

Full-time MBA at Henley Business School



The new MBA for high-potential people



A new MBA designed to accelerate your career

You have dreams, you have plans, you have goals. You know you can achieve so much in your career and in your life. You will need to focus, stretch yourself and learn all you can about yourself and your role in business.

This new Full-time Henley MBA is open to candidates from all over the world and has been specifically designed for individuals with high potential to succeed.

Based at our Whiteknights campus, the Full-time MBA will provide you with a unique and life-changing experience that will:

- accelerate your career
- immerse you in a rich learning environment that values the importance of team-work and collaboration
- empower you to become a truly effective manager
- provide you with the tools and techniques to make responsible career choices
- encourage you to be more aware of the role you play in your wider community
- establish your personal and professional networks for life.

Embark on a Full-time MBA at Henley Business School and become part of a global community of talented high-potential individuals who are determined to make their mark.

Have you got what it takes to join them? If so, we look forward to welcoming you at Henley.

You will always be associated with a global business school

Henley Business School has been developing leaders for over 65 years. Currently we have a network of 33,000 MBA alumni, many of whom are in global senior management roles.

The Henley brand commands a degree of respect amongst the corporate community worldwide. Henley also has a long-standing reputation for teaching and research excellence in the areas of international business, leadership, corporate reputation and international finance.

Based in the UK, Henley is a truly global business school. Not only are we one of the largest full-service business schools in Europe; we also have offices in Hong Kong, South Africa, Germany and Finland – plus established partnerships with an extensive overseas network of agents and associates.

Ranked amongst the world's top business schools for the MBA (Economist) and for Executive Education (Financial Times), Henley Business School is one of only 53 global schools to hold triple-accredited status from UK, European and US Accreditation bodies.





Have you got what it takes to lead and succeed?

The Full-time MBA at Henley aims to shape talented and high potential individuals into future global business leaders. You will have some experience in a technical, professional or management role and will be seeking to make an immediate impact in your career and develop your longer-term leadership capabilities. You will be able to demonstrate high levels of achievement in both education and business at an early stage in your career. You will have high levels of energy and enthusiasm for learning and working collaboratively.

Why choose the Full-time MBA programme at Henley?

- The programme has a particularly strong focus on themes of international business, leadership, and corporate reputation.
- Classes are taught by leading international faculty at the cutting edge of their disciplines.
- A 'hands-on' approach to learning.
- An international study visit and the opportunity to undertake an applied business project – either based on the international study visit, or on an in-company project.
- Personal development - there is a continuous element of personal and career development to support you throughout the programme.

Everything above is informed by Henley's eminent reputation in teaching practising managers and in research excellence and application.

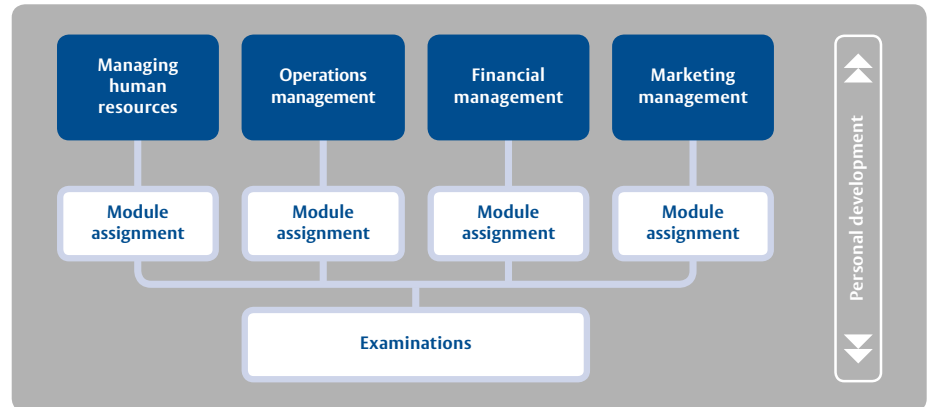
Programme content

How is the Full-time MBA Programme structured?

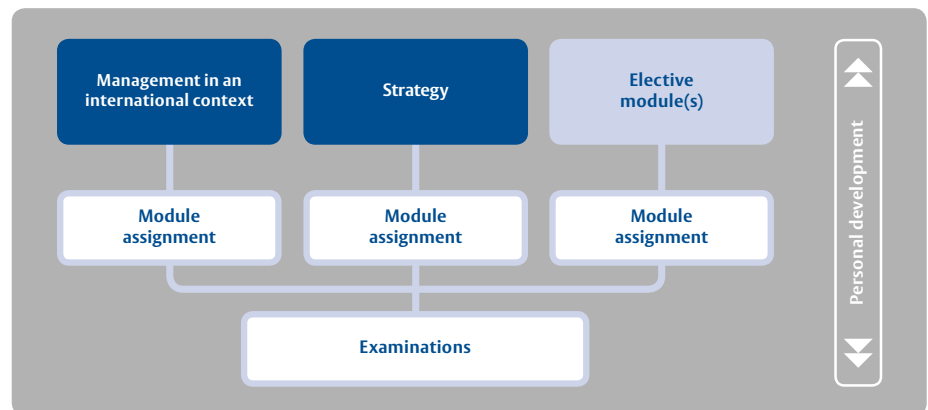
The programme is structured in three consecutive stages. The programme is based on a modular format consisting of at least nine core modules and an elective. Examples of elective areas could include: corporate finance and governance, international business, brand management, international real estate management, international human resource management, enterprise information management.

Each module will comprise of a number of teaching sessions along side group work and individual study. Modules in stages 1 and 2 will have an assignment and an examination. Two core modules in stage 3 will be assessed by assignment. Elective modules will have a variety of assessment methods.

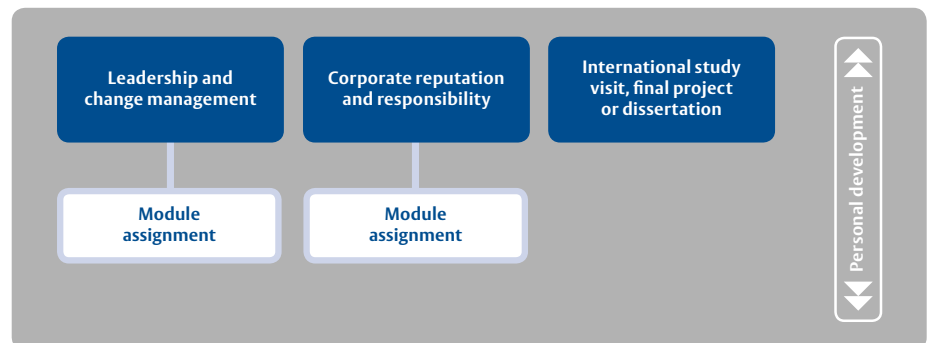
Stage 1: Managing the organisation



Stage 2: Making choices



Stage 3: Making a difference



Stage 1

Managing human resources

Key themes include: the impact of context and culture, both national and organisational; the links between business and people strategy; the role of the manager in managing people; managing performance; rewarding, training, development and organisational learning; understanding behaviour and motivation; talent management and employee engagement.

Operations management

Key themes include: process and systems thinking, including soft systems methodology; setting process objectives; reconciling market requirements and resource capabilities; process analysis and design; process mapping; information and processes; designing supply networks; implementing process change through projects; achieving technology acceptance; capacity and flow management; managing stocks and queues; supply chain management; performance evaluation; quality and improvement methodologies; managing operational and project risk.

Financial management

Key themes include: financial statements; financial planning and budgeting; management accounting and decision making; financial performance analysis and valuation; demand and supply analysis; cost analysis and market structure.

Marketing management

Key themes include: marketing dilemmas; types of marketing; the stakeholder approach; the cyclical nature of strategic marketing planning; understanding customer behaviour; conducting market research; customer, competitor and market intelligence; segmentation, targeting and positioning; brands and brand management; innovation and new product development; pricing strategy; channel management; integrated marketing communications; relationship marketing; key account management; marketing evaluation; and marketing metrics.

Stage 2

Management in an international context

Key themes include: the interactions between firm specific advantages and country specific advantages; the strategic relationship between economic integration and national responsiveness and how MNE networks affect this trade-off; modes of doing foreign business; and the nature of corporate social responsibility within the networks of MNEs.

Strategy

Key themes include: strategy process; strategic thinking; analysis of external competitive context; analysis of internal basis of competitiveness; strategic boundary conditions; resources and capabilities; strategic options and choices; competition and collaboration; diversification and focus; emergent and deliberate approaches; complexity theory; and real options.

Elective module

Students can choose from a range of electives from topics such as:

- Corporate finance and governance
- International business
- Brand management
- International real estate management
- International HRM
- Enterprise information management.

You can also choose to attend selected specialist modules currently available on other Masters programmes at Henley to enrich your learning.

Programme content

Stage 3

Leadership and change management

Key themes include: concepts, theories and models of leadership and their relevance to organisational change circumstances; the challenge of change and the key organisational and people factors impacting on its nature and enactment; the role, nature and impact of values and culture in both pursuing and responding to change and its leadership; and the core skills and techniques required to enable and enact effective change.

Corporate reputation and responsibility

Key themes include: the psychological foundations of stakeholder relationships, relationship theory, stakeholder theory, reputation management approaches and practices, principles of corporate responsibility and corporate social responsibility, issues of sustainability and 'good' governance, business and society, performance measurement and accountability, purposive behaviour, individual and collective morality, ethical decision making, tangible and intangible performance indicator, mission and vision achievement, organisational values, organisational trust and distrust, fairness and equality.

International study visit

Students will have the opportunity to attend a week-long study visit to an overseas location, where Henley has a developed network and strong footprint. Recent study trip locations have included: Cape Town, Shanghai, Hong Kong and Brussels. Students have the option of linking this to a final project.

Final project or dissertation

Students will have a choice between completing a dissertation or carrying out an applied business project. Students who opt for the project will take an additional elective in Stage 2.

Faculty

You will be taught by leading international faculty at the cutting edge of their disciplines.

Our 97 full-time and associate faculty members include some of the world's foremost experts in business management. Our faculty thrive on real-life research questions and many of them have vast experience in the corporate world. They bring specialist insight to the business challenges they teach – complementing each others' work and organising teaching and research around business challenges that matter. They also share a great passion for knowledge, creating learning environments that will enable students to develop, apply and practise new knowledge, skills and abilities.

Visit the [Henley Business School website](#) to read more about the individual Henley Faculty.



Location

Our outstanding location

Henley Business School, Whiteknights campus is in Reading. One of the most dynamic economies in the UK, Reading lies at the heart of the employment-rich South East England. Reading is often referred to as the 'Silicon Valley' of the UK. 13 of the world's top 30 global brands are based in the region, including Vodafone, Microsoft, Cisco, Oracle and Intel.

There are excellent transport links to Reading which is within easy reach of London and close to many major motorway links, allowing easy access by car. Reading's railway station has high speed links to and from London Paddington (just 25 minutes by train) as well as regular services to and from other cities around the UK. There are direct services to and from both London Heathrow (40 minutes by car) and London Gatwick Airports. For GPS or Sat Nav, please use the following postcode in order to reach the Whiteknights campus main entrance: RG6 6UR.



Facilities and resources

Opened in 2009, the £25 million Business School is one of the newest and most visually impressive buildings on campus. Prominent features include a 250-seat conference standard lecture theatre, seminar rooms equipped with the latest technology, PC labs, dedicated research space, a popular cafe and visitor area and the Academic Resource Centre (ARC). Exclusively for the use of students in the Business School, the ARC provides an ideal place for private and group study. It provides easy access to specialist publications, journals and reports, electronic databases, photocopying and printing facilities.

The adjacent ICMA Centre, home to our degree programmes in finance, houses three state-of-the-art dealing rooms, with more than 100 terminals equipped by Thomson Reuters. We were the first business school in Europe to introduce dealing rooms and remain the only university with a facility on such a scale. The Centre also offers two further conference standard lecture theatres, high quality seminar rooms, meeting areas and two cafe bars for students and visitors.

Careers Services

Henley Business School has a dedicated programme to enable students to prepare themselves for the international job market. Our exclusive internet based tool 'MBA Headhunter' will help raise your profile to recruiters and major employers.

Admissions criteria

How to apply

We would be delighted to consider you for the Full-time MBA programme if you have the following:

- A good first degree
- A minimum of 3 years relevant post-graduate full-time work experience
- A well-balanced GMAT
- English language competence.

Details of requirements are available on our website: www.henley.com/mba

The application process

You will need to submit a completed application form with certified copies of degree certificates, a CV and satisfactory references. Two references are required. At least one must be professional and ideally the second would be an academic reference.

Once you have completed the form you will need to email it to the admissions office, together with all of the relevant supplementary information. Email to admissions@henley.com.

You may be invited to attend a selection interview, or for international students, interviews may be conducted by telephone. The interview itself is relatively informal and seeks to evaluate your suitability for the Full-time MBA programme.

Be prepared to explain to us why you believe you're a dynamic high potential individual and why you should be considered for the Full-time MBA at Henley.

For further details on the admissions process see our website: www.henley.com/mba

September 2011

The Full-time MBA at Henley

i For more information, please contact:

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www.henley.com/mba



All details and prices are correct at the time of going to print. Henley Business School reserves the right to amend any aspects of this information. For up to date information please visit the website.