



Aston Business School

BIRMINGHAM UK

★ ★ ★
TRIPLE
ACCREDITED



THE ENTREPRENEURIAL MBA



A portrait of Daniella Genas, a Black woman with long dark hair styled in braids, wearing a maroon top and a necklace with large geometric pendants. She is smiling and looking slightly to the right. The background is a blurred office interior with a window showing a building.

ASTON MBA ACHIEVERS

Daniella Genas

 **Entrepreneur**

“What started as an MBA project at Aston Business School turned into my company, She’s the Boss International, a consultancy firm providing unique, female-specific support to entrepreneurs.”

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aston.ac.uk/mba

A photograph of two men sitting at a table, engaged in a conversation. The man on the left is wearing a blue long-sleeved shirt and has a beard. The man on the right is wearing a grey blazer over a dark t-shirt. They are in a modern office setting with a red wall and a laptop on the table. A large white diagonal shape is overlaid on the left side of the image, containing the text 'START SOMETHING'.

START SOMETHING

The Aston MBA is the next chapter in your career. Whether your ambition is to lead in international organisations or start something closer to home, the course will hone your strategic thinking, preparing you for a career at the forefront of business.

The best leaders have mastered the art of decision-making and action based on critical thinking. Your Aston MBA will teach you how to reflect on your own career, perceive emerging opportunities and develop a growth mind set. You will become enterprising in everything you do.

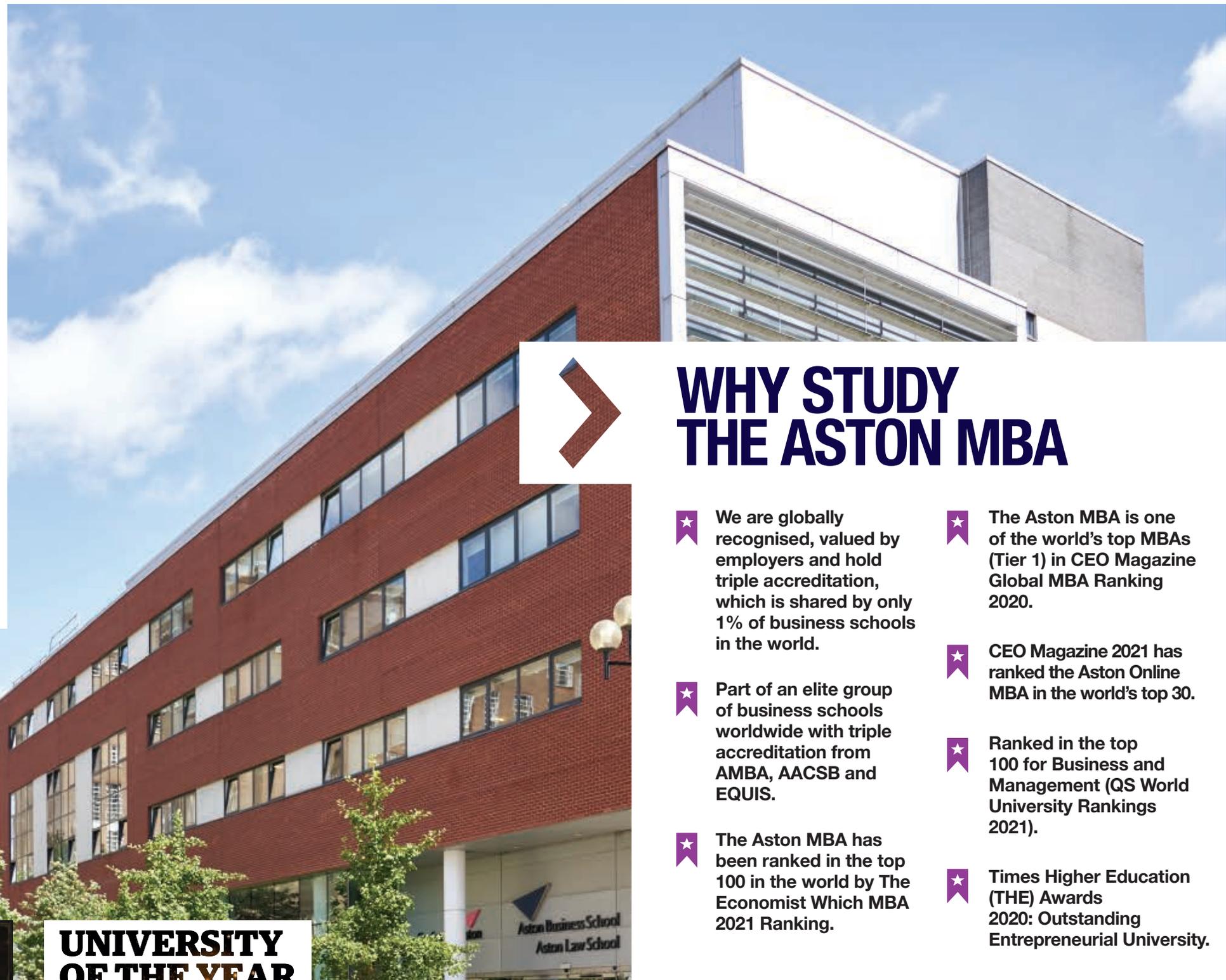
We offer a choice of pathways to enable you to combine your MBA studies with your professional commitments: Full-Time, Executive Part-Time and Online.

We also have our Level 7 Senior Leader Apprenticeship which you can progress from to study the Executive MBA.

Aston University has built its reputation on strong relationships with business. MBA students have the opportunity to undertake consultancy projects for businesses and organisations.

➤ ASTON BUSINESS SCHOOL

Aston Business School is among Europe's largest business schools, with approximately 3,000 students. It has been conducting pioneering research into modern business and management issues for over 60 years, making it one of the longest established, research-based business schools in the UK.



WHY STUDY THE ASTON MBA

-  We are globally recognised, valued by employers and hold triple accreditation, which is shared by only 1% of business schools in the world.
-  The Aston MBA is one of the world's top MBAs (Tier 1) in CEO Magazine Global MBA Ranking 2020.
-  Part of an elite group of business schools worldwide with triple accreditation from AMBA, AACSB and EQUIS.
-  CEO Magazine 2021 has ranked the Aston Online MBA in the world's top 30.
-  The Aston MBA has been ranked in the top 100 in the world by The Economist Which MBA 2021 Ranking.
-  Ranked in the top 100 for Business and Management (QS World University Rankings 2021).
-  Times Higher Education (THE) Awards 2020: Outstanding Entrepreneurial University.



STUDY ON ONE OF THE WORLD'S TOP MBAs

Depending on your personal and professional commitments, our suite of MBA programmes provide you with a variety of pathways to enable you to study in a way that will suit your personal needs and requirements.



MBA Full-time

Handle real-world challenges and develop your leadership skills and entrepreneurial thinking.

The Aston MBA will encourage you to think like an entrepreneurial leader from the start, challenging you at every stage, to personally and professionally develop, through a highly practical, experiential approach to learning. This is not just a course. This is a new perspective to enhance your future career.

As a full-time MBA student, you will become part of a diverse community of business professionals. You will learn collaboratively, share your business experience and diverse international perspectives to enrich your learning experience.

MBA Online

Study at one of the world's leading business schools from any location. This 100% online course, will allow you to develop your business knowledge while balancing work and home life commitments.

Study at your own pace. Challenge your thinking and grow your leadership skills. Aston Online MBA graduates have the ability to think like a leader, make decisions and execute in the real-world. They put into practice the key concepts gained during the programme and become highly proficient, engaged leaders. The Online MBA can be a catalyst for lasting professional success and new opportunities.

MBA Executive Part-time

Enrich your career and combine study and full-time work with the Aston Executive MBA. Learn through flexible online materials and workshops, as well as weekend residentials and apply new skills and knowledge straight away in your role.

The best leaders have mastered the art of decision making and action based on critical thinking. The Aston Executive MBA will encourage you to think like a business leader from the start, teach you how to reflect on your career, perceive emerging opportunities, and develop a growth mindset. You will become enterprising in everything you do.

Level 7 Senior Leader Apprenticeship

This is a new and exciting opportunity to obtain a senior leadership qualification, supported by employers and the apprenticeship levy and with an option to progress to an Executive MBA.

This postgraduate apprenticeship offers apprentices an in-depth personal and professional development programme designed to transform them into confident and informed business leaders. Apprentices will gain a broad knowledge of business management, covering topics such as organisational strategy, financial performance, managing operations and delivering customer value.

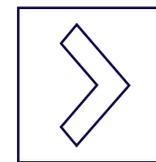
FIND OUT MORE about how the Aston MBA can present a whole new world of possibilities for your future career, go to: aston.ac.uk/mba

THE ASTON EDGE

Our offer is more than an MBA. Sharpen your thinking with a personal development programme designed and delivered by professors in behavioural science.

Through a mixture of masterclasses, team challenges, speaker events and mentoring, the edge will transform you into an influencer in your area. You will learn how to:

- ▶ Drive innovation and bring others with you
- ▶ Master intercultural nuances that unlock business opportunities
- ▶ Be personally adaptable
- ▶ Manage conflict constructively
- ▶ Develop a growth mind set
- ▶ Adapt an entrepreneurial mind set in everything you do
- ▶ Lead with credibility and confidence
- ▶ Coach and inspire others.



MENTORING MEANS MORE

To help you reflect on your learning, you will be partnered with an Aston MBA graduate mentor*.



Your mentor will have an essential role during your time at Aston University, acting as a sounding board and feeding in to your studies. They will provide you with senior career advice and share their experiences to help prepare you for a career at the top.

You'll be matched with a mentor based on your skill-set, previous work experience and future ambitions. We often place MBAs with mentors working in sectors different from their specialisation. This will help widen your experience and provide a fresh perspective.



My mentor was always willing to share her experience and knowledge to find career related information and exposure to various professional resources, opportunities and networks. She has provided both emotional and moral support and encouragement through teaching."

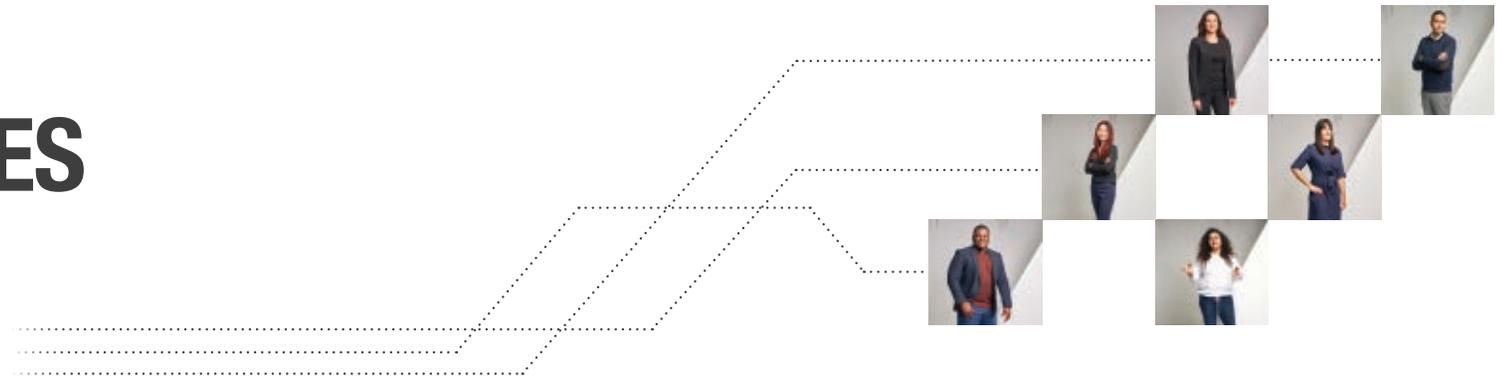
Shelly Wang

Mentee, Full-time MBA

*MBA graduate mentoring is available on the Full-time MBA

➤ FULL-TIME MBA MODULES

Our course content has been carefully curated to ensure you develop the detailed commercial understanding and management skills needed to be a successful leader in the modern international business environment.



Leading Enterprises

You'll gain an understanding of the key functions of an organisation, their role and core processes. Through critical analysis, you'll develop skills and gain experience in evaluating commercial challenges and making appropriate strategic decisions by working as part of a leadership team during an innovative business simulation.

Workshops during the first term cover a wide range of topics across multiple disciplines, with subject content including:

- ▶ Analysing and interpreting financial information
- ▶ Analysing the internal and external environment
- ▶ Business and corporate level strategy
- ▶ Supply chain and supplier relationship management
- ▶ Responding to ambiguity and crisis.

A series of team coaching sessions also helps to develop your collaborative skills within a working environment.

Leading Teams and Projects

We continue to develop your commercial understanding across a range of key business areas, including strategy, accounting and finance, operations and marketing. Workshops explore advanced and stimulating subject matter, such as:

- ▶ Market-led innovation
- ▶ Financial decision-making tools
- ▶ Scenario planning
- ▶ Project management
- ▶ Quality management and performance improvement.

Using the knowledge and skills you've developed, you will tackle a real-life consultancy project as part of a group. This will provide you with valuable experience in undertaking research, analysing problems, identifying potential solutions to commercial challenges and effectively presenting your recommendations in a professional context. Additional coaching support will be given to further develop your teamwork and self-reflection abilities.

Personal Leadership Focus & Elective Modules

These modules give you flexibility and allow you to personalise your study programme to your interests or career aspirations.

The Personal Leadership Focus component enables you to create your own module from a wide range of fascinating, contemporary business topics. You'll select a number of workshops, learning experiences or dynamic business activities to participate in. These topics may include:

- ▶ Blockchain
- ▶ Servitization in a global/digital marketplace
- ▶ The management of innovation
- ▶ Big data / data analytics

You can further tailor your MBA programme by choosing from the following elective modules:

- ▶ International Business
- ▶ International Marketing Management
- ▶ Advanced Strategy
- ▶ International Finance.

Individual Business Project

The Aston MBA concludes with an individual business project. You'll draw upon all the knowledge and skills you've developed throughout the programme to conduct either:

- ▶ An applied business research project
- ▶ A live consultancy project
- ▶ A new venture plan
- ▶ A growth plan for an existing organisation.

This element provides another opportunity for you to design your own learning experience. Whichever route you choose, you'll be guided by an academic supervisor, who will support you throughout your project, as well as an Aston alumni mentor, who will provide practical guidance and advice.

THE ASTON EDGE

Taking place throughout the MBA programme, The Aston Edge focuses on equipping you with the leadership capabilities and soft skills required by successful business leaders.

This module will enable you to become a skilled negotiator, develop your entrepreneurial mindset and empower you to lead, inspire and influence others effectively. You will also gain an in-depth understanding of the complexities involved with leading

organisations and discover techniques to overcome these challenges.

As well as practical skills workshops, you'll benefit from guest lectures from top executives, company visits, alumni mentoring and dedicated career guidance.

▶ THE ASTON EXECUTIVE MBA AND ONLINE

Our programmes are made up of core modules, an optional module, and a business project taught over a 24-month period. Core modules will equip you with a thorough knowledge of key business and management issues needed for modern day business. The Aston Edge is also delivered alongside the core curriculum.

🧠 Crafting Organisational Strategy

You will learn to link strategy theory and practice to develop your skills as a strategic, innovative and entrepreneurial thinker and doer. You'll also develop your understanding of how to use financial analysis for strategic decision-making.

📊 Creating and Delivering Customer Value

You'll learn and put into practice the key concepts and theories in marketing strategy and management, including how to research and understand customer behaviour, innovate for global markets and interpret data to develop marketing strategies.

📄 Measuring and Enhancing Financial Performance

This module will improve your understanding of assessing the financial health of a business. Through a state of the art business simulation, you'll work in teams making financial decisions for your shared business while competing against your peers. This simulation is an engaging way to put theory into practice.

🏢 Designing and Managing Operations, Systems and Processes

This module aims to provide an understanding of the role of operations management and how it contributes to the development and implementation of business competitiveness and efficiency.

🌐 The Global Economic Environment

This module introduces students to fundamental concepts in economics, in order to develop an economic perspective on business decision making in a wide range of contexts and applications.

📄 Leading Complex Organisations

The module aims to introduce theoretical and real world perspectives on leading modern complex organisations, including consideration of the complexity of behaviour, processes, systems and cultures.

▶ CLIMB HIGHER

Enhance your career options with an Aston MBA

Yasmin Ansari
MBA careers consultant



The Aston MBA's dedicated careers consultant, Yasmin Ansari draws on a wealth of experience to provide bespoke and practical advice to help you reach your potential.

Yasmin is an experienced and qualified careers consultant and has worked in careers within a Higher Education (HE) setting for over eight years. She supports students with career management, career change, as well as delivering practical support such as writing an engaging CV, using LinkedIn, interview skills, and navigating the labour market. Having previously worked with a wide range of disciplines, Yasmin has knowledge of many career areas ranging from business and consulting to finance, third sector, government, sport, science, education and medical.

MBA students are provided with a diverse range of careers support throughout the course and beyond, including:

Dedicated careers seminars

- ▶ Career management appointments with the MBA careers adviser
- ▶ Psychometric testing
- ▶ Workshops to build skills such as negotiation and leadership
- ▶ CV's, LinkedIn and job research advice
- ▶ Seminars with executive search consultants, Aston alumni and industry experts
- ▶ A range of market leading, digital careers resources.

We work with you to:

- ▶ Deepen your understanding of the job market across the globe and in the UK
- ▶ Refine your CV skills interview technique
- ▶ Build strategic networks
- ▶ Take control of your own professional development
- ▶ Support you with the sourcing and application to your MBA consultancy projects.



ASTON MBA ACHIEVERS

Sally Gillespie

**Head of Corporate Affairs
CrossCountry**

“The MBA was a transformational experience. It made me stop and think about my career and develop new skills and a new network which have allowed me to progress in my career. Mentoring also played an important role. It was helpful to have a sounding board who could share their experiences and insights. I very much benefited from it and I am delighted to support the Aston mentoring programme.”

▶ YOUR MBA PROJECT

The MBA project ties together everything that you have learnt on the course. It will enable you to apply theory and method to real managerial issues in real organisations.

You will have the opportunity to conduct an in-depth research project into a particular organisation or business area using the knowledge and skills you have developed throughout the course.

The project is a practical learning experience and you will be expected to take initiative in planning and executing the project under the guidance of a dedicated supervisor with specialist knowledge of your area of interest.

Project options

You may choose your project from one of the following options:

- ▶ A specific or themed research project
- ▶ A consultancy project with a local business or within your own organisation
- ▶ A business plan for a new venture or an existing business
- ▶ Complete a report about an internship in the UK or abroad.



▶ OUR CAMPUS

As an Aston student you get the best of both worlds: a green, well-equipped, friendly campus in the centre of a vibrant city. With our entire social, support and academic facilities based on campus you'll never have far to go.

Campus facilities include:

- ▶ Library: open seven days a week, (24 hour opening during exam periods)
- ▶ Health and welfare services including dental, optician and counselling services
- ▶ The Martin Luther King Multi-Faith Centre
- ▶ 24 hour on-site security
- ▶ Sports centre with sports halls, a 110-station gym and swimming pool
- ▶ Extensive IT facilities, some with 24 hour access
- ▶ General store, bookshop, computer shop, supermarket and 24 hour cash points
- ▶ WiFi internet access available across campus
- ▶ Aston Students' Union (SU) at the heart of Aston community with social spaces, meeting rooms and event facilities, stylish bar and restaurant.



With modern on-campus accommodation and the city of Birmingham on your doorstep there are a wide range of housing options to suit all tastes and budgets.



➤ BUSINESS IN BIRMINGHAM

Aston Business School is located in the centre of one of the UK's most entrepreneurial cities, Birmingham. The city for enterprise.

- ▶ If you want to make it in business, Birmingham is a great place to make your move having been voted the UK's most entrepreneurial region by Start Up Britain.
- ▶ Today, the West Midlands is a major banking and finance centre, with 321,000 employees working at more than 43,000 BPFS companies.
- ▶ The region is a base for big names such as Deutsche Bank, PwC and HSBC, which started as the Birmingham and Midlands Bank in 1836.
- ▶ A major international airport, just 10 minutes by train from the centre. 143 direct routes, including cities in Europe, North America and Asia.



There are more business start-ups in Birmingham than in any other UK city outside of London
(Centre for Entrepreneurs (CfE), 2020)



BIRMINGHAM VOTED THE UK'S MOST ENTREPRENEURIAL REGION BY START UP BRITAIN.



ASTON MBA ACHIEVERS

Vishal Dourado

Technology Project Consultant
Capgemini

“My journey at Aston University has been a life changing one, both in terms of gaining new skills and a favourable career change. Pursuing a full-time Aston MBA was a good decision as it enabled me to self reflect and develop leadership qualities that are essential in the current dynamic business climate. The practical approach of the course truly highlights Aston’s motto of ‘Learning By Doing’.”

➤ ACCOMMODATION

Accommodation is on Aston University’s city centre campus and everything is within walking distance.

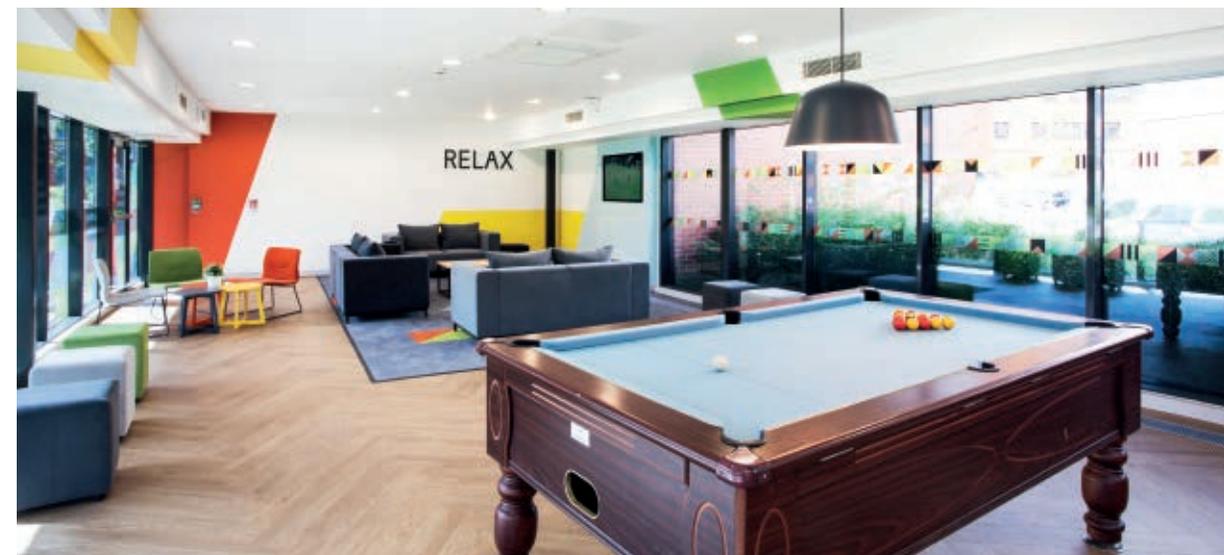
All accommodation is ensuite and has access to high speed internet.

We guarantee a room offer to all international applicants who accept their offer and pay their deposit before the accommodation deadline.

Facilities include:

- 🏠 Bedroom complete with study space
- 💡 All utility bills included
- 📶 Free high speed internet
- 🚿 Private bathroom facilities
- 🛡️ Onsite safety
- 🧺 Laundry

For further information, including rents, see:
aston.ac.uk/accommodation



▶ TAKE THE NEXT STEP TOWARDS AN ASTON MBA



ENTRY REQUIREMENTS AND ADMISSIONS INFORMATION

To be eligible to study the Aston MBA (all routes) you will need one of the following:

- ▶ A good UK honours degree
- ▶ An equivalent overseas degree recognised by Aston University
- ▶ A degree-level professional qualification

Plus

- ▶ At least three years of relevant post-graduation work experience
- ▶ Two references – at least one from your current or previous employer. The second can be another professional reference, or an academic reference.

Applicants with extensive work experience

We accept applications from candidates with extensive work experience who have not completed a graduate qualification. An assessment will be made through your CV, references and interview to assess your suitability for the course.

International students

If you are an international student, you will require:

- ▶ An official academic transcript, with an official English translation of your university grades
- ▶ A well-rounded GMAT score may be required if you have not undertaken any business, finance or economics-related study or do not have relevant demonstrable work experience.

HOW TO APPLY

Applying is easy, just visit: aston.ac.uk/mba

You will be asked to upload the following documents:

- ▶ A degree certificate (see entry requirements on page 24 for details of what will be expected)
- ▶ An official academic transcript of your grades (with an official English translation where necessary)
- ▶ Confirmation of your English language qualification if required (see entry requirements on page 24 for details of what will be accepted)
- ▶ A copy of your passport (or other official form of identification)
- ▶ CV/resume
- ▶ Supporting evidence for home fee status (if required).

If you need a visa to study in the UK, remember to allow sufficient time for the visa application process.



Please contact our University visa advice team for more information by email issu@aston.ac.uk or phone +44 (0) 121 204 4567



If you would like to talk to us please contact our MBA admissions team at any stage for support and guidance by email mba@aston.ac.uk or phone +44 (0) 121 204 3100



ASTON MBA ACHIEVERS

Jing Shang

 Retail Management Specialist
RDM Asia

While Brexit may be influencing EU students' decision to study in the UK, research has shown that this impact does not extend to the rest of the world.

For Jing Shang, it was Aston Business School's global reputation that led her to leave her sales job in Shanghai for an MBA in Birmingham in the UK. "Aston was my first choice," Jing says. "It is famous for its triple-accreditation and rigorous academic atmosphere, but it also has a superb location in the second largest city in the UK."

Indeed, Aston Business School was voted the UK university most favoured by Chinese students and families by Chinese tech giant Tencent, but it's not only Chinese students choosing the school—Aston Business School's alumni network is made up of 30,000 graduates from more than 126 countries. "During group work and other networking, I was very lucky to get to know some very intelligent people in my cohort, and business leaders," Jing recalls. "I got a lot of great ideas from conversations with them about how to solve or improve specific business issues."

> OUR UK LOCATION

 Our green and friendly campus is based in the cosmopolitan city centre of Birmingham. It's just a 10 minute walk to reach the centre of our modern, international city.

 Home to the Commonwealth Games 2022.

 Birmingham, the UK's second largest city.

 Birmingham International Airport is a 10 minute train journey to and from the city centre.



For MBA enquiries please contact:

Email: ask@aston.ac.uk
Telephone: +44 (0)121 204 4910
Website: www.aston.ac.uk/mba



Aston Business School

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