



MASTER OF BUSINESS ADMINISTRATION (MBA)

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The University of Liverpool works with partner, Kaplan Higher Education Hong Kong, to process applications and admissions.

MASTER OF BUSINESS

ADMINISTRATION (MBA)

Programme overview

Study mode: Online and part-time

Qualification: Master of Business Administration (MBA)

Indicative programme duration: 30 months

Entry requirements:

MBA candidates are normally expected to have a minimum of 3 years of substantive managerial experience in the private or public sector, including the management of budgets, people and projects.

A minimum of a 2:1 class degree in any subject, equivalent to a UK bachelor's degree, or an equivalent professional qualification from a similar non-UK institution: or

Non-graduates who possess extensive professional experience (more than 5 years) and/or a postgraduate qualification are encouraged to apply.

GMAT score: Although not mandatory, we encourage candidates who have undertaken the examination to submit their scores for consideration, these must be valid (attained with the last 5 years) by the time of entry.

All applicants must provide evidence that they have an English language ability equivalent to an IELTS (academic) score of 6.5. If you don't have an IELTS or equivalent certificate, you can take our free online English test to assess your proficiency. Check our website for further details.

Teaching and assessment

The School's strategy requires that a diverse range of assessment methods should be used throughout a programme. This ensures that students have a range of assessment opportunities in which to provide evidence of their learning. The benefits of this are twofold. Firstly, there are wider opportunities for students to develop essential learning and employability skills, including teamwork, presentation skills, digital fluency, independent learning and written communication. Secondly, the School recognises the diversity of its student body and that some students may perform better in some types of assessment than others. To meet AMBA requirements, the programme has been designed to contain at least 120 synchronous hours through seminars and group work activities.

*The indicative study duration is a guide to how long your course will take to complete. The actual duration may vary depending on study options chosen and module availability.

Ready to apply? Please complete our online application form to apply to study this programme.

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What will I study?

This programme consists of the following modules. You are required to complete 180 credits to achieve a full Master of Business Administration (MBA).

	MBA
Developing as a Manager and Leader (10 credits - core)	*
International Business and the Global Economy (10 credits - core)	*
Managing Financial Resources (10 credits - core)	*
Digital Strategic Marketing (10 credits - core)	*
Managing Human Resources (10 credits - core)	*
Operations and Supply Chain Management (10 credits - core)	*
Strategic Advantage (10 credits - core)	*
Innovation and Entrepreneurship (10 credits - core)	*
Strategic Management Simulation (10 credits - core)	*
Management in Practice (10 credits - core)	*
Two elective modules from (2x10 credits): <ul style="list-style-type: none">• Data Strategy and Analytics for Manager• Project Management• Global Leadership• Corporate Citizenship	**
MBA projects (60 credits - core)	*
Career Catalyst (zero credits - core)	*

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Developing as a Manager and Leader

This module enables students to reflect on their role in leading and managing both teams and individuals, and supports them in creating a development plan. The learning activities, group interactions and reading enables students to develop an understanding of theories of leadership, group formation and management, including the importance of organisational culture and responsible leadership. The development of skills such systematic self-reflection, critical evaluation of theory, and effective group working provide an important base to enable students to get the most benefit from the rest of the programme and to have an immediate impact on their approach to leadership and managing in their own organisations.

International Business and the Global Economy

This module explores various theories and models underlying the growth of international trade and globalisation. The module will equip students with an understanding of the role of business in the global economy and the complex contextual features of the macro-economic environment that inform organisational decision making, management and leadership in any organisation. It explores how businesses can successfully grow their international operations in a sustainable and ethical manner and work collaboratively to address global challenges. It enables students to develop their managerial and decision-making skills for leading different types of organisation, including multicultural and geographically dispersed global companies.

Managing Financial Resources

This module provides students with an understanding of the financial resources available to an organisation and how these can be managed to add value to shareholder wealth. As well as being introduced to the basic frameworks for financial accounting, managerial accounting and corporate finance, students have an opportunity to apply their knowledge while making common business decisions presented in the module's learning and assessment strategy. Good decision makers need to be able to anticipate the alternatives, critically evaluate the advantages and disadvantages of each to various stakeholders, and recognise the trade-offs inherent in each alternative. Through this module, students will benefit from the sharing of peer experiences, which will enrich the academic and technical instruction delivered and support students as they develop their financial management skills.

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Digital Strategic Marketing

This module enables students to develop and appraise an organisation's digital marketing strategy. Students will explore the journey of creating a digital marketing strategy, considering the fundamental components of any successful marketing plan and the impact of digital technology on core marketing concepts and theories. Student will also evaluate how digital marketing has helped to redefine the consumer relationship and marketing communications and will consider how digital market research and data analysis can be used to help brands to communicate their message and values effectively. The module encourages students to consider the wider societal impact of digital marketing technology and ethical implications in the use of data analytics.

Managing Human Resources

The effective management of people is vital to long-term organisational success, from attracting new talent to retaining and developing existing people and it remains important whether the organisation is large or small, global or local, private sector or public. This module will explore key human resource management strategies such as, employee motivation, engagement and satisfaction, managing people in global organisations, recruitment and retention, employee performance measurement, employee wellbeing, equality, diversity, and inclusivity. Students will develop their understanding of how human resource strategy relates to and contributes to the achievement of strategic organisational goals. The module enables students to apply relevant concepts, or frameworks to critically review human resource management practices and processes within organisations, and make recommendations that enable ethical and sustainable business practice.

Operations and Supply Chain Management

The management of operations and supply chains is key to the success of modern organisations and is driven by the need to be competitive, to be efficient and effective and to reach new markets and source new goods and raw materials as well as globalisation. Organisations who, together with their partners along the supply the chain, work to improve service, reduce cost and manage risk can deliver increased customer satisfaction and achieve a strategic competitive advantage. This module enables students to develop an in-depth understanding of the strategic role and importance of operations and the key principles and techniques including topics such as sustainable management, managing risk and recovery, planning and control, demand and capacity management and supply chain management.

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Strategic Advantage

The study of strategy in the late 20th and early 21st century highlighted the concept of sustainable competitive advantage and the threat to business from competitive rivals or new entrants. Competitive advantage is important for long-term profitability; however, in recent years many organisations have been greatly impacted by disruptive change due to challenges such as global pandemic, catastrophic fire or flood, which have posed a greater threat to profitability and survival than competition. Organisations have needed to adapt to and manage change on a scale that would have been hard for many to imagine at the turn of this century. Reflecting the world today, Boardroom level strategic decision-making is increasingly concerned with sustainability strategies to reduce the impact from challenges such as climate change, and resilience strategies and risk management as organisations question their ability to survive and adapt to extreme unexpected events. In this module students will explore how strategic advantage is created through four areas; competitive advantage, sustainability, resilience, and change and students will apply their learning to their own organisation to develop new insights and recommendations.

Innovation and Entrepreneurship

There can be few ways in which students can 'learn to make a difference' that are as important in a complex, uncertain, global environment as being able to contribute effectively to organisational innovation or entrepreneurship. This module develops student understanding of key theories, concepts and techniques used by organisations that vary in scale from global corporations and public sector organisations to small-scale start-ups. It covers topics such as corporate innovation processes, business idea generation, business planning and concept development, start-up financing and growth. The module adopts an active, experiential approach, engaging students in group tasks and activities associated with creativity, innovation and entrepreneurship and helping students to develop skills that can be applied in their own lives, as well as organisations and society. As such, it has an integrative role, enabling students to holistically apply their knowledge and skills from earlier modules.

Strategic Management Simulation

Participation in this online strategic simulation module enables students to integrate their knowledge and skills from other modules and gain practical skills and experience in dealing with complex issues systematically and creatively, in making sound judgments in the absence of complete data, and in communicating ideas clearly to others. Students will work in teams and make initial decisions and then revisit their strategy in response to changing 'market' conditions and 'competitor' moves through cycles of decision making under time pressure. The simulation is designed to reflect a real world experience of complex business decision-making based on partial evidence and assumptions in areas such as market demand, product quality, pricing, R&D and marketing expenditure. Students will work together to make challenging choices and trade-offs between many different options and analyse the consequences of their joint decisions.

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Management in Practice

MBA students will attend three online Executive Project weeks as part of their programme. Each event focuses on a contemporary topic which is introduced by an industry guest speaker or subject matter expert along with a related project challenge that students work on in small groups over the week. The project tasks reflect the complex nature of real world challenges that managers might face in their own organisations. Participation enables students to integrate and apply their subject-based knowledge, and to develop their management and leadership skills. Students must work in teams to gather, analyse and interpret data, to develop sound insights, conclusions and recommendations. The events provide opportunities for students to develop their skill in persuading and influencing others and communicating their ideas clearly and effectively.

Data Strategy and Analytics for Managers

Technologies such as search engines, social media platforms, and global positioning systems (GPS) are constantly generating vast quantities of digital data. Increasingly, organisations large and small have access to digital datasets, such as sales data or web traffic, that can be captured and utilised through digital data analytics tool and techniques, to generate new forms of competitive advantage. Contemporary technologies such as machine learning and artificial intelligence are transforming the way that we live our lives. Students will consider how organisations are responding to the challenges and opportunities of a digital world, how the strategic use of data can improve effectiveness and efficiencies across different organisations and contexts, and the complex ethical dilemmas and responsibilities associated with the acquisition, storage, management and use of data.

Project Management

Project management enables organisations to achieve their goals in a constantly changing business environment complicated by risks, uncertainties, and competitor pressures. This module will provide students with an understanding of project management and its principles in a contemporary project environment including the management of complex global project teams. Students will consider different project stages including initiation and scoping, planning, launch and execution, monitoring and control, and closing of projects as well as strategies for successful project management, including risk and change management, budget management and quality assurance. The module will provide opportunities for students to develop the skills required for successful project management including the creative thinking and complex problem-solving skills required to deliver a project within a given time period, with limited resources and budgets, in a turbulent environment.

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Corporate Citizenship

The aim of this module is to place ethics and sustainability at the heart of business practice. Beginning with a conceptualisation of management as a social and moral practice, the module will introduce students to the subject of corporate citizenship, ethics and sustainability in a business context. Students will examine business and management practices using a variety of ethical theories and frameworks and engage with a range of contemporary ethical challenges arising from a globalised environment. Students will also critically reflect on their personal values and on their own role as ethical agents in the organisation. Throughout the module, students will apply the topics studied to their own organisational context and to their own practice as leaders and managers. The module builds on earlier elements of the programme relating to ethics, sustainability, corporate citizenship and responsibility for students wanting to develop and deepen their understanding of these important aspects of contemporary management.

Global Leadership

Globalisation and global issues such as climate change, pandemic and systemic financial risk have put the challenges of global leadership centre stage. Global leadership involves the practice of leading in culturally diverse and geographically dispersed organisations. The aim of this module is to enable students to understand the implications and challenges faced by leaders operating in a global context. It emphasises the impact of different cultures on our understanding of leadership and on leadership practice in organisations. Students will develop their appreciation of the interrelatedness of nations in the global economy and explore the changing nature of global business and leadership. The module builds on earlier elements of the programme relating to the global environment and leadership for students wanting to develop and deepen their understanding of leading global teams.

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MBA Project

This module provides the opportunity for students to undertake the MBA Project, a self-managed process of systematic practitioner inquiry, to address a management challenge within their work organisation. This project enables students to integrate, apply and develop the knowledge and skills that they have acquired during the MBA programme. Exceptionally, if students are unable to explore a challenge within their own work organisation, they may select an organisation they are closely involved with, such as a charity or sports club, or an organisation where they have significant access to relevant and reliable primary or secondary data sources, such as corporate archive data.

Students will explore a management challenge in significantly greater depth than during the taught modules. They will outline the nature of the challenge and provide justification for their choice of topic and process of inquiry in their initial project proposal. Students will plan and execute appropriate management research and / or management consultancy data collection methods, such as primary qualitative or quantitative research or running an investigative workshop(s), and apply a rigorous process of analysis to their evidence-base. Based on their analysis they will generate recommendations for actions to address the management challenge. On completion of their research and analysis, students will produce a final project report as well as a recorded presentation suitable for the senior management team of the organisation ('the client') where they share their findings and recommendations.

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Student support

Although you will be an online student you will also be a University of Liverpool student and we are keen to make you feel a part of our university community. Our support services are there to enhance and sustain your journey from academic support to non-academic support, study skills and more. For current information on tuition fees and funding options, please ask our course consultants for more details. ☎+852 9545 5878

Academic support

Academic support is provided by our experienced and passionate subject lecturers who are each. For current information on discounts and scholarships, please ask our course consultants for more details. ☎+852 9545 5878

the virtual learning environment (VLE).

Non-academic support

Our Student Support Team will be on hand to help and support you in all non-academic areas to ensure that you are comfortable with all aspects of your programme. They can help you with a wide range of issues and questions and can signpost you to other services if necessary.

Support with study skills

Our Study Skills Team can be contacted at any point throughout your studies with advisers on hand to help you develop your academic skills, such as planning your assignments, academic integrity and referencing, using the online library and time management.

Support with welfare

Our Student Welfare Team are responsible for the provision of disability support, wellbeing resources, and directing you to useful external sources of support. We recognise that sometimes life can present challenges and the team can signpost you to further assistance where this might be helpful.

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Disability advice and guidance

We are dedicated to providing all our students an equal opportunity to engage, learn, and succeed on their chosen programme. Students are therefore encouraged to disclose any disability so that we can

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eLibrary

You will have access to our eLibrary with its extensive range of ebooks and journals. There is an

FAQ hub for online resources containing a wide range of resources from written guides to video.

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USEFUL INFORMATION

Fees and funding

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Discounts and scholarships

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Careers

The programme is designed to give you the skills and knowledge to drive forward in your career. You will have the capability to work in an extensive range of senior functional and general management positions across a wide spectrum of business sectors across the world. This includes strategic leadership positions in consultancy, construction, engineering, retail and many more.

READY
TO APPLY?

Submit your application online

or contact our partner, Kaplan Higher
Education Hong Kong, at

+852 2526 3686

info@kaplan.edu.hk



The University of Liverpool works with partner, Kaplan Higher Education Hong Kong, to process applications and admissions.