



London School  
of Marketing

An Associate College of  
Anglia Ruskin University



Recognised International  
Business Development Partner  
of London School of Marketing

# Master of Business Administration

Inclusive of Postgraduate Diploma in  
Business Management

**COURSE PROSPECTUS**



# About the Programme

This MBA Top-Up programme, inclusive of the Postgraduate Diploma in Business Management (awarded by EduQual), is designed to equip you with essential modern management skills and knowledge, and prepare you with an enterprising spirit grounded on solid business practices. The programme also aims to provide you with analytical and decision-making capabilities in order to face from the rapid changes seen in today's growing business environment. You will study tools and techniques that will help you develop and manage products and services that will be competitive internationally.

## STUDY RESOURCES

Blended learning is ideal for students who are unable to get access to a physical classroom but are still seeking structure, support and quality learning materials. To help you gain the most from your studies, we have created a range of valuable resources.

We offer:

- ➔ Dedicated one-to-one online tutor support
- ➔ Live webinars per module from subject experts
- ➔ Access to the state-of-the-art Learning Platform (LP)
- ➔ A comprehensive e-library with access to Mintel



## ENTRY REQUIREMENTS

1. UK Bachelor's degree or equivalent and two years managerial experience OR at least five years managerial experience (evaluated on an individual basis)
2. Level 7 Postgraduate Diploma OR applicants without a Level 7 Diploma but holding significant managerial experience will be considered for Advanced Entry on a case-by-case basis
3. A good command of English (IELTS 6.0 or equivalent for students requiring a Tier 4 visa)

# About London School of Marketing

London School of Marketing offers academic and professional courses in the business and marketing field, validated and approved by industry leading professional bodies including EduQual, CIM (The Chartered Institute of Marketing) and DMI (Digital Marketing Institute).

We are trusted by the world's leading brands to educate their employees. Over 3,500 corporate companies have chosen us to provide the necessary skills their employees need to succeed including Barclays, Adidas, BBC and Apple, to name just a few. London School of Marketing courses are typically studied online over one to three years of full-time study.

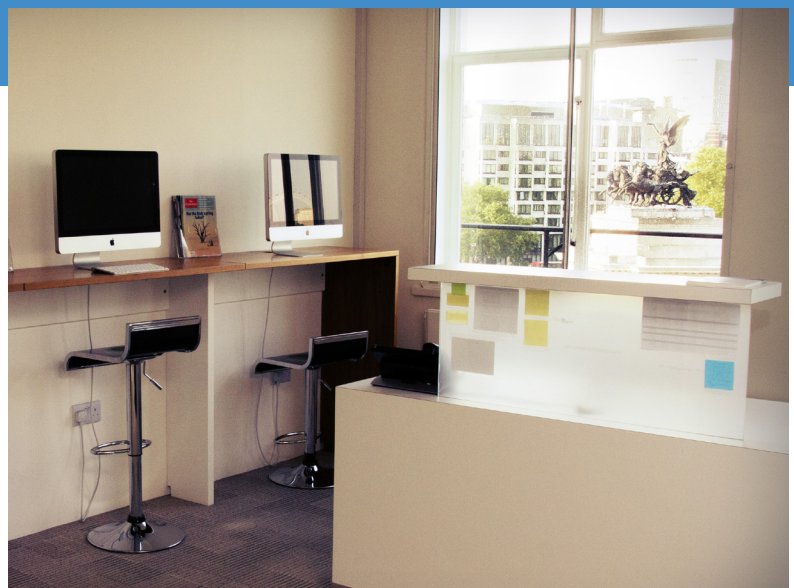
## OUR MISSION

**Product mission** - To develop, design, publish and offer both academic and professional courses in partnership with well established institutions using technology as the forefront of delivery.

**Social mission** - to operate the company in a way that recognises the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally and internationally.

**Economic mission** - To operate the company on a sustainable financial basis of profitable growth, increasing value of our shareholders and expanding opportunities for development and career growth of our employees and associates.

Those studying for a qualification using LSM's award winning learning platform, are offered a structured process to learn. Students come away from our courses with an understanding of both the practical and theoretical aspects of their qualification.



# Student Reviews

At LSM, we guarantee a satisfying study experience. Over the years, we have helped over 10,000 students to achieve their dreams. Our competent staff and our experienced faculty will make sure that you leave LSM with a smile. Find out what our past students say about us:

The London School of Marketing's Learning Platform provided me a unique experience of studying on a purely virtual mode, while allowing me to carry on with my job. Yet, I had the worry to get the right text books to study and for reference purposes, but I was once more pleased with the plethora of virtual offers in the e-Library, that offered a multitude of reading materials to understand the modules better and to help in the preparation of the assignments.

**DEBESH BEEDASY**

LSM is very supportive and all the staff are extremely helpful. The support of the mock exams and assignments are excellent as not every school provides these.

**EILEEN DONAGHEY**

I really enjoyed my study experience with LSM so far. The tutors were exceptionally helpful and were always there for a reply or clarification whenever i needed it. They were quite knowledgeable and pleasant to work with. The resources, especially the EPK and workshop manuals were really great in helping understand assessment requirements. Not to mention the course material were comprehensive and easy to understand. I look forward to a new term with London School of Marketing.

**SANDUNI BHAGYA WICKREMASINGHE**



# Course Information

As an ambitious and driven student, you will bring to the programme your work experience. This might be from a functional role, or a profession such as law or accounting. In either case, you will have a considerable depth of experience in one specific area. This MBA will help you to gain a broader understanding of business by exposing you to key aspects of it and showing you how it all fits together. Conversely, you might have had a more varied role, perhaps in running a small business, where you have some understanding over a range of business activities, but need help in developing your existing business knowledge further. In both cases our MBA will update your management toolkit and give you a broader, stronger profile to enhance your career. The MBA is not just an academic course. Tutors will bring into the classroom practical real-life business problems for you to solve, thus enhancing your understanding of how a business works.

## Postgraduate Diploma in Business Management

AWARDED BY EDUQUAL  
(6 Months Duration)

1. Strategic Management
2. Change Management and Strategic Leadership
3. Strategic Resource Management in Organisations
4. Marketing Management in Practice
5. Strategic Financial Management

Upon successful completion of this stage, students will receive the Extended Postgraduate Diploma in Business Management, awarded by EduQual, UK.

## Master of Business Administration Top-Up

DELIVERED IN PARTNERSHIP WITH  
ANGLIA RUSKIN UNIVERSITY  
(6-9 Months Duration)

1. Research Methods for Managers
2. Dissertation Project
3. Marketing Design & Innovation

Students who have successfully completed Postgraduate Diploma in Business Management will be able to gain entry to MBA "top-up" stage, which forms the Part 2 of this qualification. The MBA top up stage is delivered in partnership with LSM, and students will be following this stage via LSM's award winning Learning Platform.



# Extended Postgraduate Diploma in Business Management



## MODULE DETAILS

### 01. Strategic Management

#### UNIT DESCRIPTION

Students will examine the role and importance of strategic business planning in organisations. Businesses need to identify their core purposes so that all other activities can be synchronised and structured in order to support the achievement of these objectives. The business environment however, is fluid, and businesses need to respond to both internal and external factors when reviewing their strategies. Strategies need to be designed in such a way as to achieve competitive advantage. Both the strategies and the nature of competitive advantage are dependent on, and need to be aligned to, what the business is and what the business does.

There are a number of operational and emerging issues that impact upon business strategy, and students will learn how sustainable and ethical considerations have an increasing impact on strategy.

#### LEARNING OUTCOMES

1. Understand the impact of internal and external factors on organisations
2. Understand the role of strategic business planning in organisations
3. Understand the strategies that organisations use to achieve competitive advantage
4. Understand the environmental factors that affect strategic business management and planning



# Extended Postgraduate Diploma in Business Management



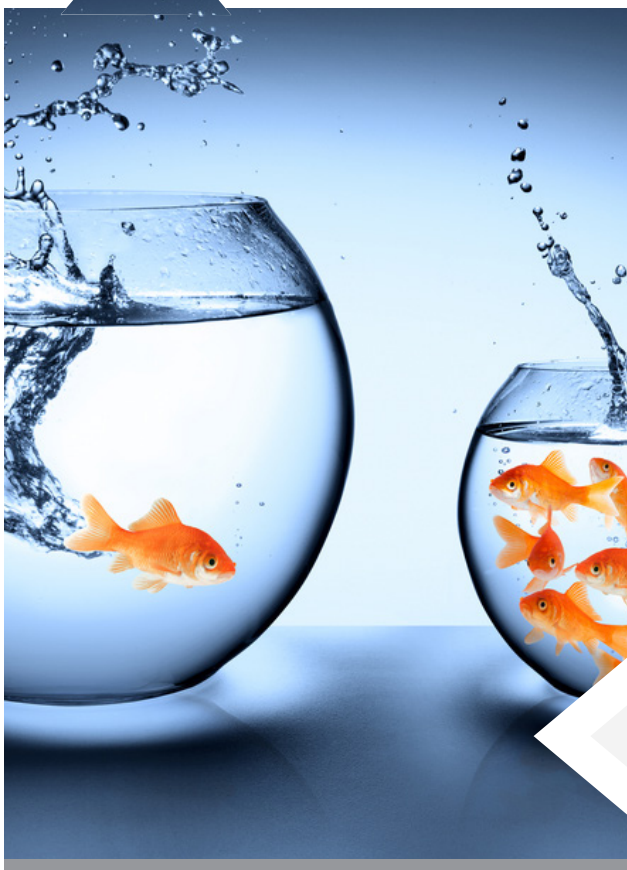
## MODULE DETAILS

### 02. Change Management and strategic leadership

#### UNIT DESCRIPTION

The unit considers leadership in organisations and how leadership is instrumental in promoting successful change. Leadership theories provide an understanding of and insight into how leaders function.

The unit considers how managerial effectiveness can be developed to ensure that organisations are led in ways that allow them to develop and achieve organisational objectives. Organisations need to change in order to survive and students will develop an understanding of the nature of the change process and how managers can accommodate the need for change through action.



#### LEARNING OUTCOMES

1. Understand how leadership theories explain leadership styles in organisations
2. Know how to develop managerial effectiveness within organisational settings
3. Understand the organisational change process
4. Understand how to integrate the management of change across a range of business activities



## MODULE DETAILS

### 03. Strategic Resource Management in Organisations

#### UNIT DESCRIPTION

Students will examine the role and importance of human resource management in supporting business strategy. Human resource management strategy is subsidiary to, but supportive of, organisational purposes, so has to be enmeshed with them. The business environment changes and strategic human resource management must accommodate these changes but at the same time it must ensure that employee engagement is maintained through a process of workforce development.

Marketing strategy supports organisational purposes & is central to the achievement of organisational goals related to profitability, growth and revenue generation. Marketing activities need to be focused to allow these dimensions of business behaviour to be developed. Information systems have become increasingly significant in ensuring more efficient business operations & information systems management has a role to play in the success of business strategies in many areas including both human resource management and marketing.

#### LEARNING OUTCOMES

1. Understand the role of human resource management in supporting business strategy
2. Know how to develop human resources in organisations
3. Understand the role of marketing in supporting business strategy
4. Understand the role of information systems management in supporting business strategy





# Extended Postgraduate Diploma in Business Management



## MODULE DETAILS

### 04. Marketing Management in Practice

#### UNIT DESCRIPTION

The unit considers the requirements of corporate management by looking at how business strategy and operations are shaped by looking at both global considerations and a range of system factors. The unit then examines corporate governance and the factors that need to be taken into account when ensuring best practice corporate governance is in place.

In addition there is pressure on corporations to demonstrate that management behaves in ethically and socially responsible ways that go beyond legal and regulatory requirements. The inter-relationship of business strategy and corporate management is of increasing importance to a wide range of stakeholders who have diverse interests but ultimately want to see organisations develop in the global economy.



#### LEARNING OUTCOMES

1. Understand the impact of the international business environment on global organisations
2. Understand the business system factors that impinge upon business operations
3. Understand how corporate governance is shaped
4. Understand the impact of ethical management requirements on organisations



*This course is designed to be not only relevant to the needs of industry and the professions, but also engaging and stimulating with the emphasis on the acquisition of practical skills.*



# Extended Postgraduate Diploma in Business Management



## MODULE DETAILS

### 05. Strategic Financial Management

#### UNIT DESCRIPTION

Given that liquidity and stability are central to the survival of organisations, this unit examines the importance of financial resourcing on an organisation's performance. The business environment and business activities are subject to risk and uncertainty and students will examine how these can be factored in to financial management to ensure problems are accounted for and minimised.

The unit teaches students how to assess the financial state of a business using the requisite tools and how to interpret the results to gain a better understanding of the business' financial performance in order to decide how its financial resources could be managed better.

#### LEARNING OUTCOMES

1. Understand the impact of financial resourcing on an organisation's performance
2. Understand how to use appraisal methods to manage financial resources
3. Know how to assess the performance of organisations
4. Understand how to use management accounting methodology to manage resources effectively





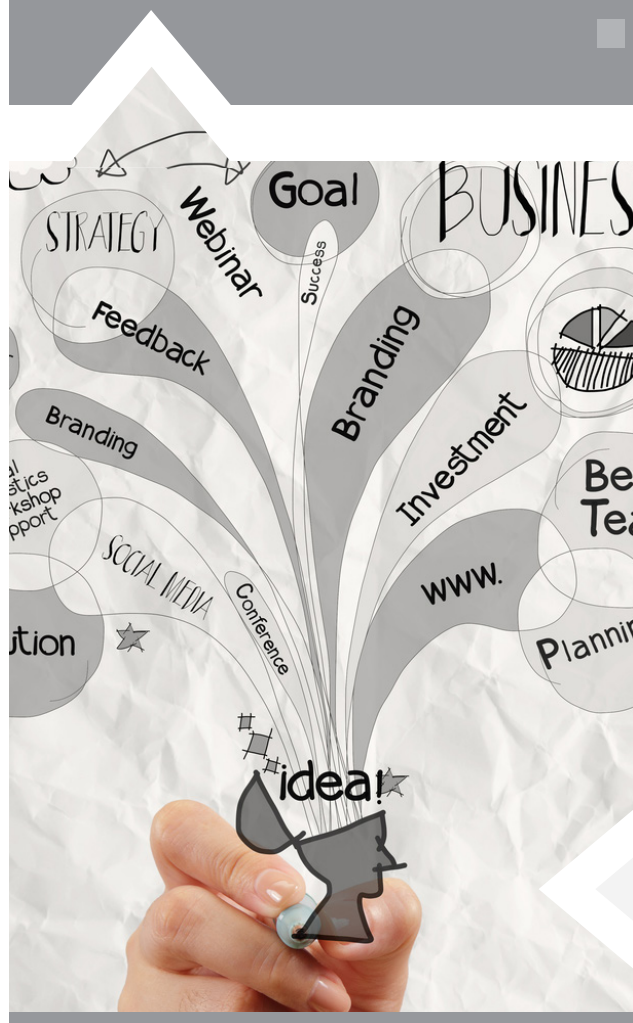
## MODULE DETAILS

### 01. Research Methods for Managers

#### UNIT DESCRIPTION

This module provides course participants with appropriate knowledge, skills and abilities they will need to effectively carry out a piece of small scale business / management research. Emphasis is placed upon developing individuals towards their workplace based Masters Dissertation / project. Focus is given to specific issues faced by managers and researchers when carrying out organisational research. These include the philosophical aspects of enquiry in social settings, operating in political contexts, negotiating access to key individuals & data, & meeting research outcomes expected by multiple organisational stakeholders.

Consequently, this module will focus on providing individuals with the skills necessary to meet these challenges and therefore effectively plan, carry out and report upon their Master's level dissertation / project. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes.



#### LEARNING OUTCOMES

1. Demonstrate a critical understanding of the different approaches to research used in business / management and the social sciences
2. Identify and justify decisions regarding their chosen topic, research questions and research methodology
3. Synthesise and critically evaluate the current theoretical and methodological developments in their chosen field of study, making clear their own contributions to this body of work
4. Demonstrate the required skills and abilities needed to successfully plan, organise, undertake and communicate the findings of, a piece of small scale business / management research



# Master of Business Administration Top-Up

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## MODULE DETAILS

### 02. Dissertation (Research Project)

#### UNIT DESCRIPTION

In order to obtain a Master's degree you must prepare, submit, and pass a dissertation. There are a number of reasons why the dissertation is a crucial part of your studies. It allows you an opportunity to demonstrate, at an advanced level, several important intellectual and practical skills. These skills are valued by employers and as the dissertation is your own work it is proof that you have mastered them. In fact, sometimes your dissertation will help you to obtain an interview or find the position you want.

The dissertation is not a taught module. This means that the research and writing up of your findings is very much an individual effort that allows you to demonstrate organisational and time-management skills. You will have further honed your research skills & techniques, & deepened your understanding of at least one major area of business and/or business related areas. Other high-level skills which will be developed include evaluation, synthesis, and critical thinking, and finally, communication and presentation skills.



#### LEARNING OUTCOMES

1. With reference to a chosen significant and complex area for enquiry, establish a method for investigation / exploration of key concepts, models and principles.
2. Critically evaluate complex issues from a variety of viewpoints
3. Develop effective arguments to support relevant conclusions
4. Justify & rigorously apply appropriate methodologies, techniques and practical strategies; being sensitive to the context
5. Where appropriate, formulate solutions to business or management problems in discussion with peers, clients, mentors and others
6. Reflect critically on the process and outcomes of the investigation/ enquiry





## MODULE DETAILS

### 03. Marketing Design and Innovation

#### UNIT DESCRIPTION

The module investigates stylistic change in taste, fashion and customer need by examining contemporary issues in marketing, design and innovation, including dependency products and services. Marketing principles of product and service design, functionality and purpose, customer perception, value and branding extend to the consideration of patenting ideas, design registration, trademarking and intellectual property. The module also looks at the influence of marketing communications on demand.

The design process is then examined from the customer perspective, involving new product development, life cycle, and the importance of design in enhancing competitiveness. Finally, the module investigates current developments in design and product/service innovation and the introduction of mass customisation in global markets.



#### LEARNING OUTCOMES

1. Identify and critically evaluate the main characteristics of product and service design and innovation from the marketing
2. Distinguish between the key characteristics of the design process in the context of stylistic change, fashion and consumer taste, including the nature of design management and the importance of design and innovation in enhancing competitiveness
3. Critically appraise the importance of patenting ideas, design registration, trade marking and intellectual property on new products and services
4. Critically examine compelling organisational theories and alternative theoretical frameworks around the study of organisations.







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