



THE  
**KARREN BRADY**  
— M B A —

# MESSAGE FROM BARONESS KARREN BRADY

**We all have personal inspirations that help us stay focused on our progression in both our education and careers. I look back on my own career managing and leading football clubs and other businesses, becoming a published author and entering the House of Lords, and I consider what inspired me onward in business and in life.**

I had a set of core values that I feel were key to becoming successful. I had integrity and an enthusiasm for work; I was hungry to get on. These are the same values I have today and what I wanted to inspire in others. It's really important to realise that people very rarely become an overnight success. I worked hard in my first job and I've continued to work hard for 30 years to become the business-minded person you see today.

In my position today, and with key experiences throughout my career, I have been inspired to work with a modern university to create an MBA that will enable others to respond to their own inspirations and achieve their professional ambitions through a development in business acumen.

The Karren Brady MBA is a Distance Learning MBA delivered by online specialist, Arden University. This MBA qualification is designed to hone in on areas more traditional MBAs are overlooking; most crucially, this MBA is modelled on insights that can ensure your newly-acquired skills are sustainable for future career conditions. You'll also gain the confidence and foresight to break out as an entrepreneur, and develop vital soft skills to translate into any role, in any sector.

I have personally been involved in the creation of the programme content and believe it's one of the best qualifications for business success. I have met the talented lecturers that bring with them a wealth of experience in business and strong leadership skills - the learnings from which I ensure are at the heart of this MBA, as the crucial insights only real-world experience can offer are what help us succeed.

If you're looking to make your business goals a reality, and to respond to inspirations which compel you to be the best you can be, then the Karren Brady MBA will provide you a valuable step in the right direction.



**Baroness Brady of  
Knightsbridge CBE**  
Karren Brady



# DEVELOPING WORLD-CLASS LEADERS

The Karren Brady MBA is an industry-led programme, designed with the development of world-class leaders in mind. Combining Baroness Brady's wealth of real-world leadership experience with a contemporary curriculum focused on the inter-connected management functions of a successful, sustainable business, the Karren Brady MBA is truly unique.

As one of the UK's most accomplished businesswomen, Karren's years of leadership experience have informed the development of this online MBA, and her fascinating insights into life behind the boardroom doors have helped shape a qualification which cultivates the skills required by employers today - and tomorrow.

By enrolling on the Karren Brady MBA, you can expect to develop the skills and confidence to manage complex projects, deliver cross-functional change and negotiate with key stakeholders or clients, all while enhancing your knowledge of management and leadership styles.

While studying this MBA, you will explore theories and practical applications that underpin strategic leadership and organisational growth, graduating with refined personal skills and attributes commonly required to nurture and lead an organisation in today's challenging business environment.

## WHY CHOOSE THE KARREN BRADY MBA



**Confidence & Risk-Taking**  
Cultivate the leadership skills required to be successful in business today & tomorrow



**Resilience & Strength**  
With advice & guidance from today's business leaders, you'll develop resilience & strength



**Communication & Negotiation**  
Successfully develop cross-functional negotiation & change leadership skills, essential in all areas of business



**Ethical, Inclusive Leadership**  
Learn how to maximise team performance, taking a diverse & inclusive approach





# COURSE FEATURES

## Career coaching

Throughout the programme, you will receive careers guidance and executive coaching. Focused on the development of career management skills and identifying career options, mentors will offer full support as you make important decisions about your future.

## Leadership diagnostics

Study modules which will incorporate interactive, psychological inventories. You can complete validated and respected questionnaires online and receive diagnostic reports to assess essential leadership skills.

## Business Communication training

Master the characteristics of outstanding leadership with this optional, world-class training. Helping you refine your communication skills, no matter what stage of your career you're at. Led by professional consultants, attendees will receive a certificate upon completion of this session, which will take place at the first networking event. (see below for more)

## Karren Brady

Throughout your programme of study, you will have opportunity to interact with Baroness Karren Brady. These interactions may include:

- Networking opportunities
- Business & leadership guest talks
- Module inputs, including live case studies & seminars

## Residential networking

Networking is a vital part of the MBA, so you'll be invited to attend overnight residential workshops, where you'll meet like-minded, fellow MBA students, and benefit from peer-to-peer learning, development and support. You'll also hear from Karren herself, as well as other renowned business leaders, gaining leadership training and setting the scene for the programme learnings and outcomes. These sessions will also include business communication training and an introduction to your entrepreneurial project (year 2).

# PROGRAMME ESSENCE

The Karren Brady MBA utilises Karren's extensive experience of strategic leadership and management to deliver highly vocational content and assessments.

We aim to unlock your entrepreneurial and leadership potential, with a focus on innovation and skill development:

- **Developing the requisite personal skills and behaviours** that are essential in strategic leadership, including: personal communication, negotiation and self-development
- **Identifying and unlocking the potential of inclusivity and diversity** within organisations to construct, motivate and lead high-performance teams
- **Utilising and harnessing digitally-driven data** and information to help optimise decision-making
- **Developing entrepreneurial and intrapreneurial competencies** and mind-sets to drive innovation and creativity, helping organisations stand out from the crowd and achieve success within highly competitive arenas





# PROGRAMME STRUCTURE

## Course modules

We have created modules which are cross-functional and explore multiple areas within the subject. This structure will give you a more authentic, holistic understanding of the skills you need in the modern business world.

## Modules

Year 1

- **Developing into a World-Class Leader**
  - Leadership
  - Organisational behaviour
  - Organisational culture
  - Human resource management
- **The Art of Negotiation and Persuasion**
  - Negotiation and persuasion theory
- **Winning at Ethical Leadership**
  - Corporate social responsibility
  - Business ethics
  - Cross-cultural leadership
  - Inclusivity and diversity
- **Building Powerful Strategies for Growth & Success in the Global Environment**
  - Strategic marketing
  - Business and corporate strategy
  - Data analytics
  - Financial analysis

Year 2

- **Leading Successful Organisational Change Initiatives**
  - Leading and managing change
  - Financial analysis
  - Project management
- **The Fundamentals of Sustainable Business Growth**
  - Corporate social responsibility
  - Business ethics
  - Sustainability
- **The Entrepreneurial Project**
  - Entrepreneurship
  - Research skills

## KEY INFORMATION

**Award:** Master in Business Administration (MBA) + Level 7 CMI Diploma

**Delivery:** Online Distance Learning

**Accreditation:** CMI

**Duration:** 2 Years

**Study Mode:** Part-time

**Fee:** £12,500



As a Chartered Management Institute (CMI) Higher Education Partner, the Karen Brady MBA will provide you with a CMI accredited MBA\*.

This means you'll receive free CMI membership for the duration of your course, giving you access to extensive online resources such as mentoring, careers tools and CPD opportunities, as well as a Level 7 CMI Diploma.

\*Subject to final CMI accreditation approval.

# ASSESSMENT TYPES

Throughout the duration of this MBA, a variety of assessment strategies will be used to reflect and test the achievement of the learning outcomes. These are detailed within each module and mapped in the table below.

There is a requirement for written work at all levels, including reports, and developed plans.

These assignments will encourage you to apply your knowledge to organisations and/or data sets. This could be achieved through the use of case studies, but will also involve you applying theory to your own organisation, or an organisation with which you are familiar.

A significant part of theory application takes place during the Entrepreneurial Project module. Here, you identify a topic of interest which falls within the encompassing field of leadership. You will explore this, indicate entrepreneurial/intrapreneurial thinking and apply your research to the topic, putting forward recommendations which are practical, innovative and of benefit to the organisation.

Module	Assessment
Developing into a World-Class Leader	Report and Personal Development Plan
The Art of Negotiation & Persuasion	Group exercise Reflective document
Winning at Ethical Leadership	Reflective account on an ethical business decision
Building Powerful Strategies for Growth & Success in the Global Environment	Strategic analysis Narrated presentation
Leading Successful Organisational Change Initiatives	Report: Costed change proposal
The Fundamentals of Sustainable Business Growth	Group presentation: Balanced Scorecard (BSC), sustainable business plan
The Entrepreneurial Project	1,500-word project, including reflection on Personal Development Plan progress



# OUR FACULTY

**Matthew Cooper**  
Head of School, Business  
and Management



**Matthew Cooper** is Head of School, Business and Management, at Arden University. Previously he has managed and delivered on undergraduate and postgraduate programmes in both Europe and the Far East, mostly within the areas of international business and international marketing.

Prior to entering the education sector, Matthew worked within the hospitality sector, then as a management consultant focusing on the areas of carrying capacity and yield management. His previous clients include the London Metropolitan Police, the Supreme Court and the Natural History Museum in London.

His research areas include international marketing and cultural adoption, plus various aspects of pedagogy associated with face-to-face and Distance Learning.

**Dr Alison Watson**  
Programme Team Leader  
Undergraduate Business  
& Accounting



**Dr Alison Watson** is currently the Programme Team Leader for the Undergraduate Business and Accounting Programmes with Arden University. Previously, she worked as an Operations and Project Manager in the retail sector for 13 years. Whilst working full-time she completed her MBA via Distance Learning. She is therefore a great advocate for distance and online learning, appreciating its flexibility, particularly with the fast pace and demands of society today.

Alison completed her PhD focusing on Neo-liberalism within the higher education market and student recruitment. She is a keen researcher and is interested in pedagogic developments within the sector and marketing. Alison has taught in the sector for 20 years teaching a range of management disciplines.

**Paulette Wisdom**  
Business Module Leader



**Paulette Wisdom** is a Module Leader in the School of Business and Management at Arden University. She has managed and delivered on face-to-face and online undergraduate and postgraduate programmes in both the UK, the Caribbean and Africa, specialising in international business strategy, the global business environment, international leadership, ethical leadership and managing across cultures. Her specialist research areas include developing leaders in public service, equity and social justice, plus various aspects of pedagogy.

Prior to entering the higher education sector, Paulette provided a range of consultancy and professional development services to previous clients including: the Department for Education, the Home Office, Birmingham City Council, Bristol Local Authority, Hertfordshire County Council, the London Centre for Leadership in Learning and the National College for School Leadership.

Her leadership development programme for Bristol Local Authority won the 2011 national award for "Leadership Progression" as a result of the programme impact and outcomes.

**Dr Chuma Osuchukwu**  
Business Module Leader



**Dr. Chuma Osuchukwu** is a former diplomat, fellow of the Institute of Leadership and Management, fellow of the Higher Education Academy (Advance HE) and a leadership practitioner. He has been teaching undergraduate and postgraduate students in various institutions of higher education within the UK since 2003 when his diplomatic career ended.

His specialism is in leadership and he has taught leadership and other Business modules since 2010 to MBA students in the University of Wales, Newport, Cardiff Metropolitan University and London Metropolitan University. Chuma taught Arden's first cohort of Senior Leader MBA apprentices and has been teaching subsequent cohorts since then. He is an elected staff member of the Academic board, Chair of the Staff Student Liaison Committee (Ealing Campus) and member of the postgraduate course committee.

**Ross Thompson**  
Programme Team Leader  
Postgraduate Business  
& Business Lecturer



**Ross Thompson** holds degrees from Lancaster, Oxford Brookes and Manchester (Manchester Business School) Universities. He commenced his career in marketing with the RMC Group PLC rising to the position of National Accounts Manager by the age of 24. He then embarked upon a financial management career, qualifying as a company secretary (ICSA); he subsequently held senior company secretarial positions in the NHS (Kings College Hospital) and CRUK, where amongst other responsibilities, he wrote speeches for members of the Blair government regarding cancer research.

He then became an academic and has worked for a number of UK public universities since 2000. His varied academic career has involved extensive teaching and module leadership experience. Previously, he has worked as Managing Director of Coventry University Marketing Advice Centre. He has designed, managed and taught MBA programmes both in the UK and under franchise arrangements in Hong Kong, Myanmar, Dubai and Vietnam. Ross is active in research and is co-author of the ICSA business text, 'Strategy in Practice'.

**Dr Emmanuel Murasiranwa**  
Business Lecturer &  
Module Leader



**Dr Emmanuel Murasiranwa** is a Business Lecturer, Module Leader, Member of the Institute of Hospitality, and Pioneer Co-Editor of Perspectives in Business and Healthcare Management Newsletter. Emmanuel earned his PGCE from Edge Hill University and MSc, MA and PhD degrees from Sheffield Business School, Sheffield Hallam University. His specialisms include business, hospitality and tourism management.

His teaching experience dates back to 2006. Emmanuel has since taught in both public and private UK FE & HE institutions, including Heart of Worcestershire College, Sandwell College, Sheffield Hallam University and University of Derby Online. His research interests are in service quality, business performance and blended teaching and learning.

# CAREER-ORIENTED SKILLS DEVELOPMENT

While studying this MBA, you'll develop and refine a range of transferable business management skills and will be provided with opportunities to evidence your ongoing progress towards becoming a world-class leader.

Each module combines academic theory, practical application and personal development in terms of 'soft' transferable management skills. Your knowledge and skills will develop as you progress, and you will apply these newly-acquired skills to your Entrepreneurial Project. The final project offers the opportunity to demonstrate higher level academic skills, such as critical thinking, synthesising information and deep data analysis.

It will also equip you with the skills and knowledge to evaluate and apply various technological solutions to contemporary business challenges in the global environment.

You'll benefit from access to a career coach throughout your studies, who will offer professional career guidance and counselling. You'll engage in an ongoing process of creating and developing your personal development planning (PDP). This document will be a dynamic document, updated continually throughout the programme of study using inputs such as:

- **Assessment feedback**
- **Personal career management (PCM) coaching**
- **Career advice via Abintegro and PCM**
- **Psychological assessment reports**
- **Peer-to-peer learning**

In the final module, you will be required to submit an account that reflects upon your progress made in the programme, and the effectiveness of your PDP.

The use of the Abintegro provider allows us to offer a range of support in career development and coaching, despite the distributed nature of Distance Learning.

The Karren Brady MBA offers the degree of flexibility required to ensure that even those in full-time employment have the opportunity to study. The programme will develop your skills, behaviours and knowledge, enabling you to succeed as a leader in the business environment and improve your existing career prospects within it, once you graduate.

With graduate attributes embedded within the programme, you'll graduate from the Karren Brady MBA industry-ready and prepared to tackle a variety of workplace challenges.



# ENTRY REQUIREMENTS

To be eligible for the Karren Brady MBA at Arden, you must have:

- A UK Honours degree at a minimum of second class (2.2) or equivalent
- 2 years' suitable work experience
- For students whose prior learning was not taught in English, you must have IELTS 6.5 or equivalent (no less than 6.0 in any element)

## Don't have academic qualifications?

We are more than happy to consider, and positively encourage, an application from you if you have a substantial amount of suitable work experience (typically 5 years of senior level experience), and can show us that you have the motivation to study the programme.

We'll ask you for a personal statement that demonstrates your ability to study the course. We may ask for references and evidence of relevant experience.



# FEES AND FUNDING

## MBA course fees: £12,500

Funding options available for the Karren Brady MBA are as follows:

## Postgraduate student loan for UK & EU students

As a postgraduate student, you can now apply for a student loan of up to £10,000, for taught and research Master's courses, including MBAs. Find out more at [www.gov.uk/masters-loan](http://www.gov.uk/masters-loan)

## Postgrad Solutions study bursary

Looking for additional funding for a postgraduate qualification? Postgrad Solutions now offer 15 bursaries across a number of subject areas. Find out more at [www.postgrad.com](http://www.postgrad.com)

## Self-funding: pay in full or pay-as-you-go options

If you're in a position to do so, you can opt to self-fund your course and pay the entire amount up-front. Alternatively you could pay in instalments; email us on [contactus@arden.ac.uk](mailto:contactus@arden.ac.uk)

## Sponsorship

As the Karren Brady MBA will develop you as a professional, your employer may want to fund or part-fund your studies. Feel free to call our team on 0800 268 7737 to discuss the steps to securing employer sponsorship.





# PROGRAMME CALENDAR

OCTOBER 2020 STARTERS		APRIL 2021 STARTERS	
OCT	<b>October</b>	APR	<b>April</b>
NOV	Developing into a World-Class Leader	MAY	Developing into a World-Class Leader
DEC		JUN	
JAN		JUL	
FEB	<b>January</b>	AUG	<b>July</b>
MAR	The Art of Negotiation & Persuasion	SEPT	The Art of Negotiation & Persuasion
APR		OCT	
MAY		NOV	
JUN	<b>April</b>	DEC	<b>October</b>
JUL	Winning at Ethical Leadership	JAN	Winning at Ethical Leadership
AUG		FEB	
SEPT		MAR	
OCT	<b>July</b>	APR	<b>January</b>
NOV	Building Powerful Strategies for Growth & Success in the Global Environment	MAY	Building Powerful Strategies for Growth & Success in the Global Environment
DEC		JUN	
JAN		JUL	
FEB	Leading Organisational Change Initiatives	AUG	Leading Organisational Change Initiatives
MAR		SEPT	
APR		OCT	
MAY	<b>October</b>	NOV	<b>July</b>
JUN	Fundamentals of Sustainable Business Growth	DEC	Fundamentals of Sustainable Business Growth
JUL		JAN	
AUG		FEB	
SEPT	<b>January</b>	MAR	<b>April</b>
	The Entrepreneurial Project		The Entrepreneurial Project

# THE APPLICATION PROCESS

If you're ready to apply for the Karren Brady MBA, follow the process below and we will guide you through each stage:

1. Apply through [arden.ac.uk/KBMBA](https://arden.ac.uk/KBMBA)



2. Once you complete and submit the application form, we'll send you a confirmation email. If you find you have any questions at this stage, you can call us on 0808 274 3353 or email us at [contactus@arden.ac.uk](mailto:contactus@arden.ac.uk).

3. We'll then be in touch, usually within one working day, to advise you on any other supporting documents you might need to provide and answer any questions you might have.

4. Once we have all documentation, we will then process your application with our Academic Team to determine eligibility for the MBA. This can take up to 10 working days.

5. If eligible for the MBA, you'll receive an offer of acceptance from us, detailing the next steps such as payment of your course fees and discussing your enrolment.

### Did you know?

You can find more resources and video content at [arden.ac.uk/KBMBA](https://arden.ac.uk/KBMBA)

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