Course Specification

Course Title:
Master of Business Administration
Post Graduate Diploma in Business Administration
Post Graduate Certificate in Business Administration

Faculty of Business and Law

Academic Year: 2021-2022

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student (apprenticeship student) might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

1. Introduction

The Coventry MBA is a post experience Master's degree offered by Coventry Business School, aimed at aspiring or practising managers who wish to develop an in-depth understanding of how an enterprise operates and how, as managers and organisational leaders, they can initiate and bring about change within the enterprise.

The course aims to enhance a participant's ability to think critically and strategically in seeking solutions to complex problems within an ever changing and ambiguous business environment. However, the course emphasises that as organisational leaders, a manager's practice needs to be responsible and ethically based and, in an increasingly globally connected environment, culturally sensitive. Within the MBA course a number of specialised sector and role specific pathways are offered in addition to the general MBA.

The course is also offered in various delivery modes (F2F, online and blended) although delivery modes will vary depending on the MBA pathway. Where different delivery modes are offered on a specific pathway then participants will be able to switch between modes to suit changes in their personal and/or professional circumstances.

The MBA course also has a blended delivery route in our Wroclaw, Coventry University Poland Campus. The blended delivery builds on our current On-Line MBA, as the learners join our Online MBA normal cohort of learners but will also be offered 3 Saturday seminars each semester, which will be run by our Coventry University Wrocław/Poland based tutors and a yearly residential masterclass weekend in September run by FBL flying faculty.

The course consists of three distinct but interconnected phases:

1. <u>Certificate</u> - The modern enterprise and business environment – how does it work? The Certificate phase will develop a resource-based view of the business enterprise and examine how value is created, including the impact of the wider business environment on the enterprise's value creation activities.
2. <u>Diploma</u> - Preparing for tomorrow – what needs to change? In the Diploma stage the focus shifts to considering the manager's role in the development of an enterprise in response to the internal and external context, to create sustainable value.
3. <u>Masters</u> – Management in action – bringing about change. The Masters phase of the programme will focus more specifically on particular sectors and / or roles (including general management and leadership) depending on the candidate's pathway. The emphasis will be on exploring, critically evaluating and applying a range of sector/ role specific models and concepts within a practice setting/ context.

The course will also support participants in clarifying and developing their career goals as they progress through and encourage reflection on how their goals might be met. It is designed to attract student & apprentices who intend to move into management and leadership positions as they progress in their careers, as well as more mature student apprentices wishing to consolidate their experience and gain an MBA qualification.

2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	<u>FHEQ Level</u>
Master of Business Administration	PT/FT	Not applicable	7
PG Dip Business Administration	PT/FT		7
PG Cert in Business Administration	PT/FT		7

3 Awarding Institution/Body	Coventry University
4 Collaboration	Not applicable
5 Teaching Institution and Location of delivery	a) Coventry University b) Coventry University - online c) Coventry University Poland, blended delivery
6 Internal Approval/Review Dates	Date of approval: December 2017 Date for next review: 2023/24
7 Course Accredited by	Not applicable
8 Accreditation Date and Duration	Not applicable
9 QAA Subject Benchmark Statement(s) and/or other external factors	The relevant QAA subject benchmarks are for Master's Degree in Business and Management (Sept 2015) http://www.qaa.ac.uk/en/Publications/Documents/SBS-Business-and-Management-15.pdf https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16 Apprenticeship standards - https://www.instituteforapprenticeships.org/apprenticeship-standards/senior-leader-v1-1
10 Date of Course Specification	June 2021
11 Course Director	Dr Eno Amasi Maycock

12 Outline and Educational Aims of the Course

The Coventry MBA seeks to develop participants to become managers and organisational leaders who have an in depth understanding of, not only how a modern enterprise creates value, but how value can be sustained into the future. The Masters stage of the course requires participants to take these principles into specific practice contexts to initiate change.

The emphasis throughout the course is on the application of knowledge and the development of participants as reflective practitioners. The MBA will enhance a participant's global perspective and emphasise the importance to managerial practice of intercultural awareness and the need to act responsibly and ethically.

The Coventry MBA aims to develop managers who have the capability to:

- Think critically
- Deal with ambiguity
- Seek solutions to complex problems
- Able to think, and act, strategically

The course design is informed by the QAA guidance on Masters degrees in Business and Management (Sept 2015) and falls under category 3 'MBA or similar type of degrees (post experience)' as defined by the QAA framework for higher education qualifications in that the course represents an opportunity for the students to develop a systematic understanding and original application of knowledge, a critical awareness of contemporary problems and the conceptual understanding and technical aptitude necessary for effective critical evaluation of current research as well as a range of transferable skills necessary for employment.

13 Course Learning Outcomes

On successful completion of the course, a student will be able to:

1. Demonstrate an appreciation of the social, political, economic and environmental impact of an enterprise and the need to develop ethical and responsible management practices.

2. Act in a culturally sensitive manner towards all of an enterprise's stakeholders through having an understanding of the interconnected global nature of business.

3. Demonstrate reflective practice for the development, and achievement, of personal career goals.

   Certificate stage
4. Critically assess the basis of an enterprise's value creating activities and the impact of the external environment on value creation.

   Diploma stage
5. Critically assess the manager's role in ensuring that an enterprise creates sustainable value in the context of dynamic internal and external environments.
6. Demonstrate the ability to think strategically and explore potential solutions to complex and ambiguous problems.

   Masters Stage
7. Explore, critically evaluate and apply a range of sector/ role specific models and concepts within a practice setting.
8. Formulate potential solutions to complex and ambiguous problems whilst acknowledging the risks and evaluating potential outcomes.
9. Initiate and lead a sector/role specific change management project.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, their credit value and pre/co requisites are identified in the tables below. Modules at the Certificate and Diploma stages are mandatory across all MBA pathways. Modules at the Masters stage are specific to the pathway and are shown separately for each route in the tables below.

The general MBA pathway and the sector or subject specific pathways will be offered across a variety of attendance and delivery modes. The table below summarises the current offer:

Pathway	Attendance Mode		Delivery Mode			
	PT	FT	F2F	Blended	Online	Apprentice ships[3]
Non-sector/role specific[2]	∗	∗	∗		∗	∗
Cyber Security Management	∗				∗	
Leadership	∗			∗		∗
Health Care Sector	∗	∗	∗		∗	∗
Artificial Intelligence	∗	∗	∗		∗	
Sustainable Tourism	∗	∗	∗		∗	
Marketing	∗	∗	∗		∗	
Public Administration (closed pathway[1])	∗			∗	∗	

[1] The MBA with a specialised pathway in Public Administration is only available to students who have taken the two specialist modules as CPD. Students who have completed these two sector specific modules as CPD and wish to enrol on the MBA will be awarded 30 credits RPL (Recognition of Prior Learning). Applicants should note that RPL carries credit but marks will not be carried forward. These students will take the remaining eight core modules and the 30-credit consultancy project (7005SSL) online to receive the award of MBA.

[2] Applicants who are qualified ICAI, or CPA Australia, accountants, and have a minimum of two years post qualification work experience in a management/administrative/professional capacity and hold IELTS 6.5 or equivalent if English is not the applicant's first language, can be awarded 120 APEL credits and will be required to complete two 15 credit taught modules (7011SSL - Leadership and Change Management and 7000SMM - Global Marketing) plus the 30 credit 7005SSL – The MBA Consultancy project to complete the MBA.

Applicants who hold a PG Cert in Leadership & Management from Coventry University Civil Service Programme, have a minimum of two years post qualification work experience in a management/administrative/professional capacity will be awarded 60 APEL credits and will be required to complete six 15 credit taught modules plus the 30 credit MBA Consultancy project to complete the MBA, comprising of the Business Models and Processes (7000SSL), The Geopolitical Economic & Legal Environment (7010SSL), Financial Analysis (7000EFA), Innovation and

Entrepreneurship (7001SSL), Global Marketing (7000SMM), Decision Making and Risk (7004SSL) and The MBA Consultancy (7005SSL).

3 Students studying the Apprenticeship mode are required to pass the End Point Assessment (EPA). Students not completing EPA will still be granted an MBA, but will not qualify for accreditation by the assessing body.

On this course, you may be able to switch between studying on campus and studying online at certain points of the academic year, subject to availability. Request processes and restrictions apply. A change in study mode is likely to have visa and/or student finance implications. If you have commenced your studies online after having been refused a UK visa or had a request for sponsorship declined by Coventry University, you will not be eligible to switch between study modes.'

Cascade of Awards:

MBA

↑

PG Diploma in Business Administration

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PG Certificate in Business Administration
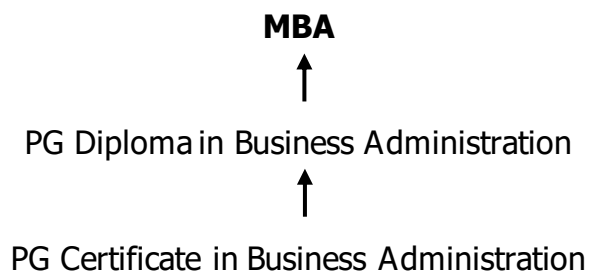
Masters Stage Modules

Module credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
Certificate Stage – The Modern Enterprise and Business Environment – how does it work?					
7	7000SSL /7000SSLA	Business Models and Processes	15	M	1,2,4,5,6
7	7010SSL /70010SSLA	The Geopolitical, Economic and Legal Environment	15	M	1,2,4,5,6
7	7000EFA /7000EFAA	Financial Analysis	15	M	1,4,6,7,8
7	7001SMM/7000SMMA	Organisational Behaviour and Learning	15	M	1,3, 5,6,7,8
Diploma Stage – Preparing for tomorrow – what needs to change?					
7	7001SSL /7001SSLA	Innovation and Entrepreneurship	15	M	2,3,4,5,6
7	7011SSL /7011SSLA	Leadership and Change Management	15	M	1,2,5,6
7	7006SSL /7006SSLA	Strategy and Decision-making	15	M	1,2,4,5,6
7	7000SMM/7000SMMA	Global Marketing	15	M	1,2,5,6

Master Stage – Management in action – bringing about change

Module credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
Non-sector/ role specific pathway – FBLT026 and FBLT163 (online only)					
7	7002SSL/ 7002SSLA	Project Management	15	M	1,5,6,7
7	7004SSL/ 7004SSLA	Decision Making and Risk	15	M	2,6,7,8
7	7005SSL/ 7005SSLA	The MBA Consultancy Project	30	M	3,6,7,8,9
Cyber Security Management pathway – FBLT171 and FBLT164 (online only)					
7	7008SSL	Digital Security Risk	15	M	1,2,6,7,8
7	7007SSL	Network Defence Management	15	M	1,2,4,5,6,7,8
7	7005SSL/ 7005SSLA	The MBA Consultancy Project	30	M	3,6,7,8,9
MBA Leadership pathway – FBLT065					
7	7009SSL	Leading Across Cultures in the HE Sector	15	M	1,2,6,7,8
7	7003SSL	Project and Programme Management in Higher Education	15	M	1,5,6,7
7	7005SSL/ 7005SSLA	The MBA Consultancy Project	30	M	3,6,7,8,9
MBA Health Care Sector pathway – FBLT034 and FBLT165 (online only)					
7	7010SOH	Policy Politics and Transforming Practice	15	M	2,3,4,5,8
7	7011SOH	Leading in Complex Health Systems	15	M	1,2,4,5,6,7,8
7	7012SOH	Transforming Health Care Business Project	30	M	1,3,6,7,8,9
MBA Artificial Intelligence pathway – FBLT030 and FBLT166 (online only)					
7	7036CEM	Artificial Intelligence Ethics for Business	15	M	1, 6, 8
7	7035CEM	AI Technologies for Business & Management	15	M	4, 6, 7
7	7005SSL/ 7005SSLA	The MBA Consultancy Project	30	M	3,6,7,8,9
MBA Sustainable Tourism pathway – FBLT032 and FBLT167					
7	7031SMM	Sustainable Tourism Management	15	M	1,2,6,7,9
7	7032SMM	Critical Issues in Tourism Management	15	M	2,3,4,5,7,8
7	7005SSL/ 7005SSLA	The MBA Consultancy Project	30	M	3,6,7,8,9

MBA Marketing pathway – FBLT075 and FBLT168 (online only)

Module credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
7	7063SMM	Digital Marketing Strategy	15	M	1,2,4,5,6,7
7	7062SMM	Marketing Strategy	15	M	6, 7, 8
7	7005SSL/ 7005SSL A	The MBA Consultancy Project	30	M	3,6,7,8,9

MBA Public Administration – FBLT116

Module credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
7	7067SMM	Leadership for Government and Public Policy	15	M	2,3,6,7,8
7	7068SMM	Public Policy Analysis and Management	15	M	7,8,9
7	7005SSL/ 7005SSL A	The MBA Consultancy Project	30	M	3,6,7,8,9

Module credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
ICAI and CPA accountant's non-sector/ role specific top-up pathway – FBLTXXX (only available online)					
7	7001SMM	Organisational Behaviour and Learning	15	M	1,3, 5,6,7,8
7	7011SSL	Leadership and Change Management	15	M	1,2,5,6
7	7005SSL/ 7005SSL A	The MBA Consultancy Project	30	M	3,6,7,8,9

CIVIL SERVICE non sector/role specific pathway

Module credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
CIVIL SERVICE non sector/role specific pathway - FBLTXXX					
7	7000SSL /7000SS LA	Business Models and Processes	15	M	1,2,4,5,6
7	7010SSL /70010S SLA	The Geopolitical, Economic and Legal Environment	15	M	1,2,4,5,6
7	7000EFA /7000EF AA	Financial Analysis	15	M	1,4,6,7,8
7	7001SSL /7001SS LA	Innovation and Entrepreneurship	15	M	2,3,4,5,6

7	7000SM M/7000S MMA	Global Marketing	15	M	1,2,5,6
7	7004SSL /7004SS LA	Decision Making and Risk	15	M	2,6,7,8
7	7005SSL /7005SS LA	The MBA Consultancy Project	30	M	3,6,7,8,9

15 Criteria for Admission and Selection Procedure

The entry criteria for the course corresponds to the QAA Benchmark Statements (2015).

To commence the MBA course applicants must:

- Be an Honours graduate of any discipline, obtained from a recognised university/HE institution, or hold an equivalent qualification acceptable to Coventry Business School.
- Have a minimum of two years post-degree full-time work experience in a management/administrative/ professional capacity
- Hold IELTS 6.5 or TOEFL 600 or equivalent if English is not the applicant's first language.
- Applicants who are qualified ICAI, or CPA Australia, accountants, and have a minimum of two years post qualification work experience in a management/administrative/professional capacity and hold IELTS 6.5 or equivalent if English is not the applicant's first language, can be awarded 120 RPEL credits and will be required to complete two 15 credit taught modules (7011SSL - Leadership and Change Management and 7000SMM - Global Marketing) plus the 30 credit 7005SSL – The MBA Consultancy project to complete the MBA.
- Applicants who hold a PG Cert in Leadership & Management from Coventry University Civil Service Programme, have a minimum of two years post qualification work experience in a management/administrative/professional capacity will be awarded 60 APEL credits and will be required to complete six 15 credit taught modules plus the 30 credit MBA Consultancy project to complete the MBA, comprising of the Business Models and Processes (7000SSL), The Geopolitical Economic & Legal Environment (7010SSL), Financial Analysis (7000EFA), Innovation and Entrepreneurship (7001SSL), Global Marketing (7000SMM), Decision Making and Risk (7004SSL) and The MBA Consultancy (7005SSL).

Students who do not fit with the above entry requirements may gain entry but their degrees and experience will be assessed for appropriate content by the Executive Director of MBA Programmes and their Course Directors.

RPEL will be assessed and awarded in line with University regulations.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Regulations

17 Indicators of Quality Enhancement

Provide examples of how the course evaluates and improves the quality of standards and learning.

- The course has been designed in accordance with the University's regulations pertaining to Postgraduate courses.
- The courses has been designed in accordance with the QAA benchmark statements for 2015 Master's degrees in business and management type 3 MBA or similar type of degrees (post experience).

- Coventry Business School is ranked by EDUNIVERSAL in the 'Excellent Business School' (3 Palme's) worldwide category. EDUNIVERSAL provides a ranking and information system for students in order to help decide which Business School to study at (http://eduniversal-ranking.com/).

- Coventry Business School is signatory to The Principles for Responsible Management Education (PRME) initiative http://www.unprme.org/

- The School has a strong portfolio of industry-related research (e.g. through links with the University Research Centres, the consultancy module, and employers engaging with students via the Leadership Lecture Series - recorded videos of which will be available in the online modules)

- The School has excellent links with employers; regular meetings to discuss requirements, provide input to course management and development

- Coventry Business School has a strong portfolio of research, not only in terms of peer reviewed publications but also research for consultancy, knowledge exchange, externally funded projects and practice in order to provide engaging and cutting-edge business education provision which is research led and/or informed. Many staff belong to formal research centres within the University. Research and research outputs from Coventry Business School staff inform the delivery, content and assessment of MBA modules. Postgraduate students are encouraged to submit their project report or dissertation for publication in this and other journals and students are encouraged to participate in postgraduate conferences. A growing number of academic staff within Coventry Business School also conduct globally recognised research from within the University's numerous research centres.
- Guest lectures are regularly provided to the MBA students by both practitioners and experts, providing input in the delivery of modules and extra-curricular employability related events. Such lectures expose the students to both expertise and the challenges of business practice and have been employed.
- Students are encouraged to become members of the University's Global Leader's Programme and various conferences and field trips organised by the School and Faculty, thus augmenting their employability and networking skills.
- The postgraduate students can take advantage of the Business school's links with local firms, practitioners and others in the profession.
- The Guardian University Guide 2019 ranked the University 13th overall in the United Kingdom and has been ranked Top Modern University of the Year for 7 consecutive years since 2012.
- Coventry University has been awarded Gold in the Teaching Excellence Framework, June 2017.
- The report of the QAA's Institutional Audit of Coventry University undertaken in February 2015 confirmed that:
- The setting and maintenance of the academic standards of awards meet UK expectations.
- The quality of student learning opportunities meets UK expectations.
- The quality of the information about learning opportunities meets UK expectations.
- The enhancement of student learning opportunities meets UK expectations.
- The quality of the course is evaluated through a variety of different means, which includes but is not limited to:
- The course is managed by the School of Strategy and Leadership Board of Study of the Faculty of Business and Law. The assurance and quality of the course, modules and their assessment is the responsibility of the Board of Study.
- The Course team carry out ongoing review of course performance as part of the Postgraduate Course Quality and Enhancement Monitoring (CQEM) process.
- The Faculty Programme Assessment Board is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.
- External Examiners report annually on the programme including modular level teaching provision and assessment. These are then considered in the CQEM report.

- Students are represented within Student Forums (now Student Voice), as part of the CQEM reporting process, at the Board of Study and at Faculty Board. Forums are often held during a formal class to allow all students to participate in the process.
- Student views are also sought through module and course evaluation questionnaires in addition to the Postgraduate Taught Experience Survey.
- Staff teaching may observed by the Head of School, Deputy Head of School and/or Associate Heads of School in accordance with the University's teaching observation policy.
- All courses are subject to continuing and periodic review.

18 Additional Information

Enrolled students have access to additional key sources of information about the course and student support other than those provided centrally by the University. These include,

- Pathway Handbook
- Module Information Directory
- Study Support information
- EPA Document (Provision of End Point Assessment (as per paragraph 80 of the ESFA Apprentice Funding and Performance Management Rules for Training Providers (v4))
- Academic Course Director(s) are responsible for particular activities across the course and are able to provide advice and support to students in course-related matters; and to direct students to relevant support within the School and university
- Students will be provided with a student handbook detailing the structure of the programme and the relevant regulations and additional information can be found on CU Online through the CourseWeb
- Further guidance is provided by the Faculty Registry course support team, located on the ground floor of the Jaguar Building, where a postgraduate team complements the work of the Course Team by providing advice concerning course related matters.
- Students will have access to a student advice Chatbot which provides answers to general queries and signposts students to various support provisions throughout the Faculty and wider University.
- Students are supported by Academic Progress Coaches and workplace advisors (for the Apprentices) throughout the duration of their postgraduate studies. Each progress coach receives formal training and will provide will provide both pastoral and academic support to students in order enhance student performance.
- In addition to the Progress Coach system, module leaders and project supervisors operate a system of 'surgery hours'. Students who wish to discuss a matter with a member of staff may do so during the advertised surgery hours or make an alternative appointment time.
- Support for academic writing and good academic practice is provided by members of the school and through an online LibGuide. In-depth tuition on writing and referencing skills is provided by the Research Skills and Design modules, and students are encouraged to seek to have their work published in Journal and other publications.• Stud
- Students will receive individual written feedback, generic feedback via the module web page/ in teaching sessions on their work and may also make an appointment to see the relevant lecturer regarding any work submitted.
- The business school librarian holds appointments advise students on matters relating to the library and postgraduate research.
- An Employment Personal Tutor (EPT) from the Talent team dedicated to careers advice is available for individual consultation by appointment and through surgery hours on matters relating to careers and CVs.
- Reasonable adjustments can be made to the learning, teaching, assessment and support of the course to maximise accessibility to students with disabilities. For example individual examination arrangements, enlarged print hand-outs and the University Welfare Office can arrange scribes, note-takers where appropriate.