



# Master of Business Administration

## MBA

The Cranfield full-time MBA is an intensive one-year programme beginning in September. It is a general management programme with a focus on real-world learning and leadership development. It will give you the opportunity to create and implement your own leadership development plan, setting a vision for where you want to be professionally and how you are going to get there. You will prepare for and find a professional role that suits you based on your personality, experience and career aspirations. You will develop your understanding of the core aspects of business and finance, as well as enhancing soft skills such as self-awareness, teamwork and resilience. While studying you will build relationships with experienced, like-minded professionals from all around the world. By the end of the course you will have built the confidence and competence to take on new challenges.

### Course structure

The programme covers core management subjects in a series of 16 modules, and is highly flexible, allowing you to choose from 14 electives. As part of the programme you will have the opportunity to undertake a consultancy project, International Business Assignment, crisis management simulation, and European business plan and venture capital competitions.

### Individual project

Consultancy and company-based projects like the International Business Assignment allow you to apply your learning in a real business environment, get experience in a sector of interest and gain international exposure.

### Group project

Working in small groups, you will apply your learning in core and elective modules to a consultancy project. You will help an organisation to tackle a contemporary challenge, researching the problem, analysing data and making recommendations for action.

### Future career

We will help you not only to secure your first role post-MBA, but to plan for a successful lifelong career. With the support of our career development team, you will work out where you want to be professionally and how to get there. You will learn to identify the fit between what you have to offer and what is required by employers, to differentiate yourself and pitch yourself. The following employment data are based on the MBA class of 2015-16: 46% of students changed country after graduation, 74% of students employed in the UK after graduation, 91%\* of students employed 6 months after graduation. Average UK exit salary £69,921.

\*\* based on all respondents (93% of cohort)

### Example modules

#### Compulsory

- Organisational Behaviour: Personal and Professional Foundations of Leadership and Change
- Accounting
- Strategic Operations Management
- Strategic Marketing
- Economics of Organisations and Strategy
- Entrepreneurship and New Venture Creation
- Venture Capital Investment Competition
- Finance and Management
- Strategic Management
- Project Management Introduction
- Global Macroeconomics and Business Environment
- Challenges for Leaders: Managing People, Change and Sustainability
- Challenges for Leaders II
- International Business Assignment
- Data Analytics and Decision Making
- Leadership in Action

#### Duration:

MBA: Full-time - one year

#### Start date:

September 2018

#### Location:

Cranfield Campus

#### Entry requirements

A good degree and/or professional qualification. A minimum of three years' postqualification work experience. A good balanced GMAT score (minimum 600), GRE (score in the 80th percentile) or a good score in our Admissions Test. More information can be found at [www.cranfield.ac.uk/som/ftmba](http://www.cranfield.ac.uk/som/ftmba)

### Contact details

T: +44 (0)1234 758081

E: [studymba@cranfield.ac.uk](mailto:studymba@cranfield.ac.uk)

For further information please visit

[www.cranfield.ac.uk/som/ftmba](http://www.cranfield.ac.uk/som/ftmba)