



London School
of Marketing



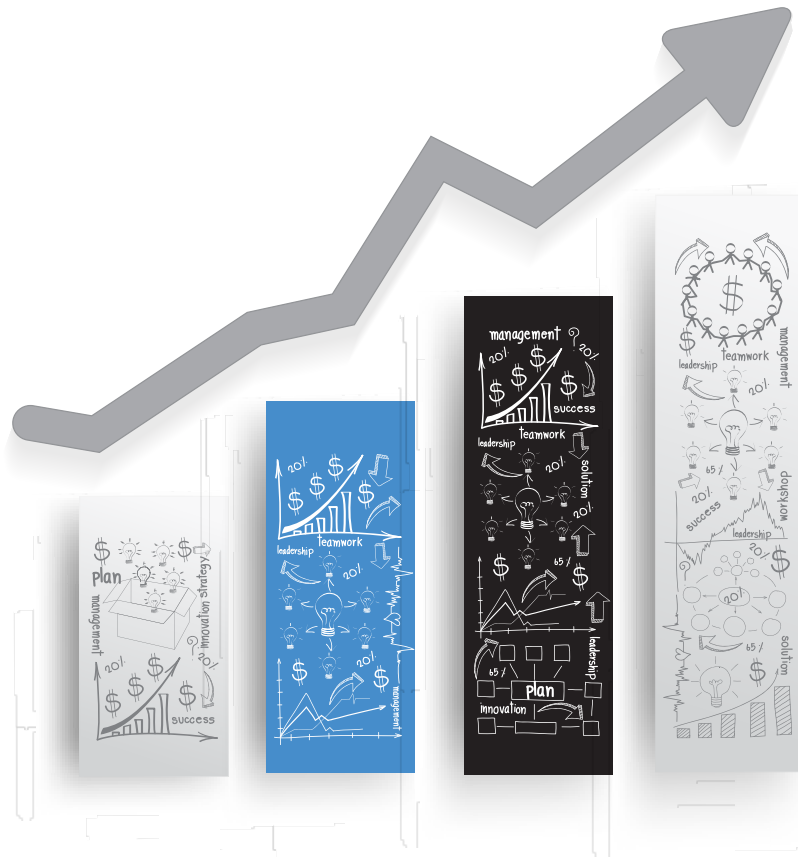
Working in Partnership with

THE UNIVERSITY OF
NORTHAMPTON

Master of Business Administration Top-Up

Delivered in partnership with the University of Northampton

COURSE PROSPECTUS



Local Access Point
Removing the Boundaries to Education



Recognised International
Business Development Partner
of London School of Marketing

About the Programme

This Master of Business Administration programme is designed to equip you with essential modern management skills and knowledge, and prepare you with an enterprising spirit grounded on solid business practices. The programme also aims to provide you with analytical and decision-making capabilities in order to face from the rapid changes seen in today's growing business environment. You will study tools and techniques that will help you develop and manage products and services that will be competitive internationally.

STUDY RESOURCES

Blended learning is ideal for students who are unable to get access to a physical classroom but are still seeking structure, support and quality learning materials. To help you gain the most from your studies, we have created a range of valuable resources.

We offer:

- ➔ Dedicated one-to-one online tutor support
- ➔ Live webinars per module from subject experts
- ➔ Access to the state-of-the-art Learning Platform (LP)
- ➔ Northampton Integrated Learning Environment (NILE) access
- ➔ A comprehensive e-library with access to Mintel



ENTRY REQUIREMENTS

1. A Diploma in Management Studies from a British University (120 credits at Level 7/PG)
2. Edexcel Extended Diploma in Strategy Management (120 credits at Level 7/PG)
3. Association of Business Executives (ABE) PG Diploma in Business Mngmt (120 credits at Level 7/PG)
4. NCC Education PG Diploma in Business Management (120 credits at Level 7/PG)
5. ATHE Diploma in Strategic Management (120 credits at Level 7/PG)
6. The Institute of Commercial Management (ICM) PG Diploma in Mngmt (120 credits at level 7 PG)
7. The Chartered Institute of Management Accountants (CIMA) Strategic Level qualification
8. EduQual Extended Postgraduate Diploma in Business Management (SCQF, Level 11)

* Other qualifications may provide full or partial exemptions from modules on the MBA. Registration for this award is restricted to applicants with at least two years of relevant managerial experience.

About London School of Marketing

London School of Marketing offers academic and professional courses in the business and marketing field, validated and approved by industry leading professional bodies including EduQual, CIM (The Chartered Institute of Marketing) and DMI (Digital Marketing Institute).

We are trusted by the world's leading brands to educate their employees. Over 3,500 corporate companies have chosen us to provide the necessary skills their employees need to succeed including Barclays, Adidas, BBC and Apple, to name just a few. London School of Marketing courses are typically studied online over one to three years of full-time study.

OUR MISSION

Product mission - To develop, design, publish and offer both academic and professional courses in partnership with well established institutions using technology as the forefront of delivery.

Social mission - to operate the company in a way that recognises the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally and internationally.

Economic mission - To operate the company on a sustainable financial basis of profitable growth, increasing value of our shareholders and expanding opportunities for development and career growth of our employees and associates.

Those studying for a qualification using LSM's award winning learning platform, are offered a structured process to learn. Students come away from our courses with an understanding of both the practical and theoretical aspects of their qualification.



Student Reviews

At LSM, we guarantee a satisfying study experience. Over the years, we have helped over 10,000 students to achieve their dreams. Our competent staff and our experienced faculty will make sure that you leave LSM with a smile. Find out what our past students say about us:

The London School of Marketing's Learning Platform provided me a unique experience of studying on a purely virtual mode, while allowing me to carry on with my job. Yet, I had the worry to get the right text books to study and for reference purposes, but I was once more pleased with the plethora of virtual offers in the e-Library, that offered a multitude of reading materials to understand the modules better and to help in the preparation of the assignments.

DEBESH BEEDASY

LSM is very supportive and all the staff are extremely helpful. The support of the mock exams and assignments are excellent as not every school provides these.

EILEEN DONAGHEY

I really enjoyed my study experience with LSM so far. The tutors were exceptionally helpful and were always there for a reply or clarification whenever i needed it. They were quite knowledgeable and pleasant to work with. The resources, especially the EPK and workshop manuals were really great in helping understand assessment requirements. Not to mention the course material were comprehensive and easy to understand. I look forward to a new term with London School of Marketing.

SANDUNI BHAGYA WICKREMASINGHE



Course Information

To succeed in business, you need more than just industry-related skills. The Master of Business Administration is a globally recognised postgraduate qualification - specifically designed for ambitious, motivated graduates. You will learn to think laterally, challenge convention, and offer knowledge-based solutions to business issues.

More importantly, you will be able to distinguish yourself by thinking and operating in a different way to your colleagues; which is essential in today's global business arena. This unique MBA suits aspiring business professionals who have clear dedication and determination to succeed in the fields of Business, Enterprise and Entrepreneurship. In addition, our online learning programmes are flexible, and are designed to help you balance both work and home commitments.

Master of Business Administration Top-Up

Delivered in partnership with the University of Northampton
(4 - 6 Months duration)

1. Critical Issues in Business
2. Business Research Project

Students who have successfully completed the Extended Postgraduate Diploma in Business Management will be able to gain entry to MBA Top-Up stage, which forms the second part of this qualification. The MBA top up stage is delivered in partnership with the University of Northampton, and students will be following this stage via LSM's award winning Learning Platform.

Master of Business Administration Top-Up

MODULE DETAILS



01. Critical Issues In Business

UNIT DESCRIPTION

This module is designed to provide participants with an introduction to study on the MBA programme by making explicit the pervasive issues in business to which they will return throughout their MBA and will examine in detail in the Business Research Project. The module takes a critical perspective throughout, and sets the standards expected and required for students as they progress.

The aims of the module is to develop a critical understanding of thematic nature of the study of organisations and the business environment; and to enable participants to critically evaluate the tasks and responsibilities of business leaders from an integration perspective through the introduction of contemporary and pervasive issues.

LEARNING OUTCOMES

1. Critically explain the value and importance of an integrated perspective to organisational leadership
2. Demonstrate knowledge applied to practical situations of business management
3. Engage in critical, developmental reflection about professional knowledge
4. Demonstrate an ability to work effectively as an individual and group member in order to carry out tasks linking theory to practice
5. Make discriminating use of a range of learning resources in order to solve business related problems
6. Communicate the solutions arrived at, and the thinking underlying them



Master of Business Administration Top-Up

MODULE DETAILS



02. Business Research Project

UNIT DESCRIPTION

In the current international economic environment managers are frequently required to undertake project work in addition to their core responsibilities. Frequently these projects are focused upon investigating new opportunities or potential strategic changes in order to retain and extend competitive position within a turbulent business environment.

This module aims to equip managers with the necessary skills to undertake independent project work within a business environment. It will achieve this via asking participants to conduct an independent piece of research based upon an actual business case situation. Specifically, participants are invited to pursue one of two possible approaches:

1. An inductive study whereby participants are required to carry out a research project.
2. A deductive approach whereby participants are to examine the validity of an existing theory.



LEARNING OUTCOMES

1. Identify and deploy various research methodologies, both quantitative and qualitative, in order to conduct research into a range of management problems
2. Critically examine the importance of the varying philosophical positions that influence management research
3. Demonstrate the ability to work independently and manage the research process from question formulation through to analysis and interpretation of results
4. Develop a report writing style that balances the demands of brevity, comprehension and criticality
5. Use appropriate software such as SPSS to analyse quantitative and qualitative data





London School of Marketing Head Office,
8th Floor, 4 Grosvenor Place,
Hyde Park Corner,
London,
SW1X 7DL
United Kingdom