities.

2. Diploma

Preparing for tomorrow – what needs to change? In the Diploma stage the focus shifts to considering the manager's role in the development of an enterprise in response to the internal and external context, to create sustainable value.

3. Master's – Management in action – bringing about change

The Master's phase of the programme will focus more specifically on particular sectors and /or roles (including general management and leadership) depending on the candidate's pathway. The emphasis will be on exploring, critically evaluating and applying a range of sector/role specific models and concepts within a practice setting/context.



Overview of modules

There are eight core modules, namely;

- ▶ Business Models & Processes;
- ▶ Geopolitical, Economic & Legal Environments;
- ▶ Financial Analysis;
- ▶ Organisational Behaviour and Learning;
- ▶ Innovation & Entrepreneurship;
- ▶ Global Marketing;
- ▶ Leadership & Change Management;
- ▶ Strategy & Decision Making.

These are followed by two pathway modules for the General MBA: Project Management and Decision Making & Risk. Finally, students complete an industry related Consultancy Project and write a dissertation either in groups or individually.

Entry requirements

The BeReady and Coventry MBA is a post experience Master's degree and applicants must therefore demonstrate a minimum of two years' full time equivalent work experience as well as hold an Honours degree in an appropriate discipline.

Other qualifications and/or experience will be considered on a case-by-case basis.

Teaching timetable

The course is part time and follows the standard university academic calendar of three semesters per year, commencing in September, January and May. Semesters are each of 13 weeks' duration. Students will therefore complete the course in two years (six semesters).

Minimum/maximum cohort size

Cohort sizes are typically 16-20 for an intake on the blended mode, which allows for good group cohesion and an interactive, experiential learning environment.

Options for making changes to the programme

Modules are designed following a set standard across all modes of delivery, whether online, on-campus or blended. However, educational pedagogy, teaching style and delivery pattern all vary in order to contextualise each module according to the requirements of a given cohort.

Quality Monitoring

The course follows QAA subject benchmarks for Master's Degree in Business and Management (Sept 2015), which guides and benchmarks course development, teaching, learning and assessment: bit.ly/qaabm

Internal processes include student satisfaction appraisal, module and course evaluation processes as well as internal and external moderation and approval processes in accordance with Coventry Business School and Coventry University requirements. The course also has a dedicated Board of Study, chaired by a member of the Faculty of Business & Law deanery.

Teaching Staff

The MBA has a dedicated team based in Coventry Business School, headed by the Director of MBA Programmes, providing leadership for the Coventry MBA across all modes of delivery and pathways. MBA teaching staff are selected from full time, part time and associate academic employees of Coventry Business School and the wider university, with subject specialisation, teaching experience and industry expertise. All teaching staff are qualified to a minimum of Master's level, with the majority holding PhD specialisms in appropriate areas. Taught experience is also enhanced through guest lectures from industry practitioners and corporate leaders.

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