Global Online MBA

This document provides a definitive record of the main features of the programme and the learning outcomes that a typical student may reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities provided. This programme specification is intended as a reference point for prospective students, current students, external examiners and academic and support staff involved in delivering the programme and enabling student development and achievement.

Programme Information

<table>
<thead>
<tr>
<th>Programme Title</th>
<th>Global Online MBA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Award(s)</td>
<td>Master of Business Administration</td>
</tr>
<tr>
<td>Programme Code</td>
<td>N1GM24</td>
</tr>
<tr>
<td>Awarding Institution</td>
<td>Imperial College London</td>
</tr>
<tr>
<td>Teaching Institution</td>
<td>Imperial College London</td>
</tr>
<tr>
<td>Faculty</td>
<td>Imperial College Business School</td>
</tr>
<tr>
<td>Department</td>
<td>Imperial College Business School</td>
</tr>
<tr>
<td>Main Location of Study</td>
<td>Online</td>
</tr>
<tr>
<td>Mode and Period of Study</td>
<td>2 years part-time (24 months) / flexible and distributed learning</td>
</tr>
<tr>
<td>Cohort Entry Points</td>
<td>Annually in January &amp; September</td>
</tr>
<tr>
<td>Relevant QAA Benchmark Statement(s) and/or other external reference points</td>
<td>Master's Degrees in Business and Management</td>
</tr>
<tr>
<td>Total Credits</td>
<td>ECTS: 90 CATS: 180</td>
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<tr>
<td>FHEQ Level</td>
<td>Level 7</td>
</tr>
<tr>
<td>EHEA Level</td>
<td>2nd cycle</td>
</tr>
<tr>
<td>External Accreditor(s)</td>
<td>AMBA Accreditation received: 1987 Accreditation renewal: 2018</td>
</tr>
<tr>
<td></td>
<td>EQUIS Accreditation received: 2006 Accreditation renewal: 2015</td>
</tr>
<tr>
<td></td>
<td>AACSB International Accreditation received: 2012 Accreditation renewal: 2018</td>
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</table>
**Specification Details**

<table>
<thead>
<tr>
<th>Student cohorts covered by specification</th>
<th>January 2019 cohort</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person responsible for the specification</td>
<td>Veronica Russell, Assistant Director Education Quality</td>
</tr>
<tr>
<td>Date of introduction of programme</td>
<td>January 2015</td>
</tr>
<tr>
<td>Date of programme specification/revision</td>
<td>November 2018</td>
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</table>

**Programme Overview**

The programme is delivered largely on-line. There will be 2.5 weeks of face-to-face study to encourage cohort building and to teach material/provide student experience which is more effectively delivered face-to-face rather than on-line.

The programme has two components:

1. Core Modules
2. Electives

The material is delivered electronically via the Business School Hub. Students will belong to time zone based virtual syndicates and will be expected to undertake some group work and ‘live presentations’. Some core studies will involve synchronising (live) interaction (again time zone based) with the academics so that students can experience some of the classroom pressure of an MBA. Extensive use is made of discussion boards and social media.

**Learning Outcomes**

The Imperial Graduate Attributes are a set of core competencies which we expect students to achieve through completion of any Imperial College degree programme. The Graduate Attributes are available at: [www.imperial.ac.uk/students/academic-support/graduate-attributes](http://www.imperial.ac.uk/students/academic-support/graduate-attributes)

**Educational aims/objectives of the programme**

The programme aims to provide a conceptual framework for management thinking which draws insights from academic research into management and business practice which provides a practical overview of the problems and practices in modern management.

Students who complete the programme successfully will:

- Have a thorough grounding in the core management disciplines;
- Be able to apply analytical techniques to decision-making processes in business and to present their analyses clearly and persuasively;
- Be equipped to apply innovative thinking and leadership to the management of industry, services and enterprise on an international basis;
- Have developed their personal skill set to enhance their effectiveness as leaders and as managers.
Programme Learning Outcomes

Knowledge and Understanding of:

1. How firms position themselves in the broader environment through the lens of economics; local and global marketplace(s); macroeconomic and policy contexts; key industry sectors;
2. Markets: optimising behaviour in different markets; modelling market outcomes; taxation; regulation; firm pricing; monetary and fiscal policies; economics in recession; currency unions; inflation; employment and growth policies;
3. How to develop a holistic view of a firm; the role of strategy; key strands of strategy theory; the role of marketing in creating value for consumers and organisations and in contributing to a firm’s competitiveness and survival;
4. Porter’s 5 forces; the marketing concept and its evolution, marketing strategy; marketing evolution; marketing mix; customer and consumer segmentation; marketing channels; core competencies and competitive advantages; marketing communications; customer relationships; brand and brand management;
5. Basic accounting concepts to enable their immediate application to financial analysis and valuation;
6. Accounting: the scope of accounting analysis; main financial statements; use of financial ratios; financial resourcing; issues in financial accounting;
7. Financial analysis; organisation of financial markets and institutions; debt markets and bond valuation; valuing a stock/market; investment decision rules and capital budgeting; valuing a business – DCF modelling;
8. Individual and team characteristics and roles within organisations: personality; motivation; decision-making; teams; bargaining; networks; creativity; feedback; culture; influence; leadership;
9. How financial risk is shared or distributed within financial markets and the implications for the firm: market price of risk; capital structure and the cost of capital debt; taxes and financial distress; leveraged buy-outs; raising initial finance; hedging business risk; insurance and real options;
10. The challenge of designing and teaching organisations which work effectively to support the delivery of business objectives: markets and hierarchies; organisation structure; organisation design; organisation culture; organisational knowledge and its management; shaping organisational environments; new business models and organisational forms; social media; stockholders; boards; managing geographies and globalisation;
11. Different aspects of managing change: analysis of types of change and the nature of change; 5S framework; change leadership; crafting the vision for change; aligning stakeholders; mergers and acquisitions; changing values; managing up as well as down; turbulent and life velocity and environments;
12. The sources of risk for organisations and its employees that have an impact on the firm’s performance or its survival. Strategies adopted by firms to mitigate risk and protect themselves. Conceptual frameworks of risk management and the practical reality of managing these risks in a business. The nature of risk; principles of risk management for individuals and corporations; risk mitigation and risk transfer mechanisms; insurance and reinsurance markets; innovations in risk sharing and risk intermediation;
13. How to take ideas for new products and services through the entrepreneurial journey to the market: the evolution of industry cycles; forms of innovation; preparing start-ups; commercial feasibility studies; market research and industry analysis; the business market and the business plan; design and the innovation process; creating end user and business value;
14. The core knowledge base including the essential facts, concepts, principles and theories relevant to the chosen areas of elective specialisation.
Skills and other Attributes

Intellectual Skills

1. Integrate, analyse and evaluate new and/or abstract data and situations without guidance, using a wide range of appropriate techniques and transform such data and concepts into novel solutions;
2. Analyse a particular industry or aspect of the economy;
3. Use a conceptual framework to analyse organisations and manage people;
4. Use an internally consistent conceptual framework for thinking about the interaction between firms and markets;
5. Use the principles and tools of micro-economics to analyse real business situations at the firm and industry level.

Practical Skills

1. Give professional presentations;
2. Seek, interpret, present and use data effectively in decision-making;
3. Produce creative and realistic solutions to complex problems;
4. Use computer-based spreadsheets as an important tool for management decision-making and planning;
5. Read, interpret and analyse financial statements and evaluate the well-being and potential of a company using ratio and SWOT analysis;
6. Develop and present a proposal to a real business problem;
7. Evaluate the commercial feasibility of new business ideas;
8. Effectively use Information Technology.

Transferable Skills

1. Communicate effectively in context through oral presentations, computer processing, presentations and written reports;
2. Critically review evidence including its reliability, validity and significance;
3. Transfer techniques and solutions from one discipline to another;
4. Use Information and Communications technology;
5. Manage resources and time effectively in order to achieve intended goals;
6. Learn independently with open-mindedness and critical enquiry;
7. Learn effectively for the purpose of continuing professional development;
8. Work effectively as a team member which includes collaboration and formulating effective strategies for achieving goals when working with others. Understand individual behaviour in teams, team formation and team dynamics;
9. Clearly identify criteria for success and evaluate his or her own performance against those criteria;
10. Network effectively and how they can successfully market themselves for professional opportunities;
11. Manage and value cultural differences in behaviour;
12. Assess their own personal strengths and weaknesses as a manager, a colleague and a team member;
13. Develop a lifelong learning approach to their career and leadership development.

Entry Requirements
<table>
<thead>
<tr>
<th>Academic Requirement</th>
<th>Normally a 2:2 UK Bachelor’s Degree with Honours (or a comparable qualification recognised by the College).</th>
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<tbody>
<tr>
<td>Non-academic Requirements</td>
<td>Exceptionally an acceptable professional qualification: Full membership of: Association of Chartered Certified Accountants (ACCA) Any Institute of Chartered Accountants in the UK or Ireland Chartered Institute of Public Finance and Accounting. Associateship or Fellowship of: Chartered Institute of Management Accountants (CIMA) Applicants will also need a minimum of five years’ postgraduate work experience. Relevant business experience undoubtedly helps in maximising the benefits of the Programme. Students with business experience can contribute more, which is to the advantage of other students and the teaching process.</td>
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</table>

If an applicant’s maths does not seem to be at the required level, they may be asked to sit a short maths test, prior to an offer being made.

Applicants who do not hold a first degree (but have suitable experience and/or professional qualification) may be eligible for an alternative entry route onto the MBA, via a Special Qualifying Examination. Applicants may be asked to take the Graduate Management Admissions Test (GMAT) at the discretion of the Programme Team.

<table>
<thead>
<tr>
<th>English Language Requirement</th>
<th><strong>Higher requirement</strong> IELTS 7.0 with at least 6.5 in all elements or equivalent.</th>
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The programme’s competency standards documents can be found requested from the Business School’s Education Quality Office.

### Learning & Teaching Strategy

- Lectures
- Practical classes and field work
- Equipment/technique demonstrations (e.g. Bloomberg, Datastream)
- Seminars
- Workshops
- Case studies
Group work exercises
Formal presentations

E-learning & Blended Learning Methods
- Pre-programme VLE modules
- On-line discussion forums
- On-line lecture materials
- Interactive content including video and module quizzes

Project and Placement Learning Methods
- Work Placement Opportunity

Assessment Strategy

Assessment Methods
- Essays
- Continuous assessments
- Written Examinations/Tests
- Multiple Choice Tests
- Formal Presentations
- Reports
- Case Studies
- Participation

Academic Feedback Policy

The School aims to provide feedback to students on coursework within four weeks and to provide provisional examination grades eight weeks from the examination date. With each returned coursework assignment, a written evaluation will be provided. General feedback to the cohort is provided on examination performance. The numerical mark will only be available on completion of the programme and will be released by Registry. Grades received during the year are deemed provisional until confirmed by the External Exam Board.

Re-sit Policy


Mitigating Circumstances Policy


Programme Structure (January Start)

<table>
<thead>
<tr>
<th>Part-time (Year One)</th>
<th>Pre-session</th>
<th>Spring Term</th>
<th>Summer Term</th>
<th>Summer Vacation</th>
<th>Autumn Term</th>
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<tbody>
<tr>
<td>Core Modules</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Elective Modules</td>
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### Programme Structure (September Start)

#### Part-time (Year One)

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<th>Pre-sessional</th>
<th>Autumn Term</th>
<th>Spring Term</th>
<th>Summer Term</th>
<th>Summer Vacation</th>
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</thead>
<tbody>
<tr>
<td>Core Modules</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>0</td>
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<tr>
<td>Elective Modules</td>
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<td>Projects</td>
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#### Part-time (Year Two)

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<th>Pre-sessional</th>
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<th>Spring Term</th>
<th>Summer Term</th>
<th>Summer Vacation</th>
</tr>
</thead>
<tbody>
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<td>Core Modules</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Elective Modules</td>
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<td>0</td>
<td>3 or 5</td>
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</tbody>
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### Assessment Dates & Deadlines (January & September Start)

#### Written Examinations

- Year 1: April, August and December

#### Coursework Assessments

- Continuous

#### Practical Assessments

- NA

### Assessment Structure

<table>
<thead>
<tr>
<th>Programme Component</th>
<th>ECTS</th>
<th>% Weighting</th>
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</thead>
<tbody>
<tr>
<td><strong>Core Modules:</strong></td>
<td>70</td>
<td>60%</td>
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<tr>
<td>An average of 50% or above in the combined mark; at least 40% in all exams; all modules are equally weighted with the exception of Capstone which is worth 16.6% and PLJ with is zero weighted.</td>
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<tr>
<td><strong>Elective Modules:</strong></td>
<td>20</td>
<td>40%</td>
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<tr>
<td>An average of 50% or above in the combined mark; at least 50% in each module; all modules are equally weighted</td>
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<tr>
<td><strong>Total</strong></td>
<td>90</td>
<td>100%</td>
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</table>

### Marking Scheme

There are two components:
- Core Modules
- Electives

Pass

**Core Modules (60% weighting)**
- An average of 50% or above in the combined mark with respect to the sum of examinations (where applicable) and coursework marks.
- At least 40% in each of the examinations
- At least 50% in coursework-only modules
- An average of 50% overall for the Capstone Business Game
- A pass mark for the Personal Leadership Journey

**Electives (40% weighting)**
- An average of 50% or above in the combined mark
- At least 50% in each module *
  *Students who take Finance Suite modules as electives will be required to achieve a mark of at least 40% in the exam.*

Merit
- An average of 60% or above in each of the two components – Core Subjects and Electives

Distinction
- An average of 70% or above in each of the two components – Core Subjects and Electives
<table>
<thead>
<tr>
<th>Year</th>
<th>Code</th>
<th>Title</th>
<th>Core/Elective</th>
<th>L&amp;T Hours</th>
<th>Ind. Study Hours</th>
<th>Placement Hours</th>
<th>Total Hours</th>
<th>% Written Exam</th>
<th>% Course-work</th>
<th>% Practical</th>
<th>FHEQ Level</th>
<th>ECTS</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>BS1331</td>
<td>Accounting Primer</td>
<td>Core</td>
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<td>Core</td>
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<td>Induction</td>
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<td>Introduction to Corporate Sustainability, Social Innovation and Ethics</td>
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<td>15</td>
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<td>BS1325</td>
<td>Careers for Working Professionals</td>
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<td>Core</td>
<td>82</td>
<td>105.5</td>
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<td>30%</td>
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<td>7</td>
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<tr>
<td>2</td>
<td>BS5409</td>
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<td>Core</td>
<td>82</td>
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<td>Core</td>
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<td>Year</td>
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<td>L&amp;T Hours</td>
<td>Ind. Study Hours</td>
<td>Placement Hours</td>
<td>Total Hours</td>
<td>% Written Exam</td>
<td>% Course-work</td>
<td>% Practical</td>
<td>FHEQ Level</td>
<td>ECTS</td>
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<td>1&amp;2</td>
<td>BS5410</td>
<td>Personal Leadership Journey</td>
<td>Core</td>
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<td>0%</td>
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<td>2</td>
<td>BS5411</td>
<td>Capstone Business Game</td>
<td>Core</td>
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<td>120</td>
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<td>200</td>
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<td>70%</td>
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<td>BS5400</td>
<td>Project</td>
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Global Online MBA January 2019 Cohort
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## Supporting Information

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<td>The Module Handbook is made available to students via the Hub once the module commences. Module descriptions are available in the Programme Handbook (link above).</td>
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<td>The College’s entry requirements for postgraduate programmes can be found at:</td>
<td><a href="http://www.imperial.ac.uk/study/pg/apply/requirements">www.imperial.ac.uk/study/pg/apply/requirements</a></td>
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<td><a href="http://www.imperial.ac.uk/registry/proceduresandregulations/qualityassurance">www.imperial.ac.uk/registry/proceduresandregulations/qualityassurance</a></td>
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<td><a href="https://www.imperial.ac.uk/about/governance/academic-governance/regulations">https://www.imperial.ac.uk/about/governance/academic-governance/regulations</a></td>
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<td>Imperial College is an independent corporation whose legal status derives from a Royal Charter granted under Letters Patent in 1907. In 2007 a Supplemental Charter and Statutes was granted by HM Queen Elizabeth II. This Supplemental Charter, which came into force on the date of the College's Centenary, 8th July 2007, established the College as a University with the name and style of &quot;The Imperial College of Science, Technology and Medicine&quot;.</td>
<td><a href="https://www.imperial.ac.uk/admin-services/secretariat/college-governance/charters/charter-and-statutes/">https://www.imperial.ac.uk/admin-services/secretariat/college-governance/charters/charter-and-statutes/</a></td>
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Global Online MBA January 2019 Cohort

Page 17 of 17