

# Master of Business Administration

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Wrexham Glyndwr  
University

[www.ukuniversity.hk](http://www.ukuniversity.hk)

+852 6965 9888  
[info@ukuniversity.hk](mailto:info@ukuniversity.hk)







## Wrexham Glyndwr University

Established in 2008, Wrexham Glyndwr University are one of the youngest universities in the UK and is a vibrant, friendly place where each student's learning and future is given personal attention. Starting out with just the Wrexham campuses, they now have sites in North Wales and London. Every year they are developing to offer more people the opportunity to access their courses and growing their facilities to keep courses at the cutting edge and to develop their practical learning opportunities for students.

Despite being one of the youngest, Glyndwr University received a silver award for the quality of teaching by the Teaching Excellence Framework, in June 2017. WGU has been ranked **2nd in the UK** for teaching satisfaction in The Guardian University Guide 2022 and named one of the **highest risers climbing 41 places**.

Wrexham Glyndwr has been rated second in the UK for the quality of our teaching in The Times and Sunday Times Good University Guide 2022.



# Ranking and Qualification

UK Ranking

# #66

## The Guardian

The Guardian -  
The best UK universities 2022 rankings

UK Ranking

# #127

## Complete University Guide

The Complete University Guide -  
University League Tables 2023



WES Approved



# Master of Business Administration



## ■ Course Description

The MBA programme offered by Wrexham Glyndwr University will allow students to hone their skills, update themselves with the industry trends, build a niche professional network and exploit new, exciting opportunities in the market. Unlike other institutions, students with relevant industry experience are eligible for the MBA program without a Bachelor's degree through our mature entry route. Wrexham Glyndwr University is considered among the top 10 risers in the UK and has 93% Graduate Level Employability.

This programme is offered as a general MBA Top-Up, or with specialisms in Human Resource Management, Finance and Marketing.

To be awarded the MBA, successful completion of the dissertation is required, and 180 credits attained. You will be allocated a supervisor to advise on the construction and progression of your dissertation. The dissertation stage has 3 components: Research Methods, Literature Review and Dissertation. Students are encouraged to select a research topic of a contemporary nature, related to business and management, which has potential value and relevance to future career aspirations.

## ■ Course Content

Research Methods

Literature Review

Research Dissertation

## Progression Pathways



The shortest time to complete the course:

**6 months**

(Completion time depends on student progress)

**180 credits required to complete the course**



## Programme Features

100% online learning, which can be accessed from your phone, pc or tablet at home or on the move. On successful completion of your studies, you'll be invited to attend a graduation ceremony on campus.

### Study Mode

Online and Part-time

### Duration of Program

Every program can be completed in 1 year.

### Assessment

Performance of students are assessed on a continuous basis through assignments and class participation.

### Entry Requirements

- UK RQF/ NQF Level 6; or HKQF Level 5 qualification or
- A bachelor's degree awarded by a recognized institution or
- A recognized professional qualification (s) plus at least 3 years of full-time work experience at senior level. Shortlisted applicants may be invited for an interview.

### English Language Requirements

- IELTS 5.5; Reading and Writing must be at 5.5 or
- HKALE Use of English at Grade E or above, or HKDSE Examination English Language at Level 3 or above or
- Satisfy the examiners in UK EDUCATION qualifying examination, if required.

### Medium of Instruction

All modules will be taught in English.

# Programme Structure

This MBA course is divided into two parts, Postgraduate Diploma PLUS MBA Top Up.

Postgraduate Diploma (120 Credits)

## QUALIFI Level 7 Diploma in Business Strategy

<b>Start Date:</b>	Anytime
<b>Duration:</b>	Max 12 months, course exemption will be provided base on experience
<b>Mode of Study:</b>	Distance Learning
<b>Structure:</b>	6 Mandatory and choose a specialism route to achieve 120 credits, with no exam

### Mandatory Units

1. Strategic Marketing
2. Finance for Managers
3. Strategic Direction
4. Strategic Planning
5. Creative and Innovative Management
6. Managing Corporate Responsibility

### General Management Specialism

Specialism Modules:

- Research Methods
- Development as a Strategic Manager

### MBA Top-Up

Direct entry upon completing the Qualifi Level 7 Diploma in Business Strategy: HRM Specialism.

- Research Methods
- Dissertation
- Literature Review

### HRM Specialism

Specialism Modules:

- Resourcing, Talent Management & Development
- Performance Management
- Contemporary HRM

### MBA HRM Top-Up

Direct entry upon completing the Qualifi Level 7 Diploma in Business Strategy: HRM Specialism.

- Research Methods
- Dissertation
- Literature Review

### Finance Specialism

Specialism Modules:

- Business Finance
- International Financial Management
- Contemporary HRM

### MBA Finance Top-Up

Direct entry upon completing the Qualifi Level 7 Diploma in Business Strategy: Finance Specialism.

- Research Methods
- Dissertation
- Literature Review

### Marketing Specialism

Specialism Modules:

- Customer Growth Marketing
- Advanced Strategic Marketing
- Contemporary HRM

### MBA Marketing Top-Up

Direct entry upon completing the Qualifi Level 7 Diploma in Business Strategy: Marketing Specialism.

- Research Methods
- Dissertation
- Literature Review

part 01

## ■ Programme Structure

BA Top Up (60 Credits)

### **Wrexham Glyndwr University** **Master of Business Administration Top-Up**

part 02

<b>Start Date:</b>	September / January
<b>Duration:</b>	6 months, course exemption will be provided base on experience
<b>Mode of Study:</b>	Distance Learning
<b>Structure:</b>	Dissertation stage has 3 components with no exam

#### **Research Methods**

The aim of this module is to provide an insight into the nature and make up of academic research and methodologies that align with research frameworks. And to introduce analytical techniques, approaches to sampling and research ethics to provide direction to solving research questions. The assessment is 3,000 words.

#### **Literature Review**

The aim of this module is to support students in identifying a contemporary managerial problem that is sufficiently complex to warrant investigation as a means of identifying possible solutions. And to provide an insight into the nature and make up of academic research and to enable students to undertake a focussed review of the literature. The assessment is 3,000 words.

#### **Research Dissertation**

This module will support students in carrying out an independent research project on a topic directly related to their working context and programme specialism. The aims of the dissertation are to enable students to apply knowledge and expertise gained during the taught element of the programme; demonstrate mastery of a specific area of the subject; and facilitate the development of applied research skills. The assessment is 6,000 words.





## ■ QUALIFI Level 7 Diploma in Business Strategy Module Outline

### BUS 7.1 Research Methods

The aim of the unit is to develop the learner's knowledge and understanding of academic practice and approaches to research. It utilises a problem-based learning approach to develop your practical competence in aspects appropriate to academic practice and research in business and management.

#### Learning Outcomes

- Be able to understand and apply different research methods that can provide realistic and applicable outcomes
- Be able to use standard research methodologies
- Be able to produce research reports.

### BUS 7.2 Development as a Strategic Manager

The unit aims to support organisational and self-awareness in learners. It provides a foundation for a self-critical and reflective approach to personal development to support the learner when operating at a strategic level. Wider context organisational and environmental factors are also considered as contributors to overall strategic success of the individual and the organisation.

#### Learning Outcomes

- Be able to identify personal skills to achieve strategic ambitions
- Be able to manage personal leadership development to support achievement of strategic ambitions
- Be able to evaluate the effectiveness of the leadership development plan
- Be able to advocate an employee welfare environment that supports organisational values

## BUS 7.3 Strategic Marketing

The unit will investigate underlying models, techniques and theories that underpin marketing and can contribute to strategic objectives. It will also provide learners with a critical understanding of the marketing function within complex organisations.

### Learning Outcomes

- Be able to understand the relationship between the marketing plan and strategic objectives
- Be able to produce a strategic marketing plan
- Be able to promote the marketing plan in support of strategic objectives

## BUS 7.4 Finance for Managers

This unit is geared towards supporting learners in understanding and using financial information and data. This unit is important to learners as it supports decision making.

### Learning Outcomes

- Be able to analyse financial information and data
- Be able to assess budgets and their ability to support organisational objectives
- Be able to evaluate financial proposals for expenditure provided by others

## BUS 7.5 Strategic Direction

The unit will explore the strategic aims and objectives of an organisation and their significance in setting direction, and identifying success and progress for the organisation. The unit will also explore where different strategic options may lead the organisation to change its direction.

### Learning Outcomes

- Be able to review and determine the organisation's strategic aims and objectives
- Be able to evaluate progress towards achieving organisational strategic aims and objectives
- Be able to determine and evaluate strategic options to support a new strategic position

## BUS 7.6 Strategic Planning

This unit is about the value of the strategic planning process in formulating appropriate strategies and designing a plan that will be supported by stakeholders and other organisational leaders. The critical review of the plan and its success is also addressed in the unit.

### Learning Outcomes

- Be able to conceive and analyse strategic options
- Be able to formulate a strategic plan
- Be able to implement, evaluate, monitor and review the strategic plan

## BUS 7.7 Creative and Innovative Management

This unit provides the learner with the understanding to recognise the value to organisations of creative and innovative management ideas and the skills to implement this understanding.

### Learning Outcomes

- Understand the importance of creative and innovative management in organisations
- Be able to support creative and innovative management processes for an organisation
- Be able to influence others to effect change in an organisation
- Be able to plan to overcome barriers to implementation of creative and innovative management ideas in an organisation

## BUS 7.8 Managing Corporate Responsibility in the Wider Business Environment

This unit provides the learner with an understanding of the effect of legislation and global integration on decisions, policies, processes and activities undertaken by organisations.

### Learning Outcomes

- Understand the wider implications and effects of global integration on organisations
- Understand the importance of responsible corporate governance in organisations
- Understand the effects of environmental legislation, directives and guidance on organisations
- Understand the socio-cultural, ethical and moral issues that affect organisations in the current economic environment



## BUS 7.9 Contemporary Human Resource Management

The aim of this unit is to provide learners with the ability to understand and analyse the impact of internal and external environmental forces on organisational strategy and management of people. Also, to enable the learner to analyse a range of organisational contexts and how they develop ways to respond such environmental forces and the role of HR professionals in contributing to it.

### Learning Outcomes

- Understand the environment of modern organisations and changing nature of contemporary HRM
- Understand the impact of changes to the structure and nature of industry, employment law and working patterns on HRM
- Understand the process of strategic management and the role of HR professionals in contributing to it
- Understand the diverse application of HR practices in a range of organisational contexts

## BUS 7.10 Resourcing, Talent Management and Development

The purpose of this unit is to develop competence in understanding and analysing employment markets and demographic trends to create and implement effective, ethical and appropriate resourcing, retention, talent management and development strategies.

Also, the potential and limitations of the contribution of learning and talent development policies and strategies to formulating and achieving objectives at national, organisational, group and individual level will be discussed. Learners will assess the role of HRM professionals in designing, implementing, and evaluating strategic planning relevant to employee resourcing, talent management and development.

### Learning Outcomes

- Understand the theoretical and conceptual basis for employee resourcing and major contemporary developments in employee resourcing and talent management
- Understand the features and characteristics of changing employment markets as a basis for effective resourcing and talent management strategies
- Understand the full range of professional functions associated with long- and short-term talent and succession planning
- Understand the theoretical and conceptual basis of learning and talent development and contemporary research evidence
- Be able to design, implement and evaluate resourcing and talent management and development strategies

## BUS 7.11 Performance Management

The aim of this unit is to enable learners to understand the main elements that influence the performance of employees at all levels within an organisation and the ways in which such elements can be managed in a constructive manner. Further to provide learners with understanding to devise and implement appropriate HR practices and strategies that relate to Performance Management.

### Learning Outcomes

- Understand the linkages between employee performance, HR practices and organisational performance
- Be able to identify the barriers and blockages preventing expected standards of performance being met
- Be able to analyse the key HR and employment practices influencing employee performance
- Understand the key requirements of various systems central to performance management and their integration

## BUS 7.12 Business Finance

This unit aims to develop students' knowledge and understanding of management accounting techniques for small businesses and introduce students to the use of management accounting information in the effective management (planning, organising, actuating, and controlling) of small businesses.

### Learning Outcomes

- Explain the management of working capital in 1.1. Explain and analyse the process Accounting small business
- Explain the framework for financial decision making and interpretation of financial statements for decision making
- Be able to interpret the various investment appraisal methods
- Produce a range of financial budgets for small businesses and discuss the benefits and relevance of budget preparation in decision making processes

## BUS 7.13 International Financial Management

This module aims to develop students' understanding and knowledge on investments that are conducted across international borders. Furthermore, it explores issues that go beyond domestic economies, including dealing with foreign currency and managing international economic and cultural differences. Hence, this module equips students with the tools to navigate the complex world of international finance.

### Learning Outcomes

- Be able to explain international financial environment with emphasis on financial markets and exchange rate determination
- Be able to analyse exchange rate behaviors and learn relationship between Inflation, Interest rates and exchange rates
- Be able to explain the forecast of future exchange rate risks and to manage the same by hedging the exposure
- Be able to understanding of how MNCs decide on their short-term cash flow needs to finance international trade
- Be able to explain how MNCs manage long term assets and liabilities; and conduct capital budgeting analysis and capital structure decision

## BUS 7.14 Customer Growth Marketing

The overarching aim of this module is to critically examine the tools and techniques used to create successful customer growth in all contexts. In doing so students will develop a critical understanding of the factors which influence consumer behaviour and evaluate the literature and relevant theories which explain consumer motivation and customer relationships. Students will also be able to analyse an organisation's marketing strategy and demonstrate the application of key elements concepts and tools within the business environment.

### Learning Outcomes

- Critically evaluate and design successful communication strategies to meet and grow marketing outcomes
- Identify and redefine segmentation and targeting techniques to reach your customer base
- Be able to Develop and Explain creative marketing plans targeting the consumer behavior
- Be able to conceptualize competitive advantage by creating long term growth using relationship marketing



## BUS 7.15 Advanced Strategic Marketing

Marketing Strategy builds on the existing knowledge that students and practitioners already hold about the principles of marketing. It should help candidates propose strategic response to emerging market themes and allow them to consider the impact on marketing and its interaction with other parts of the organisation.

Its aim is to provide a clear concise guide to the tools and frameworks for marketing decisions that seek answers to the strategic questions, where are we now? Where do we want to be? How will we get there? And did we get there?

### Learning Outcomes

- Be able to evaluate various possible orientations of marketing strategy
- Be able to identify and analyse marketing issues within various environments, utilising a wide range of marketing techniques, concepts and models
- Be able to critically evaluate various options available within given constraints and apply competitive positioning strategies, justifying any strategic decisions taken to determine
- Be able to analyze and develop creative, customer focused and innovative strategies incorporating relevant marketing mix decisions, to realise sustainable competitive advantage
- Be able to identify competitive advantage as an on-going process that needs to be measured, managed, and controlled

## BUS 7.16 Planning, Controlling and Leading a Project

This unit aims to introduce learners to the realities of developing and managing a project. It will also introduce learners to the challenges of project management practice in the global business arena. It aims to promote thinking critically about project management as complex, process-based cultural systems and as constantly developing with the high performing team efforts.

As increasing number of firms have project development and project management activities, understanding the efficient project management is of vital importance. Learners will learn about the roles and responsibilities of a project team members. Various level of management skills will be studied with special focus on success factors, monitoring and control.

### Learning Outcomes

- Understand the concepts and principles of project management in business
- Be able to design systems and plans for initiating and managing and leading projects
- Be able to evaluate the effectiveness of communication within a project management team
- Be able to design monitoring and controlling mechanisms for a project
- Understand how to close and review the completion of a project

## BUS 7.17 Procurement Risk and Contract Management

The aim of the unit is to enable the student to understand the core concepts of procurement along with the importance of identifying and managing risks related to procurement and contract management. The learners will also develop a critical understanding of various legislative frameworks important for procurement and consider frameworks for risk assessment in the procurement context.

### Learning Outcomes

- Understand the core concepts of procurement and contract management
- Be able to critically evaluate procurement operating environment and legislation
- Understand the management of procurement operations
- Understand the risk management process in procurement and contract management

## BUS 7.18 Advanced Project and Logistics Management

The aim of this unit is to allow the learner to understand concepts of portfolio management and the associated features. The value of having a Project Management Office will also be examined and the stages of establishing and effective project management office will be considered. Learners will also examine the supply chain ecosystem and review IT frameworks appropriate for logistics and supply chain complexities.

### Learning Outcomes

- Understand the features and aims of project, program, and portfolio management
- Understand the requirements for implementing a Project Management Office
- Understand the global supply chain ecosystem
- Understand the role of information technology in logistics and supply chain





# Samples of Certificate & Transcript



**QUALIFI**  
SUCCESS THROUGH LEARNING  
RECOGNISED WORLDWIDE

## CREDIT CERTIFICATE

Name: \_\_\_\_\_

Qualification Title: Qualifi Level 4 Diploma in Business Management

This is to certify that the learner has been awarded the following unit credits for achieving the learning outcomes of the unit(s) listed.

Unit No.	Unit Title	Level	Credit	Grade
A/507/1586	Managing Change	4	20	Pass
D/507/1581	Communication in an Organisation	4	20	Pass
F/507/1587	Business Operations	4	20	Pass
H/507/1582	Leadership and the Organisation	4	20	Pass
J/507/1588	Developing Teams	4	20	Pass
M/507/1584	Financial Awareness	4	20	Pass

Total Credits: 120

RN: Q024643 | CN: QCND001018 | Issued: 26/04/2022 | QN: 601/6048/2






**QUALIFI**  
SUCCESS THROUGH LEARNING  
RECOGNISED WORLDWIDE

## CERTIFICATE OF ACHIEVEMENT

This is to certify that:

Has been awarded the

### Qualifi Level 4 Diploma in Business Management

Having successfully achieved the units listed in the Credit Certificate

Date Awarded: 26/04/2022

Qualification Number: 601/6048/2

Approved Centre: Online Business School Ltd


Learner Reference: \_\_\_\_\_




  
 Jason Goodyear  
 Chief Executive, Qualifi Ltd



**PRIFYSGOL GLYNDŴR**




**GLYNDŴR UNIVERSITY**

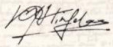
Ardystir drwy hyn ddarhod derbyn  
i radd  
**MEISTR MEWN GWEINYDDU BUSNES**  
ar 12 Chwefror 2020


It is hereby certified that

has been admitted to the degree of  
**MASTER OF BUSINESS ADMINISTRATION**  
on 12 February 2020

Ceir manghlon am leoliad yr astudio/athau a'r iaith hyfforddi/arsesu a dddefnyddiwyd yn y trawsgrifiad academaidd os ym berthnasol  
Details of the location of study and language of instruction/assessment used are set out in the academic transcript if applicable.



  
 IS-GANGHELLOR PRIFYSGOL GLYNDŴR  
 VICE-CHANCELLOR OF GLYNDŴR UNIVERSITY

  
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## About



“The UK Education” provides overseas study counseling services, focusing on assisting your overseas study journey. “The UK Education” has one of the most integrated British school networks among all the local overseas advanced study companies. Our professional counseling team provides one-stop services such as assisting in school applications, arranging interviews, etc. We help to assist students to analyze each school in details, and provide one-on-one consultation services for further studies.



## Our Missions

- Provides career path that support students who wish to develop their management skills, enterprise capabilities and opportunities in their chosen field
- Helps students to improve their understanding of any given business environments and organizations and how should they manage and develop in the given situation
- Helps students to develop skills and abilities, and support their professional development

## Accredited Partner Centre

