ALTOGETHER DIFFERENT
MASTER THE ART OF BUSINESS

NORWICH BUSINESS SCHOOL
MBA PROGRAMME
Master the art of business with an AMBA accredited MBA that enjoys a world-class reputation.

We select the very best students from around the globe to benefit from the hands-on practical consultancy experience that sets us apart.

Join us, and become an exceptional business leader who stands out from the crowd.

**MBA PROGRAMME**

02 The UEA MBA
04 Executive MBA
10 Course Outline

**APPRENTICESHIP**

12 Senior Leader Apprenticeship

**NEXT STEPS**

18 How to Apply
MBA PROGRAMME

With over 25 years of experience, our MBA will challenge and change the way you think about business. At UEA you’ll enjoy an altogether different, personalised programme that gives you more time to participate and share expertise with your peers, led by a team of leading academics and industry practitioners at the forefront of research and commerce.

Our programmes are accredited by the Association of MBAs (AMBA) – an international and impartial organisation providing the only accreditation which focuses solely on MBAs.

DIVERSE PEER GROUP
Join students from a diverse mix of professional and cultural backgrounds.

Share knowledge and expertise as part of a supportive community that remains active long after graduation.

Benefiting from exceptional teaching facilities in the heart of our campus, your MBA experience at UEA will be dynamic, interactive and second to none.

PRACTICAL CONSULTANCY
Our AMBA accredited MBA was one of the first in the UK to offer a double qualification with the Chartered Management Institute (CMI). The CMI Level 7 Diploma in either Professional Consulting or Strategic Management and Leadership Practice recognises the practical nature of our MBA, which sees students undertake two management consultancy projects with real clients who present demanding projects based on the strategic challenges facing their organisations.

THE RIGHT OPTION FOR YOU
As well as our Executive, part-time MBA programme, UEA offers the Senior Leader Apprenticeship, leading to a Postgraduate Diploma in Strategic Leadership. We also offer a top-up route, giving you the opportunity to achieve the full UEA MBA, alongside your apprenticeship. Read on to find out which option is right for you.

WORLD-CLASS MBA PROGRAMME

50+
UEA MBA alumni hold a range of high-profile roles in more than 50 countries.

AMBA ACCREDITED
We are accredited by the Association of MBAs, putting us in the top 2% of business schools in over 70 countries.
Invest in yourself and your future. If you're seeking to accelerate your career or secure a senior management position, our flexible Executive MBA could provide the impetus you’ve been looking for.

Course Length: Approximately two years part-time
Registration: September

DESIGNED FOR MANAGERS
Specifically designed to allow busy professionals to balance the demands of study with work, our Executive MBA programme is tailored to offer flexibility while maintaining the rigour of a Master’s-level education. Lectures and seminars are scheduled on full work days and at weekends, enabling you to study while working full-time. Teaching is based around case study analysis, interactive discussion and supported by high quality blended learning material.

A TRULY INTERNATIONAL EXPERIENCE
In the second year of the MBA we deliver part of the Management Consultancy Project modules overseas, where you will spend a week working with companies such as IBM, Philips and Tesco. This immersive consultancy project is focused on delivering practical outcomes and benefits for the client, as well as giving you valuable real-world experience of the challenges faced by international businesses.

40 Average age of 2020 Executive MBA Student – range from 29-56.

“Our working with real clients and real situations whilst under supervision was a hugely valuable experience and I’ve no doubt we developed considerably as consultants and, indeed, human beings.”

Lindsey Mack, UK – Executive MBA General Manager UK, HUBER Packaging Group

Our Executive MBA students come from a range of different industries including: finance, products and services, consulting, technology and healthcare.
“I had always intended to continue my studies to earn an MBA. However, life got in the way and the MBA slipped down my list of priorities. However, as I changed careers and moved into education, my thirst for knowledge returned.

I thoroughly enjoyed every module, and the main benefit is being able to apply it immediately into your role back at work. I implemented my learning from marketing, operations and logistics and finance and accounting at the very least.

I have no doubt that the MBA has helped me achieve this new role, through both academic learning and also, building the confidence to realise I can perform in a senior role.

The absolute best thing about the MBA at UEA is the cohort experience which enables theoretical learning but also discussion about practical application and real life problem solving. In such a diverse group of professionals, there are a diverse group of skills so discussions are lively and meaningful. It’s also a safe environment in which to discuss ideas and learn. If I didn’t understand something, there was always someone who was able to help me understand from a practical perspective, just as I helped others from time to time.

Juggling a family, a full time job and two small children along with the MBA isn’t easy, but with the support of family, my cohort and the lecturing team, my experience has been truly positive.”

Clare Dyble, UK - Executive MBA
Strategic Business Development Manager, Redpack Packaging Machinery
In addition to the core modules offered as part of the MBA programme, you will also have the opportunity to select optional modules in areas where UEA has a world-class reputation.

Those completing the Senior Leader Apprenticeship course have the opportunity to engage with a top-up programme of further study to achieve the MBA.

This flexible approach gives you the opportunity to focus on a subject area of most relevance to your future career within the framework of the MBA.
Please note: Although every effort is made to provide the full range of modules, some combinations may not be possible, and in some years certain modules may not be available. The titles of some modules may vary.

If accessing through the apprenticeship route, in addition to the programme above, you will also need to fulfil the requirements of an end point assessment (EPA), including a written Business Proposal.
The core modules within our Executive MBA course have been mapped against the new Level 7 Senior Leader Apprenticeship standard, so completion of these modules will fulfil the requirements of this apprenticeship and an award of a Postgraduate Diploma in Strategic Leadership.

If you work for a UK company with a pay bill over £3 million, your employer may be able to cover your course fees through the levy.

Upon successful completion of the Apprenticeship, you will have the opportunity to enrol on a top-up programme of further study including optional modules and an international consultancy project to qualify for an MBA. You will also have the option to apply to become a CMI Chartered Fellow.
This Apprenticeship is designed for senior managers and future leaders from a diverse range of industries. Our flexible course delivery enables your employees to balance their study with work and family commitments.

APPRENTICESHIP LEVY
The core modules within our Executive MBA course have been mapped against the new Level 7 Senior Leader Apprenticeship standard and completion of these modules will fulfil the requirements of this apprenticeship and allow your employees to gain a Postgraduate Diploma in Strategic Leadership. If your paybill is over £3 million, then you may be able cover the course fees from your Apprenticeship Levy.

For those employers considering placing a number of employees on this Apprenticeship programme, there is an opportunity to discuss bespoke content within the course that takes account of sector specific issues.

FLEXIBLE STRUCTURE
The Apprenticeship programme typically takes around two years to complete and Apprentices study alongside our Executive MBA students. Lectures and seminars are scheduled on some full weekdays and at weekends, enabling employees to continue to work full-time while studying.

Once you have identified an employee you wish to support through this apprenticeship contact us at mbateam@uea.ac.uk to arrange a meeting between yourself, your employee and our MBA course director.

These informal meetings will help answer any questions you or your employee might have about the programme.

The introduction of the apprenticeship levy provides a unique opportunity for your organisation and employees to enrol on a world-class leadership development programme.
Designed by employers in conjunction with the Chartered Management Institute, the new Senior Leader Apprenticeship focuses on work-based learning, blended with business education that will benefit any organisation.

**EMPLOYER BENEFITS**
Enabling your employees to apply academic theory directly to real business challenges means an immediate impact for your organisation. This immersive approach also helps your employees, demonstrating the relevance and context of what they are learning in the classroom back in the workplace.

**SUCCESSION PLANNING AND EMPLOYEE RETENTION**
Prepare and retain your most promising employees for more senior roles by developing their skillset and giving them a broader perspective on strategic business challenges.

**IMMEDIATE AND LONG-TERM RETURN ON INVESTMENT**
Your employees will be acquiring the latest business knowledge, skills and abilities, and can use these new competencies in your organisation to solve key business challenges.

**NEW INSIGHTS AND NETWORKS FOR YOUR BUSINESS**
Networking and the sharing of work experience are key features of being a part of the Executive MBA programme. This brings both local and global perspectives to your organisation, as well as new and diverse contacts.

“I have found it incredibly interesting, useful beyond my expectations and it is already making a difference in my career.”

Mark Merrywest, UK - Executive MBA
Chief Executive Officer, Made Agency
Our MBA will set you on the path to becoming an exceptional business leader with a strong network at your fingertips. If you’d like to know more, we’d love to hear from you. We are here to answer any questions you might have about the UEA MBA. We also hold a number of open evenings throughout the year.

**ENTRY REQUIREMENTS**
To join the UEA MBA you will normally have:
- Three years’ relevant work experience
- And one of the following:
  - a good honours degree (or international equivalent);
  - relevant postgraduate diploma;
  - or a relevant qualification from a recognised professional body.

However, we also welcome applications from candidates with a broad range of work experience (professional, managerial, entrepreneurial) and in certain circumstances you may not need an honours degree (or equivalent).

Please contact us for advice.

International students should refer to our website for English language requirements.

**HOW TO APPLY**
Applicants expressing an interest in the Executive MBA or Senior Leader Apprenticeship for September 2021 should submit a CV and a Personal Statement directly to the MBA Team: mbateam@uea.ac.uk

The application process involves an interview with the course director to discuss how the programme could best be tailored to your background and motivation, as well as your future aspirations.

**FEES AND FUNDING**
The MBA course fee is £21,500. There are a small number of scholarships and bursaries available.

The fee for the Senior Leaders Apprenticeship is £14,000, and this will be covered by the Employer’s Apprenticeship Levy.

For more information contact the MBA team: mbateam@uea.ac.uk

**POSTGRADUATE STUDENT LOANS**
Under the UK government’s student loan scheme, you may also be able to apply for funding to cover some of your course fees. For more information visit: www.gov.uk/masters-loan

**UK TOP 25**
The Times and Sunday Times 2021 and Complete University Guide 2021

**WORLD TOP 200**
Times Higher Education World University Rankings 2021

**TEACHING RATED GOLD**
Teaching Excellence Framework 2017-2021