The ANGLIA RUSKIN MBA

Lord Ashcroft International Business School

Master of Business Administration

N/345/7/0555: KPT/JPS(MQA/PA4522)04/19

HELP College of Arts and Technology

30th Anniversary

Anglia Ruskin University
Throughout its 150-year history, Anglia Ruskin University has offered undergraduate and postgraduate education characterised by breadth and flexibility as well as academic excellence.

Its excellent staff have gained it a significant reputation equal to the best in the world in many areas. It is my intention that together we shall achieve international recognition as a model new university, innovative, distinctive and excelling at what we do.

Professor Michael Thorne
Vice-Chancellor, Anglia Ruskin University

The Anglia Ruskin MBA is accredited to the Association of Business Schools (ABS) - a body representing UK leading business schools.

Why choose the Anglia Ruskin MBA?

The ARU MBA provides a broad, analytical and integrated study of business and management, with emphasis on introducing students to the practicalities of employment in the business world, including self-employment.

This MBA offers a strong core curriculum, with an emphasis on equipping middle/senior managers with the strategic leadership attributes needed to operate and manage organizations. Leaders need to be able to think critically and creatively as well as to have effective personal skills such as critical self-awareness and reflection, listening and self-management. Students will be able to understand, respond to and lead change with a strong practical and professional orientation.

Lord Ashcroft International Business School

The Lord Ashcroft International Business School (LAIBS) is one of the largest Business Schools in the east of England with nearly 100 full-time teaching staff and 6,000 students from over 100 countries.

LAIBS has built an enviable reputation as a centre of excellence for business and management in the United Kingdom and in many other countries in the world. We have well established partnership agreements with higher education institutions across Europe, in North America, the Caribbean and Malaysia and these support the School’s distinctive international mission.

All our programmes of study have been designed to ensure flexibility, choice and relevance. Our business courses are structured to encourage students to develop their creativity, enterprise and problem-solving abilities as part of a wide range of relevant work skills that will make them attractive to potential employers.
The Lord Ashcroft International Business School

Managing organisations is a complicated business.
Organisations need to generate surpluses, be efficient, keep investors and stakeholders happy, invest in the future, motivate and train staff, innovate and deal with a very challenging environment. The IIMP, with its focus on innovation and entrepreneurship, wants to say useful things, based on exciting research, about this creative process.

Professor Simon Down
Director, Institute for International Management Practice (IIMP), Anglia Ruskin University

Leader in Management and Enterprise Practice and Research
The award-winning Lord Ashcroft International Business School boasts two centres of excellence.

- The Institute of International Management Practice (IIMP) conducts research that is of value to professional practitioners and policy makers as well as academics.

- The Centre for Entrepreneurial Development and Research (CEDAR), set up to advance enterprise education, is the first university enterprise centre in the UK to be awarded the Institute of Enterprise and Entrepreneurs (IOEE) Centre of Excellence status. (The IOEE is the first learning Institute dedicated to recognising the profession of enterprise and entrepreneurship in the world.)

Some Recent Successes
- Winner in partnership with Barclays Bank of the prestigious National Targetjobs 2013 People Awards against a strong field that included the Bank of England, Deloitte, Accenture, Aviva, Ernst & Young, Rolls Royce and Siemens.

- Winner in partnership with Barclays Bank of the Talent Attraction and Management Category at the prestigious Chartered Institute of Personnel and Development (CIPD) National 2012 People Management Awards.

- As a testimony to the strength of the Accounting faculty of LAIBS, accounting students achieved an 80% pass rate in the ACCA December 2012 exams, compared with an average of 45% for the 200,000 students worldwide.

- Recipient of the ACCA Gold approval under the Approved Learning Partner student tuition programme in recognition of the quality of tuition provision and support for ACCA students.
Salient Features of the ARU MBA

- Prepares candidates for employment in management roles and to make a significant contribution to their employers
- Provides students with a broad awareness of organizational issues
- Examines the implications of management theories in understanding senior management roles and responsibilities
- Provides more functional specialist knowledge of Business Management such as finance, human resources, strategy and marketing
- Engages students in high-level strategic analysis and facilitates them in developing the personal attributes critical to leadership success
- Enables candidates to understand, respond to and lead change with a strong practical and professional orientation
- Inclusion in ARU’s extensive business and alumni networks in the UK and Europe for your future career and business success
- Benefit from links between the ARU MBA and international partner institutions fostered through international websites, residential and conferences
- Access to the Anglia Ruskin Virtual Learning Environment to support the MBA eg online course materials

“...The Anglia Ruskin MBA is internationally recognised. It is a generalist masters degree designed to cover, analyse and explain business management practices. This is achieved by studying subjects that are of key relevance to managers in both private and public sector organisations. With the level of changes occurring because of the financial crisis, globalisation, technological advances and political upheaval, it is vital for managers to understand how this could affect the companies that they work for. By achieving insights into the main trends, MBA graduates will have a deeper understanding and be able to make better quality decisions."
Assessment
Each credit-rated module is assessed by an assignment, often work or case-based. There are no formal examinations. This ensures that learning is context-specific and transferred to the organisation.

Assessments have a strong practical and professional orientation, enabling students to develop a range of practical management skills relevant to senior roles in their organisation. Work-based assignments are used where relevant and practical, to help them to relate their learning to their work environment, increase their knowledge of that environment, help raise their profile and ensure their sponsor gains immediate, practical benefits.

The Pedagogy of the Anglia Ruskin MBA
The ARU MBA is designed for students who have gained a considerable degree of subject knowledge and proficiency from their undergraduate studies, experience of the workplace, or both. Our approach to study is essentially one of critique and evaluation, using the results of current and recent research and case studies to analyse, evaluate and appraise established methods, practices or techniques.

Teaching input is provided via a wide range of approaches, including lectures, seminars, video and case studies. Particular emphasis is placed on team teaching and the setting of work-based tasks at strategic level.

Learning strategies include syndicate work, group presentations, working with local business organisations and self-managed learning.

Duration
1½ years part-time: weekend classes
3 trimesters per year, 10-12 weeks per trimester

Entry Requirements
- An undergraduate degree from a UK university with a minimum Second Class (Hons) Lower and two years of relevant work experience postgraduation
- An academic or professional qualification equivalent to a UK honours degree and IELTS 6.5 or equivalent (for applicants whose first language is not English) and two years of relevant work experience postgraduation
- Prior Experiential Learning (PEL) in a post of management or professional responsibility over an extended period of time.

Assessment
- Assignments
- Project work
- Case study
- Verbal and visual presentation
- Postgraduate Major Project

Intake
January and September.

Postgraduation Major Project
An important component of the course is the 15,000-word postgraduate dissertation, supported by the Research Methods for Managers module, and often related to studies in one or more other modules. Candidates are expected to display a considerable degree of proficiency in research methods, and be able to apply such methods to a real-world problem in a practical and business-like manner. They are required to demonstrate knowledge of the strengths and weaknesses of their chosen methods, and discuss how they worked within or overcame such weaknesses. Additionally, they are expected to criticise their own work, both from a methodological and practical standpoint.
Modules

MOD001228
Marketing Management
This module traces the developments in marketing (theories) and how it has, in practice, reacted to the changing demands of stakeholders and customers. It demonstrates how the market has strategically reacted to the impact of customer value imperatives.

MOD000978
Decision Making and Problem Solving
This module examines various approaches to making decisions and solving problems in a business environment. Theoretical, behavioural, quantitative, qualitative and practical aspects are reviewed, examined and applied.

MOD000986
Financial Statement Analysis
Students will gain an appreciation of the two core themes in financial management, namely, the relationship between financial risk and expected return, and the overriding objective of maximizing shareholder wealth.

MOD001120
Organizational Behaviour
The nature of organizations, the role of management and its relationships with the environment are issues which are undergoing continual redefinition. Leading individuals, groups and organizations effectively is the key to managerial experience. Yet, it could be your most difficult challenge as a manager. The module is designed to help you meet this challenge.

MOD001112
Business Analysis Project
This module simulates the problems (issues) that real-life managers deal with and requires you to test some of your proposed solutions. The focus is on some aspect of competitive advantage and how this is reported in published information and also in financial reports and statistics.

MOD001093
Entrepreneurship and Innovation
This module assesses the significance of entrepreneurs in society and the economy. Entrepreneurs often innovate: new ideas, new methods, new products, new processes, new markets and new business models. Entrepreneurs tend to start-up and grow an idea. Some entrepreneurs sell their growing enterprise and start again – serial entrepreneurs.

MOD001115
Strategic Management
The success of an organization depends on its ability to craft and execute relevant and effective strategies. However, issues of strategic importance to an organization, whether private, public or third sector, are often very complex. In order to deal with strategic issues, managers must be able to understand and structure complex situations in systematic and useful ways.

MOD001105
Research Methods for Managers
This module provides the appropriate knowledge and skills needed to plan and carry out effectively a piece of small-scale business/management research. Candidates are taught the essential steps in the research process such as topic selection, literature review, research design, quantitative and qualitative methods, data collection and analysis, and report writing. The methods learnt here are applied in the preparation of the dissertation.

MOD001170
Postgraduate Major Project
The dissertation allows candidates to demonstrate at an advanced level important intellectual and practical skills acquired in the Research Methods module. These skills are valued by employers and as the dissertation is the candidate’s own work, it is proof that he/she has mastered them. Length of dissertation: 15,000 words.
Dr. Chan Teng Heng is currently the Vice-President (Corporate) of HELP College of Arts and Technology. He has held several senior management positions as Chief Operating Officer, Human Resource Director and Administration Director in two public listed companies, and was General Manager in a private medical centre and a fast food organisation. He was also Director of Undergraduate Studies (Human Resource Consulting) in Nanyang Business School, Nanyang Technological University, Singapore. Dr. Chan’s major research area is in knowledge management and human resource strategy. He has written several books, published in journals and case studies in human resource strategies and on management. He has over a decade of management consulting experience and his major clients include oil and gas, industrial gas, power utility, foreign governments, trading companies and multinationals.

Mr. Chew is a chartered accountant and a former banker. His career of more than three decades covers the fields of accountancy, banking and finance. After ten years in London as a chartered accountant, he resumed his banking career in Malaysia, serving as manager, chief internal auditor and vice-president in various banks. He is currently the Director of the Centre for Applied Finance and Economics at HELP University. Mr. Chew has taught professional accounting programmes like ACCA and MIA, as well as the University of London programmes.

Dr. Ng has been in the teaching profession and administration for eighteen years before he joined the private education sector. He has been a senior lecturer at Stamford College and was the Assistant General Manager (AGM) of the Institute of Postgraduate Studies and Research (IPSR) at University Tunku Abdul Rahman (UTAR). At present, Dr Ng oversees the Anglia Ruskin University Business Programmes (both the undergraduate & postgraduate studies) as the student adviser at HELP College of Arts and Technology (HELP CAT) in Kuala Lumpur.

Arulkumar Ramasamy is a lecturer in accounting. He has a Bachelor Degree in Accounting from University Tenaga Nasional. He also possesses an MBA from the University of Derby specializing in finance. He has taught accounting for foundation, diploma and also degree programmes. Currently he is assisting and supervising student for their Master’s research papers.

* All information and visuals in this brochure are correct at the time of printing in December 2015. Subject to change without prior notice.