MBA (GLOBAL)
University of Aberdeen Online

BLOCK 4: PERSONALISE YOUR MBA

1. Research Practice (15 Credits)
2. Case Studies (15 Credits)
   Innovation, Entrepreneurship, Change and the Digital Age
3. Developing Business Solutions (15 Credits)
On this 15-credit course, you’ll learn to understand, synthesise, critique and utilise research conducted by others, while also developing the skills to conduct your own research in a workplace environment.

Throughout the course, you will develop traditional research skills in a number of areas, including:

- Identifying the problem to be researched and formulating research questions
- Conducting a critical literature review which identifies the gap in existing research
- Sourcing, synthesising and evaluating previous research that has been conducted in your field of interest
- Understanding the different research methods available, their strengths and weaknesses, and when to use them
- Analysing data, drawing conclusions and providing potential solutions in a credible and valid way

The aim of the course is for you to undertake a research project which could improve performance in your organisation and influence change in the workplace – achieving this through the considered use of research and data.

There’s a specific focus on understanding and conducting research, particularly the use of secondary research in a digital age – for example, the use of digital tools, knowledge of web analytics and for interpretation of data web-crawling software, as well as understanding the different mediums that research can be conducted in and through.

**EXAMPLE ACTIVITIES**

- Conduct a search for literature in an area of interest
- Identify 10 peer reviewed journal articles
- Read each article and for each one:
  - Identify up to three key ideas and summarise them in 100 words
  - Write a 200 word summary
  - Create a mind map
  - Identify and describe in 200 words the methods that were used to conduct the study that each the article reports on
  - Identify and describe in 200 words the key concepts and theories that inform each article
In this taught 15-credit course, you’ll be presented with case studies based around the main themes of the MBA (Global): innovation; entrepreneurship; digital technology and the digital age; sales and marketing; leadership and teams; and change management.

You will be challenged to examine more straightforward, fundamental cases through to more complex and detailed cases across the main themes, across industries and focusing on a variety of managerial and organisational challenges.

You’ll learn to fully appreciate the information and interrelationships which influence decision making, performance and outcomes in organisational settings. You will learn by doing – developing skills in how to identify and frame problems, understanding and setting the organisational context and identifying and evaluating information models that need to be assimilated to generate and propose credible solutions.

You will be taken through a structured process of case analysis, covering:

- Setting the scene through industry, market and individual information presentation (telling a story of the problem through different sources of information and therefore through presentation of information through different lenses)
- Identifying and framing the problem
- Identifying relevant theoretical frameworks (could be from previous courses, but not limited to), to enable the problem to be analysed adequately (connecting to relevant theoretical and conceptual frameworks)
- To be able to generate, justify and recommend solutions

You’ll be challenged to recognise and critique the strengths and weaknesses of the approaches and solutions presented in your case studies.

You will also be encouraged to remain open-minded about the possible (and often ambiguous) solutions that could be presented, and to explore all the possible perspectives and ways to solve a particular problem or problems.

You’ll be asked to choose 4 cases from the following 6 options:

- Innovation
- Entrepreneurship
- Digital technology and the digital age
- Sales and marketing
- Leadership and teams
- Change management
Writing an approach to your case study provides a vehicle for you to think about an area of your choice and interest.

You will:

• Define the case study proposal from the previous course based on the feedback you received and then seek approval from your tutor to progress
• Undertake the proposed secondary data collection
• Refer to and follow the process and structure of the previous case study course when researching and writing your own case study
• Be expected to explore all the potential avenues to tackle the problem, evaluate relevant data, justify and recommend potential solutions, and write this up in the form of a case study and supporting teaching notes

On this final course you’ll explore a business issue of your choice through independent study, allowing you to link the programme to your own knowledge, skills and personal development ambitions.

You’ll develop skills in understanding and framing a problem, and understanding the context and complex interrelationships that can exist within organisational settings. You’ll then be challenged to identify and propose possible solutions, and to communicate these effectively to external stakeholders.

The outcome of this course is that you will write your own case study focussing on an area and problem of your own personal interest.

Writing an approach to your case study provides a vehicle for you to think about an area of your choice and interest.

You will:

• Define the case study proposal from the previous course based on the feedback you received and then seek approval from your tutor to progress
• Undertake the proposed secondary data collection
• Refer to and follow the process and structure of the previous case study course when researching and writing your own case study
• Be expected to explore all the potential avenues to tackle the problem, evaluate relevant data, justify and recommend potential solutions, and write this up in the form of a case study and supporting teaching notes

The final course of the MBA (Global) provides you the unique opportunity to conduct a case study within your own industry, or even your own company.

Having applied your learning within a professional context throughout the programme, the Developing Business Solutions course brings this together in a comprehensive case study for your final assessment.

– MBA (Global) Programme Director