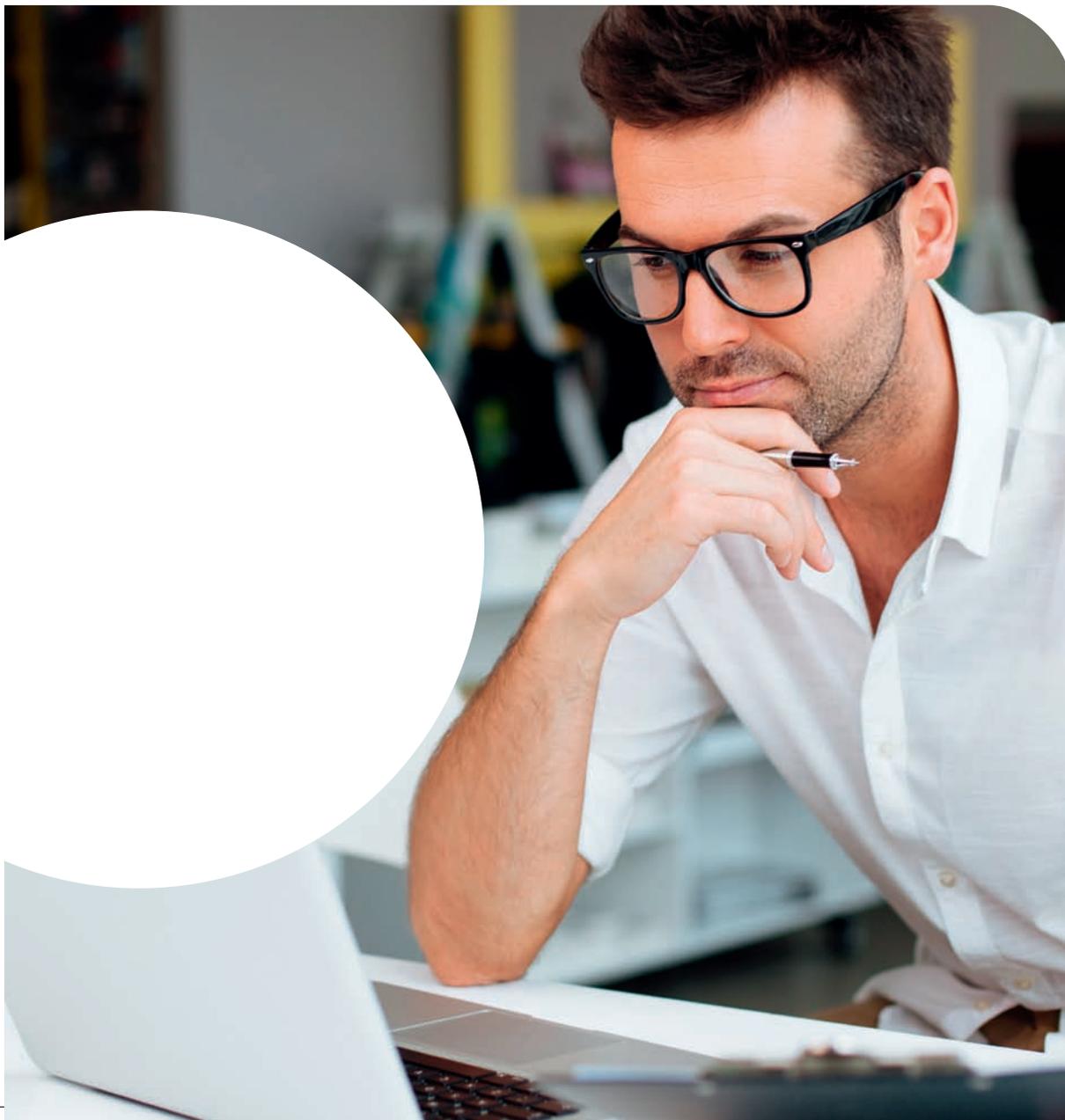




Business School

# The Open University MBA

2016/2017





## Foreword

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by Professor Rebecca Taylor,  
Executive Dean, OU Business School (OUBS)

The global marketplace is more challenging than ever before. Organisations need executives who are agile, resilient and can work across boundaries; who can understand the theory of management and business and apply this in the real world; and who can spot and react to new threats and opportunities. These are the executives who will drive growth and success in the future.

At the OU Business School, we offer a cutting-edge, practice-based MBA programme developed by leading business academics.

We work alongside businesses and our students to deliver an MBA that builds executive business skills while continuing to operate in the workplace. This ensures that students are able to critically assess and apply new skills as they are learned and it means that we can support students in taking the next step in their career.

Our unique learning method is recognised by sponsoring employers, who are able to see an immediate return on investment while also helping to retain valued and skilled individuals.

The OU's vast experience of developing study programmes, allied with our individual approach to business education, enables the OU Business School to offer a tailored and effective MBA that is uniquely placed to help you become a highly effective executive.

A handwritten signature in blue ink that reads "Rebecca Taylor".

## Values, vision and mission

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The OU Business School has over 30 years' experience in helping businesses and ambitious executives across the globe achieve their true potential through innovative practice-based study programmes.



## Our values

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### Inclusive

Our ability to offer a wide range of support services to students and a championing of ethical standards means that we are able to:

- play a unique role in society, making higher education open to all
- promote social justice through the development of knowledge and skills.

### Innovative

With over 30 years' experience in delivering learning, we:

- lead the learning revolution, placing innovation at the heart of our teaching and research
- continuously seek new and better ways to inspire and enable learning
- create world-class research and teaching.

### Responsive

By listening to students and organisations we have been able to:

- respond to the needs of individuals, employers and the communities in which they live and work
- dedicate resources to support our students' learning success.

## Our vision

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We will continue to be a leader in open, accessible and flexible business and management education.

## Our mission

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To deliver transformational business and management education to a diverse audience, that is relevant to the workplace, is founded on rigorous research and practice, and has beneficial social and economic impact.

# Making a difference...

## ...to your life

Our MBA will help you become someone who inspires achievement, encourages dedication and instils admiration and trust in others.

Studying our MBA will take you on a personal journey. One that will encourage you to challenge limits, cross boundaries and change the way you think. Our MBA is designed to fit around your life and career.

By drawing on our vast experience, we enable you to study at the highest level in a way that enriches your working life, without putting it on hold – giving you maximum flexibility, coupled with convenience.

With our MBA, the quality of your experience is matched by the versatility of our learning methods:

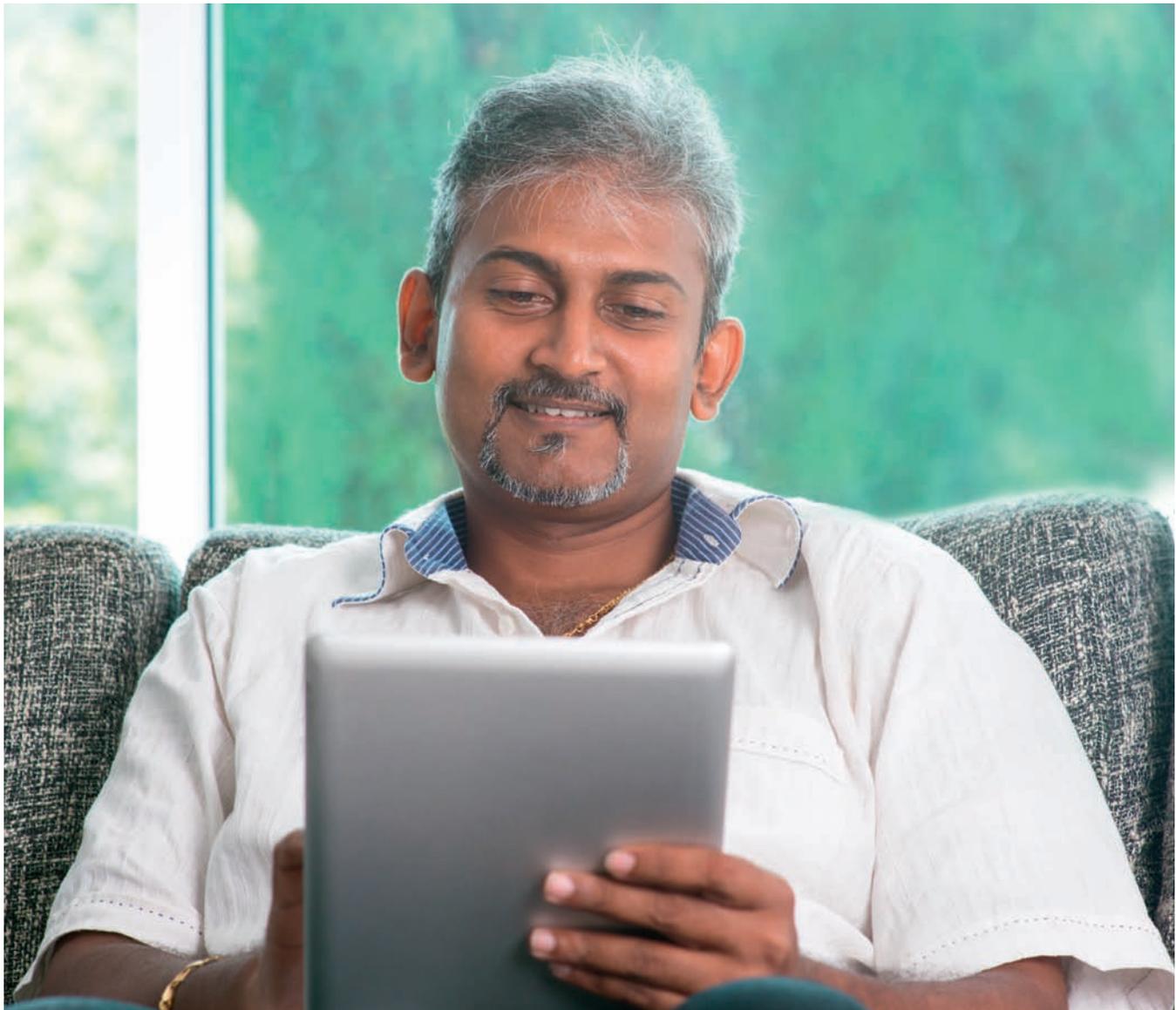
- **Proven:** our triple-accredited<sup>1</sup> status puts us in the top one per cent of business schools in the world.
- **Highly regarded:** our MBA is ranked as the 6th best online MBA in the world by the CEO Magazine 2016 and the QS Distance Online MBA Rankings 2016.
- **Practical:** integrates with, and adds value to your day job, allowing you to apply your learning instantly.

- **Convenient:** it lets you fit learning around your day job and home life. Our cutting-edge technology enables you to study in your own time – at home, at work or on the move.
- **Affordable:** with the option to 'pay as you go' in monthly instalments.
- **Rewarding:** 82 per cent of our students<sup>2</sup> say that they have experienced a salary increase while taking the MBA.



<sup>1</sup>Our MBA is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and EFMD Quality Improvement System (EQUIS).

<sup>2</sup>Postgraduate Alumni Survey, 2012.



## ...to your career

It's our balance of quality teaching, convenient delivery and practical application that makes our MBA so special.

You and your organisation will benefit from your MBA study straightaway, through our unique study method of practice-based, action learning. What you learn today, you can implement tomorrow – creating an immediate impact in the workplace.

Our MBA will give you the skills and experience you need to take your career to the next level. It will increase organisational and leadership effectiveness; not only in you, but in your colleagues and peers, too.



*"The programme will 'force' you to review the learned theories' practicality for your own work context. You have to deal intensively with models and reflect upon those critically. I found it especially useful that all the models make my work easier by providing a structured approach to problems that go beyond 'common sense'. You also develop a more critical view towards gurus and their opinions, and question them. The OUMBA also helps you to collaborate and work better with people."*

Ansgar Cordier, OU MBA Alumnus

*"My study with the OU Business School gave me a greater appreciation of my own organisation and the opportunity to help bring about change."*

Ian Davies, MBA Graduate

*"Without a doubt it has opened doors to positions I would otherwise have been excluded from applying for. Not only that, the OUMBA gives you the confidence to speak up on a day to day basis, to influence decisions and to contribute at the highest levels of the organisation."*

Mark Sim, OU MBA Alumnus

*"I chose to undertake my MBA through the OU Business School because of the flexibility of delivery, the international scope of its student-base and my previous experience of working with The Open University."*

Moses Warburton, OU MBA Alumnus

# Recognised as one of the world's leading business schools

We are home to more than 25,000 successful MBA graduates. Designed for professionals keen to take the next step in their career, our MBA programme is highly practice-based, blending academic rigour with the realities of business. Our journey helps make a difference, not only to your career, but to your organisation – and your life.

Our Business School is triple-accredited; by the Association to Advance Collegiate Schools of Business (AACSB), EFMD Quality Improvement System (EQUIS) and the Association of MBAs (AMBA). Such accreditation ensures you will have a globally reputed qualification of proven quality.

## Relevant and far reaching

Our MBA is successful because of its relevance to your work. It works for so many professionals because it is designed with the highest amount of practical focus – and its international programme design lets you apply your MBA knowledge anywhere in the world.

## Our MBA comes to life in your workplace

The best way to learn is to practise, which is why ours is very much a practice-based programme – which we call 'practice-based learning'.

Our rigorous approach to constantly applying management theories to the workplace will help you develop independent learning, and a critical view on the knowledge you gain.

## Employers like our approach

Our unique practice-based learning approach is endorsed by organisations across the globe. It's why more than 40 per cent of our MBA students are sponsored by their employers.

For more information on how we work with organisations, please see page 22.

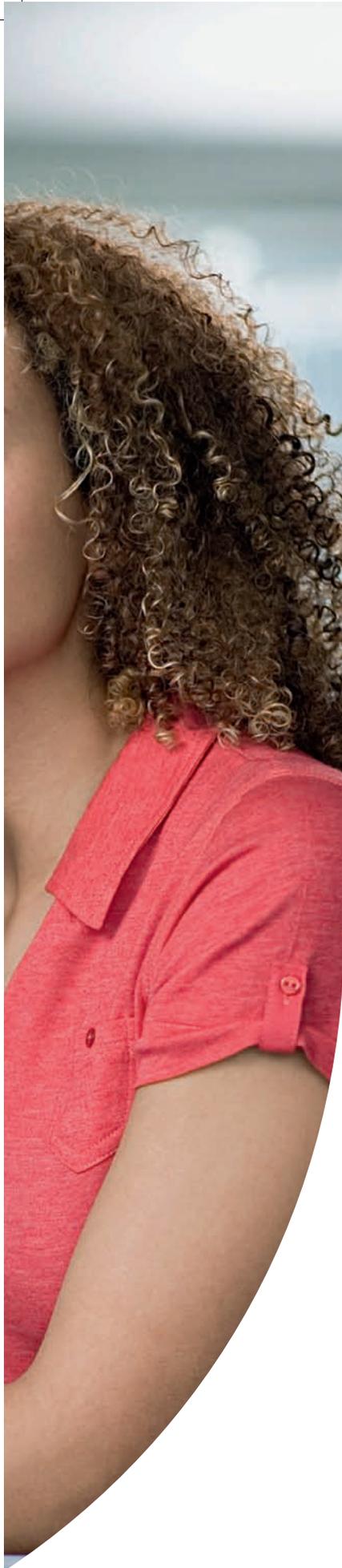


Typical OU MBA class profile	
Average tutor/student ratio	1:16
Average age	37
Average years of work experience	14
Gender	36% female 64% male

*"The OU Business School provides modules and qualifications that thriving business people can study whilst they earn, allowing them to brush up on their skills and explore new areas of knowledge, whilst implementing learning outcomes into their organisation from day one of study to maximise business opportunities."*

Theo Paphitis, Business Expert





## The International Advisory Board (IAB)

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The IAB is advisory to the Executive Dean of the OU Business School, to the School's executive team and to the wider University. Our board members are from a range of public and private enterprises worldwide, reflecting the diversity of both the School and The Open University. The board enables the School to be in touch with the latest international practice and provides valuable input from outside the University.

**Margaret Miller** The International Advisory Board is chaired by Maggie Miller. Based in New York, Maggie is Chief Information Officer of the New York State Office of Information Technology Services, where she is responsible for centralised IT services; setting state-wide technology policy for state government agencies; and monitoring all large technology expenditures to find efficient and innovative solutions. Maggie is an OU MBA Alumna.

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**Janice Bell** Janice is an expert in business management and transformational change and has strong links with a number of major UK and international organisations. Janice was a senior executive within IBM before starting her own consultancy. Janice holds an OU MBA.

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**Sanjeeb Chaudhuri** Sanjeeb is the Regional Head for South Asia and Global Head of Marketing at Standard Chartered Bank. Based in Mumbai, Sanjeeb is also a Board Member of Standard Chartered Securities India Ltd.

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**Peter Cheese** Peter is Chief Executive of the Chartered Institute of Personnel and Development. He also sits on the Council of City & Guilds, and is a European Board Director with Junior Achievement Young Enterprise Europe, an organisation focused on the development of entrepreneurial, financial and employability skills in young people through business engagement in schools and universities.

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**Andrew Craissati** Andrew is a highly experienced entrepreneurial business leader, encompassing strategic thinking and value creation. He currently advises the Singapore Government on media issues, as well as running his highly successful corporate finance and investment advice business which has offices in London, Asia and the USA.

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**James Crotty** James has held a broad range of international general management and commercial roles at European Executive Board level at American Express.

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**James Cullens** James has a variety of board-level HR experience including with Linde AG, The BOC Group plc, and with African Oxygen Ltd, where he was a non-executive director. He is a Board member of the Chartered Institute of Personnel and Development and is currently the Group Human Resources Director for WS Atkins plc.

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**Ann Francke** As Chief Executive Officer of the Chartered Management Institute (CMI), Ann brings her extensive global general management experience to the IAB. She has a track record of developing people and delivering innovative strategies that result in sustainable growth.

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**Ron Jones** Ron is the founder and Executive Chairman of Tinopolis, one of the largest independent television producers in Europe producing over 2000 hours of television annually. With its headquarters in Llanelli in Wales, Tinopolis also has offices in London, Los Angeles, Glasgow, Washington and Cardiff serving over 180 broadcasters throughout the world.

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**Dr Arthur Langer** Arthur is the Academic Director of the Executive Masters in Technology Management at Columbia University. He has authored various papers on information systems design and management. His current research focuses on the design of technology-based curricula for corporations and universities.

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**Bruce Lee** Bruce is Senior Vice President and Chief Information Officer at Fannie Mae and oversees all technology efforts, and represents Fannie Mae with its regulator and customers. He defines technology strategies to help accomplish business and enterprise objectives.

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**Jay O'Connor** Jay is an active mentor and advocate of organisational best practice, contributing to initiatives that help advance standards. With an extensive background in communications and PR, she has held elected positions in the Chartered Institute of Public Relations (CIPR).

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**Renzo Scacco** Based in Melbourne, Australia, Renzo has an extensive background in professional services gained from working with some of the leading global consulting firms including Andersen Consulting (Accenture), PricewaterhouseCoopers and Interbrand.

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**Peter Wright** Peter is a member of American Express' Global Management Team. In addition, Peter is Chairman of Swisscard, a card-issuing joint venture with American Express and Credit Suisse. He is the Head of Card Services for Europe, Middle East and Africa (EMEA) and oversees the company's consumer card-issuing businesses and merchant acquiring partnerships within this region.

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# Our model

Centred on your student experience, our teaching model is a highly effective professional development method that allows you to acquire new skills – without taking you away from your workplace.

Study with us and your learning is not limited to what goes on in tutorials, or at the residential schools. Your environment and your workplace become a very important part of your study.

We focus on using practical examples and assignments that refer back to your working life, and encourage you to include and engage your workplace in your studies.

## Learning materials

All our modules employ a blend of learning styles – innovative and inspiring materials that bring your learning to life, and everything you need is included in our fees.

As well as study books, you'll learn through podcasts, downloads and our interactive virtual learning environment – all of which are designed to support and inspire you in your learning.

We are at the forefront of using technology to enhance teaching and learning. You can rest assured all our study materials are underpinned by rigorous research from faculty academics.

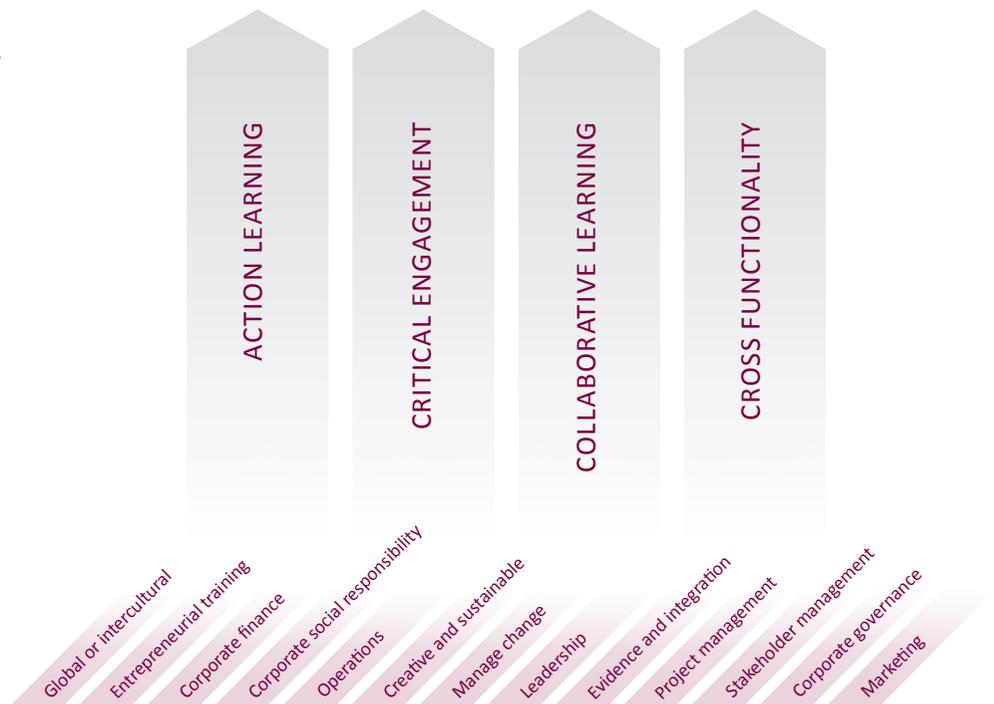
Go to [www.openuniversity.co.uk/mba-sample](http://www.openuniversity.co.uk/mba-sample) to view an extract from our module *MBA stage 1: management: perspectives and practice* (B716).



*“I was on an assignment in India, when I decided to use my downtime in hotel rooms to further my career and start my MBA studies.*

*The Open University is very well set up for distance learning and is extremely supportive. I made some lifelong friends at the residential schools and have really enjoyed the journey.”*

Nick Hopkins, MBA Graduate



Integrating management knowledge through our blended approach

# Learn from some of today's leading business thinkers

Our world-class, research-led academics create pioneering learning materials which are delivered by our tutors – practising senior business professionals – to give you a dynamic mix of theory and practice.



## Professor Collard, Personal Finance Capability

Professor Collard is Chair of the True Potential Centre for the Public Understanding of Finance. Her expertise is in policy-focused social research on personal finance conducted for the financial services industry, government departments and charitable foundations.



## Professor Rutterford, Financial Management

Professor Rutterford's research has centred around corporate finance, investment management, and the history of finance. Her academic papers are in the field of performance measurement, equity valuation, pension funds, women and investment, and the history of finance.



## Professor Daniel, Information Management

Professor Daniel's research focuses on the effective use of information systems by organisations and the individuals within those organisations.



## Professor Storey, Human Resource Management

Professor Storey is an Associate of the Center for Global Strategic Human Resource Management, Rutgers University, USA and of the Economic and Social Research Council (ESRC) Skills and Knowledge Centre (SKOPE) at Oxford and Warwick universities.



## Professor Fenton-O'Creevy, Associate Dean International, Organisational Behaviour

Professor Fenton-O'Creevy's research, on the role of traders in investment banks and management practices in multinational firms, contributes to fields such as international business, behavioural finance, the sociology of markets, industrial relations and cognitive psychology.



## Professor Vangen, Research and Scholarship

Siv Vangen is Professor of Collaborative Leadership for the Department of Public Leadership and Social Enterprise (PuLSE); Director of the Centre for Voluntary Sector Leadership and Associate Dean for Research and Scholarship in the Faculty of Business and Law.



## Professor Hartley, Public Leadership

Professor Hartley has contributed to the field of public leadership and management through research, teaching and development work. This has shaped some of the thinking and ideas in this field.



## Professor Wensley, Strategic Marketing

Robin Wensley is a Fellow of the British Academy of Management (BAM), the Chartered Institute of Marketing (CIM) and The Academy of Social Sciences (AcSS) and is Emeritus Professor of Policy and Marketing at Warwick Business School.



## Professor Hastings, Social Marketing

Professor Hastings OBE is the first UK Professor of Social Marketing and founder of the Institute for Social Marketing at Stirling and The Open University. He researches the applicability of marketing principles such as consumer orientation, relationship building and strategic planning to the solution of health and social problems.



## Professor Wilson, Organisation Studies

David Wilson is Professor of Organisation Studies based in the Centre for People and Organisations and is Associate Dean for Research and Scholarship in the Faculty of Business and Law. David is a Fellow and ex Chair of the British Academy of Management and is an Academician of the Social Sciences.



## Professor Lawton, Strategy and International Management

Professor Lawton's research expertise focuses on integrated strategy and non-market capabilities, political risk management and internationalisation strategy, corporate turnaround and business model innovation and strategy process and practice.

# MBA programme structure

Our MBA has an internationally-recognised, practice-based and integrated approach to management development specially designed for aspirational professionals.

## Programme overview

The emphasis for your learning is directly rooted in management practice. The 'master' in the degree title signifies your 'mastery' of the art and science of management.

To achieve this level of capability the general MBA programme concentrates on strategic analysis, interdisciplinary skills, intellectual stimulation and independent judgement and covers core themes such as: critical engagement; embedding theory in practice and global impact awareness.

It builds these upon a solid foundation of core disciplines, including human resource management, organisational behaviour, accounting and finance, marketing and operations.

75 per cent of the programme consists of compulsory elements with 25 per cent coming from elective modules. This enables you to select the curriculum to suit your needs. MBA modules are challenging, but will always direct you towards improving your management capabilities.

## Earn qualifications en-route

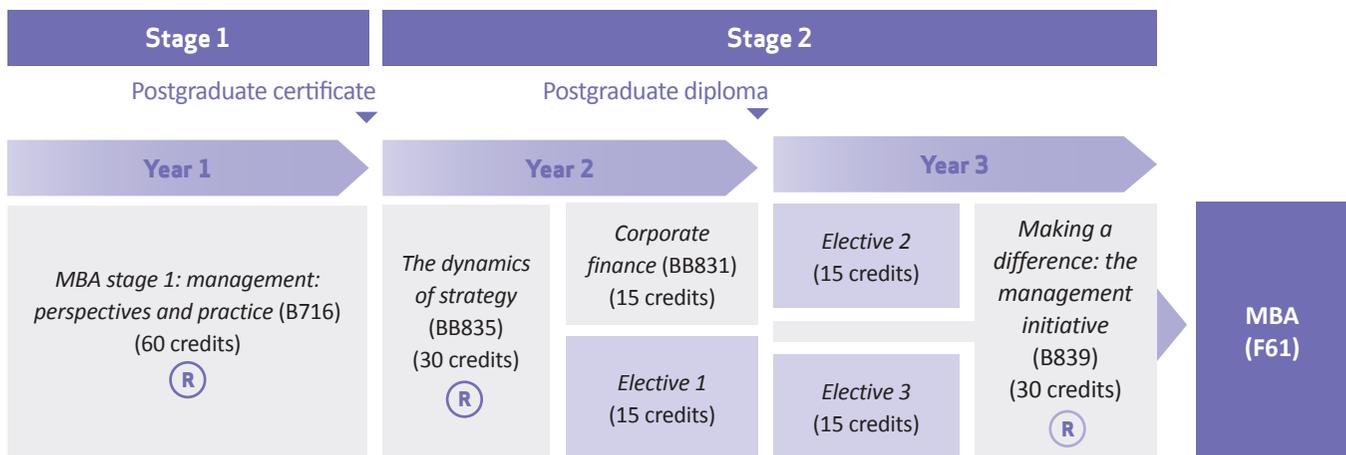
As you progress towards your MBA, you can pick up other qualifications which will have a positive impact on your career.

- Upon successful completion of Stage 1 of the MBA, you will be eligible to claim the Postgraduate Certificate in Business Administration.
- On completion of 120 credits towards the MBA you will be eligible to claim the Postgraduate Diploma in Business Administration.
- Finally, on successful completion of Stage 2, you will be awarded the MBA.

The MBA is designed to take between two and seven years to complete and both the two year and three year models are shown below.

## MBA – three year model

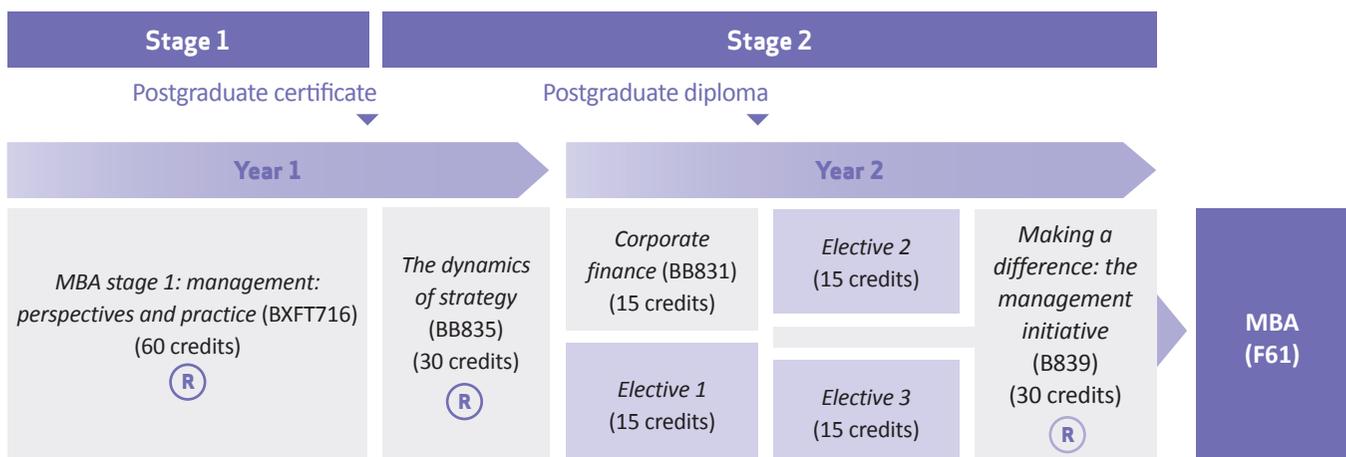
If you wish to study the MBA on the three year route you will start your studies in either May or November.



## MBA – two year model (accelerated study)

You have the opportunity to complete the MBA within two years. This more intensive route will be suitable if you can devote 20-25 hours a week to your studies.

If you wish to study the MBA on the two year route you will start your studies in either April or October.



MBA programme structure



## Elective modules

Our elective modules offer the opportunity to personalise your MBA to match your career, interests, aspirations and expectations. On Stage 2 of the MBA you will study 45 credits from the following modules:

### 15-credit modules

- *Entrepreneurship: experience and perspective* (BB846)
- *Leadership and management in intercultural contexts* (BB848)
- *Management beyond the mainstream* (BB847)
- *Managing financial risk* (BB841)
- *Marketing in the 21st century* (BB844)
- *Strategic human resource management* (BB845)
- *Sustainable creative management* (BB842)
- *Supply chain management* (BB849).

### 30-credit modules

- *Business, human rights law and corporate responsibility* (W822).

## MBA (Technology Management) F69

This leading-edge MBA focuses on the technology sector. If you are interested in the management of technology and technological innovation in a wide variety of contexts and sectors then this qualification can provide you with unique management training that will help you to make a difference.

**Stage 1:** you will start with *MBA stage 1: management: perspectives and practice* (B716) which takes 12 months to complete (or BXFT716 which takes seven months to complete) (see page 14 for more information).

**Stage 2:** consists of four compulsory modules: *Managing technological innovation* (T848); *Strategic capabilities for technological innovation* (T849); *Corporate finance* (BB831); and your final project module *Making a difference: the management initiative* (B839).

You will also need to complete an elective module. You can choose from the modules shown opposite or study 30 credits from the following modules:

- *Capacities for managing development* (T878)
- *Development: context and practice* (T877)
- *Environmental responsibility: ethics, policy and action* (TD866)
- *Managing for sustainability* (T867)
- *Managing systemic change: inquiry, action and interaction* (TU812)
- *Problem solving and improvement: quality and other approaches* (T889)
- *Project management* (M815)
- *Thinking strategically: systems tools for managing change* (TU811).

For more information on our MBA (Technology Management) go to [www.openuniversity.co.uk/mba-tech](http://www.openuniversity.co.uk/mba-tech).

# Your first step towards the MBA

## MBA stage 1: management: perspectives and practice

This is the first module in the programme. Successful completion of this module also entitles you to the Postgraduate Certificate in Business Administration.

This module is framed within the complex and challenging nature of twenty-first century management. Its dual aims are to help you build on your current understanding

of management and to enable you to develop and improve your practice of managing.

In this module you will be guided through a wide variety of materials, activities and resources designed to help you make sense of the complex nature of management in light of your own experience of managing.

This module is a programme of professional development which requires your active engagement to enhance your knowledge of the functions of management and make a real difference to your management style.

## What you will study

Through learning about different management functions within organisations you will develop a better understanding of the context in which your own practice takes place. You will gain confidence in understanding how different parts of organisations operate and in having meaningful conversations across these areas, including:

- organisational structure, power and politics, and change management
- managing people and organisations
- managing financial resources
- marketing management
- operations management.

Over the course of your study you will develop and consolidate your understanding of the principal management functions and learn how each area is interrelated with the others. This will provide you with a foundation that will enable you to move successfully to strategic and specialist areas in your MBA studies.

## The module aims to:

- develop your understanding of the core and current frameworks, theories and tools and to assess their relevance to the issues of twenty-first century leading and managing
- increase your awareness of different perspectives on, and approaches to, managing and leading in different organisational and cultural contexts
- develop your ability to engage critically with management frameworks, theories and tools, helping you to select and adapt techniques and approaches appropriate to your own work environment, in order to shape your own management practice
- develop your awareness of the wider global context in which business and management takes place, and increase your ability to work confidently across sectoral and national boundaries
- develop interpersonal and conceptual skills that will help you to use ideas and frameworks to make sense of, and to work with, organisational complexity
- challenge your own thinking and practice by reflecting upon it critically in light of the ideas you encounter, and through debates with others
- enhance your ability to plan and implement change which will have a real impact on your own organisation.

## Support

Throughout the module we offer the following forms of support:

- two one-day workshops
- one residential school where you will join students from all around the world and engage in dedicated workshops
- tutor support and online tutorials
- online forums and resources.

*“I think the module is fantastic on three levels. First of all, it allows you to develop knowledge in specific areas. Secondly, it helps you relate that knowledge to other functional areas. And finally, which is probably for me the most rewarding, is the international aspect of the course – that you get to meet people from different cultures.”*

Ross Alan, MBA Student



# What and how you learn

*MBA stage 1: management: perspectives and practice* provides the opportunity to advance your professional managerial competence.

You will develop your professional practice and discover important skills such as reflecting on real managerial issues, developing an approach to practice-based learning and engaging with the diverse range of management literature.

The following colour panels show examples of the topics that you will study within each of the five units:

<b>Unit 1</b> Exploring management	<b>Unit 2</b> Managing people and organisations	<b>Unit 3</b> Managing financial resources and performance
Organisational structure	Understanding organisational culture and context	Understanding financial statements
Stakeholder analysis and management	Analysing management control approaches	Budgets and management accounting tools
Management activities and your role as manager	Employee motivation and identity	Financial accountability
Power and politics in organisations	Human resource management	Ratio analysis
Change management	Diversity and ethical management	Evaluating financial performance
<b>Unit 4</b> Managing marketing	<b>Unit 5</b> Managing operations	
Managing relationships and communicating value	The role of the operations function in organisations	
Marketing strategies, planning and roles	Planning and managing operations	
Understanding customers and markets	Analysing organisational performance	
Customer satisfaction and loyalty	Improving organisational effectiveness	
Marketing practices in context	The operations function in context	

Through the use of online resources and activities, your study will include a process that helps you to make connections between management and organisational theory and your own management practice. Through this process, you will not only learn about how organisations should operate but also why management practice may differ from management theory. Our unique methodology of practice-based learning helps to bring management theories and principles to life.

# MBA Stage 2 modules

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## Compulsory modules

### The dynamics of strategy (BB835)

If you're currently engaged in strategic decision-making, or will be in the future, or just want to learn more about strategy, this module will stimulate your imagination and inform your judgement. An understanding of the frameworks of strategy and an ability to use them imaginatively will help your organisation survive in the longer-term and perform its role more effectively. You will not be expected merely to 'learn' the frameworks, but to critically analyse and comment on them, sometimes in collaboration with fellow students. The module will also help you contribute to and better understand the dialogue of strategy at a variety of levels in your organisation.

### Corporate finance (BB831)

Middle and senior managers meet a multiplicity of financial problems in their organisations. This module will help you develop your knowledge of this area. It introduces finance problems that organisations face at board level, and equips you with the fundamentals of corporate financial theory enabling you to understand and challenge finance experts. You will learn how to tackle the main financial problems you are likely to encounter, in particular, how best to finance a company, what dividend policy to choose, how to appraise both public and private sector projects, and how to value a company for takeover or flotation.

### Making a difference: the management initiative (B839)

This module enables you to utilise and apply the learning gained on your MBA journey, to 'make a difference' in your workplace. You will work on a project-like initiative which will require you to engage with the theories you have learned and to collect evidence to support your thinking. Through this you will explore the extent to which theory can be applied in practice by applying academic ideas to your work-based issue. You will also have an opportunity to reflect how your MBA study has changed you as a manager/practitioner.



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## Elective modules

### **Managing financial risk (BB841)**

*Managing financial risk* explores the various financial risks that confront all institutions – credit risk, liquidity and refinancing risk, interest-rate risk, foreign exchange risk and operational risk. The module then examines how these risks can be both measured and managed. It uses many recent actual examples of risk management practices adopted in the public and private sectors – some good, some bad and some very ugly. By the end of the module you should have a full appreciation of how vulnerability to financial risks arises and how you, as a manager, can contribute to their effective management within your institution.

If you wish to study *Managing financial risk* you must have completed *Corporate finance* (BB831) first.

### **Sustainable creative management (BB842)**

This module deals with creative, innovative and sustainable ways of developing and managing people and organisations. You will look at the way cognition, values and style affect how we manage and relate to others. You will explore how to work more creatively and effectively with colleagues as well as understanding innovative and sustainable ways to develop organisations. You will also consider the culture, environment and context in which management operates. The module offers practical approaches for developing individuals, teams and organisations and includes a library of techniques that you can continue to use after you have completed the module.

### **Marketing in the 21st century (BB844)**

The economic turmoil of the last few years has required organisations to undertake more creative marketing as well as be more responsive to the needs of the market. This module explores a variety of marketing issues that emerge from marketing planning, such as marketing research, marketing segmentation, targeting and positioning. You will draw upon current theories and examples that illustrate how organisations of all sizes deal with environmental challenges and through this gain a strong appreciation of how marketing principles will not only benefit your organisation, but also how you can use these to improve your own performance.

### **Strategic human resource management (BB845)**

This module is designed to meet the needs of managers who wish to understand and be able to influence decisions regarding the management of human resources within organisations. It considers the different aspects of human resource management at a strategic level in the organisation and how this differs from the more operationally-focused personnel management. You will work collaboratively with others on strategic human resource management (SHRM) issues and problems and find, review and evaluate information relevant to key aspects of SHRM in your own professional context.

### **Entrepreneurship: experience and perspective (BB846)**

Social and commercial enterprises play an important role in today's society, often in partnership with larger corporations and public sector organisations. This module provides rich, experience-based insights into the distinctive challenges of creating and developing entrepreneurial ventures. It helps you to gain relevant skills and underpinning knowledge. You will also develop a deeper, and more critical, understanding of entrepreneurial practices by connecting your experiences to relevant concepts and research evidence. As a result, you will be better placed to develop your own venture, engage with other entrepreneurial organisations, and take part in wider debates about entrepreneurship in the twenty-first century.

### **Management beyond the mainstream (BB847)**

This module explores practices that may be part of *tomorrow's* 'mainstream' – because the issues these practices address are now surfacing more widely. Managers work in situations, or from time-to-time face challenges, for which ideas from 'beyond the mainstream' will provide more 'traction' than relying on ideas from within it. You'll learn about alternative ways of organising, working across cultural and sector boundaries, devising strategies for impact, as well as for (or instead of) profit, reading situations in terms of complex systems, learning to embrace dilemmas and the limits to our own thinking, providing leadership even when you cannot provide the answers.

### **Leadership and management in intercultural contexts (BB848)**

Given the increasingly intercultural and globally connected nature of business, management and organisations, this module provides opportunities for you to question and reflect on your own practice and to develop ways of managing and leading which are appropriate in different national and regional settings. By offering new (cross-national) perspectives on leadership and management you are also challenged to rethink your own practices in your current setting. This module addresses issues facing managers and leaders working in intercultural contexts and supports you to develop skills, competencies and knowledge to thrive and to get the best from colleagues, partners and associates.

### **Business, human rights law and corporate social responsibility (W822)**

This interdisciplinary module considers how business increasingly conducts its operations with responsibility to its stakeholders and the wider society. It takes a socio-legal approach when examining how this expectation is being framed in terms of corporate social responsibility and human rights and the challenges of a globalised world. The module is diverse and wide-ranging, considering the development and application of these concepts in very different business contexts such as the development of international labour standards, criminal liability (corruption and corporate manslaughter), branding and marketing, charitable foundations and a range of specialist industries through the use of case studies.

### **NEW Supply chain management (BB849)**

Supply chain management is a fundamental skill in today's competitive business environment, and organisations that excel in this function see the benefit in their performance. This module provides analysis of the most important concepts and practices in the management and improvement of supply chain operations, taking into account issues such as ethics, environmental sustainability and risk management.



## Flexibility that fits your life

The underlying approach of our MBA is that you are able to fit our programme around your life – not the other way around. With a flexible approach to study, you can plan your own way through our programme.

### Flexible structure

Our MBA can be completed in just two years (see page 12), although you can take up to seven years.

Its flexible structure means you can take study breaks between modules. This will allow you to fit our MBA around your work, home life, and other responsibilities.

### Flexible location

If your job requires travel, you can take our programme with you wherever you go – accessing your MBA virtual learning platform from anywhere in the world.

### Flexible learning

All of our learning material is compatible with mobile devices – such as tablets, ereaders – and even your mobile phone. Such flexibility allows our students to study wherever and whenever they wish.

### OU Anywhere

Offering the option to download digital versions of any OU-produced text books, DVDs and audio CDs, the OU Anywhere app facilitates a true mobile learning experience – enabling you to study while at home, in the office, or on the move.

### Flexible payment

The modular structure of our MBA programme gives you a great deal of flexibility in managing your finances, for what can be a significant investment.

You will not be required to pay the full programme cost at the outset; you only pay for the module(s) you are currently studying.

This flexibility enables you to plan your studies in accordance with the availability of funds, and spread the cost of your MBA over a number of years.

### Flexible support

Many people worry that distance or online learning means doing it on your own, but nothing could be further from the truth. As well as quality face-to-face, telephone, and online support from tutors and study advisers, there's always someone to talk to in one of our community forums.

In fact, you can contact your tutors – and get support from fellow students – from anywhere in the world.

*“The format, course make-up, learning style, flexibility and cost all worked well for me.”*

Simon Leppich, OU MBA Alumnus

*“The MBA is life changing as it enlightens you to take a holistic view of both professional and personal events. I am amazed how I am able to see all types of situations with a fresh point of view.”*

Joe Synnott, MBA Graduate

# Fitting in your study

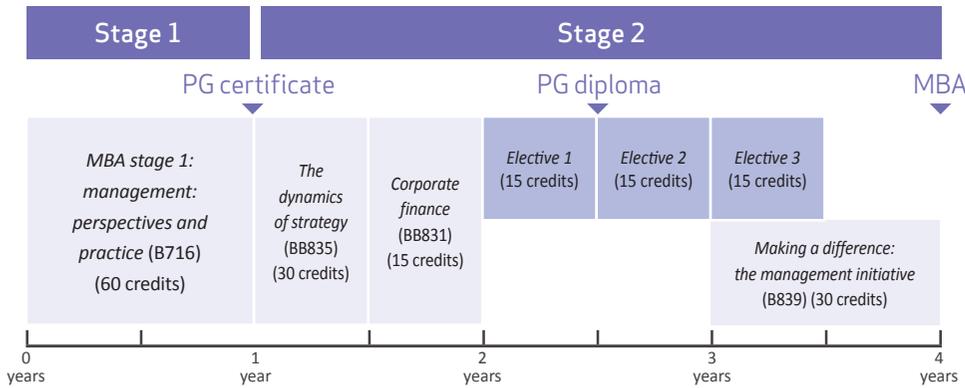
Our flexible programme has been designed to minimise disruption to your working life.

You can take your MBA study with you wherever you go in the world. Depending on how much time you can allocate to your studies, it can be completed over anything from two to seven years.

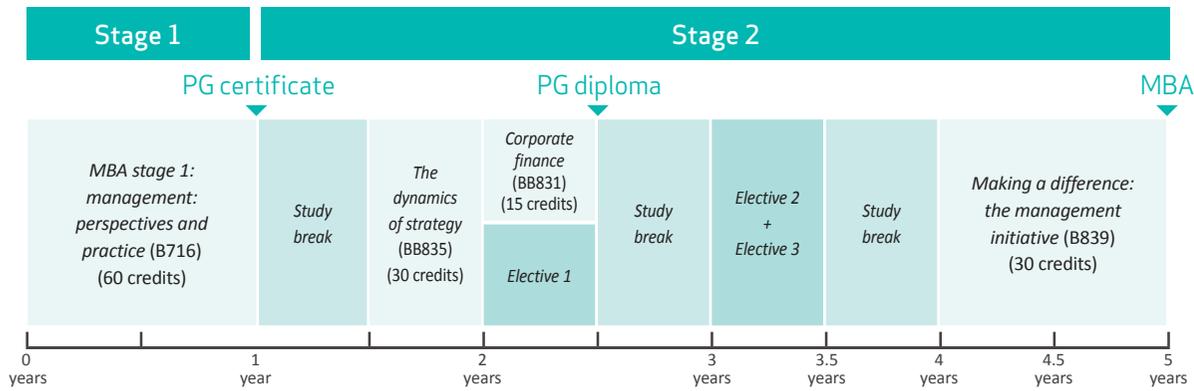
The diagrams below illustrate how you could plan your studies to suit your requirements, and achieve your MBA within your preferred timescale. They show only a few of the options; you can plan your programme

in various different ways, by taking study breaks after modules, to accommodate your life and work schedule. (See page 12 for more information on completing your MBA in two or three years.)

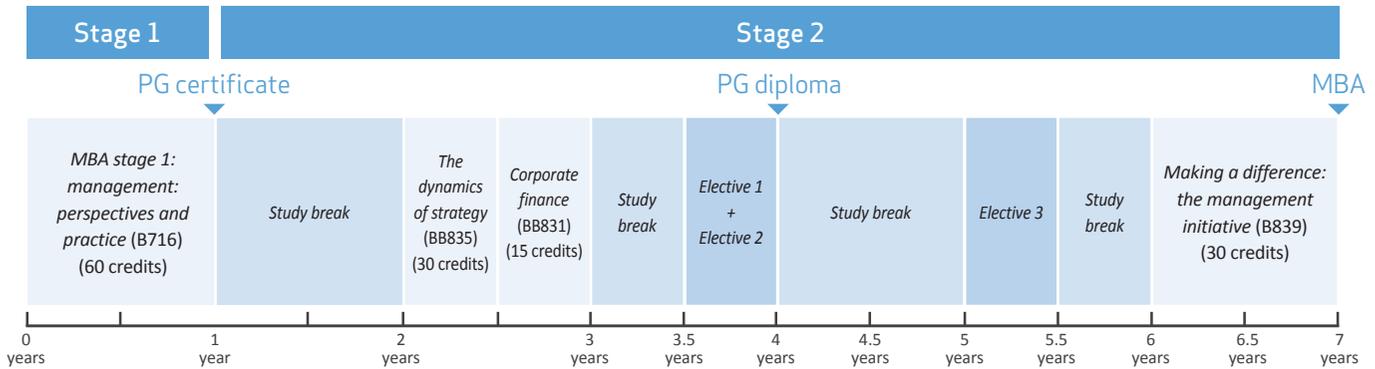
## 4 years



## 5 years



## 7 years



# Your learning, our support

Our support is what makes us stand out from other flexible learning programmes. All our students enjoy easy access to their tutors, so they never feel that they are on their own. It's perhaps no surprise, then, we're one of the only three universities to consistently achieve over 90% for student satisfaction in the National Student Survey.

## MBA induction

Because we recognise that you may not have studied for many years, or that you might be new to flexible learning, four weeks before your study begins, we guide you through a comprehensive online induction.

During this, you will be given useful start-up information and introduced to a number of helpful tools. Apart from offering a detailed overview of our MBA programme, your induction will offer guidance on:

- how to manage your time
- how to use the virtual learning platform
- study and critical thinking skills
- tutor groups.

As soon as you join our MBA programme you'll be allocated to a group of around 16 students, with whom you will stay for the first module you study. Throughout the module, this small group will be supported by a tutor, to facilitate your learning.

As you move through the programme, you will get the opportunity to work with a range of different students and tutors. Your tutor group and learning within the module will be facilitated by your tutor and will be your foremost support asset in your learning journey.

## Experienced tutors

Our support network of more than 100 experienced tutors is perhaps the most distinct, effective and powerful feature of our programme. More than academics, our tutors are also practising business professionals, who will constantly ground your learning in real life contexts.

At the OU Business School you will get dedicated teaching support, with a tutor-student ratio of around 1:16. This means you will benefit from more intensive and individualised support and guidance.

Your tutor will mark all your assignments for a particular module, and provide comprehensive feedback to help you improve as you progress through the programme.

*"I received lots of support from tutors, online forums and residential schools, which was also great for building a network of contacts. The practical experience helped me to do things differently."*

Andre Simonian, MBA Graduate

## Residential schools and workshops

Bringing together students from around the globe, three residential schools form a compulsory part of the MBA programme – taking place in a range of locations.

These are immersive experiences ranging from two to four days. Working with live case studies, you will accrue a wealth of real-world experience. Concentrated sessions help you to work, network and learn together, in an international context.

Dedicated development workshops will help to improve your skills, in areas such as negotiation, presentation and consulting.

The residential schools are offered both face to face and, for students who prefer, via an online format.

## Tutorial events

In addition to our residential schools, you will get the opportunity to attend further tutorials. These face-to-face and online sessions provide an opportunity to work through, and clarify, the study material. Our tutorials work as facilitative learning events, where you will also be able to meet your MBA group peers.

## Student Support Teams (SSTs)

Offering a highly personalised study experience, our SSTs maximise your chances of success in achieving your study goals.

Throughout your studies, they provide integrated learning and learner support to students, supplementing the support offered by your tutor in all wider academic, administrative, national and regional aspects relevant to your studies.

They also offer academic pastoral support, giving you both:

- **proactive support:** guidance on examination and assessment, selecting modules, tracking your progress and offering individualised support.
- **reactive support:** such as responding to your queries and providing support.





## Interactive support

Within the OU MBA programme you will be able to constantly interact with your peers, via vibrant online platforms:

- **Tutor forums:** which enable you to interact, with both your tutor and your group peers, in a tutor-moderated forum.
- **Module forums:** which allow you to interact with peers who are not in your tutor group, but who are working on the same module.
- **MBA world forum:** this lets you connect with all students following our MBA programme. For example, you can take academic advice from peers who are at a more advanced stage of the programme than yourself.
- **Online rooms:** this lets you book virtual rooms in which to study with your peers.

## OU library and online resources

To help you research and complete your assignments, you'll enjoy free access – 24 hours a day, seven days a week – to the OU's extensive library. There, you can tap into thousands of online journals, ebooks, databases and multimedia resources – for true flexibility of learning.

## Worldwide alumni community

The OU Business School is home to more than 25,000 successful MBA alumni from over 125 countries. You will have access to one of the world's largest networks of MBA graduates via online groups, professional bodies, events and webinars.

*“With the OU Business School it didn't matter where in the world I was. I could be in the outback, Timbuktu, or my tiny New York apartment - as long as I had internet access I was good to go.”*

Linda Goarke, MBA student

## Our MBA as employee development

We have more than 40 years' success in fulfilling organisational needs, across various industry sectors – from large corporates, to SMEs. By listening to, and understanding, the requirements of the individual organisation, we provide flexible solutions to business critical issues.

The OU Business School helps thousands of organisations develop their managers and staff. Our modules introduce employees to the latest business thinking, and enable them to apply these ideas to their work environment. Organisations see an immediate return on their investment.

Geographically dispersed organisations are especially drawn to our ability to deliver the same learning across the country, or the world.

### Why is our MBA so popular with employers?

- It's a mobile and flexible route for developing managers, allowing you to study at a time, place and pace that suits you.
- It gives you access to one of the world's largest communities of management learners and practitioners.
- It draws on daily management activity so that what you learn today, you can put into practice tomorrow – meaning you see an immediate return on your investment.
- It crosses geographical, cultural and sector boundaries – offering equal relevance to the private and public sector.
- It develops not only your managerial capability and motivation but also valuable talents, such as effective prioritisation, team-working, commitment and personal motivation.
- Our practice-based approach has an immediate impact, developing the manager's working practices from day one, making a difference to both the employee and the organisation.



*“The Open University MBA programme allows employees to study while on the go.”*

Derek Harnby, Cummins Corporate Recruitment Manager for Europe and the Middle East

*“The BT managers constantly talk to us about the value they have got from the MBA. Primarily the value is that they can take the knowledge that they gained from the course and put it into demonstration in very relevant work-based projects. So, not only are they getting benefit from those work-based projects being able to support their MBA activities, but we as an organisation are getting great benefit from their new ways of thinking.”*

Andy Palmer, Head of Skills, BT

### Some of our sponsoring partners include:

National Health Service (NHS)
Cummins Inc (USA)
ABB Group
United Technologies Corporation (USA)
Technip
WS Atkins plc
FirstGroup plc
G4S plc
Radio Telefis Eireann

# Business networks

We are focused on widening our contribution to and involvement with the business community through development of effective business networks. Our strong links with industry enable us to understand the business challenges faced by today's organisations and we reflect that in our learning materials by constantly updating them.

## Global Business School Network

The OU Business School is the only UK school to have been accepted into the Global Business School Network (GBSN), a network of 67 business schools from 29 countries on six continents working to strengthen management education in the developing world. The goal of GBSN is to implement capacity building programmes that advance management education, creating long-term impact on development. Membership is fully in line with the OU's strong commitment to social justice worldwide.

GBSN also provides a resource for innovation, collaboration, partnership and research, which fits in with the OU Business School's international and research strategies.



## Chartered Management Institute Partnership

The OU Business School Alumni and Careers Network has partnered with the Chartered Management Institute (CMI), the only chartered professional body in the UK dedicated to promoting the highest standards in management and leadership excellence. Together we are offering two different membership packages, Chartered Manager and Affiliate Membership, both designed to support your career and personal development, and offering discount to you, in recognition of your qualification.

The OU Business School and CMI share a philosophy of practical, applied management development and our partnership allows you to benefit from CMI's wealth of management resources and support, which research shows, has a positive impact on employability, earning potential and competence. To find out more go to [www.openuniversity.co.uk/cmi](http://www.openuniversity.co.uk/cmi).

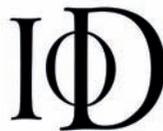


## Institute of Directors

OU Business School MBA graduates are able to join the prestigious Institute of Directors (IoD) at a preferential rate, waiving the election fee, saving our Alumni £220.

With over 34,000 members, the IoD is home to business leaders from across a remarkable spectrum of company sizes, industry types and geographical locations. As a member, you will enjoy many opportunities to meet and connect with them.

The IoD has a wealth of impressive membership benefits and are an essential business tool. From networking to research, from events to guidance on tax, they can provide the key business services we believe you will need throughout your career.



**Employer recognition**  
The Open University is trusted by employers worldwide. That is why 86% of FTSE 100 companies, at any given time, have sponsored students on our modules.

# Your passport to a powerful global alumni and careers network

Our MBA is your passport to a large, extremely active, business network. MBA graduates automatically become members of our worldwide alumni community.

An Alumni and Careers Network facilitates valuable connections between our Business School and its community of practising leaders and managers, throughout their careers. This network is open to everyone who holds a professional and postgraduate business and management qualification from the OU Business School.

You will belong to this powerful, global, growing community, with over 90,000 members. Our aim is to provide a service that you can continue to draw on throughout your career; whether you are looking to progress within your organisation, change careers, start out on your own, or return to study.

## Careers and professional development

We offer a variety of services to support individuals at different stages of their careers and across sectors, industries and functions. Through our website you can access:

- **free** monthly webinars and a webinar library on career support and progression topics
- **free** access to current international recruiter guides and supporting videos on how to work with head-hunters and recruiters
- **free** access to a personal career development programme: *The Career Maximiser*, developed by MBA Career specialists, *Career Farm*
- **discounted** access to professional career coaches, CV specialists and career assessment programme
- **discounted** membership to professional bodies
- **priority** access to ongoing learning and continuing professional development
- **free** online library resource access for MBA alumni
- **discounted and priority** access to a range of OU Business School CPD courses for MBA Alumni.



## Career mentoring programme

Designed to support both alumni and students in progressing their careers, this programme focuses on the immediate need for development. Whether you are interested in becoming a volunteer mentor or benefiting from being mentored, it offers a rewarding opportunity to engage with others in our network.

We have amongst the largest, most experienced and most diverse group of MBA alumni in Europe, so we are confident that we can match you with a suitable, independent and like-minded mentor to help you achieve your goals.

If you would like to become a mentor, we offer a comprehensive training process to ensure that you are confident and able to use your experience to support others on their professional journey.

## Alumni events

We offer a variety of face-to-face, online, networking and learning and development events, led by our own academics, tutors, alumni – or other professionals within our network. At a local level, volunteer alumni organise additional informal networking events.

Our programme *Business Perspectives* brings the latest academic and practitioner thinking and best practice to you through online and face-to-face events, an open access blog and insight into practising managers' views on a quarterly themed basis.

It's the place for our network to share their perspectives on current business matters with each other and with our academic and research staff. Industry leaders share their insights at our events, and if the location is not accessible to you, videos and a webcast enable you to participate, learn, and share your own perspective.

Conversations are focused around a central theme; for example, exploring innovation, strategy, leadership and strategic change management. For more information, go to [www.openuniversity.co.uk/oubs-alumni](http://www.openuniversity.co.uk/oubs-alumni).

*"My MBA has proved an invaluable benefit to both my professional and personal life. My veterinary practice is now in the process of developing a sophisticated strategy to build and renew its existing success. I've developed an unprecedented insight into who I am, how I think and how I relate to others. A life-changing experience!"*

Graham Finch, MBA graduate

# MBA entry requirements

There are three routes into our MBA programme. Each has an academic requirement, a work experience requirement, and – if you are an international student – a language competency requirement.

You will be eligible for our MBA by satisfying all three requirements of your chosen route:

Route 1 Bachelor's degree with Honours	Route 2 Bachelor's degree without Honours	Route 3 No Bachelor's degree
<p><b>Academic requirement</b></p> <p>You will need to have a bachelor's degree, with honours, awarded by a UK university or equivalent.</p>	<p><b>Academic requirement</b></p> <p>You will need to take the GMAT examination, and achieve a score of 640 or above or complete the six-month OU module <i>Managing 1: organisations and people</i> (B628).</p>	<p><b>Academic requirement</b></p> <p>You will need to complete our one year qualification – Professional Certificate in Management (S01), which, after successful completion, will give you direct entry onto our MBA. See below for more information.</p>

**Work experience requirement**

A minimum of three years' experience in a managerial, technical or professional role.

**Language requirement**

A capability equivalent to an IELTS score of 6.5.

## Professional Certificate in Management (S01)

The Professional Certificate in Management is an internationally recognised professional qualification aimed at those new to management or those looking to develop their managerial abilities and understanding. It provides a broad-based, practical introduction to the key ideas, techniques and competencies needed to manage effectively and productively in all functional areas of modern organisations.

The emphasis is on your own professional development – everything you study is related to the management roles and responsibilities you exercise.

Crucially, there are no entry requirements, it is available to you whatever your educational or training background.

In addition to gaining a highly valued qualification, the Professional Certificate in Management offers you direct entry to our prestigious MBA, provided you also have the appropriate management experience (see above).

For more information about this qualification and the modules you will study, go to [www.openuniversity.co.uk/pcm](http://www.openuniversity.co.uk/pcm).

### Key features of the Professional Certificate in Management

- Build on your existing experience to develop your learning.
- Apply newly-learned skills, knowledge and techniques immediately in your own context.
- Respond to the management development needs of your organisation, wherever you are in the world.
- Applicable to the commercial, public or voluntary sector.

**Duration:** Part time – 1-4 years

# Fees and funding

Our MBA breaks the link between exclusivity and top-tier, triple-accredited excellence. When compared to the UK's other triple-accredited business schools, the value for money of the OU model is clear.

## Fees

Unlike many business schools, our fee includes the cost of books and study materials, accommodation and meals at residential schools, access to a bespoke elearning environment and project supervision, as well as examination fees.

The approximate fee range for our MBA is as follows:

Region	Approximate fee range <sup>1</sup>
United Kingdom	£15,328 – £16,991
Republic of Ireland	£17,833 – £19,550
Other EU	£18,602 – £20,347
Rest of the world	Please call <b>+44 (0)300 303 0266</b> for details

<sup>1</sup>Based on 2016/2017 prices.

## Our fee range explained

- The module prices are reviewed annually, and hence may vary as you progress in your studies.
- The total cost of your MBA will depend on which modules you study and assumes you pass each module at the first attempt.

## Don't let funding problems stop you

Unlike many traditional MBA programmes, our MBA does not require a single up front payment. You only pay for the modules you are studying at that time. This spreads the cost over the duration of your study.

You can pay your fees up front, by debit or credit card, or with an Open University Student Budget Account (OUSBA).

### Postgraduate loans for students in England

Loans for postgraduate study through Student Finance England were recently announced by the Government.

These loans will be available as a contribution towards the cost of studying your MBA from autumn 2016/17. The earliest date for applications to Student Finance England is likely to be June 2016.

For more information go to [www.openuniversity.co.uk/pgloans](http://www.openuniversity.co.uk/pgloans).

## How OUSBA works

At registration, OUSBA Ltd pays your full module fee to The Open University. You then repay the loan to OUSBA Ltd, in monthly instalments – starting one month after your module begins. Currently charged at 5.0% per annum, interest is only applied once your module has commenced. This is an exclusive rate, available only to Open University students.

All credit is subject to status and proof that you can afford the repayments. For more information go to [www.openuniversity.co.uk/ousba](http://www.openuniversity.co.uk/ousba), call **+44 (0)300 303 7444** or you can write to OUSBA at **PO Box 508, Walton Hall, Milton Keynes, MK7 6HX**. Please note that The Open University works exclusively with OUSBA and is not able to offer you credit facilities from any other provider.

### Representative example:

Rate of interest	5.0% per annum (fixed)
MBA stage 1 fee (total amount of credit)	£5,196.00
Fees paid over 11 instalments of	£484.21
APR	APR 5.1% representative
Total amount payable	£5,326.31
Amount of interest	£130.31

### If you prefer to pay in full before each module

You can still use the OUSBA option to register for your module and then repay OUSBA interest-free, and in full, just before your module starts (APR 0% representative). This option could give you the extra time you may need to secure the funding for your module.

The same funding arrangement can be made for all subsequent modules that count towards your MBA.

For more information on paying your fees by OUSBA go to [www.openuniversity.co.uk/ousba](http://www.openuniversity.co.uk/ousba) or call **+44 (0)300 303 7444**.

## Online fee calculator

Our fee calculator tool will help you to plan your studies, according to your availability, by:

- calculating the total cost of your MBA, depending on the electives you choose
- demonstrating how the total cost of your MBA can be flexibly spread across your chosen length of study.

To find out more, go to

[www.openuniversity.co.uk/feecalculator](http://www.openuniversity.co.uk/feecalculator).

## The Crowther Fund (Open University graduates only)

Set up as a tribute to the late Lord Crowther, our first chancellor, The Crowther Fund is intended to help Open University graduates build upon their degrees – either by formal study or research, or by generally broadening their experience through a period of voluntary work. The fund does not take account of financial circumstances, and is open to all Open University graduates holding honours degrees. The application closing date is 28 February each year.

For further information please email [OU-crowther-fund@open.ac.uk](mailto:OU-crowther-fund@open.ac.uk).

## Future leader fund

The Business School offers an annual scholarship for the first stage of the MBA programme to an individual who can demonstrate early career potential to be a future leader. The scholarship, which is funded by MBA Alumni, is judged based on the merit of the application and is announced in November, for study beginning the following May.

For further information on how to apply go to [www.openuniversity.co.uk/future-leader](http://www.openuniversity.co.uk/future-leader).

# Pay as you go

The flexible modular structure of our MBA allows you to plan your studies in accordance with your available finances. The following example pathways show when and how much you would need to pay. However, these are suggestive only and you can, as a student, take study breaks after any given module.

## 3 Year Time Plan

0-12 months	13-18 months	19-24 months	25-30 months	25-36 months
MBA stage 1: management: perspectives and practice (60 credits) –£5,196	The dynamics of strategy (30 credits) –£2,991	Corporate finance (15 credits) –£1,505	Marketing in the 21st century (15 credits) –£1,505	Making a difference: the management initiative (30 credits) –£2,784
		Managing financial risk (15 credits) –£1,505	Leadership and management in intercultural contexts (15 credits) –£1,505	
£5,196	£2,991	£3,010	£3,010	£2,784

## 4 Year Time Plan

0-12 months	13-18 months	19-24 months	25-30 months	31-36 months	37-48 months
MBA stage 1: management: perspectives and practice (60 credits) –£5,196	Study break	The dynamics of strategy (30 credits) –£2,991	Corporate finance (15 credits) –£1,505	Sustainable creative management (15 credits) –£1,505	Making a difference: the management initiative (30 credits) –£2,784
				Leadership and management in intercultural contexts (15 credits) –£1,505	Strategic human resources management (15 credits) –£1,505
£5,196		£2,991	£1,505	£3,010	£4,289

## 5 Year Time Plan

0-12 months	13-18 months	19-24 months	25-30 months	31-36 months	37-42 months	43-48 months	49-60 months
MBA stage 1: management: perspectives and practice (60 credits) –£5,196	Study break	The dynamics of strategy (30 credits) –£2,991	Corporate finance (15 credits) –£1,505	Study break	Management beyond the mainstream (15 credits) –£1,505	Study break	Making a difference: the management initiative (30 credits) –£2,784
			Marketing in the 21st century (15 credits) –£1,505		Leadership and management in intercultural contexts (15 credits) –£1,505		
£5,196		£2,991	£3,010		£3,010		£2,784

# Employer sponsorship

The Open University is highly respected by employers which is why more than 40 per cent of our students are sponsored by their employers.

Our online Business Case Builder tool can generate a fully written tailored business case in three easy steps. Explore the tool at [www.openuniversity.co.uk/mba-sponsor](http://www.openuniversity.co.uk/mba-sponsor) to create a business case to present to your employer.

If your employer would like more information about The Open University and the benefits of sponsoring employees, then please go to [www.openuniversity.co.uk/mba-employers](http://www.openuniversity.co.uk/mba-employers).

*“Business men and women can make a real difference to their organisation’s strategy through implementing learning from the OU Business School qualifications from day one of studying. Having the support of highly accredited qualifications under their belt, gives employees the confidence and knowledge to voice solutions and strategies that reflect today’s business practices.”*

Sir Gerry Robinson, Business Expert

## Student achievement awards

The OU Business School celebrates the exceptional achievements of its high calibre students annually. The awards, which have run for over a decade, are held to commend some of the highest achieving students from the past academic year. We continue to support and celebrate our alumni by recognising outstanding achievements to both organisations and communities.

Here are what some of our award winners had to say about their study experience.



*"I would say go for it. Don't procrastinate, just dive in and get on with it. You will not want to study anywhere else.*

*It has helped me to transition quickly and successfully through a period of significant transformation in my company. Things seem to flow more smoothly!"*

Michael Dineen, MBA Student of the Year 2014/2015



*"My MBA has transformed the way I approach any situation and relationship. And of course, it has made me both more analytical as well as more critical about whether thorough analysis is always needed.*

*Be realistic about the amount of time you have to contribute, focus on what will most help you in your job and career and consider what is required in order to get a good grade. Then, enjoy!"*

Laura Alcock-Ferguson, Alumni of the Year Achievement Award 2014/2015 – Highly Commended



*"The OU means so much to me because of the way that studying with the organisation changed my life. It has made all the difference in the world. Every role I've had since 2000 has only been possible because of my MBA."*

Jeremy Roebuck, Alumni of the Year 2014/2015 – Outstanding Contribution to Society



*"I chose to study with the OUBS because it met all my criteria: the school offers the highest quality, flexible distance learning, which enabled me to continue working; courses are provided in English; and most importantly, the school is triple accredited. The quality of the learning materials is excellent and support from tutors is demanding and high quality.*

*The highlight of my MBA experience was the residential schools which had a clear focus on bringing theory into practice. I enjoyed the quality, diversity and international reach of participating students who came from all over Europe. They represented a wide range of industries and had substantial business experience, from which we could all learn."*

Manfred Matheis, Ambassador Award 2014/2015



*"An MBA broadens one's horizons dramatically, bringing in experience and knowledge from a far wider range of sources than anyone could experience themselves."*

Dr Luke Alphey, Alumni of the Year 2014/2015 – Outstanding Contribution to an Organisation

## A Programme Director's perspective

Eileen Arney is Director for the MBA programme at The Open University Business School. Here she answers the key questions that are asked by prospective MBA students.



*"We believe that value, flexibility, and quality speak for themselves. Our triple accredited MBA programme is testament to that. As is the fact that 86% of FTSE 100 companies have sponsored students to study with the OU because of our practical focus and the effectiveness of our teaching and learning model. We look forward to welcoming you to The Open University Business School!"*

Eileen Arney, MBA Programme Director

### How will I learn with the OU?

Our programme is specifically designed to be online – flexibility is inbuilt for a range of learning styles and learning media – we are leaders in innovative learning technology. Our approach to learning enables students to immediately implement their knowledge into their work environments, improving their skills from the very beginning of the programme. We do this by using workplace scenarios which allows students to test academic theories before applying them in a real-world situation.

### How will the tutors aid my learning?

Throughout the programme you will be supported by our tutors who provide practical advice not just academic rhetoric. The majority of our tutors are practising professionals in their fields. They deliver programmes developed by subject specialists underpinned by academically robust research. Our tutors provide context for the learning and are able to offer personal support that meets individual student needs.

### Who studies an MBA with the OU Business School?

Many of our students are currently managers and the course is designed so that they can instantly see the benefits of what they are learning in their workplace. The community of MBA students is incredibly diverse and professionally experienced. Our tutor groups are designed to enable students to learn from each other as well as the materials and the tutor.

### What will I get from studying with the OU Business School?

A recent OU MBA alumni survey found that 83% of respondents saw an improvement in their performance and 74% of our MBA graduates said that their study benefited their employers.

By joining our global community of MBA students and alumni you will be giving yourself the opportunity to develop the skills and knowledge to become a reflective and curious manager. You will have the potential to make a positive impact in your workplace, on your career and to yourself.

If you have any queries about studying an MBA with us please visit our website at [www.openuniversity.co.uk/business-school](http://www.openuniversity.co.uk/business-school) or call the OU Business School Information Line on **+44 (0)300 303 0065**.

# Practical information

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## Credit transfer

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Of the 180 credits required for the MBA, a maximum of 30 credits of elective modules at Stage 2 can be awarded in recognition of relevant previous study elsewhere.

For more information go to [www.openuniversity.co.uk/credit-transfer](http://www.openuniversity.co.uk/credit-transfer).

## Start dates

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Our MBA programme starts in May and November (April and October for those taking the accelerated study route) and you will need to register for your modules at least a month before you begin your study.

The closing dates for registration are published on our website, go to [www.openuniversity.co.uk/start](http://www.openuniversity.co.uk/start).

## Meet us

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The Open University hosts a number of events in the UK, Ireland and Continental Europe giving you the opportunity to meet with OU staff and discuss what it's like to study with us, and what modules we have that will suit your needs. At some events you can view our learning materials, or talk to subject specialists.

For details of UK events near you, go to [www.openuniversity.co.uk/mbaevents](http://www.openuniversity.co.uk/mbaevents).

Or, if you can't make it to one of these events we run a number of online information sessions, go to [www.openuniversity.co.uk/mba-online](http://www.openuniversity.co.uk/mba-online).

## Talk to us

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You can always contact one of our study advisers, who can answer any questions you might have and give you further information about our MBA programme.

Please call the OU Business School Information Line on **+44 (0)300 303 0065** or, if you live outside the UK or the Republic of Ireland, go to [www.openuniversity.edu](http://www.openuniversity.edu).

## Ways to register

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- Online at [www.openuniversity.co.uk/study-mba](http://www.openuniversity.co.uk/study-mba).
- Call The Open University Business School Information Line on **+44 (0)300 303 0065**.
- If you live outside the UK or the Republic of Ireland, go to [www.openuniversity.edu](http://www.openuniversity.edu).

## International partners

We have a large number of international partner organisations some of which offer The Open University MBA.

For further information, go to [www.oubs.open.ac.uk](http://www.oubs.open.ac.uk).

*“An MBA is not the end but it is the beginning of a new journey, a new life.”*

Christoph Weimer, MBA Graduate



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+7-495-661-08-72  
+7-903-258-30-49  
Line is open (Moscow time):  
Monday to Friday 10:00 to 19:00  
Saturday, Sunday 10:00 to 16:00



## Contact points for advice and registration

Please visit our website: [www.openuniversity.co.uk/business-school](http://www.openuniversity.co.uk/business-school)

or, for students resident in the UK and Ireland, please call  
The Open University Business School Information Line: **+44 (0)300 303 0065**

Lines are open (UK time): Monday to Friday 09:00 to 20:00

Calls are charged at the UK local rate when calling from a UK landline.  
Calls may be recorded for training and security purposes.

### International students

For students outside of the UK and the Republic of Ireland please visit our website:  
[www.openuniversity.edu](http://www.openuniversity.edu) or call **+44 300 303 0266**



**Open University Business School Information Team, The Open University,  
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