Online MBA (Global)
Prospectus 2019
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It’s my great pleasure to welcome you to the University of Aberdeen Business School and our online MBA (Global) programme. We are a business school with a strong and vibrant academic community, with leading researchers and practitioners who produce informed, best-theory and best-practice programmes – of which the MBA (Global) is a shining example.

We pride ourselves on providing excellent student support and guidance, and on creating core competencies for all our students. The University of Aberdeen is a fantastic institution, and this online MBA programme allows you to become a part of it from anywhere in the world. We have a global mindset, and this is reflected in all our student learning experiences.

We have created a suite of innovative courses on the MBA (Global) programme. As current or future business leaders, these courses will provide you with a toolbox of core competencies and skills to excel in your field. You’ll explore a range of academic theories, concepts and models and you’ll learn how to apply these to real-world situations.

It’s our aim to provide you with a positive learning experience and unrivalled levels of support throughout your entire MBA journey. We’re very proud of this programme, and we hope you’ll enjoy your journey through it with us. I wish you every success in your studies and in your future career.
ABOUT US

"Transforming the world with greater knowledge and learning."

OUR VISION

Founded in 1495, the University of Aberdeen is one of only six ancient UK universities, along with Oxford, Cambridge, Edinburgh, Glasgow and St Andrews.

It’s our mission to enrich people’s lives through teaching and research - social, cultural and economic impact is at the heart of everything we do.

We’ve also made it our aim to provide a personalised student experience, allowing students to thrive in a culture of equality and diversity.

THE UNIVERSITY OF ABERDEEN

ALUMNI IN MORE THAN 190 COUNTRIES

#2 IN THE UK FOR RESEARCH IMPACT IN BUSINESS AND MANAGEMENT STUDIES*

500 YEARS 80,000 ALUMNI 5 NOBEL PRIZES

OUR RESEARCH

Our research continues to have a measurable impact on the world. In the most recent Research Excellence Framework, 76% of our research was rated world-leading or internationally excellent.

* Ranking from the most recent Research Excellence Framework
WHY CHOOSE US?

#1 100% ONLINE
Unlike many other online degrees, the online University of Aberdeen programmes have absolutely no face-to-face, residential or attendance-based elements - which means there’s no need to travel or take time off work.

#2 UNLIMITED TUITION
While on the programme, you’ll have continuous ongoing communication with your subject specialist tutor using our in-built messaging system, so that you can quickly and easily get in touch without having to rely solely on email or phone contact. Here you’ll be able to post as many messages as you need to, view your entire discussion and receive a response from your tutor in less than 24 hours, Monday to Friday.

#3 UNLIMITED SUPPORT
Our Student Support team will be on hand to help you every step of the way for the duration of your online studies.

Your Programme Coordinator is dedicated to helping you keep your studies on track. You can message them from within the study site or reach them immediately by phone during office hours. Should you need it, the technical support is also just a click or a phone call away.

#4 FULLY FLEXIBLE
Many online MBA programmes require you to log-in at specific times for scheduled or “live” lectures and tutorials – we know that our students have busy lives so, the MBA (Global) is designed to completely fit around your own schedule.

There are no fixed lectures and tutorials, allowing you to fit the week’s study material into your own timetable and communicate with your tutors at times that suit you.

#5 NO ADDED COST
When you join the MBA (Global), you can expect no additional costs, paid “add-ons” or exam fees – all content, resources and support are included in your tuition fee, regardless of how you choose to pay.
As a student of the University of Aberdeen, you’ll earn your MBA (Global) completely online, from wherever you are in the world, with no face-to-face classes to attend.

Our online study platform, has been specifically designed to enable you to:

- Log in at any time, from any device
- Access all of your courses and learning materials
- Benefit from unlimited one-to-one feedback, guidance and support
- Interact your fellow students in secure online forums
- Receive ongoing feedback on your coursework and a record of the grades you achieve for each course
- Message our dedicated student and technical support teams at any time

THE DASHBOARD

This is your personal hub for organising your studies. It includes a calendar (which you can sync with your own device), to-do list, notifications stream and an overview of the other students in your cohort.

LEARNING PATH

This is where you’ll access your learning materials, divided into sections (which you can bookmark for quick access later). You’ll also find informal activities designed to get you thinking about each topic in more detail.

YOUR TUTORIAL AREA

This is where you’ll upload your coursework and receive ongoing, one-to-one feedback and advice from your tutors. You can message your tutors at any time and expect a response within 24 hours, Monday to Friday.

THE STUDIO

The Studio is where you’ll collaborate to undertake group activities. Here you can upload coursework into shared albums, create and collaborate on shared documents, and provide feedback on each other’s work.

THE FORUMS

This is where you’ll discuss ideas and network with your fellow students. You can create topics at any time for group discussion, and in some courses you’ll find that Forum activities form part of your learning experience.
The MBA (Global) from the University of Aberdeen is the only online MBA programme offered by one of the UK’s six ancient universities.

Explore forward-thinking and disruptive approaches to business alongside your international peers — gaining skills in leadership, innovation, change management, strategy development, sales and marketing.

The programme also gives you the opportunity to apply your MBA studies to your own career goals, by conducting research in areas that interest you as a professional.
PERSONALISE YOUR MBA
The MBA (Global) offers you the opportunity to investigate the business issues which interest you and align with your career goals.
You’ll undertake a research project in an area of your own interest which could improve performance in your organisation or bring about change in the workplace.

Key Courses
Making Sense of Research, Research in Practice, Developing Business Solutions

PRACTICE SMART AND EFFECTIVE LEADERSHIP
Analyse popular leadership theory, and learn how to develop an efficient leadership style of your own that will encourage followership.
You’ll explore how managers can motivate, manage and lead people, with emphasis on the use of coaching, performance management and mentoring techniques.

Key Courses
The Leadership Challenge, Leading and Managing High Performance Teams

DEVELOP PROFITABLE STRATEGIES
Gain an in-depth understanding of strategy development, analysing your organisation’s current position, goals and routes to success.
You’ll learn about the internal and external factors which influence decision-making, and explore the concept of dynamic strategy: constantly learning and reinventing in response to an ever-changing environment.

Key Courses
Strategy and Practice in a Dynamic World, Future Thinking

UNDERSTAND MARKETING AND SALES
Learn how to identify and satisfy your target markets, gaining an understanding of customer behaviour, value creation and value delivery.
You’ll gain an appreciation of modern marketing tools, techniques and activities, and learn how to implement effective sales processes once your value proposition is in front of potential customers.

Key Courses
Marketing and Sales Management
HOW WILL I BE ASSESSED?

The MBA (Global) is assessed entirely by coursework. We believe that assessment should be a core part of your learning – allowing you to use your knowledge, skills and experience in context.

There are three types of assessment, each of which will mirror real-life professional practice:

THEORY INTO PRACTICE
Critique and adapt a new theory or framework in your own professional context.

REFLECTIVE PRACTICE
Reflect on your learning experience and acquired knowledge to develop your management skills.

GROUP CHALLENGES
Address business challenges and devise innovative solutions by working collaboratively in teams.
OUR STUDENTS

77% INTERNATIONAL STUDENTS

36 AVERAGE AGE

AGE RANGE: 24–62

A SELECTION OF THE COMPANIES OUR MBA (GLOBAL) STUDENTS REPRESENT:

STUDENTS BY REGION:

- 23% UK
- 14% Europe (excl. UK)
- 20% Middle East
- 18% Americas
- 19% Other
  - 8% Asia Pacific

STUDENTS BY INDUSTRY:

- 21% Oil & Gas
- 17% Education, Government & Non-Profit
- 12% Healthcare, Medicine & Pharmaceuticals
- 10% Finance, Accounting & Banking
- 9% IT & Technology
- 6% Engineering
- 5% Communications
- 5% Other Energy & Utilities
- 5% Manufacturing
- 5% Hospitality, Entertainment, Travel & Tourism
- 2% Consulting
- 2% Transport, Logistics & Shipping
- 1% Retail
- 1% Agriculture
The MBA (Global) attracts students from a wide variety of professions. Here’s a selection of the positions held by our current students when they applied to the programme:

- Compliance Manager
- Project Manager
- Logistics Officer
- Head of Media and Corporate Communications
- IT Infrastructure Engineer
- Operations Manager
- Production Supervisor
- Project Manager
- Legal and Business Affairs Manager
- System Analyst
- Chief Accountant
- Co-Founder/CEO
- Head of Exploration and Production
- Portfolio Associate
- Territory Account Manager
- Director of Operations
- HR Manager
- Sales Manager
- Managing Director
- Process Engineer
- IT Projects Manager
- Senior Management Executive
- Commercial Director
- Teacher
- Marketing Communications Advisor
- Healthcare Industry Consultant
- Client Services Manager
- Head of Product Development

STUDENTS BY PREVIOUS DEGREE FIELD:

- 20% Engineering
- 15% Professional Qualification/No Degree
- 12% Business
- 9% Technology & IT
- 9% Natural Sciences
- 8% Accounting & Finance
- 6% Medicine & Healthcare
- 5% Media & Communications
- 5% Law
- 5% Social Sciences
- 3% Arts & Humanities
- 3% Sports Science
BENEFIT FROM THE INSIGHTS OF INDUSTRY LEADERS

DR TREVOR MORROW
MBA PROGRAMME LEAD

Trevor Morrow is a Senior Lecturer in Management Studies in the Business School as well as being the Programme Lead for both the on-campus MBA and our online MBA (Global). He has over 20 years of experience in teaching, researching and publishing in the fields of entrepreneurship, international business, human resource management and business strategy.

His teaching experience spans across a wide range of programmes at both undergraduate and postgraduate levels, including MBA and Executive MBA programmes. Prior to this he also developed academic courses in a range of areas including international entrepreneurship, corporate strategy, organisational behaviour, leadership, HR strategy and SME internationalisation.

Trevor is also actively engaged in advising high profile public and private sector organisations on their corporate and HR strategies, including Translink, Peninsula Group, Liverpool City Council, The Northern Ireland Civil Service, Derry City Council, Shorts Bombardier, Seagate Technology, Abbott Industries, Mivan, Wright Bus, Caterpillar, Pladis, Mondelez and Advisor Plus.

ANN ROBB
COURSE CONTRIBUTOR, MARKETING AND SALES MANAGEMENT

Ann Robb is a Marketing Mentor and Digital Marketing Specialist based in Edinburgh. Ann has spent over 20 years helping a wide variety of businesses grow, both as a marketing expert and entrepreneur. She also operates as a Digital Marketing Trainer, advising where improvements can be made and planning campaigns that solve business problems, from up-to-the-minute web analytics to more traditional media.

As a contributor to the Marketing and Sales Management course on the MBA (Global) programme, Ann provides some expert insight into the topics of Customer Satisfaction, Business Buyer Behaviour and the Customer Journey.

STEVE HARRISON
COURSE DEVELOPER, BUSINESS MODEL INNOVATION

Steve Harrison is a Lecturer and Executive Fellow at the University of Aberdeen Business School with over 20 years of experience in strategy development and project management.

Following a successful corporate career Steve works today as a project manager for Scottish Enterprise, working to co-create, develop and manage projects which create significant and sustainable positive economic impact across Scotland. Over the past three years Steve has helped over 100 founders and teams pitch their businesses and products.
Kerry Freeman is the Head of Culture at the Royal Bank of Scotland (RBS), leading the bank-wide culture change programme within the company and supporting colleagues across different businesses and specialisms to align to cultural goals and change behaviours.

Kerry lends her expert insight to the Managing Change course on the MBA (Global), discussing topics such as emotional intelligence, effective communication, transparency and how to approach resistance to change within an organisation.

This programme offers the chance to interact with people from around the world, from different backgrounds, cultures and work experiences. In fact, it is a unique experience which combines modern teaching technology, pragmatism and flexibility.

MBA (Global) Student
Honoré Mbouomboou Dairou
Managerial Petroleum Geoscientist (Oil and Gas), Cameroon and France
We believe that students who choose to gain their degree online should receive more support than on-campus students, not less – which is why we place such an emphasis on providing an exceptional level of online support and tuition.

As an online student with The University of Aberdeen Business School you have unlimited access to one-to-one tuition through a private online discussion. This is an ongoing communication between you and your tutor which you can refer back to at any time during your studies. You can communicate with your tutor at any time, and as often as you need to – there is no limit to the number of questions you can ask or to the number of messages you can post.

Student–tutor communication is asynchronous, which means you don’t have to login at a specific time and you can take time to consider your questions and comments. Asynchronous communication also allows your tutor to review your work and provide you with meaningful feedback and advice. You can normally expect to receive a response from your tutor to any message that you post within 24 hours, Monday to Friday.

JACK GORDON
MBA (GLOBAL) PROGRAMME COORDINATOR

As the Programme Coordinator for the MBA (Global) distance learning programme, Jack will be your first point of contact for any non-subject specific enquiries and he’s focused on helping you to succeed.

Jack has oversight of all aspects of the programme, and will therefore be able to provide you with any advice and guidance you might need for the duration of your MBA (Global) studies.
FEES & FUNDING

FEES

The tuition fee for the MBA (Global) programme is £20,000. You have the choice of three payment options.

Depending on where you reside, you could be eligible for loan funding or other financial help. University of Aberdeen alumni are also entitled to a discount on tuition fees.

University of Aberdeen alumni will receive a 20% scholarship towards their tuition fee.

4 Instalments of £5,000

2 Instalments of £10,000

1 Instalment of £20,000
 ENTRY REQUIREMENTS

ARE YOU ELIGIBLE?

The MBA (Global) is open to applicants of any discipline. You don’t need a background or degree in business to apply, but to be eligible you’ll normally meet the following requirements:

- UK second-class honours degree or equivalent
- 2 Years or more relevant professional experience
- English language skills (assessed during admissions)

*If we need evidence of your English language skills, we may ask you to take one of the recognised tests such as IELTS.

To find out if you’re eligible, visit our website and use our quick eligibility checker to get feedback from an Admissions Advisor within 24 hours:

Check your Eligibility

I applied to Aberdeen because it was recommended to me by my friends. I was close to signing up in Australia but I think it’s cool to be doing an MBA online... It’s a testament to how well the system works because I am perhaps as far away from the source as you can be.

Gordon Stewart
Sales and Marketing Director (Electronics), Australia, MBA (Global) Student
NEXT STEPS

GET IN TOUCH
For more information on any of our programmes, please contact us by phone or email:

+44 (0)1224 515270
admissions-onlineidi@abdn.ac.uk

If you would like initial feedback on your eligibility, simply upload your CV and an Admissions Advisor will respond within 24 hours (Monday-Friday).

online.abdn.ac.uk/business/online-mba

UPLOAD YOUR CV