

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

Programme Title	Global Online MBA			
Award(s)	Master of Business Administration			
Programme Code	N1GM24			
Awarding Institution	Imperial College London			
Teaching Institution	Imperial College London			
Faculty	Imperial College Business School			
Department	Imperial College Business School			
Mode and Period of Study	2 years part-time (24 months) / flexible and distributed learning			
Cohort Entry Points	Annually in January & September			
Relevant QAA Benchmark Statement(s) and/or other external reference points	Master's Degrees in Business and Management			
Total Credits	ECTS:	90	CATS:	180
FHEQ Level	Level 7			
EHEA Level	2 nd cycle			
External Accreditor(s)	AMBA EQUIS AACSB International			
Specification Details				
Student cohorts covered by specification	2016/17 entry			
Person responsible for the specification	Veronica Russell, Teaching & Quality Manager			
Date of introduction of programme	January 2015			
Date of programme specification/revision	September 2016			

Description of Programme Contents

The programme is delivered largely on-line. There will be 3 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 three components:

1. Core Modules
2. Electives
3. Final Individual Project

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

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 market place(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

Academic Requirement

Applicants will need a good undergraduate honours degree (normally 2:1) from a UK university or the equivalent overseas qualification. Alternatively an acceptable professional qualification will also be considered.

<p>Non-academic Requirements</p>	<p>Exceptionally an acceptable professional qualification:</p> <p>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.</p> <p>Associateship or Fellowship of: Chartered Institute of Management Accountants (CIMA)</p> <p>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.</p>
<p>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.</p> <p>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.</p>	
<p>English Language Requirement</p>	<p>IELTS 7.0 with at least 6.5 in all elements or equivalent.</p>
<p>The programme's competency standards documents can be found requested from the Business School's Teaching & Quality Office.</p>	
<p>Learning & Teaching Strategy</p>	
<p>Scheduled Learning & Teaching Methods</p>	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Pre-programme VLE modules • On-line discussion forums • On-line lecture materials • Interactive content including video and module quizzes
Project and Placement Learning Methods	<ul style="list-style-type: none"> • Work Placement Opportunity
Assessment Strategy	
Assessment Methods	<ul style="list-style-type: none"> • Essays • Continuous assessments • Written Examinations/Tests • Multiple Choice Tests • Formal Presentations • Reports • Case Studies • Participation
Academic Feedback Policy	
<p>The School aims to provide feedback to students on coursework within two 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. Students will be provided with an alpha grade. 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.</p>	
Re-sit Policy	
<p>The College's Policy on Re-sits is available at: www.imperial.ac.uk/registry/exams/resit</p>	
Mitigating Circumstances Policy	
<p>The College's Policy on Mitigating Circumstances is available at: www.imperial.ac.uk/registry/exams</p>	

Programme Structure (January Start)					
Part-time (Year One)	Pre-session	Spring Term	Summer Term	Summer Vacation	Autumn Term
Core Modules	2	2	2	0	2
Elective Modules					
Projects					
Part-time (Year Two)	Pre-session	Spring Term	Summer Term	Summer Vacation	Autumn Term
Core Modules		1			
Elective Modules		5			
Projects				1	
Programme Structure (September Start)					
Part-time (Year One)	Pre-session	Autumn Term	Spring Term	Summer Term	Summer Vacation
Core Modules	2	2	2	2	0
Elective Modules					
Projects					
Part-time (Year Two)	Pre-session	Autumn Term	Spring Term	Autumn Term	Summer Vacation
Core Modules		1			
Elective Modules		5			
Projects				1	
Assessment Dates & Deadlines (January & September Start)					
Written Examinations	Year 1: April, August and December				
Coursework Assessments	Continuous				
Project Deadlines	July and December				
Practical Assessments	NA				

Assessment Structure		
Programme Component	ECTS	% Weighting
Core Modules: An average of 50% or above in the combined mark; at least 50% for IE&D and at least 40% in all exams; all modules are equally weighted with the exception of IE&D which is worth 10%.	55	50%
Elective Modules: An average of 50% or above in the combined mark; at least 50% in each module; all modules are equally weighted	20	25%
Individual Project: At least 50% in the individual project	16	25%
Total	90	100%
Marking Scheme		
<p>There are three components:</p> <ul style="list-style-type: none"> • Core Modules • Electives • Individual Project <p>Pass</p> <p>Core Modules (50% weighting: Core subjects - 40% and IE&D – 10%)</p> <ul style="list-style-type: none"> • 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 Innovation, Entrepreneurship & Design (IE&D) • A pass mark for the Personal Leadership Journey <p>Electives (25% weighting)</p> <ul style="list-style-type: none"> • An average of 50% or above in the combined mark • At least 50% in each module <p>Project (25% weighting)</p> <ul style="list-style-type: none"> • At least 50% in the Report <p>Merit</p> <ul style="list-style-type: none"> • An average of 60% or above in each of the three components – Core Subjects, Electives and Project <p>Distinction</p> <ul style="list-style-type: none"> • An average of 70% or above in each of the three components – Core Subjects, Electives and Project 		

Indicative Module List

Code	Title	Core/ Elective	L&T Hours	Ind. Study Hours	Place- ment Hours	Total Hours	% Written Exam	% Course- work	% Practical	FHEQ Level	ECTS
BS5490	Pre-programme Accounting Primer	Core	0	40	0	40	Not assessed			N/A	N/A
BS5491	Pre-programme Maths Primer	Core	0	40	0	40	Not assessed			N/A	N/A
	Induction	Core	40	0	0	40	Not assessed			N/A	N/A
BS1317	Plagiarism Awareness Course	Core	10	15	0	25	Not assessed			N/A	N/A
BS1314	Study Skills	Core	10	15	0	25	Not assessed			N/A	N/A
BS5407	Quantitative Methods	Core	0	50	0	50	Not assessed			N/A	N/A
BS5402	Corporate Finance	Core	82	105.5	0	187.5	70%	30%	0%	7	7.5
BS5403	Financial and Management Accounting	Core	82	105.5	0	187.5	50%	50%	0%	7	7.5
BS5401	Managerial Economics	Core	82	105.5	0	187.5	75%	25%	0%	7	7.5
BS5405	Marketing Management	Core	82	105.5	0	187.5	70%	30%	0%	7	7.5
BS5406	Organisational Behaviour	Core	82	105.5	0	187.5	50%	50%	0%	7	7.5
BS5408	Strategy	Core	82	105.5	0	187.5	50%	50%	0%	7	7.5
BS5456	Innovation, Entrepreneurship and Design (IE&D)	Core	80	95	0	175	0%	70%	30%	7	7
BS5410	Personal Leadership Journey	Core	50	0	0	50	0%	100%	0%	7	2

Indicative Module List

Code	Title	Core/ Elective	L&T Hours	Ind. Study Hours	Place- ment Hours	Total Hours	% Written Exam	% Course- work	% Practical	FHEQ Level	ECTS
BS5400	Project	Core	0	400	0	400	0%	100%	0%	7	16
BS0170	Advanced Company Valuation	Elective	79	21	0	100	0%	100%	0%	7	4
BS5425	Advanced Corporate Finance	Elective	79	21	0	100	0%	100%	0%	7	4
BS5422	Advanced Strategy	Elective	79	21	0	100	0%	100%	0%	7	4
BS5508	Banking and FinTech: Strategies and Challenges	Elective	79	21	0	100	0%	100%	0%	7	4
BS5503	Behavioural Finance	Elective	79	21	0	100	0%	100%	0%	7	4
BS5434	Brand Management	Elective	79	21	0	100	0%	100%	0%	7	4
BS0122	Breakout Strategy	Elective	79	21	0	100	0%	100%	0%	7	4
BS0176	Clean Technology Investment	Elective	79	21	0	100	0%	100%	0%	7	4
BS5507	Climate Change, Business & Finance	Elective	79	21	0	100	0%	100%	0%	7	4
BS0162	Consumer Behaviour	Elective	79	21	0	100	0%	100%	0%	7	4
BS5505	Design Management	Elective	79	21	0	100	0%	100%	0%	7	4
BS5412	Digital Business	Elective	79	21	0	100	0%	100%	0%	7	4
BS5449	Entrepreneurship	Elective	79	21	0	100	0%	100%	0%	7	4

Indicative Module List

Code	Title	Core/ Elective	L&T Hours	Ind. Study Hours	Place- ment Hours	Total Hours	% Written Exam	% Course- work	% Practical	FHEQ Level	ECTS
BS5506	Family Business	Elective	79	21	0	100	0%	100%	0%	7	4
BS0161	Hi-Tech Strategy	Elective	79	21	0	100	0%	100%	0%	7	4
BS5483	International Business	Elective	79	21	0	100	0%	100%	0%	7	4
BS5435	Leadership	Elective	79	21	0	100	0%	100%	0%	7	4
BS0145	Leading and Executing Strategic Change	Elective	79	21	0	100	0%	100%	0%	7	4
BS5509	Strategic Networks for Innovation and Change	Elective	79	21	0	100	0%	100%	0%	7	4
BS5464	Managing Negotiations	Elective	79	21	0	100	0%	100%	0%	7	4
BS5477	Mergers and Acquisitions	Elective	79	21	0	100	0%	100%	0%	7	4
BS5484	Operations Management	Elective	79	21	0	100	0%	100%	0%	7	4
BS5436	Pricing Strategy	Elective	79	21	0	100	0%	100%	0%	7	4
BS5465	Private Equity	Elective	79	21	0	100	0%	100%	0%	7	4
BS5482	Strategic Problem Solving	Elective	79	21	0	100	0%	100%	0%	7	4
BS0166	Sustainability and Competitive Advantage: Rethinking Value Creation	Elective	79	21	0	100	0%	100%	0%	7	4
BS5510	Topics in Asset Management	Elective	79	21	0	100	0%	100%	0%	7	4

Indicative Module List

Code	Title	Core/ Elective	L&T Hours	Ind. Study Hours	Place- ment Hours	Total Hours	% Written Exam	% Course- work	% Practical	FHEQ Level	ECTS
BS5443	Venture Capital Finance	Elective	79	21	0	100	0%	100%	0%	7	4
	A maximum of 12 ECTS taken at approved exchange partner institution (University of St.Gallen, Switzerland - HSG)	Variable								7	2.5 - 12
	A maximum of 12 ECTS taken at approved exchange partner institution (HEC Business School)	Variable								7	7.0 - 14.0
	A maximum of 12 ECTS taken at approved exchange partner institution (SDA Bocconi School of Management)	Variable								7	4.0 - 12.0
	A maximum of 6 ECTS taken at approved exchange partner institution (Bocconi University Graduate School)	Variable								7	6.0
	A maximum of 12 ECTS taken at approved exchange partner institution (Essec Business School)	Variable								7	8.0 - 12.0
	A maximum of 12 ECTS taken at approved exchange partner institution (Essec Asia- Pacific)	Variable								7	5.0 - 12.0
	6 ECTS taken at approved exchange partner institution (HHL Leipzig Graduate School of Management)	Variable								7	6.0

Indicative Module List

Code	Title	Core/ Elective	L&T Hours	Ind. Study Hours	Place- ment Hours	Total Hours	% Written Exam	% Course- work	% Practical	FHEQ Level	ECTS
	A maximum of 12 ECTS taken at approved exchange partner institution (Fudan University)					Variable				7	1.0 - 12.0
	A maximum of 12 ECTS taken at approved exchange partner institution (Warsaw School of Economics)					Variable				7	3.0 - 6.0
	A maximum of 12 ECTS taken at approved exchange partner institution (Chinese University of Hong Kong)					Variable				7	8.0 - 12
	A maximum of 12 ECTS taken at approved exchange partner institution (ESADE Business and Law School)					Variable				7	3.0 - 12
	A maximum of 12 ECTS taken at approved exchange partner institution (Rotterdam School of Management)					Variable				7	6.0 - 12.0

Supporting Information

The Programme Handbook is available at:

<http://wwwf.imperial.ac.uk/business-school/programmes/programme-information/>

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).

The College's entry requirements for postgraduate programmes can be found at:

www.imperial.ac.uk/study/pg/apply/requirements

The College's Quality & Enhancement Framework is available at:

www.imperial.ac.uk/registry/proceduresandregulations/qualityassurance

The College's Academic and Examination Regulations can be found at:

<http://www3.imperial.ac.uk/registry/proceduresandregulations/regulations>

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 "The Imperial College of Science, Technology and Medicine".

<http://www.imperial.ac.uk/admin-services/secretariat/college-governance/charters-statutes-ordinances-and-regulations/>

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<http://www.hefce.ac.uk/reg/of/>