



MBA (Graduate)

POSTGRADUATE

BLENDED

ONLINE





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Arden University has three decades of experience providing higher education, and we've helped more than 50,000 students globally gain the qualifications they need to succeed. We have a 95% student satisfaction rating, and 9 out of 10 Arden students believe studying with us has helped them transform their careers.*

*Arden University 2021 graduate survey



MBA (Graduate)

POSTGRADUATE**BLENDED****ONLINE**

This MBA has been designed to help new graduates take the next step in their career, even if you have no previous work or managerial experience. The course will develop your appreciation of the fundamentals of contemporary business practice, and provide you with the unique opportunity to use your MBA qualification as an entryway into a future managerial role.

You'll graduate with a full MBA accredited by the Chartered Management Institute (CMI), alongside the chance to complete the highly valued Level 7 Diploma in Strategic Management and Leadership.

Course at a glance

- Understand and apply the management and leadership skills required to succeed in the contemporary business environment.
- Explore the analytical challenges presented by Big Data sets.
- Evaluate the contribution of technology to inform the development of innovative strategic plans and competitive advantage.
- Analyse the effectiveness of technology relevant to contemporary business management and transformations.

You can visit the Arden University website page for this course [here](#).



Key facts

Location: Blended (Berlin), online

Start dates: Every 3 months

Full time: 1 year

Part time: 1 year+

Contact us

If you'd like to get in touch to find out more about studying this course, please use the following:

UK online learning:

Call 0800 268 7737

Email study@arden.ac.uk

International online learning:

Call +44 20 300 56070

Email online@arden.ac.uk

Berlin blended learning:

Call +49 30 235901000

Email studyberlin@arden.ac.uk

Entry requirements

- To be eligible for this MBA, you should normally have:
- Any recognised undergraduate degree awarded within the past 5 years at level 2:2 or above.

English proficiency:

- IELTS 6.5 (no less than 6.0 in any element); or TOEFL iBT 90; or equivalent.
- Alternatively, evidence you have previously studied in English, such as a letter to show that the Medium of Instruction was in English can be accepted.

We also offer an internal English test for applicants to our courses. More information can be found [here](#).

Career Progression

- Marketing Manager
- HR Manager
- Business Consultant
- Management Consultant
- Business Operations Manager
- Product Manager

If you'd like to get your application started, please [click here](#).

Blended learning

Blended learning with Arden University brings you the best of both worlds: a flexible mix of face-to-face teaching at one of our study centres in the UK or Berlin, Germany, combined with independent online learning that you can take part in whenever and wherever works best with your existing commitments.

When you study via blended learning, each of your course modules is completed over a six week period. Each week of study will require a minimum of 33.5 hours of participation, which comprises:

- 8 hours of timetabled face-to-face teaching each week based in one of our study centres
- A minimum 25.5 hours of independent online learning

Your face-to-face classes will be scheduled on either two mornings (9.00am to 1.00pm), two afternoons (1.30pm to 5.30pm), or two evenings (two nights on campus 5:30-9:30pm) during teaching weeks. You'll be able to opt for your preferred time when you apply and, we'll do our best to accommodate your preferred schedule subject to student intake numbers for your course.

You can find out more about blended learning with Arden University [here](#).

Study centre locations

This course is available as a full-time blended learning degree at our study centre in Berlin, Germany.

You can learn more about studying with Arden University in Berlin [here](#).

Meet some of our blended learning students [here](#).

Online learning

Studying this course online gives you a lot of flexibility and convenience. You can enrol with us from anywhere in the world and study your degree from the comfort of home, without the requirement to attend classes in a physical location.

You'll study the course through ilearn, our university campus in the cloud. ilearn provides you with an integrated online learning experience, including your virtual classroom, lecture hall, and online library of more than half a million books and journals – yours for free while you study with us.

Studying online doesn't mean studying alone. As well as receiving regular feedback and guidance from your course tutor, you'll be studying with likeminded students and you'll have access to community message boards to discuss your course and the topics being raised within it.

We've even set up community boards embedded into each of the course modules so you can have discussions with your tutor and classmates on the topics you're currently learning.

You can find out more about online learning with Arden University [here](#).

Online learning key benefits

- Study anywhere worldwide
- Plan your own schedule
- Benefit from reduced costs
- Study around work and family life

Discover why so many students choose online learning with Arden [here](#).



Throughout your course modules you'll gain a wide range of management, leadership, and technical skills, and will become confident in utilising emerging trends such as big data sets to solve complex managerial issues and gain a competitive advantage in today's business environment. Our use of case studies, practice-based learning, and cutting-edge software will help you gain real-world skills that will set you apart from your peers once you graduate.

The programme has been designed to engage and inspire you with its real-world focus. You'll be exposed to practical business scenarios, enabling you to build industry knowledge and to respond to real-life challenges that might appear in your future management role.

Please see the following pages for a detailed overview of each course module.

Professional Practice in Business & Management (20 credits)

The aim of this module is to provide you with competitive employability skills for the modern business environment. It will build on your existing understanding of management and organisations, enabling you to apply your experiences to contemporary ideas and practices within both local and global contexts. Through this, you will develop strategic, critical, and creative thinking skills and the ability to reflect on your own career development and consider issues relating to personal responsibility and workplace equality. The module will help you to:

- **Demonstrate in-depth knowledge of the hard and soft skills of employability as well as general workplace competencies such as leadership, teamwork, and interpersonal skills.**
- **Critically analyse factors that influence career development such as complex political and socio-economic considerations.**
- **Demonstrate the ability to reflect on learning through the process of preparing materials for inclusion in job applications.**

Competitive Strategy (20 credits)

To innovate and stay competitive, modern organisations need to identify and harness new business assets. This module will introduce you to contemporary business strategy and the opportunities and challenges presented by the emerging digital economy. You will develop skills in using big data sets to generate innovative, digitally focused strategic plans in a wide range of organisational contexts, as well as the leadership skills to successfully carry out digital business transformations. At the end of the module you will be able to:

- **Evaluate the opportunities and challenges presented by the contemporary business environment.**
- **Analyse internal and external environments including data sets.**
- **Identify and evaluate the strategic contribution of stakeholder groups, networks, leadership practices and communities of practice in the business environment.**
- **Develop strategies for success and transformation plans.**

Financial Management (20 credits)

Current trends in technology are transforming the way accounting and finance management is conducted, calling for financial systems to embrace agile decision-making. This module will explore both the contribution of finance and ledger systems, as well as a range of new financial technologies such as blockchain, financial modelling, fintech, and cloud-based solutions. It will also develop your practical financial management skills and your ability to assess the ethical, regulatory, and legal issues surrounding financial systems. You will learn to:

- **Critically evaluate a range of technologies in the accounting and financial arena.**
- **Design and evaluate solutions to contemporary accounting and financial management challenges.**
- **Assess the accounting and financial management challenges impacting the contemporary business environment.**
- **Assess the importance of big data analysis in modern financial environments.**

Introduction to Supply Chain Management (20 credits)

Today's global supply chain management practices are harnessing new technologies to drive logistical and operational efficiencies. This module will provide an overview of supply chain fundamentals, as well as introduce the digital supply chain and its accompanying technologies, ethical issues, and impact on both conventional and emerging product and service supply chains. Specialist business simulation software will be implemented to bring to life the theory covered in the module and give you practical supply chain management skills. You will learn to:

- **Critically evaluate fundamental supply chain principles in a range of organisational contexts.**
- **Evaluate the contribution of technology, big data sets and analytics in driving supply chain improvements.**
- **Critically assess the technological disrupters facing contemporary supply chains.**
- **Examine the ethical and regulatory issues associated with supply chain management.**

Leading People (20 credits)

The ever-increasing use of workplace technologies has changed the way we lead and work. Consequently, businesses have had to adapt to ensure their competitiveness and sustainability. This module will explore leadership from a theoretical perspective, followed by its practical use in initiating business transformations. You will gain knowledge of the role of mid to senior level management, as well as form the ability to develop your own leadership mindset and effectively employ KPIs/KPBs to determine transformation success. The module will help you to:

- **Critically evaluate major theoretical perspectives of leadership.**
- **Critically analyse leadership situations through engagement with real-life scenarios at the workplace.**
- **Assess the impact of disruptive technologies in the workplace and the emergence of disruptive business models from unexpected competitors leading to change.**
- **Audit an organisation to identify challenges to successful transformation.**

Social Media Marketing (20 credits)

This module will introduce the theories and strategic frameworks of social media marketing. It will explore its evolution and practices alongside a more critical consideration of the social, cultural, and technological impact of social and mobile technologies on consumer behaviour and the business environment. You will develop practical skills in analysing audience needs and developing compelling content across popular social media channels, as well as in proprietary social media management tools such as Google Analytics. You will also learn to:

- **Critically analyse the business and marketing environment using a range of analytical approaches and evaluative techniques.**
- **Explore the impact of social media marketing on marketing communications and advertising at an advanced level with underpinning research.**
- **Design an advanced marketing plan, supported by wider literature and theoretical frameworks to demonstrate an understanding of social media marketing tools and techniques to generate effective advertising.**

Business Project (60 credits)

New business applications and technologies present both opportunities for growth as well as significant operational challenges. Building on the taught element of the programme, the business project will provide you with the opportunity to apply your learning material to a real-world business scenario. The project should center around an intervention that a chosen organisation could harness to enhance their performance. You will be expected to create an original business plan, critically evaluate its organisational benefits, and discuss any challenges that could arrive. The project will develop your ability to:

- **Identify and research a business topic relevant to your degree.**
- **Present and discuss research findings in a manner that is both academically robust and professionally acceptable.**
- **Review relevant literature from academic and professional (for example, corporate reports, industry statistics and professional journals) sources.**
- **Develop research skills which enhance the ability to evaluate business projects.**



Dr. Alison Watson

Head of School - Leadership and Management

Dr. Alison Watson is the programme team leader for Arden's undergraduate business and accounting programmes. Having taught at Arden for 15 years, she has supported many students on various management courses at all levels of study. Prior to this, Alison was an operations and project manager for a number of large retailers, and therefore has a wealth of experience in the field of business and management.

Alison will provide guidance to the School of Leadership and Management, ensuring that it delivers high quality academic provision and student satisfaction across all courses.

Why study with Arden University?

At Arden University we believe everyone, everywhere has the right to gain the life and career benefits that higher education can bring. We are dedicated to making the university experience convenient and accessible to ambitious and motivated individuals worldwide.

Our mission is to connect adult learners like you with higher education study opportunities that give you the tools you need to fulfil your career and life goals. We challenge conventional perceptions of degree study by providing flexible, vocational courses with timetables and learning options that fit around your life commitments.

As an education provider that is not constrained by bricks and mortar or traditions, we are able to offer courses that are innovative, affordable, and which help students and employers reap the benefits of contemporary training and skills development.

Arden is the university that comes to you, on your terms, helping you achieve the life and professional success you want.





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