

SUFFOLK EXECUTIVE MASTERS OF BUSINESS ADMINISTRATION



STUDY MODE

Full time

DURATION

1 Year

TUITION FEES (GBP)

9,500

ENTRY REQUIREMENTS

- An undergraduate degree with at least 2:2.
- Students will be required to have at least three years of work experience.
- Any other relevant qualifications.

AWARDING INSTITUTION

University of Suffolk (UK)

APPLICATION

Complete and submit the application form online.

PAYMENTS

Payments can only be made by bank transfer or credit card (a link will be sent for payments by credit card).

SEMBA programme is a general management programme designed for those in, or aspiring to, senior management positions or those looking for conversion from specialist fields to that of general management. SEMBA prepares participants for early entry into positions holding significant general management responsibilities, whilst developing a thorough understanding of the principal functional areas of management. The programme draws upon the candidates' skills. Due to the applied nature of the award, emphasis is laid upon an integrated and practical (professional) approach over a theoretical one. Teaching will evolve with the changing needs of the world environment and will be based on high quality research.

Learning Outcomes

Upon successful completion of this course, graduates will be able to acquire:

- A systematic, critically informed understanding of organizations and how they are managed.
- The ability to apply relevant knowledge to dealing with complex situations while simultaneously exercising a sensitivity to extant relationships, cultural considerations and formal procedures elsewhere in the business or organization.
- The awareness and ability to both marshal and manage the implications of ethical dilemmas and work proactively with others to formulate appropriate solutions to these dilemmas.
- A critical awareness of both current and prospective issues in business and management informed by leading edge research and practice in the field with a focus on marketing or leadership.
- An understanding of appropriate techniques to allow thorough investigation of relevant business and management issues.

Learning Outcomes (cont.)

- A practical understanding of how both established and evolving techniques of research and enquiry are used to generate relevant knowledge as well as an understanding of how that knowledge may be applied creatively.
- Increased critical awareness and the ability to undertake analysis of complex, incomplete or contradictory areas of knowledge and communicating the outcome effectively.
- The ability to conduct research into business and management issues that requires familiarity with a range of relevant data in order to inform the learning process, as well as a level of conceptual understanding to critically evaluate published research in order to identify new or revised approaches to practice.
- The ability to navigate the challenges of working under pressure in a group as either member or leader, where appropriate.
- The ability to communicate complex data effectively, both orally and in writing, and to demonstrate professionalism and proficiency in the use of relevant media.

Course Structure


Modules

- Managing in a Changing Environment
- Using Data in Decision Making
- Finance for Non-Finance Leaders
- Research Methods for Business
- Leadership and Organisational Behaviour
- Marketing, Branding and Strategy
- Management Project



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