

THE OXFORD BROOKES MBA

Engaging with the challenges of a globalising world



Ranked in the top 10 UK MBAs*

Accredited by
**Association
of MBAs**

Why the Oxford Brookes MBA?

Ranked in the top 10 of UK MBAs*, the Oxford Brookes MBA is designed to equip executives with the skills necessary to engage with the challenges of a globalising world.

*QS TopMBA rankings 2011

The Oxford Brookes MBA recognises that for its students to be effective business leaders their skills of **connectivity, collaboration** and **creativity** all need to work in **commercial practice**.

This MBA programme ensures that you have the key technical and analytical competencies companies expect and the critical social skills that global organisations value above all:

- the ability to work with, and lead, multi-disciplinary and multi-cultural teams across the world;
- to think creatively about complex problems;
- and engage and create your own knowledge networks to generate innovative solutions.



At the core, the MBA programme emphasises working effectively in diverse teams, from different countries with different technical and organisational backgrounds, and develops your personal and professional competencies.

Through this journey you build a network of worldwide contacts and engage with live business projects, enabling you to apply your newly acquired expertise and knowledge to a range of organisational and business contexts. Our leading academics provide up-to-the-moment, cutting-edge thinking, as well as experience of contemporary business problems.

AMBA Accreditation

Accreditation by the Association of MBAs (AMBA) is recognised as the global standard for MBA programmes.

AMBA accreditation means that our MBA programme has been assessed to be of the highest quality by providing the most relevant management education with valuable business connections and consultancy activities.



Engaging with the challenges of a globalising world



Successful outcomes are rarely achieved by individuals working in isolation.

Even the most successful CEOs or entrepreneurs depend upon the support of an intricate network of professionals from a wide range of different parties to sustain their organisation's performance.

The Oxford Brookes MBA is networked with a wide variety of businesses, institutions and other organisations around the world and has a large multi-national alumni membership.

This MBA programme will help you to enhance your skills in developing and working with a wide range of professional contacts across different industries, institutions and geographies. Knowing where to look for the right contacts and how to create appropriate professional social networks, which can evolve during your career, is a critical enabler for a successful career in management.



In a rapidly globalising world where businesses have to engage with a wide range of customers, suppliers, employees and other stakeholders, a critical skill is knowing how to work effectively with these complex networks.

Developing appropriate collaborative strategies enables you to be effective in working with a diverse range of other executives from different business functions, geographic areas and social and cultural backgrounds. The Oxford Brookes MBA places the ability to work collaboratively at the heart of its approach to developing future leaders.

You experience the process of working with a wide range of executives in order to build your collaborative skills and you experience dedicated one-on-one coaching and individual personal support throughout. This core attribute of the MBA programme is central to the way in which Oxford Brookes University supports and develops its students.

The collaborative ethos is supported by the International Centre for Coaching and Leadership Development which enjoys international renown.



Real world problems rarely come in simple, straight forward forms; they are often messy and unfamiliar.

Creativity is an essential technique for addressing a rapidly changing global environment that continuously throws up new problems to be solved at all levels of organisations.

The Oxford Brookes MBA recognises the importance of managers knowing how to think creatively and how to manage teams to come up with innovative solutions.

This MBA programme is distinctive in creating sufficient space for you as a manager to experiment with creativity in order to learn the conditions under which it can be stimulated – something rarely seen in other MBA programmes.



A common criticism of MBA programmes is that they teach theory but fail to produce managers who can work effectively in businesses from day one.

Explicit in the Oxford Brookes MBA is embedding learning in practice – how ideas and solutions actually work out on the ground.

Every taught module has an explicit practitioner input so you can see for yourself how things can work in practice. The programme includes in-company consultancy and a variety of real world multi-geographic opportunities to enable you to experience first hand how things may work differently in varying contexts.

The Oxford Brookes MBA programme emphasises the practical ability to implement solutions in real and complex business situations.

Executive Development Programme

We offer individual, bespoke personal and career development counselling alongside a variety of activities designed to ensure that you acquire the essential knowledge and skills required to lead and manage.

This Executive Development Programme (EDP) varies depending on your chosen mode of study and your learning style. All MBA students have the opportunity to meet with our highly qualified, experienced career coaches. For those studying off campus these opportunities will take place during the time you attend face-to-face workshops.

Our career coaches offer you the opportunity to review your personal and professional strengths and weaknesses. They are well-placed to assess your suitability for a career within a particular sector, or job type, and to provide advice regarding specific transferable, professional skills that you could develop further.

For those studying on campus the EDP commences with an audit of your professional objectives and aspirations, which are then mapped onto a review of your career so far, and your future plans and aspirations.

The EDP is then designed with your input to ensure that you are equipped with a set of achievable objectives and an action plan. Progress against your plan is monitored throughout your time with us, to ensure that you remain on track to achieving your professional goals.

The emphasis is upon personal and professional development with an end point in mind. Executive key skills development is offered in a number of areas, including, for example, leadership, change management, team-building, networking, negotiation, conflict-resolution, interview techniques and presentation skills.



‘The personal development and professional coaching was extremely useful.’



The personal development and professional coaching was extremely useful. My coach was brilliant and very flexible. The whole process made me think about my career path in the future and helped me clarify how I could achieve my next goal.

I am from Venezuela and, whilst experienced in the Latin American market, I needed to learn about the UK and European markets from a Senior Manager’s point of view.

My coach helped me to identify which positions would suit me best and coached me on how to handle interviews in the UK. Now I am a Project Manager at the On Demand Group for the Latin American market.

I use the knowledge I gained everyday as I am a bridge between two cultures. I manage relationships within a European company but also use my understanding of clients’ needs in Latin America.

GASTON FUENMAYOR, Venezuela
Project Manager, On Demand Group

Career focus

Our focus on your career and professional development, with an emphasis on management in practice will enable you to take the next steps in your career, confident in your own knowledge and abilities.

In their book *Rethinking the MBA*, Datar et al (2010) state that critics claim too many MBA programmes emphasise analytical frameworks and quantitative techniques, not softer, hard-to-measure organisational skills. They become knowledgeable about business, but remain untutored in the art and craft of management (Datar et al, 2010:79).

The Oxford Brookes MBA is different.

We educate our students in 'the art and craft of management', equipping you to manage organisations, not simply learn management theory.

Our focus on individual development through collaboration and sharing of best practice gives you the confidence and ability to proactively shape and develop your own career, during and after your time with us.

Links with industry

We view our links and interactions with the local business community as an essential aspect of the MBA.

Guest speakers bring their topics to life, providing insights on how theory can be utilised to good effect in practice, which leads to lively and thought-provoking discussions. Site visits to local organisations are also arranged, adding value to the student experience.

In addition, we run Executive master classes and an MBA Summer School programme based around various scenarios, to which we invite local business executives along with academics, current students, alumni and prospective students. These hands-on sessions provide delegates with opportunities to learn through applied, scenario-based cases and an excellent way of linking industry with academia to facilitate cross-fertilisation of ideas.

