

# Henley Business School

## Henley Corporate MBA

For students entering from September 2010 onwards

Awarding Institution:	The University of Reading
Teaching Institution:	Henley Business School at the University of Reading
Faculty:	Henley Business School
Programme length:	minimum 36 months
Date of specification:	12th July 2010
Programme Director:	Dr Jean-Anne Stewart
Board of Studies:	School of Management, Greenlands
Accreditation:	AACSB, AMBA, EQUIS

### Summary of programme aims

The Henley MBA programme aims to **prepare programme members for senior leadership positions** by:

1. Developing a **strategic, holistic and integrated perspective** of business, organisations and management.
2. Developing knowledge and understanding of current and pervasive issues in business and management through access to **thought leadership** and **leading edge practice**.
3. Developing the knowledge, understanding and skills for management and leadership around three core themes:
  - **Choices:** that management and leadership is about making the right choices – both personal and organisational
  - **Values:** that character and integrity are as important as capability for managers and leaders
  - **Critical thinking:** that effective management and leadership require both innovative and critical thinking
4. Providing **personal development opportunities** to help programme members develop their management capabilities, their capacity for and commitment to continuous learning, and their capability to work in and to lead teams in different situations.
5. Integrating theory and practice through an approach to assessment that combines academic rigour with practitioner relevance **through work-based assignments, examinations and a research-based management project**.

### Transferable skills

The Corporate Henley MBA is intended for middle to senior managers who wish to have an intensive learning experience whilst remaining in their current employment.

- It is designed to help programme members develop their management competencies by working alongside other experienced managers. It enables them to improve their effectiveness and maximise their contribution to their current and future organisation.
- This is a highly participative programme, which combines personal learning and group work. It emphasises personal development and uses individual and team based assessment. It is delivered in a format that is based around a learning journey for participants which integrates aspects of

personal development that focus on individual and collaborative learning in both the teaching and assessment process.

- Participants are supported in their learning by both subject tutors and a dedicated personal tutor.
- The programme will be enhanced by additional site visits and presentations by company representatives at appropriate stages in the programme.

The Corporate MBA is structured to allow participants to continue working in full-time employment while studying and to connect their learning to their own organisation as well as to current global, international and organisational issues. Over the 36 month schedule of programme activities, there are opportunities to apply the learning from the MBA into the Programme Member’s own organisation. Members also develop their own areas of interest and expertise in the elective pathways and the Management Challenge project and will focus on integrating their learning into their own personal development.

### Programme content

Stage	Module Code	Module Title	Credits	Level
1	MKM1MPP	<i>Managing People and Performance*</i>	20	7
1	MKM1PSP	<i>Managing Processes, Systems and Projects*</i>	20	7
1	MKM1FR	<i>Managing Financial Resources</i>	20	7
1	MKM1PD1	<i>Personal Development 1</i>	0	7
1	MKM1PD2	<i>Personal Development 2</i>	0	7
2	MKM2SIB	<i>Strategy and International Business*</i>	20	7
2	MKM2CFG	<i>Corporate Finance &amp; Governance*</i>	20	7
2	MKM2STMK	<i>Strategic Marketing*</i>	20	7
2	MKM2PD3	<i>Personal Development 3</i>	0	7
3	MKM3LC	<i>Leadership &amp; Change</i>	10	7
3	MKM3RR	<i>Reputation and Responsibility</i>	10	7
3	MKM3MNI	<i>Manager as Investigator/</i>	5	7
3	MKM3MC	<i>Management Challenge</i>	35	7

\*indicate those modules with elective pathways

Modules comprise a module core, and in some modules, additional elective pathways. The module core addresses the fundamental topics within the subject area whilst the elective pathways provide opportunity for programme members to engage in deeper study of specific topics and contexts within the overall subject area.

### Part-time arrangements

The Corporate MBA is undertaken over 36 months and members are enrolled within intakes consisting of a blend of individual and group self-study activities and face-to-face workshops. Each intake is built around a schedule of workshop dates, assignment due dates and examination dates. Within the overall registration period there is flexibility to complete assignments and examinations at different rates. The specific contact time will vary by individual corporate programme but typically is as shown at Appendix 1.

### Progression requirements

Programme members must pass each assessment in a module with a minimum pass mark of 50%. Each module’s assessment must be passed. It is expected that all the modules in each stage are completed prior to entry to the next stage of the MBA. Progression is managed by Programme Managers and Administrators and by the encouragement of personal tutors and peer learning teams.

All personal development assessment must be submitted in order to progress. A programme member may be withdrawn due to lack of progression which is at the discretion of the Programme Director.

One re-sit is permitted per stage.

Members registered on the Postgraduate Diploma may not proceed to Stage 3 without first completing all assessment at Stages 1 and 2.

The following form the options for assessment used in the Corporate MBA:

- Individual or group (one module only) assignments for all core subjects, which may cover single subject areas or integrate two or more subject areas, and which cover the module core and elective pathway, where applicable. Individual, i.e. not group, subject assignments are typically 5,000 words in length Integrated assignments may be longer).
- Two examinations: one in Stage 1 and one in Stage 2 which cover the module core. Personal Development and Stage 3 subjects are not examined.
- A Management Challenge, which is an individual research project (15,000 words) most often undertaken within the Programme Member's own organisation. The Manager as Investigator is a research methods module and an integral part of this project and leads to the development of a mandatory proposal for the Management Challenge.
- Personal development – formative but has a required assessment involving personal development planning and review as well as reflections on learning

### **Summary of teaching and assessment**

Assessment of knowledge and understanding outcomes and behavioural skills will be achieved via both summative and formative assessment and additionally through the personal development process that accompanies the academic learning journey.

The assessment of personal development will be formative in nature and is a required submission. Programme Members will complete a personal development plan, a review and reflection on their learning. Personal Development Tutors will provide developmental assistance and feedback to programme members.

This MBA programme has an approach to teaching and learning that is appropriate to a part-time mode of study, whilst reflecting the distinctive emphasis of Henley.

Methods typically associated with learning transmission:

- Lectures and presentations: face to face or online with digital support materials
- Self-study: directed and self-directed, online using web-based resources or with electronic or paper-based materials

Methods associated with transactional or transformational approaches to learning:

- Research
- Collaborative learning
- Case studies
- Problem-based learning
- Study /site visits

Attendance at the regular teaching workshops is highly recommended. This regular teaching programme is the backbone of the learning process for the Henley Corporate MBA whilst also providing a supportive atmosphere for the working manager. On-line learning resources extend the workshop interaction, providing resources that outline core theory and content or provide supplementary activities to embed learning. Text based resources will be interspersed with multi-

media materials containing video and audio files that include case examples from industry and individual organisations. On-line resources will be made available at the start of a module. To get full value from face-to-face events, participants are expected to familiarise themselves with the relevant study material before attending. In addition there will be further suggestions for directed and self-directed study after workshops and in the tutor-monitored on-line discussion forums.

#### *For Masters Degrees*

To pass the MBA Programme Members must gain a mark of 50% or more in each assessment including a mark of 50% or more for the Management Challenge.

Members may exit Stage 1 with a Post-graduate Certificate and Stage 2 with a Post-graduate Diploma.

### **Admission requirements**

To qualify for entry to the programme, applicants must fulfil the core requirements outlined below:

- Hold a 2.1 or higher degree from a British University, or its equivalent
- Have at least three years' management experience
- Applicants without a first degree from a British University, or its equivalent, may be accepted onto the MBA programme subject to at least 5 years management experience

Under the category of equivalent qualifications are degrees from recognised international universities and a number of professional/vocational qualifications.

Management experience will be evidenced by at least three out of the following list of seven types of managerial activity (not in any order of priority):

1. A demonstrable involvement in shaping managerial decisions that affect events beyond standard operational activities.
2. A responsibility for co-ordinating the work of others in a team.
3. A responsibility for meeting financial targets that rely on the efforts of more than one person.
4. A requirement to structure and order one's own work activities over a period of more than one month to solve problems and deliver results.
5. A defined responsibility for improving the performance of people, processes or technology.
6. A role that primarily achieves results through influencing others rather than through direct authority.
7. An experience of working internationally or of relevant multi-cultural exposure.

Candidates whose first language is not English must normally pass one of a number of prescribed English Language tests.

Applications from candidates who do not meet the normal entry qualifications go before an Admissions Panel. In such cases the Admissions Panel will consider all of the relevant evidence including the applicant's age, seniority, responsibilities, qualifications, career progression, references and the overall quality of the application. All such 'non-standard' applicants, whom the Admission Panel permits to be registered on the programme, are so identified as to enable their academic progress to be specifically monitored.

Under the category of equivalent qualifications are degrees from recognised international universities and a number of professional/vocational qualifications.

Permitted exemptions are shown at Appendix 2. Requests for exemptions are only considered at the time of application to join the programme.

Admissions Tutor: The Programme Director is responsible for final admissions.

**Support for students and their learning**

Henley Business School provides a range of support for programme members and their learning. The Academic Resource Centre is the School’s on-site information resource, holding an extensive and carefully selected collection of print and electronic resources. It is complimented by the online Learning Resource Centre which provides remote access to a wide range of items, including business and management databases, reading lists, the Academic Resource Centre catalogue, online dissertations and MBA resources. IT resources in the Library are enhanced by the IT resources across campus.

The HenleyConnect portal is the virtual learning environment supporting students studying on the Henley MBA programme. It is designed to allow programme members to work both together and as individuals in a single online workspace, and contains MBA learning materials as well as links to materials within the Learning Resource Centre.

Pastoral care is provided from several sources including the Programme Manager and Personal Tutors. Each student is allocated a Personal Tutor, who has a number of roles including the provision of pastoral support to help them overcome any personal obstacles they encounter in the learning process, typically around work–life balance issues. Personal tutors also support the Personal Development element of the Henley MBA. In addition students are able, where necessary, to access some of the support services of the wider University, such as the Disability Office and the Study Advisors.

**Career prospects**

Programme Members on the Corporate MBA programme typically remain in employment for the duration of the programme. Career guidance is available at Henley Business School on the Greenlands campus but Programme Members who are sponsored by their employer must obtain permission before taking advantage of this service.

**Opportunities for study abroad or for placements**

Certain corporate MBA programmes may be scheduled to include overseas visits and workshops hosted at international locations. No opportunity for placement.

**Educational aims of the programme**

The programme aims to provide the Programme Member with the opportunity to develop a thorough understanding of the theory and practice of the management of organisations across a range of contexts including profit-base business, not-for-profit organisations, government and public sector. The specific programme outcomes are presented overleaf.

**Registration periods: MBA and Postgraduate Diploma**

	<b>Initial registration</b>	<b>Re-registration</b>
Postgraduate Diploma	36 months	6 months
MBA	54 months	9 months
Stage 2 entrant (Diploma only)	18 months	3 months
Stage 3 entrant	18 months	3 months

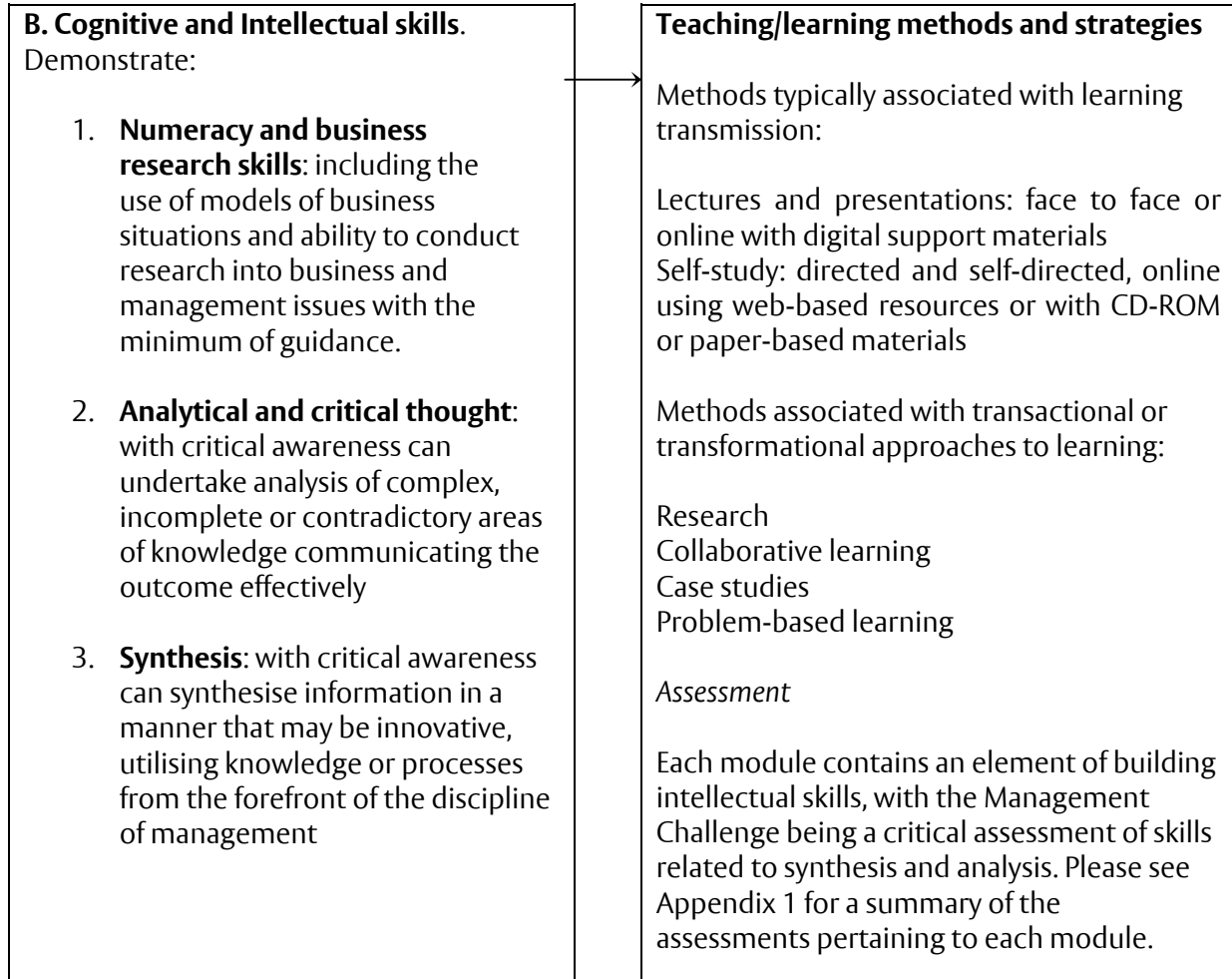
Members who do not complete all assessments in Stage 1 and in Stage 2 within a 21-month period per stage may be de-registered and withdrawn from the programme for lack of progression.

**Programme Outcomes**

**Knowledge and Understanding**

<p><b>A. Knowledge and understanding of:</b></p> <ol style="list-style-type: none"> <li>1. <b>The impact of contextual forces on organisations</b> including the historical development and purpose of organisations; legal systems; ethical, economic, environmental, social and technological change issues; international developments; corporate governance</li> <li>2. <b>The role of the manager in organisations;</b> leadership roles and styles; leading and implementing major change; key dilemmas and choices of management and ethical leadership, including the management and development of people and HRM</li> <li>3. <b>The concepts and processes in core business areas,</b> including:             <ul style="list-style-type: none"> <li>• the production and marketing of goods and/or services</li> <li>• the management of resources and operations including the use of information systems</li> <li>• the financing of the business enterprise or other forms of organisations; sources, uses and management of finance</li> <li>• use of accounting for managerial and financial reporting applications; corporate finance</li> <li>• the financial implications of strategic decisions, and their impact on corporate governance</li> </ul> </li> <li>4. <b>The principles and applications of a range of research methods/techniques,</b> both qualitative and quantitative, and an understanding of their strengths and limitations for providing information and evaluating options in an uncertain organisational environment</li> </ol>	<p><b>Teaching/learning methods and strategies</b></p> <p>Methods typically associated with learning transmission:</p> <p>Lectures and presentations: face to face or online with digital support materials              Self-study: directed and self-directed, online using web-based resources or with CD-ROM or paper-based materials</p> <p>Methods associated with transactional or transformational approaches to learning:</p> <p>Research              Collaborative learning              Case studies              Problem-based learning              Site visits</p> <p><i>Assessment</i></p> <p>Each module contains an element of subject-specific knowledge and understanding. Please see Appendix 1 for a summary of the assessments pertaining to each module.</p>
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## Cognitive and Intellectual Skills



**Practical / Behavioural Skills**

<p><b>C. Practical skills</b> – able to:</p> <ol style="list-style-type: none"> <li><b>1. Work collaborative and effectively in a group:</b> both as a team member and leader, clarifying tasks, recognising and making best use of the capabilities and contributions of others, to gain maximum group performance, team selection, delegation, development and management, handling conflict with confidence, sensitivity to the value of diversity</li> <li><b>2. Demonstrate self-awareness and evaluation:</b> is an independent and self-critical learner, aware of their impact on others and is reflective on own and others’ functioning in order to improve practice and continuing professional development</li> <li><b>3. Learning:</b> is able to use the full range of learning resources and learns through reflection on practice and experience in both face-to-face and virtual learning contexts</li> <li><b>4. Mastery in managerial communication:</b> listening, negotiating and persuading or influencing others; oral and written communication, using a range of media, including the preparation of business reports, in academic and professional environments with a range of specialists and people at different levels of the organisations</li> </ol>	<p><b>Teaching/learning methods and strategies</b></p> <p>Methods typically associated with learning transmission:</p> <p>Lectures and presentations: face to face or online with digital support materials          Self-study: directed and self-directed, online using web-based resources or with CD-ROM or paper-based materials</p> <p>Methods associated with transactional or transformational approaches to learning:</p> <p>Research          Collaborative learning          Case studies          Problem-based learning</p> <p>Over the course of the programme, face-to-face learning events directed at practical skills will use a mix of the following active learning techniques:</p> <ul style="list-style-type: none"> <li>• Socialisation processes</li> <li>• Team-based and individual problem solving</li> <li>• Case study analyses</li> <li>• Inquiry and problem-based learning</li> <li>• Use of the Virtual Learning Environment (Henley Connect)</li> <li>• Own organisation based consultancy style projects and assignments</li> <li>• Panel discussions</li> <li>• Personal reflection</li> </ul> <p><i>Assessment</i>          Each module contains an element of building practical skills, and in particular the personal development module focuses on a variety of such skills. Please see Appendix 1 for a summary of the assessments pertaining to each module.</p>
<p><b>Please note - This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in each module description and in the Programme Organiser handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance processes or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.</b></p>	



Appendix 1

**Detailed Outline of Study Hours, Contact Days and Assessments**

	<b>Programme Element</b>	<b>Study hours</b>	<b>Contact Days (Henley Based)</b>	<b>Weighting%</b>	<b>Assessment Requirement</b>
<b>Stage 1</b>	MBA Starter Workshop Personal Development		3		Individual Report PD1
	Managing People and Performance	200	2	6.7	Individual Report
	Managing Projects, Systems and Processes	200	2	6.7	Individual Report
	Managing Financial Resources	200	2	6.7	Individual Report
	Examination 1		1	13.3	3 Subjects (MPP, MPSP, FR)
	Personal Development	**	1		Individual Report PD2
	<b>Total for Stage 1</b>	<b>600</b>		<b>33.4</b>	
	<b>Stage 2</b>	Strategic Marketing	200	2	6.7
Strategy and International Business		200	2	13.3	Individual Report:
Corporate Finance and Governance		200	2		Integrated Management Project (IMP)
Examination 2			1	13.3	STMK, SIB and CFG
Personal Development		**	1		Individual Report PD3
<b>Total for Stage 2</b>		<b>600</b>		<b>33.3</b>	
<b>Stage 3</b>	Leadership and Change	100	2	3.35	Individual Report
	Reputation and Responsibility	100	2	3.35	Individual Report
	Manager as Investigator	50	3 including Management Challenge		Proposal for Management Challenge
	Management Challenge	350		26.6	Individual Report
	<b>Total for Stage 3</b>	<b>600</b>		<b>33.3</b>	

\*\* 6% of module study hours is allocated to PD

## Appendix 2

### Exemptions

#### 1. Professional bodies

Holders of full membership of the following professional accounting bodies may be granted exemption from the **Managing Financial Resources** module:

Association of Chartered Certified Accountants  
Institute of Chartered Accountants in England and Wales  
Institute of Chartered Accountants in Scotland  
Institute of Cost and Executive Accountants  
Association of International Accountants  
Chartered Institute of Management Accountants  
Chartered Institute of Public Finance & Accountancy

Requests for exemptions are only considered at the time of application to join the programme.

**When granted, applicants will not need to submit the individual assignment for that subject but must sit the whole of the examination at the end of Stage 1. For this reason programme members receive all materials. No fee reduction will be made.**