

# MBA

## Introduction

The MBA degree programme is aimed at providing graduates with the skills and competencies to fulfil management positions in the field of business administration, both in the public and private sector. These positions can include management or policy-making positions in large organisations, as well as positions of management in small to medium sized companies (SMEs). An aim is that students are able to critically analyse and evaluate various developments within an organisation so that they can form, create and instigate policies, visions and aims and solutions within that organisation. They should be in a position to analyse the strategic processes and vision of a company or organisation and using this analysis apply and implement tools to innovate, optimise and (re-) structure these processes using an integral approach. From an international perspective the students should learn to analyse the environment they find themselves in and adapt their behaviour and role according to the macro and micro environments they find themselves in.

The MBA programme is aimed at both international and local students who have worked or are working within an international context in the fields of management and administration, either in business or non-commercial organisations, and aspire to continue

developing careers in these areas. Students entering the programme, will have a feel for an intercultural and multi-lingual learning environment.

The MBA is aimed specifically at providing graduates with the opportunity to further develop a set of broad and equally balanced range of business, management and organisation knowledge, skills and competencies, whilst also allowing them to specialise during the programme in a more specific region of business administration that interests them, and can allow them to create a more specific graduation profile. The i-MBA is also clearly aimed at providing students with the knowledge and skills that would enable them to further their studies at a higher level (for instance a DBA) if they wish to, within a Dutch higher education system, however also in other systems.

## Master of Business Administration

- MBA in General Management
- MBA in Hospitality Management
- MBA in Entrepreneurship & Innovation
- MBA in Clean Technology Management
- MBA in Sport Business Management
- MBA in Health & Social Care
- MBA in Education
- MBA in Finance

<b>Wittenborg Master of Business Administration (MBA)</b>				
<b>Year 1, Semester 1</b>				
<b>Block</b> <small>(Part-time Semester)</small>	<b>Module / Subject</b>	<b>Contact Hours</b>	<b>EC Credits</b>	<b>Module Code</b>
1 / 5 (1) <sup>1</sup>	Human Resource Management	36	5	MO41
1 / 5 (2) <sup>2</sup>	Marketing Management	36	5	MA41
1 / 5 (2)	Research Methods Introduction (Final Project)	9	(FP)	GA41
2 / 6 (1)	Management Accounting & Finance	36	5	FIN41
2 / 6 (2)	Operations Management	36	5	MO42
3 / 7 (1)	International Management	36	5	MO43
3 / 7 (2)	Information Management	36	5	TEC41
<b>Year 1, Semester 2</b>				
5 / 1 (2)	Research Methods (Final Project)	27	(FP)	GA41
<b>Electives</b> 5 / 1 (1)	(EI) Entrepreneurship	36	5	EN41
	(HSM) Critical Perspectives in Hospitality Management (W&B)			HM41
	(GM) Globalisation, Society & Culture			MO44
6 / 2 (2)	Corporate Sustainability	36	5	EN42
6 / 2 (1)	Business Statistics	36	5	GA42
7 / 3 (1)	Strategic Management	36	5	SM41
<b>Electives</b> 7 / 3 (2)	(EI) Innovation, Creativity & Entrepreneurship	36	5	EN43
	(HSM) International Hospitality Development (W&B) <sup>3</sup>			HM42
	(GM) Consultancy			MO45
Semester 2 (1 & 2)	Project Module (3 Project Weeks)		5	PW41
<b>Total Year 1</b>			<b>60 Credits</b>	
<b>Year 2 (1 Semester /Term)</b>				
1 / 4 or 5 / 8 (1 & 2)	Final Project (FP)	24 Tutoring Hours (½ Year Completion Time)	30	GA41
<b>Total Year 2</b>			<b>30 Credits</b>	
<b>Total Credits MBA</b>			<b>90 Credits</b>	

<sup>1</sup>(1) is Year 1 for part-time students

<sup>2</sup>(2) is Year 2 for part-time students

<sup>3</sup>(W&B) is Joint Wittenborg and University of Brighton delivered module