EXECUTIVE MBA
EXECUTIVE EDUCATION WITH A GLOBAL PERSPECTIVE

Study part-time in the heart of Shanghai with one of Scotland’s most prestigious and historic universities.

abdn.ac.uk/business
“This is a decision that I will never regret. Not only has this been an excellent educational experience, but a phenomenal opportunity for me to advance my leadership skills and close the gaps in my knowledge and experience of fundamental business skills.”

Ebraheem Alsamadi
CEO Alsamadi Group
Retail Division
PROFESSIONAL LEARNING FOR AMBITIOUS GLOBAL EXECUTIVES

Welcome to the Executive MBA from The University of Aberdeen Business School – professional learning tailored to help accelerate your executive career in the world of international business.

We recognise that the business leaders of the future will be required to demonstrate an array of professional skills, critical analysis and strategic planning in an increasingly challenging world. Our unique Executive MBA is focussed on developing these core, transferable business skills. It offers ambitious professionals the opportunity to further advance their careers by developing the vision, knowledge and strategic leadership skills needed to pursue a high profile career in business.

Our Executive MBA is delivered in Shanghai and is designed for working professionals who are willing to embrace challenging, part-time study. The modular programme offers a convenient format for busy executives and is delivered at an easily accessible venue right at the heart of one of China’s most vibrant cities. If this dynamic combination appeals to you – then please do read on >>
We will cover key aspects of business management theory and practice with a strong emphasis on balancing knowledge and skills. However, we recognise that understanding the relationship between theory and practice, evaluating business tools and learning from good practice, is only a small part of what is required for a successful career in business. With this in mind our Executive MBA will enable you to:

• Innovate, evaluate trends and drive change across all areas of business
• Understand the nature of value and value creation across all sectors
• Develop, promote and pitch ideas, opportunities, products and services
• Present a unique business vision in a highly competitive marketplace
• Develop managerial competence and advanced project management skills
• Develop enhanced abilities to analyse problems, scenarios and big data
• Negotiate and communicate successfully in a competitive business world

Our Executive MBA programme is delivered in Shanghai, China, over long weekends (Friday to Sunday). Starting in September or January, you will follow an eight-week cycle of part-time study over two years.
Our Executive MBA is designed to enhance your professional credentials with a globally-recognised MBA degree and first-class management training. Graduates from the programme will reap multiple benefits for themselves and their career. The programme will help you to:

- Advance your leadership skills by learning to lead with vision and purpose
- Develop a holistic approach to understanding and solving business problems
- Gain the skills your employer is looking for in promoted/senior job positions
- Acquire the transferable skills that you need to radically change career path
- Get the business and entrepreneurial skills required to start your own business
- Develop your international network by studying alongside your global peers
- Gain access to a world of professional opportunities and challenging careers

You will develop a broad understanding and holistic view of the drivers of global business and the most effective approaches to the management of an international organisation. In short, you will be more than ready to move on to the next stage of your career.
WHAT YOU WILL STUDY

Our Executive MBA consists of nine core modules, each bearing 15 credit points, plus a 45 credit Practical Intervention Project that will evidence the culmination of your study. The core modules are:

- Strategy
- Leading Strategic Change
- Accounting and Finance for Executives
- Management Effectiveness
- Strategic Human Resource Management
- Corporate Responsibility, Sustainability and Business Ethics
- Marketing, Reputation and Value
- Entrepreneurship and Innovation
- Global Strategy
- Practical Intervention Project

A short introduction to all the modules and the practical project is provided on the following pages.

HOW YOU WILL STUDY

The programme is designed to enable you to learn from a critical understanding and discussion of theory and practice through direct class contact with your teachers and peers, which you will then continue to employ in your own work environment.

You will be taught by a wide range of experts including professors, lecturers, teaching fellows and postgraduate tutors. This will be supported by on-line forums and additional learning materials. Individual supervision complements the classroom learning by providing one-to-one support and feedback on your specific programme of research.

Each course will focus on developing executive skills and knowledge in the practice setting, with webinars and workshops delivered between delivery sessions. It is designed to provide a sound underpinning for your Practical Intervention Project report. Local practitioners will be introduced to our executive students in workshop sessions and live cases will be a focal point of study. Chinese translations of some course material will be made available to students and Chinese speaking staff will form part of the delivery team.
EXECUTIVE MBA
THE CORE MODULES

Strategy
This course critically considers the processes of business and corporate strategy formulation and the outcomes of implementation across all sectors. This includes the critical techniques and processes of developing vision, future thinking and strategy; making strategic choices; analysing the competitive and contextual environment; business planning and business case development.

Leading Strategic Change
This course will help you to gain a greater understanding of your own leadership behaviours and capabilities in both a professional and cultural context. The course investigates popular theories around leadership and explores why understanding your own leadership style, competency and behaviour is key. The course is set within a strategic change frame and considers the role leaders can play and the impact they can have in envisioning organisational futures and directing resources towards delivering strategic goals.

Management Effectiveness
This course focuses on personal development and the high-level skills needed to manage complex team communication, analysis, negotiation and leadership challenges. Practice-based sessions offer an opportunity to self-evaluate and create personal development plans. Good practice is critiqued to help set targets and standards for executive performance, particularly in relation to effectiveness in challenging work scenarios.

Accounting and Finance for Executives
Senior managers and executives are frequently required to understand and manage the strategic and financial performance of a business. This course will enhance your financial understanding at a strategic level. It focuses on key strategic decisions and the use of core financial and accounting models and concepts in the following areas: operational performance, monetisation, fiscal regimes, financial risk, strategic partnerships and alliances, investment decisions and portfolio analysis.

Strategic Human Resource Management
This course considers human resource management as the focal point for developing, managing and aligning people with the strategic direction of an organisation. The course considers the shortcomings of classical human resource management alongside critical and practical perspectives of how strategic human resource management can become a value-adding core function of business. It looks at how this function is critical to ensuring strategy is interpreted into values, skills and competences. Other issues such as talent management, workforce analysis, reputation and risk, high performance work systems and the international dimensions of business are also fundamental to this area of study.
Corporate Responsibility, Sustainability and Business Ethics
This course considers the interfaces that exist between business and the environment, and between business and society. Looking at both theory and philosophy in ethics, corporate responsibility and governance, the course introduces a range of conceptual models to help evaluate, analyse and critically re-shape organisational culture, processes and resources. Students will debate political economy, social and environmental impacts, co-creation and value propositions within a reframed version of a contemporary enterprise.

Marketing, Reputation and Value
This course considers marketing as the nexus point of value creation and reputation management. This is integrated with the more traditional view of this function as being responsible for customer and market analysis, product development, branding and communication, and incentivising sales and distribution. The multi-dimensional, dynamic nature of brand and reputation are critically evaluated against the need for organisational control and monitoring. The balance between value creation, co-creation, sustainability and ethics are juxtaposed with the more traditional remit to provide a contemporary understanding of marketing as a core business function.

Entrepreneurship and Innovation
The nature and process of innovation – creative, technological and new venture developments that lead to commercial applications – forms the focal point of this course. Understanding the balance between environmental sustainability, social impact, value creation and more traditional performance measures will help to redefine the meaning of success and build a new creative dynamic for leaders.

Global Strategy
This is the capstone course that utilises a challenging, complex and exhilarating computer simulation. It is designed to provide you with a critical understanding of the process of internationalisation and the ability to effectively analyse and interpret many of the decision-making processes relevant to international organisations and global strategy. It brings together all of your previously acquired knowledge and understanding to the task of developing a broader appreciation of the challenges facing international organisations operating in today’s rapidly changing and complex environment. The simulation combines global logistics, marketing, human resource management and finance to create a competitive group scenario that will be won by the best students on the programme.

Your Practical Intervention Project
The Practical Intervention Project provides you with an opportunity to apply theories, concepts and reflective, practice-based learning to a well-defined work-based project. Underpinned by research methods training and set within an action research frame, you’ll be supervised through the process of producing a high impact project aimed at improving performance in your business. The output is designed to be the culmination of your two years part-time study, and an unequivocal expression of the progress you have made.
WHAT YOU NEED TO HAVE

Entry requirements
The following information is provided as a guide only and does not guarantee entry to the course.

Our Executive MBA is the programme for you if you have a minimum of FIVE years’ post-degree work experience, a track record of professional achievement, and a good first degree (the equivalent of a British second-class Honours degree or above) in any discipline.

The Programme Director may also consider applicants with non-standard qualifications. If you have non-standard qualifications and extensive work experience, please ensure that you enclose a full CV and detailed work references with your application.

Fees
For details regarding fees and funding please visit our website.

WHAT YOU NEED TO DO

Apply now
You can find full details of how to apply online at abdn.ac.uk/business

Here you will also discover a lot more information on The University of Aberdeen Business School – our heritage and our wider course offering.

Contact us
If you have any questions about the application process, the fees or our programmes please contact us by email or phone using the details below:

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“Joining the University of Aberdeen Executive MBA programme has definitely enhanced my career prospects. It has given me the opportunity to develop my leadership skills and to understand the big challenges for today’s businesses.”

Mohammed Al Kubaisi
The University of Aberdeen Business School is an international multi-campus School with a partnership with AFG College in Qatar.