

Study with us

About your course

Courses covered

Code	Title
BSMBADMIN	Master of Business Administration
BSMBAHR	Master of Business Administration (Human Resources)
BSMBADM	Master of Business Administration (Digital Marketing)
BSMBAH	Master of Business Administration (Healthcare)
BSMBADA	Master of Business Administration (Data Analytics)
BSMBAPM	Master of Business Administration (Project Management)
BSMBAFT	Master of Business Administration (FinTech)
BSMBAAI	Master of Business Administration (Artificial Intelligence)
BSMBAGBD	Master of Business Administration (Global Business Development)
BSMBALSCM	Master of Business Administration (Logistics and Supply Chain Management)
BSMBAABM	Master of Business Administration (Advertising and Brand Management)
BSMBARMI	Master of Business Administration (Risk Management and Investment)
BSMBAE	Master of Business Administration with Extended Professional Practice
BSMBAE	Master of Business Administration with Advanced Business Project

Important points

This MBA programme is designed for individuals from diverse academic backgrounds who hold a first degree and have limited or no prior professional experience. It prepares students for managerial roles across various industries while enhancing their career prospects in their initial field of study. By focusing on leadership development and strategic management, the programme equips students with the skills needed to navigate dynamic business environments and adapt to evolving industry challenges.

The curriculum integrates advanced business knowledge with practical applications, ensuring graduates can confidently address complex organisational issues. Through strategic management principles, students develop a strong understanding of organisational contexts, enabling them to make informed, data-driven decisions. Real-world case studies, guest lectures and networking opportunities provide industry insights and professional exposure. The programme fosters analytical thinking, strategic problem-solving and leadership capabilities, ensuring graduates are well-prepared to take on decision-making roles in an interconnected and competitive business landscape.

Students will gain a comprehensive set of analytical tools, strategic management frameworks and business modelling techniques to evaluate the strategic positioning of organisations and drive business performance.

Ethical leadership, contemporary business issues and global perspectives are embedded in the curriculum, fostering an awareness of the broader economic, social and technological forces shaping businesses. The MBA experience also enhances critical thinking, academic communication, numeracy and cross-cultural teamwork, helping students develop innovative solutions to complex challenges. Core areas of study include human resource management, financial management, strategic management, marketing and entrepreneurship.

Designed to offer both flexibility and depth, the MBA caters to a diverse range of professional goals through its structured study pathways. It is available as either a one-year full-time programme or a two-year full-time programme.

One-year pathways:

The one-year MBA provides the option of either a generalist MBA award or a specialised award in one of 11 pathways, as detailed below. This is available for semester A (September) and for semester B (January/February) intakes.

- For the Master of Business administration award, students can tailor their learning by selecting one of eleven optional modules, including Human Resource Strategy and Practice, Digital Marketing, Leading and Managing in Healthcare, Data Analytics for Business Leaders, Project Management Methodologies, FinTech, Artificial Intelligence in Business, Global Business Development, Logistics and Supply Chain Management, Advertising and Brand Management and Risk Management and Investment.
- For the Master of Business Administration (Human Resources) programme, students will have the opportunity to focus on developing a critical understanding of the positioning and purpose of the Human Resources function in an organisation and its links with strategic goals, applying relevant theory and models to practice, and evaluating how people professionals can create value and deliver appropriate outcomes for organisations and employees.
- For the Master of Business Administration (Digital Marketing) programme, students will have the opportunity to focus on developing a critical understanding of Digital Marketing and relevant evolving trends, placing emphasis on three key pillars: Digital Marketing Tools and Channels, Digital Marketing Strategy and Planning, and Digital Marketing Management. The programme also provides opportunities to explore advanced practices like managing resources, reporting, measuring success, and integrating different aspects of Digital Marketing.
- For the Master of Business Administration (Healthcare) programme, students will have the opportunity to focus on developing a critical understanding of leading and managing in Healthcare. The programme aims to integrate theory and practical working experience, fostering the development of leadership competencies, strategic planning and effective healthcare delivery. Additionally, it aims to equip students with the ability to oversee the provision of high-quality services and optimise resource utilisation amidst relevant industry challenges.
- For the Master of Business Administration (Data Analytics) programme, students will have the opportunity to focus on developing a critical understanding of data analytics and relevant aspects related to ethics and accuracy when collecting, presenting, and analysing business data. The programme also provides students with the opportunity to appraise different options to determine appropriate statistical, data science, or machine learning methods for analysis and presentation, as well as understand the outcomes of using these methods.
- For the Master of Business Administration (Project Management) programme, students will have the opportunity to focus on developing a critical understanding of project management methodologies, frameworks, and processes within business or organisational settings. Student will learn to apply this knowledge practically, evaluating various methodologies and reflecting on their application in real-world scenarios to implement effective project management strategies.
- For the Master of Business Administration (FinTech) programme, students will have the opportunity to focus on developing a critical understanding of financial technology and its application in financial institutions, markets, and businesses. The programme seeks to equip students with the skills to assess and utilise these technologies in the changing FinTech field, encouraging critical thinking about relevant opportunities and challenges.

- For the Master of Business Administration (Artificial Intelligence) programme, students will have the opportunity to focus on developing a critical understanding of artificial intelligence (AI), empowering students to attain a firm grasp of its strategic applications in business and to equip them with the skills to evaluate enhanced decision-making utilising AI tools, fostering competitive advantage within a business framework.
- For the Master of Business Administration (Global Business Development) programme, students will have the opportunity to focus on developing a critical understanding of global business management. Essential subjects encompass globalisation, business ethics, corporate social responsibility, sustainable strategies for global business development, theories of global trade, supply chain dynamics and human resource practices within a global business context.
- For the Master of Business Administration (Logistics and Supply Chain Management) programme, students will have the opportunity to focus on developing a critical understanding of the significance and role of logistics and supply chain operations. Student will be enabled to articulate logistics concepts and recognise their relevance in supply chain management, emphasising their interconnectedness. Additionally, students will acquire insight into emerging innovations in logistics system delivery, supply practices, and operational dynamics across industries and within organisations.
- For the Master of Business Administration (Advertising and Brand Management) programme, students will have the opportunity to focus on developing a critical understanding of advertising and brand management. The programme will delve into the management of the advertising planning process and brand leadership within contemporary contexts. Additionally, the programme covers theoretical perspectives on strategic brand stewardship and advertising campaign management, aiming to pinpoint and cultivate market opportunities.
- For the Master of Business Administration (Risk Management and Investment) programme, students will have the opportunity to focus on developing a critical understanding of financial management, encompassing both theoretical concepts and practical applications. The programme seeks to acquaint students with the finance function and the responsibilities of financial managers, empowering them to make well-informed decisions regarding financing, investing, and risk management. Additionally, emphasis is placed on improving students' communication skills in addressing financial management issues effectively.

Two-year pathways:

The two-year full-time pathways build on the one-year (generalist) MBA pathways by offering an extended learning experience with two distinct pathways as detailed below:

- For the Master of Business Administration with Extended Professional Practice award, a 30-week professional placement is included in the second year of study. This is available for semester A (September) intake only. To be academically eligible for a placement, students must pass all their semester A of first year modules on their first attempt. Students who are academically eligible for the placement must secure a professional work placement by themselves with the support of the Careers and Employment Team. The professional work placement would have to be approved by the Careers and Employment Team. Students who are not academically eligible, or are not able to secure a placement, will be transferred from the Master of Business Administration with Extended Professional Practice pathway to the Master of Business Administration with Advanced Project pathway. However, the change of study pathway may impact students' degree award and eligibility for Graduate visa.
- For the Master of Business Administration with Advanced Project award, a research project is included in the second year of study. This is available for semester A (September) and for semester B (January/February) intakes.

Academic Year

The University's academic year is made up of 3 Semesters (A, B and C). Below are the term-time dates for this programme:

September 2025 intake:

Year 1: (valid for all awards)

Academic Year 2025 – 2026

- Semester A runs from Monday 22 September 2025 to Sunday 18 January 2026
- Semester B runs from Monday 19 January 2026 to Sunday 10 May 2026
- Semester C runs from Monday 11 May 2026 to Sunday 20 September 2026

Academic Year 2026 – 2027

Year 2: (valid for the 'with Extended Professional Practice' and 'with Advanced project' awards only)

- Semester A runs from Monday 21 September 2026 to Sunday 17 January 2027
- Semester B runs from Monday 18 January 2027 to Sunday 09 May 2027
- Semester C runs from Monday 10 May 2027 to Sunday 19 September 2027

Jan 2026 entry: (valid for all pathways/awards except the 'with Extended professional practice')

The University's academic year is made up of 3 Semesters (A, B and C). Below are the term-time dates for this programme:

Year 1:

Academic Year 2025 – 2026

- Semester B runs from Monday 19 January 2026 to Sunday 10 May 2026
- Semester C runs from Monday 11 May 2026 to Sunday 20 September 2026

Academic Year 2026 – 2027

Semester A runs from Monday 21 September 2026 to Sunday 17 January 2027

Year 2:

- Semester B runs from Monday 18 January 2027 to Sunday 09 May 2027
- Semester C runs from Monday 10 May 2027 to Sunday 19 September 2027

Course delivery

This is a full-time course where students will have their main teaching timetabled as on-campus classes. Additionally, students will have a variety of timetabled online classes for specific module sessions, programme sessions and additional support sessions.

Method of assessment

Modules can be assessed using a variety of assessments, including coursework, reports, presentations, debates, group work and tests. Assessment details will be shared with students ahead of time and assessment support is offered by the module team to boost the performance of students in their assessments.

You can find full details of your course tuition fees in the Fees and Finance Policy.

Courses materials (i.e. e-books, software or support materials) are usually included in your tuition fees, unless specified otherwise.

Additional expenses

Description	Mandatory/ Optional	Estimated cost
Personal laptop	Mandatory	From £300