

ANGLIA RUSKIN UNIVERSITY

PROSPECTUS



Anglia Ruskin
University

ANGLIA RUSKIN UNIVERSITY

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From its beginnings in 1858, when John Ruskin founded the Cambridge School of Art (now part of the Cambridge campus), Anglia Ruskin University has grown to become one of the largest universities in the east of England, educating around 31,000 students in the UK and abroad.

Anglia Ruskin University delivers courses that provide relevant work-based skills, designed to meet the needs of the individual and the requirements of a knowledge-based economy; offers state-of-the-art teaching and learning environments; and engages in world-leading research.

The university campuses at Cambridge, Chelmsford and Peterborough attract students not only from the UK but in ever increasing numbers from many other countries worldwide.



**Anglia Ruskin
University**



Master of Business Administration

Anglia Ruskin University offers a full-time Master of Business Administration course at the Peterborough campus, developed to further reinforce best practice principles in international commerce.

The programme is ideal for middle to senior management level professionals, who wish to take their understanding of business management further.

The aim of the Master of Business Administration course is to combine accepted theoretical and ideological aspects of best business practice with academic process, to enable managers to make more informed decisions about real-life business situations. This is seen as a vital part of modern business, improving the efficiency of employees and their value to the company.

A Master of Business Administration degree is regarded as the premium qualification in modern business.

A Tailor-made MBA Course

One distinct advantage of this MBA course is the option to complete the final project in a manner suited to the student's ambitions. The classic Dissertation is ideal for more academically inclined students, the Integrated Case Study is aimed at professionals working in the corporate environment while the Business Development Proposal has been specifically designed for emerging entrepreneurs.

Key Benefits of the Anglia Ruskin University MBA

Expert Tuition

At the Peterborough campus, students will learn from lecturers who are both highly qualified and experienced in their fields. Staff offer great subject knowledge, they are also friendly, supportive and dedicated to helping students achieve their ambitions.

Excellent Facilities

The Peterborough campus offers excellent facilities which are specially designed to complement, enhance and benefit the student experience.

Impressive Location

The campus is ideally located for Peterborough City Centre and local parkways, making it easily accessible by road and rail; London is less than an hour away by train.

Supportive Environment

Anglia Ruskin University is dedicated to its students and endeavours to do everything in its power to help them succeed. The University has dedicated members of staff to assist with any queries or concerns and aims to provide support at every level.



Why Choose Anglia Ruskin University

Anglia Ruskin University offers relevant and practical degrees. The University's courses are designed to be not only relevant to the needs of industry and the professions, but also engaging and stimulating with the emphasis on the acquisition of practical skills.

With over 31,000 students, it is one of the largest universities in the east of England.

Anglia Ruskin University conducts world-leading research. In the UK Government's most recent Research Assessment Exercise (RAE) for Higher Education Institutes, the University was highly-rated in many areas including 'world-leading' ratings in several fields of academic research.

Over £81million has been invested in university facilities over the last five years, with a further £124million planned over the next five years.

The University takes pride in making international students feel at home. Anglia Ruskin University was ranked top three in the UK for its Welcome, Arrival and Orientation Programme for new international students in the autumn 2010 International Student Barometer which is an independent survey of current international students at UK universities.

The Peterborough Campus

The newly refurbished Guild House campus in Peterborough is home to the new international Master of Business Administration (MBA) programme, as well as to many students in the Faculty of Health, Social Care & Education. The revamped site is a superb learning environment benefiting from new lecture spaces, breakout areas and skills labs.

Facilities available include:

- ▶ Large lecture spaces
- ▶ Specialist library and extensive digital library providing on and off campus access to databases, e-journals and e-books
- ▶ A 130-seat breakout area
- ▶ Students' Union and Student Services
- ▶ Wi-Fi throughout
- ▶ Shops and cafes within 5 minutes walk
- ▶ Car parking facilities

Library

Guide House's comprehensive library offers a range of space and facilities including provision for group work and discussion, individual silent study, use of multi-media, networked PCs, wireless connectivity for laptops and standard IT applications. Friendly and expert staff are on hand to provide support at reception and run a comprehensive programme of information and study skills training.



Vision and Values

The Vision

Anglia Ruskin University is passionate about the advancement of knowledge and the education of students. Anglia Ruskin University takes university education in imaginative directions.

Anglia Ruskin University is important to the region and wants to be viewed in the UK and internationally as exceptional.

Anglia Ruskin University's key contribution is to the enhancement of social, cultural and economic well-being.

The Values

- ▶ Academic ambition. The University maintains a commitment to research and teaching excellence, with an emphasis on ensuring that both students and staff realise their full potential.
- ▶ Innovation. The institution's philosophy is to be purposeful, challenging and curious about the world; it is prepared to do things differently. The University actively encourages creativity, entrepreneurship and enthusiasm in all it teaches.
- ▶ Supporting each other. The University is friendly and inclusive, supporting and encouraging students to strive hard to anticipate and meet their needs and aspirations.
- ▶ Honesty and openness. The University operates with integrity, trust and respect for students and staff alike, sharing ideas, information and challenges, the institution aims to seek out and nurture new views and ideas.
- ▶ Concern for the environment. The University is keenly aware of and shows concern for a sustainable environment.

Master of Business Administration

Full-time Master of Business Administration

Total Fee £8,950*

Duration 12 Months - Full-time

Requirements

- ▶ A Bachelors degree from a recognised university with a minimum 2:2 (should be equivalent to a UK Bachelors (Hons) degree)
- ▶ At least 2 years post-graduation professional experience
- ▶ Those candidates for whom English is not a first language will be expected to demonstrate a certificated level of proficiency of a score of at least IELTS 6.5 or equivalent **.

Special Bursary Fees Available

Designed to meet the development needs of middle to senior managers from a wide range of organisations, the MBA course run from the Peterborough campus attracts candidates from around the world, helping to give it a truly international flavour. People take the course for a variety of reasons: some wish to enhance their career prospects within their current area of expertise, whereas others are looking to move from a specialist field to a more senior, strategic role.

Whatever the aim, the course content can develop students to be effective managers, equipped to help their organisations meet the evolving challenges of the 21st century business environment. It places emphasis on developing key competencies, including leadership, decision-making and organisational transformation, and innovation to a senior level. The course is designed to equip the student with the knowledge, understanding and skills to better manage complex organisational issues in a changing and challenging climate.

Teaching methods include lectures, case studies, syndicate work, role playing, business games and group presentations. Syndicate and group work is encouraged to enable students to benefit from the varied backgrounds and experience of other cohort members. Guest speakers and alumni may also be invited in order to enrich the content.

MBA Programme Modules*

Semester 1

- ▶ Management Skills and Entrepreneurship
- ▶ Marketing Management
- ▶ Financial Analysis and Management

Semester 2

- ▶ Strategic Management
- ▶ Managing Human Capital

And one option from the following:

- ▶ Corporate Finance
- ▶ International Business
- ▶ International Marketing Management

Semester 3

- ▶ Research Methodologies
- ▶ Postgraduate Major Project

Postgraduate Major Project

As part of the course, students will be required to undertake one of the following methods of study. This is subject to formal approval by their Course Leader:

- ▶ Integrated Case Study; OR
- ▶ Business Development Proposal; OR
- ▶ Dissertation

Assessment

Assessments are conducted through the appropriate balance of assignments, examinations and project work. This ensures that learning is carefully monitored, context specific and is related firmly to the professional development of each student.

* Information correct at time of publication.
Course fees and module content may be subject to change.
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Course Contents

Management Skills and Entrepreneurship

This module looks at ways of fostering entrepreneurial and innovative culture at all levels of an organisation. Main focuses are on small business start-up, creative thinking and employability skills.

Marketing Management

The core of this module examines marketing issues using a series of case studies from a range of industries. The aim is to further develop relevant employability and professional skills.

Financial Analysis and Management

This module addresses the intelligent measurement and evaluation of business performance and risk in developing understanding of the major financial statements of organisations.

Strategic Management

This module explores the rich field of strategic management and how strategic analysis and formulation contribute to an organisation's performance.

Managing Human Capital

Students are introduced to the key concepts and policies underlying HRM in organisations, examining techniques, procedures and systems available to management in order to enhance performance.

Corporate Finance

This module includes a comprehensive introduction to, and understanding and discussion of, the key financial concepts, tools and techniques required by contemporary business managers to effectively take critical financial decisions in today's competitive business environment.

International Business

Students are asked to look at the driving forces in international business, and the interpersonal skills and market knowledge that facilitate informed decision making in a global context.

International Marketing Management

This module explores, models and provides a framework for understanding and analysing strategic marketing processes in diverse organisational types, differing frameworks of operation and international and national/regional contexts.

Research Methodologies

This module aims to develop the ability to effectively carry out small-scale business or management research. The analytical methodology taught on this module is directly related to the skills needed to deliver the course Major Project.

Postgraduate Major Project

The Major Project is a challenging piece of academic study combining the main elements of the taught programme. To further tailor the MBA course to the ambitions of individual participants, students are given the option of three modes of delivery for their Major Project: The Dissertation option allows students to examine in detail a subject of original research in a relevant area of their own interest. The Integrated Case Study requires students to analyse an existing business and management scenario. The Business Development Proposal focuses on all aspects of the creation of a new venture, ultimately concluding in a commercially viable and sustainable SME business plan.



Reasons to Study the MBA Programme

Building a Career

This is not only an MBA, but one from a reputable British university that can enhance career prospects.

Advancement

MBAs provide a passport to promotion opportunities from junior to senior level management in multinational companies.

Employers' Preference

The current trend is for employers to recruit MBA postgraduates rather than undergraduates. Therefore, an MBA qualification will be a significant advantage on any CV.

Increased Earnings

Research provides evidence that employees with an MBA qualification command higher salaries. This is true whether you work in Asia, the Middle East or Europe.

Employers' Recognition

Employers recognise the fact that an MBA is the advanced business degree of choice and provides the employee with the necessary skills and understanding of commercial operations to contribute to an internationally viable enterprise.

Critical Thinking

An MBA provides the essential tools for advanced critical thinking, creating a platform for successful interaction with colleagues from different backgrounds and areas of experience. This improves an overall strategic, tactical and operational understanding of corporate structures.

Self-Actualisation

The MBA qualification is a means of improving confidence in self-attainment, both commercially and financially.

Dynamism

MBAs provide the necessary transferable skills to cope with the management of change in a work environment. The MBA course specification includes an emphasis on the development of entrepreneurship, business ethics, innovation and leadership skills.

Mobility in the Global Job Market

Having an MBA qualification can ensure greater employee mobility and increase opportunities within the global job market.

Undergraduate Courses

BA (Hons) Business Studies

Total Fee £14,950*

Duration 2 Years

Requirements

- ▶ A Bachelors degree from a recognised university with a minimum 2:2 (should be equivalent to a UK Bachelors (Hons) degree)
- ▶ At least 2 years post-graduation professional experience
- ▶ Those candidates for whom English is not a first language will be expected to demonstrate a certificated level of proficiency of a score of at least IELTS 6.5 or equivalent**.

Special Bursary Fees Available

The degree course covers a balanced curriculum between the different business disciplines, supported by the development of applied business skills and an understanding of the business world.

The programme takes into account the latest business developments and is designed to allow flexibility and choice. Students can follow a broad business course or tailor their studies towards particular interests.

BA (Hons) Programme Modules*

Semester 1

- ▶ Marketing Management
- ▶ Managing Information and Technology
- ▶ Quantitative Techniques in Business

Semester 2

- ▶ Business Accounting
- ▶ Managerial Economics
- ▶ Organisational Behaviour

Semester 3

- ▶ Human Resource Management
- ▶ Project Management
- ▶ Personal Managerial Effectiveness

Semester 4

- ▶ Business Research Methodologies
- ▶ International Business
- ▶ Financial Management Analysis

Semester 5

- ▶ Strategic Management
- ▶ Entrepreneurship

In Semester 5, students will be required to commence one of the following approved modes of study, subject to their course leader's authorisation:

- ▶ Dissertation OR;
- ▶ Business Project

Semester 6

- ▶ Innovation and Technology Management
- ▶ Integrated Case Study

Students will also complete either the Dissertation or Business Project in Semester 6.

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About Peterborough

The city of Peterborough is a regional centre of government and business, combining a rich cultural heritage with a vibrant and modern city centre. It is classed as a Cathedral City, with a history stretching back to Roman times.

Peterborough is a regional transport centre, specifically a major rail hub, meaning it has convenient access from most parts of the UK. It is less than an hour away from London, with excellent links giving rapid access to East Anglia, the Midlands and the North.

The city itself is attractive and modern, with a range of attractions and themed restaurants to suit all tastes. In addition to the multiplex twelve screen cinema, Peterborough also boasts the Key Theatre, located in the delightful setting of the embankment, which provides a haven for theatre-goers. Those who prefer a quieter pace of life can visit local historic attractions such as nearby Burghley House and Elton Hall.

The major shopping attraction in Peterborough is the Queensgate shopping centre featuring many designer and retail shops; the town centre is also well provided with outlets of every description.

The city is also home to several professional sporting teams, including football and rugby, a premiership ice hockey team and, unusually, a motorcycle speedway. Public sport facilities are numerous, ranging from golf courses to swimming pools, notably cycling is popular in Peterborough partly because of its extensive cycle path network.







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in affiliation with Globe Education Consultancy

Globe Education Consultancy

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