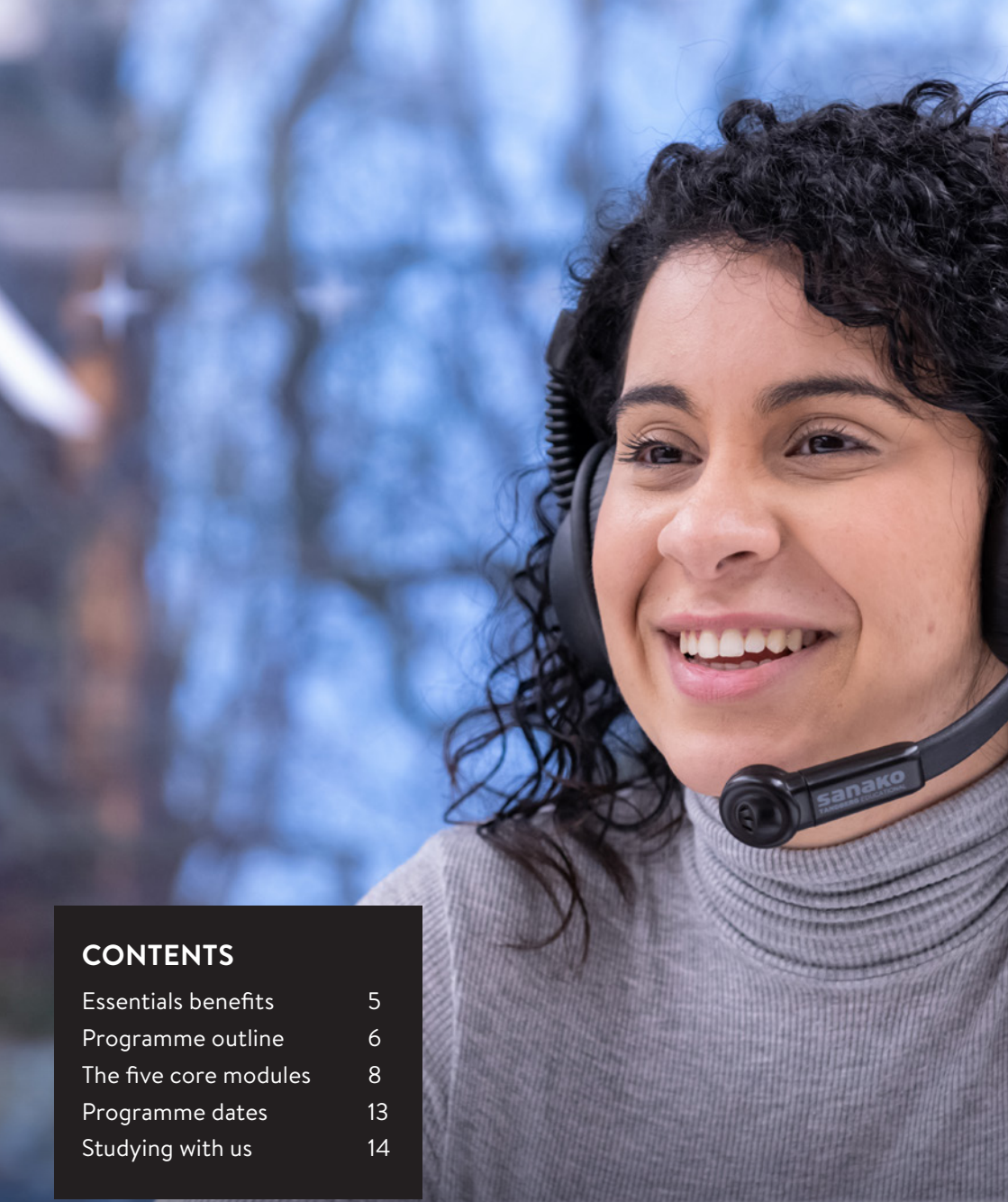


MBA ✨ ESSENTIALS



**ONLINE PROGRAMME
FOR MANUFACTURING
AND ENGINEERING
PROFESSIONALS**



The MBA Essentials programme at Norwich Business School is an exciting and unique executive education course, designed to meet the challenges faced by leaders and managers working in the manufacturing and engineering sector.

The course is aimed at professionals working in managerial and technical roles looking to develop their business and leadership skills. Delegates will explore the latest innovative thinking in management theory and how this can be applied for maximum impact.

MBA Essentials has been developed in close consultation with business leaders and focuses on five core modules from our AMBA-accredited MBA programme. Each module has been redesigned to deliver a set of learning outcomes to address the immediate needs of the sector.

Through applying 'MBA thinking', delegates will develop new strategies to improve quality and performance, review operations and processes, and understand the increasing role of digital technologies as the sector embraces Industry 4.0 and adopts new ways of working.

MBA Essentials will be a positive addition to your continuing professional development portfolio and provides a foundation for progression on to UEA's MBA programme.

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CONTACT US

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uea.ac.uk/about/norwich-business-school/study-with-us/mba/mba-essentials

ESSENTIALS BENEFITS

MBA Essentials provides a high-impact learning opportunity and allows delegates to experience MBA level study without the commitment of an MBA degree.

The programme will facilitate your professional development in the following ways:

- Enhance the performance of your organisation through the immediate application of your learning and understanding into the workplace
- Help you to develop your knowledge and leadership skills in response to the ongoing demands and challenges on your organisation
- Encourage you to explore innovative ways of transforming quality and performance, to think creatively to solve problems and influence decision-making
- Work-based learning will allow you to apply your knowledge and understanding to drive positive and strategic change
- You will explore opportunities to create sustainable solutions for your working practices, and how to become a more socially responsible leader, organisation, and sector
- Our collaborative approach to learning from your peers enriches the cohort experience. You will make connections with an inspiring community of like-minded professionals and develop new networks
- These peer networks will allow you to share best practice and create opportunities for future working partnerships
- Enhance your CPD portfolio and inform your personal development plan to set new objectives and facilitate your progression into a future strategic leadership role.



90%

of delegates said they would recommend the programme to a colleague in their organisation (MBA Essentials for Health and Social Care, Spring 2021 cohort)

PROGRAMME OUTLINE

MBA Essentials is a vibrant and interactive 5-day online programme taught over eight weeks with one scheduled session per week.

Content is delivered by our experienced MBA teaching team, all respected experts in their fields and our specialist guest speakers. Learning units provide a contemporary mix of the scheduled cohort experience with flexible independent study.

A variety of blended and participative learning styles and methods will be used to ensure all delegates contribute and interact with fellow professionals to nurture collective understanding, knowledge sharing and ideas generation.

Assessments are designed to allow delegates to immediately apply their learning to real-life working situations, the projects they manage and the teams they lead.

WILL I RECEIVE A QUALIFICATION?

On successful completion of the course, delegates will be awarded a UEA executive education certificate: *MBA Essentials for Manufacturing and Engineering Professionals*.

PROGRESSION TO MBA STUDY

The programme provides an appropriate foundation for delegates considering future MBA study. You will be encouraged to discuss your progression onto our Executive MBA or Senior Leader Apprenticeship programmes with the UEA MBA Course Director.

HOW WILL I BE ASSESSED?

There are two assignments to complete during the programme. Feedback will be provided by a member of the teaching team to aid your continuing professional development.

HOW MUCH WILL IT COST?

Fees are **£1,650** per delegate. If you are an employer considering sending more than one delegate on to the programme, please contact us to discuss your requirements.

HOW TO APPLY

To register for your place, please contact our MBA course team at: mbateam@uea.ac.uk or book online at: uea.ac.uk/about/norwich-business-school/study-with-us/mba/mba-essentials



MBA ESSENTIALS THE FIVE CORE MODULES



“Until now, finding accessible management training focused specifically on the needs of the manufacturing sector has been very difficult. MBA Essentials will enable manufacturing managers to acquire the training and skills our industry needs.”

**Esther Cornell,
Managing Director,
Cambridge Rapid**

Organisational Strategy

The key objective of this unit is to support you in developing your ability and confidence to think strategically, and how to use strategy to drive organisational success.

You will learn:

- How to develop a clear focus on ‘purpose’ as our foremost driver of strategy
- To understand and develop necessary sources of competitive advantage in achieving your ‘purpose’
- How to use analytical tools to understand the future of Industry 4.0 within manufacturing and engineering
- How to make strategy happen and whether to question if you are you financing the right strategy
- To examine stewardship for responsible wealth creation: sustainability and governance.

Finance and Accounting

This unit introduces you to the language of accounting and finance and its role in society and the stakeholders it impacts. You will focus on:

- The role of accounting conventions, and the rules that underpin the preparation of accounting records
- How to interpret an organisation’s financial statements, including the operating statement, balance sheet and cash flow statement
- Understanding the differences between profit and cash
- The limitations of financial statements in relation to measuring social and environmental impacts
- The nature of operating a business from a financial perspective
- The role of investment appraisal and how to evaluate investment opportunities.

Operations, Process and Service Management

Through this unit you will develop a process perspective towards product and service delivery. You will explore:

- The internal customer concept and the Theory of Constraints
- Concept of quality - speed, flexibility, dependability, and the cost of quality
- How to improve performance using the Sand Cone Model
- Process design, 4Vs, runners, repeaters, and strangers
- Capacity and demand management
- Principles of lean management and understanding value and waste demand
- Costs of variation
- The use of improvement tools including Six Sigma, Gemba Kaizen, Ishikawa, Why Why analysis, and Pareto
- The new agenda, circular economy, digital systems, and the environmental impact.

Digital Systems and Technology

This unit will provide you with a greater understanding of the role and strategic business implications of digital technologies in manufacturing and engineering enterprises, focusing on:

- Evaluating the opportunities and threats that digital technologies and systems present to the sector
- Creating strategies for designing, building, procuring, and implementing digital technologies in a manufacturing and engineering context
- The implications of digital technologies for skills, workforce development and working practices
- The methods used to evaluate digital technologies and capturing lessons learned from the implementation of projects and programmes
- The new agenda, the relationship between technology, the environment and Industry 4.0.

Leading and Managing People

This unit introduces Strategic Human Resources Management and its contribution and influence as a strategic business partner. You will:

- Examine leadership models – how different traits and situations can influence your leadership style
- Understand the concept of ‘self’ and how to effectively manage your own emotions (resilience) and behaviours to positively lead and influence people in organisations
- Explore social and cultural intelligence, stakeholder engagement and relationship building
- Learn how to manage and communicate upwards, sideways and downwards – both internally and externally
- Understand the role of motivation, from theory to practice, what influences others’ behaviours and how to manage individual differences
- Acknowledge the importance of wellbeing in the productivity of your teams, and in developing a sustainable and healthy organisational culture
- Develop a greater appreciation of change management processes and analyse tools and techniques available to you for successful implementation.



PROGRAMME DATES

SUMMER 2022

7 JUN	ORGANISATIONAL STRATEGY
14 JUN	FINANCE AND ACCOUNTING
21 JUN	INDEPENDENT STUDY
28 JUN	OPERATIONS, PROCESS AND SERVICE MANAGEMENT
5 JUL	DIGITAL SYSTEMS AND TECHNOLOGIES
12 JUL	LEADING AND MANAGING PEOPLE
19 JUL	INDEPENDENT STUDY
26 JUL	FINAL ASSESSMENT

WINTER 2023

25 JAN	ORGANISATIONAL STRATEGY
1 FEB	FINANCE AND ACCOUNTING
8 FEB	INDEPENDENT STUDY
15 FEB	OPERATIONS, PROCESS AND SERVICE MANAGEMENT
22 FEB	DIGITAL SYSTEMS AND TECHNOLOGIES
1 MAR	LEADING AND MANAGING PEOPLE
8 MAR	INDEPENDENT STUDY
15 MAR	FINAL ASSESSMENT

STUDYING WITH US

Norwich Business School (NBS) is one of the fastest growing business schools in the UK, with a team of more than 100 internationally recognised academics and business experts. With a reputation for offering pioneering courses accredited by leading professional bodies (including ACCA, AMBA, CFI, CIM, CIMA, CMI and ICAEW), we are dedicated to providing an outstanding student learning experience, as well as producing world-class research that informs and influences business and public policy.

uea.ac.uk/about/norwich-business-school



“MBA Essentials is a highly relevant programme to address contemporary critical issues in the manufacturing and engineering sector. Through engagement with our course design partners – the New Anglian Advanced Manufacturing and Engineering membership group – learning units have been redesigned to offer bespoke content, while retaining ‘MBA level thinking’.”

Dr Ivan Mitchell, MBA Course Director

FAST TRACK YOUR CAREER WITH US NOW

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CONTACT US

mbateam@uea.ac.uk

In partnership with

