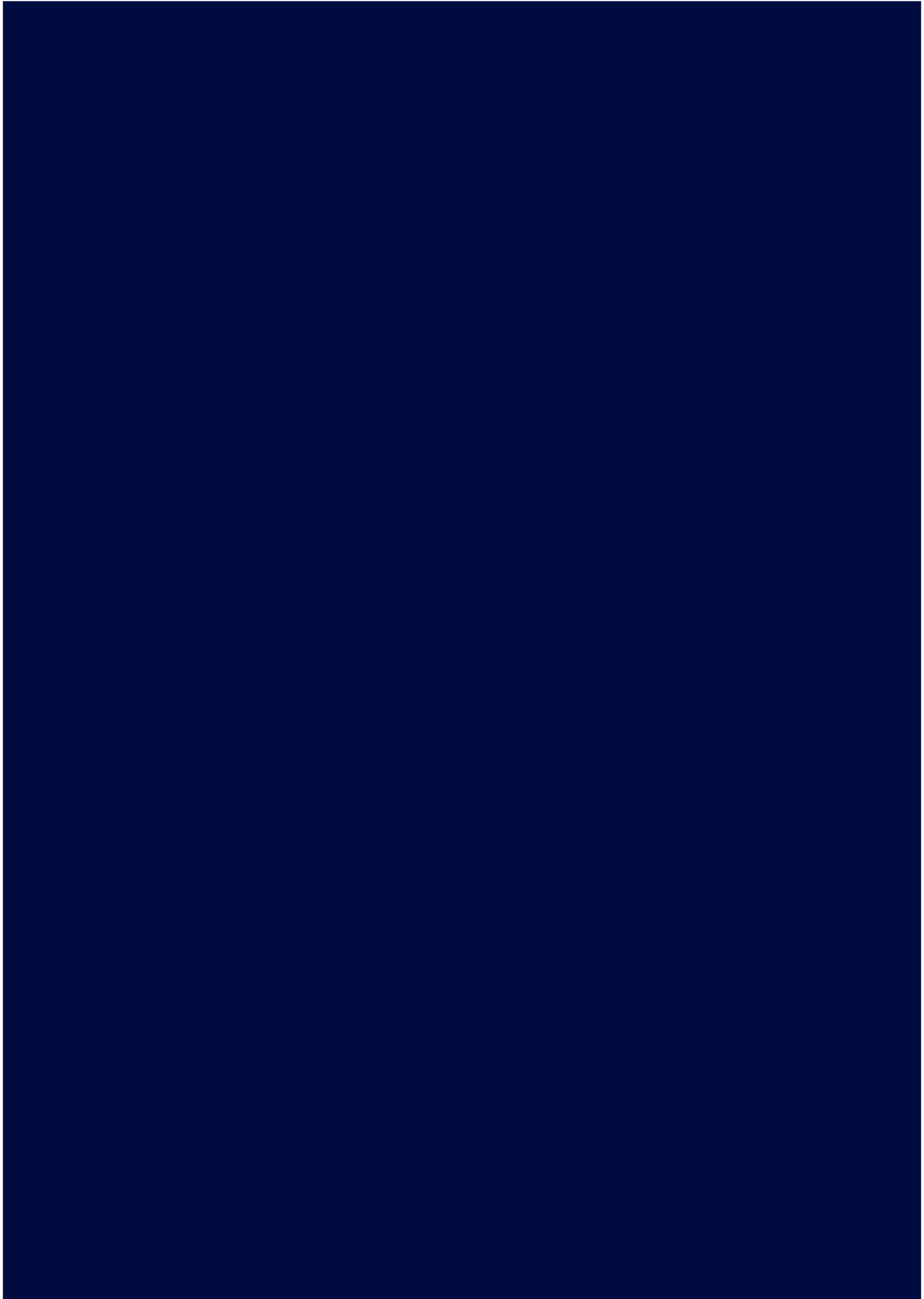




UNIVERSITY *of*
WORCESTER

Executive MBA at Worcester

For professional growth and sustainable impact



INSPIRED FOR LIFE



**UNIVERSITY *of*
WORCESTER**

WELCOME FROM THE HEAD OF WORCESTER BUSINESS SCHOOL



The Worcester Executive MBA is the flagship programme of Worcester Business School, at the University of Worcester. Over a period of more than ten years, this programme has attracted participants from a broad range of sectors, including SME business, corporate, charity, public sector and entrepreneurs. There have been accountants, head teachers, SME business leaders, NHS healthcare managers, fire station commanders and digital marketing managers in the room working together to support and facilitate each other's learning.

What's more, I am very proud of the long standing partnership that we have forged with the Chartered

Management Institute, which means that every participant on the Worcester Exec MBA who successfully completes all elements of the programme will not only graduate with a prestigious academic award, but also receive a professional qualification, which is recognised among industry and business leaders from across the sectors.

The Worcester Exec MBA recognises that its participants are busy people and that every part of the programme needs to count in today's fast moving and ever changing workplace environment, so this programme is regularly reviewed by industry and business leaders and adjusted to ensure it continuously reflects the latest issues facing businesses and organisations today.

The programme is led, managed and supported by a dedicated team, who will work with each participant to provide a customised approach to meet each individual's needs. I am delighted to invite you to consider a position on the Worcester Executive MBA programme.

A handwritten signature in blue ink, reading "Scott Andrews". The signature is fluid and cursive, with the first name "Scott" and last name "Andrews" clearly visible.

Dr Scott Andrews, Head of School

A MESSAGE FROM STEVE ENNIS, EXECUTIVE MBA COURSE LEADER



Success in today's business environment places a multitude of demands on managers and leaders in the workplace. The Exec MBA at The University of Worcester Business School can be a wonderful companion in helping you broaden your skills, knowledge and confidence in providing your business with the competitive edge that allows you to achieve your vision for success.

Our approach is different to most business schools. First and foremost, we want the course to work for you on a practical level. Imagine each module of the course as a mini consultancy project on your business, with you as the project leader. As you work through the course each stage should have a meaningful impact on yourself and create a tangible benefit for your business.

We strive to make our teaching jargon free, your tutors have real world experience of the challenges you face and your fellow students are a huge resource bank as well, as they bring their perspectives to the subjects covered. Our goal is to foster an environment of support and challenge for each student. It doesn't matter that you might not have been inside an academic setting for some time. The course will deepen your understanding of your business, it will open new perspectives.

The Exec MBA will enable you to grow as a leader, you'll bring the best version of you to work each day and in turn develop your people so they realise their potential too. Through the course you will make lifelong connections with likeminded business leaders. Bring your experience, your positive mindset and your appetite to learn and you'll find the Exec MBA is one of the smartest business decision's you'll ever make for yourself and your business.

A handwritten signature in black ink, appearing to read 'Steve Ennis'.

Steve Ennis, Course Leader

THE EXECUTIVE MBA AT WORCESTER

The Executive MBA is an accredited postgraduate programme comprising bite-size packages of learning. It aims to develop business leaders' and managers' understanding and critical appreciation of the theories, tools, and applications of leadership and management with a strong focus on sustainability and carbon literacy. This understanding enables them to, more effectively, manage change in organisations and utilise appropriate resources.

The Executive MBA at Worcester seeks to improve individual's personal effectiveness, innovation, and strategic leadership to enhance organisational performance. The programme focuses upon applied and relevant learning, encouraging students to relate the knowledge and skills gained to real leadership and management scenarios.

Entry Requirements

This programme is open to Business Owners, Chief Executives, Directors, Senior and Middle Managers, namely, those with leadership responsibility and who are ready to explore their capability in depth.

- The Executive MBA is appropriate for you if you have experience of senior management in either a commercial or public sector environment. You need not necessarily have had previous exposure to studies in business, leadership or management
- Applicants will normally have a first or second-class Honours Degree or equivalent in any subject and at least two years of business/management experience at a senior level
- The IELTS score for international applicants is 6.5 (with no less than 5.5 in each component).

MEET THE EXECUTIVE MBA TEAM



Steve Ennis
Course Leader

s.ennis@worc.ac.uk
07767 228866



Jo Murphy
Business Development Manager

joanne.murphy@worc.ac.uk
01905 542445



Laura Mowbray
Business Development Officer

l.mowbray@worc.ac.uk
01905 542418

WHY THE EXECUTIVE MBA AT WORCESTER?

Extensive experience of teaching specialist management modules to **business executives**

Specialist expertise in learning through **consultancy interventions** and **case studies**

Specialist expertise in **coaching** and **mentoring** - corporate and SME





A **focussed, manageable** and **flexible** programme tailored for busy executives

Designed to deliver **personal growth, business growth,** and **net positive impact**

Accredited and supported by professional institutes such as, The Chartered Management Institute (CMI)

View our **CMI** case study



HEAR FROM OUR ALUMNI



Jade Strowger | 2019 - 2022

The MBA course helped me to advance and broaden my knowledge of effective leadership in business. Graduating wouldn't have been possible without the exceptional faculty at Worcester Business School and support of my peers who were from a range of professional backgrounds and experience.



Jacqui Morley-Brooker | 2018 - 2021

After successfully achieving my MBA at the University of Worcester in 2021, I was keen to maximise the value of the qualification and so I applied for Chartered Manager status with the CMI. I am of the view that my learning did not end with my MBA and would highly recommend that all business students adopt a lifelong learning approach to their career.



Rowena Simmons | 2019 - 2021

As my postgraduate degree was dual accredited by the CMI, I was able to draw upon a wider range of resources during my studies. This enabled me to achieve higher grades, which has subsequently led to me obtaining employment as a lecturer. I am also now eligible for the 'fast track route' when applying for Chartered Manager Status, which shall likely be beneficial for my future career.

A JOURNEY OVERVIEW OF THE EXECUTIVE MBA AT WORCESTER



POSTGRADUATE CERTIFICATE IN MANAGEMENT STUDIES (CMS)

Sustainability and Ethical Business Practices (15 credits)

Sustainable Marketing Positioning (15 credits)

Fundamentals of Finance for Sustainable Business (15 credits)

Responsible Leadership and Change Management (15 credits)



POSTGRADUATE DIPLOMA IN MANAGEMENT STUDIES (DMS)

Coaching and Mentoring (15 credits)

Digital Transformation and Data-Driven Decision Making
(15 credits)

Leading Successful Projects (15 credits)

Innovation and Design for a Better World (15 credits)



EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA)

Insight and Investigation (15 credits)

Consultancy Project (45 credits)

*Qualifications are awarded upon successful
completion of the specified modules.**

SCHEDULED SESSIONS

Year 1 | 2024-25

Induction

27/09/2024 | 13:15 - 15:15 | Online

Sustainable Development Goals | Induction

28/09/2024 | 09:15 - 16:15 | On Campus

Sustainability and Ethical Business Practices (15 credits)

25/10/2024 | 13:15 - 15:15 | Online

01/11/2024 | 09:15 - 16:15 | On Campus

02/11/2024 | 09:15 - 16:15 | On Campus

Sustainable Marketing Positioning (15 credits)

29/11/2024 | 13:15 - 15:15 | Online

06/12/2024 | 09:15 - 16:15 | On Campus

07/12/2024 | 09:15 - 16:15 | On Campus

Fundamentals of Finance for Sustainable Business (15 credits)

28/02/2024 | 13:15 - 15:15 | Online

07/03/2024 | 09:15 - 16:15 | On Campus

08/03/2024 | 09:15 - 16:15 | On Campus

Responsible Leadership and Change Management (15 credits)

25/04/2024 | 13:15 - 15:15 | Online

02/05/2024 | 09:15 - 16:15 | On Campus

03/05/2024 | 09:15 - 16:15 | On Campus

*Dates and times for academic years 2025-26
and 2026-27 will be confirmed in due course**

SUSTAINABILITY AND ETHICAL BUSINESS PRACTICES

This module is relevant to the study of business as there is an increasing pressure upon organisations to behave in an ethical and sustainable manner. The purpose of the module is to develop an awareness of why this pressure has become so acute and to encourage students to evaluate responses that could be made to ethical dilemmas, from both a theoretical and practical perspective at individual, organisational, government and supra-national level.

The module exists to support the Executive MBA but is also a discrete building block within sound modern management practice.

This module will initially run in October/November 2024*

Total module cost: £1,500

Module Delivery

The taught element of this module is delivered as standard over 16 hours. This is broken down, as follows:

1x online session (two hours)

2x campus-based taught sessions (seven hours per session)



SUSTAINABLE MARKET POSITIONING

The external environment surrounding organisations frequently evolves, sometimes very rapidly, and is rarely fixed. Accordingly, organisations must monitor these changes and assess the challenges and opportunities they provide. Likewise, organisations need to be cognisant of their own capabilities and potential capabilities.

Taking such factors into account, organisations need to make longer-term strategic decisions to position themselves for a sustainable existence in the marketplace. To do this in a systematic and professional way, managers need to be conversant with marketing strategy models and frameworks to ensure that they select and implement changes in a realistic way.

This module will initially run in November/December 2024*

Total module cost: £1,500

Module Delivery

The taught element of this module is delivered as standard over 16 hours. This is broken down, as follows:

1x online session (two hours)

2x campus-based taught sessions (seven hours per session)



FUNDAMENTALS OF FINANCE FOR SUSTAINABLE BUSINESS

Effective and informed decision making in financial matters is at the heart of sustainable Business Development. This is particularly so in an age of global competition and instant communications.

The aim of this module is to explore key accounting practice and the associated decision-making tools within organisations. Drawing upon the disciplines of financial and management accounting, this module will enable students to gain an appreciation of the type of financial information that is routinely produced by organisations for both internal and external use.

Using a range of business scenarios we will apply relevant accounting techniques to critically evaluate and interpret the financial information at our disposal, before going on to consider the limitations of these techniques and the role of associated non-financial information.

This module will initially run in February/March 2025*

Total module cost: £1,500

Module Delivery

The taught element of this module is delivered as standard over 16 hours. This is broken down, as follows:

1x online session (two hours)

2x campus-based taught sessions (seven hours per session)



RESPONSIBLE LEADERSHIP AND CHANGE MANAGEMENT

The challenges and demands of business leadership require informed scrutiny in the context of current and emerging contexts such as the collapse of old economies, the 4th industrial revolution, climate change, and the global shift in economic power.

The aim of this module is to provide the learner with conceptual and applied leadership skills to enable effective organisational change processes. Techniques to explore organisational conditions, evaluate change indicators, and deliver sustainable change effectively will be reviewed in-depth.

This module will initially run in April/May 2025*

Total module cost: £1,500

Module Delivery

The taught element of this module is delivered as standard over 16 hours. This is broken down, as follows:

1x online session (two hours)

2x campus-based taught sessions (seven hours per session)



COACHING AND MENTORING

This module allows the exploration of theories, concepts and models of coaching and of mentoring in terms of current professional practice.

There has been significant interest and growth in the use of coaching and mentoring in organisations and as a method of personal, professional and management development. This module offers an opportunity to engage with development of intellectual, social and professional skills necessary to design, apply and practise coaching and mentoring to support personal and performance development. It develops critical awareness and understanding of the potential and limitations of coaching and mentoring models, frameworks and associated theories and their implications for professional practice.

This module will initially run in academic year 2025-26*

Total module cost: £1,500

Module Delivery

The taught element of this module is delivered as standard over 16 hours. This is broken down, as follows:

1x online session (two hours)

2x campus-based taught sessions (seven hours per session)



DIGITAL TRANSFORMATION AND DATA-DRIVEN DECISION MAKING

The 4th Industrial Revolution has brought about greater fusion of the physical, digital and biological worlds through advancements in technology and their usage. Technologies such as artificial intelligence, big data, internet of things and social media are transforming the way businesses operate and deliver value. They help improve efficiency, facilitate collaboration, provide a platform to connect with customers and help generate data and insights to inform decision making.

With digital transformation becoming a key priority for organisations and data surpassing the value of commodities like oil, understanding how to implement these technologies is vital for business survival and provides a source of competitive advantage. This module explores key digital technologies and a data-driven approach to decision making. The legal and ethical challenges of digital transformation are also explored.

This module will initially run in academic year 2025-26*

Total module cost: £1,500

Module Delivery

The taught element of this module is delivered as standard over 16 hours. This is broken down, as follows:

1x online session (two hours)

2x campus-based taught sessions (seven hours per session)



LEADING SUCCESSFUL PROJECTS

Drawing upon the disciplines of the management of change, financial appraisal and project management, this module provides the student with an understanding of the function, practice and development of various aspects of sustainable and modern strategic project management.

These techniques will be applied to business scenarios, involving the critical evaluation and interpretation of data regarding the organisational position.

This module will initially run in academic year 2025-26*

Total module cost: £1,500

Module Delivery

The taught element of this module is delivered as standard over 16 hours. This is broken down, as follows:

1x online session (two hours)

2x campus-based taught sessions (seven hours per session)



INNOVATION AND DESIGN FOR A BETTER WORLD

Innovation is the cornerstone of sustained economic growth and to maintain competitive advantage. Innovation may be risky, but no innovation is riskier still. Bill Gates used to say of Microsoft that it was always only 2 years away from extinction.

Innovation is the key to developing solutions for some of the major sustainability challenges the world faces. Enterprises have developed greener operations, developed greater fusion between technology and the natural world and developed some radical eco-innovations in the process.

This module looks at the ways in which organisations innovate and explores some of the features, concepts and frameworks around the management of innovation and ideation whilst reviewing various innovation audits to support and enhance innovation capacity.

This module will initially run in academic year 2025-26*

Total module cost: £1,500

Module Delivery

The taught element of this module is delivered as standard over 16 hours. This is broken down, as follows:

1x online session (two hours)

2x campus-based taught sessions (seven hours per session)



INSIGHT & INVESTIGATION

This module aims to introduce students to the research process and develop their research skills and ability in order to undertake an independent research project. The module provides approaches to systematic search of the literature and helps students underpin their research project within an appropriate academic field through the development of research aims, questions and objectives/hypothesis.

The module examines the appropriateness of different research methodologies and methods from theoretical, practical and organisational perspectives. The module culminates with the students submitting a research proposal. The research proposal provides a foundation from which students can progress to undertake an independent research project.

This module will initially run in academic year 2026-27*

Total module cost: £1,500

Module Delivery

The taught element of this module is delivered as standard over 16 hours. This is broken down, as follows:

1x online session (two hours)

2x campus-based taught sessions (seven hours per session)



CONSULTANCY PROJECT

The consultancy Project requires students to apply appropriate research methods to a topic in their specialist area in order to produce a structured and academically sound 10,000 word dissertation based around a management research challenge supported by primary research.

The consultancy project is an independent piece of work which draws on skills developed during the Insights and Investigation module and is guided by a member of academic staff who acts as a supervisor/facilitator and can act either at the University or support within the workplace.

This module will initially run in academic year 2026-27*

Total module cost: £4,500

Module Delivery

This module will be delivered over 6x one hour supervised sessions.

Students will receive guidance from a member of staff who is a specialist in the appropriate area but will be expected to apply independent thinking and writing skills.



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