

Next Intake:
Autumn 2022

Duration:
24 months part-time

Teaching Locations:
Germany and London

Credit Points:
90 ECTS

Awarding Body:
Liverpool John Moores University



- Are you seeking a **higher education programme** that will challenge your intellect, advance your managerial skills and **boost your career prospects**?
- Are you considering a leadership role within your company or aiming to found your own - but need a sound business qualification to **develop your portfolio of leadership skills**?

The MBA at ECBM is a part-time programme which has been designed to meet the needs of professionals with high potential that are willing to pursue higher education alongside employment.

The structure of the programme has been developed so that you can efficiently study and work at the same time.

First Year (2 semesters)	Second Year (2 semesters)
DSM – Diploma in Strategic Management and Leadership (awarded by Edexcel)	MBA – Master of Business Administration (MBA) (awarded by LJMU)
7 weekend seminars in Germany, London and online	4 weekend seminars in Germany and in London and 1 full week in London

MBA Programme Structure (24 months)

The ECBM provides complete administration and tuition of the programme in full agreement with Liverpool John Moores University (LJMU), the awarding body of the MBA.

The MBA is an extremely practical and problem-solving oriented study programme. It is aimed at executives wishing to enhance their professional, managerial and leadership skills with a sound management qualification.

Programme Delivery

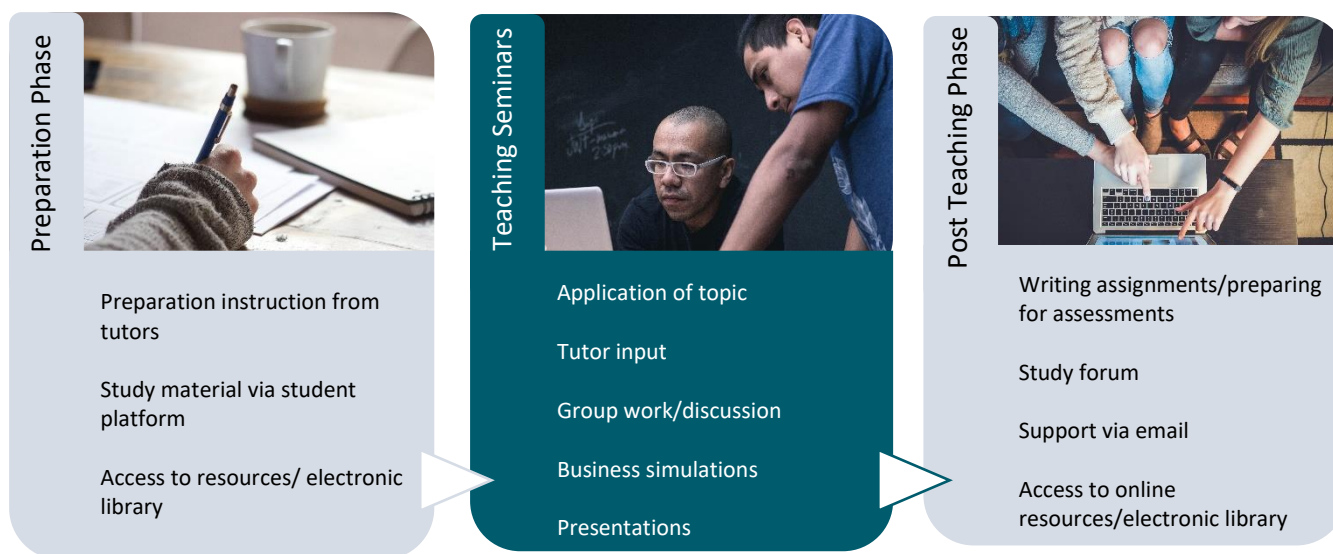
The unique mix of different learning styles, called **Blended Learning**, is a modern form of teaching that combines **e-learning**, **self-study** and **intensive in-class teaching seminars**, aimed at professionals with limited time. The block seminars are learning opportunities that use case studies, group interaction, business simulations and lively discussions.

Students are expected to actively participate in the seminars and therefore must complete the directed reading instruction from tutors, given in the preparation phase, to engage with the module content before coming to a session.

As a student on the programme, you will have **access to our student platform at any place and time**. Even when you are away you can access the teaching material, get in touch with tutors as well as your fellow students regarding group work and study questions. In addition to the teaching material, supplied via our student platform prior to any teaching session, every participant receives access to the university's online resources and various electronic journal services with a broad range of relevant literature.

During the teaching seminars, you will use the tutor's input to work on case studies and you are encouraged to also use current projects from your company to discuss with your fellow students. Sharing knowledge and experience with your fellow students from different professional backgrounds is a very valuable experience of the MBA programme. It helps you broaden your perspective and to **build up your network**.

Module Implementation



A balanced mix of university lecturers and academics with a strong business background and professional experience is the key to building a bridge between the worlds of academic and business.

In order to complete each module, various assessments must be passed. The assessments consist of written assignments, case study presentations, group project work and written exams (depending on the chosen modules).

First Year (2 semesters): Diploma in Strategic Management and Leadership (DSM)

During the first phase of the programme, you will work towards an interim Diploma which will be awarded by Edexcel after successful completion of the first two semesters. This is the **Diploma in Strategic Management and Leadership**. It combines theoretical input with a practical approach to empower candidates to become leaders in their chosen profession.

Content

Strategic Change Management	An exploration of change in organisations; case study based and with the aim of being able to understand and implement strategic organisational change. You will learn the key success factors for Change Management.
Strategic Leadership and Management	Develop your leadership skills to meet the demands of strategic management and the ever-changing business environment in order to manage successful teams and to achieve a long-lasting career as a manager.
Professional Development for Strategic Managers	Grow your personality – work on the creation of a personal development plan to take responsibility for your own learning. This will support your personal & professional growth & allows you to reflect on your achievements.
Financial Principles and Techniques for the Strategic Manager	Learn the basic concepts of budgets, investment analysis and interpretation of financial statements. Theory and practice of finance from an analytical approach to making decisions about funds in changing financial markets.
Strategic Marketing Management	Using marketing principles and concepts your analytical skills will be challenged. The fundamental marketing tools will assist you to understand and implement pricing, placement, communication and distribution strategies.

Progression to second year is dependent on successful completion of the DSM.

Second Year (2 semesters): Master of Business Administration (MBA)

Throughout the programme you are registered with **Liverpool John Moores University**, one of the largest state-recognised universities in the UK. ECBM carries out tuition, organisation and administration in full agreement with the partner university which awards the **internationally accredited Master's qualification**.

Content

Students choose **2 options out of 4*** to be studied in the third and fourth semester from the following list (subject to minimum group numbers):

Ethics for Business*	Provides you with an introduction to the concept of business ethics and the underlying philosophical theory and their critical evaluation. Introduces ways of framing ethics in the context of business.
Integrated Marketing Communications*	You will look in-depth at the range of marketing communications tools, the planning process and the crucial need for integration. This will be based on a relevant theory of consumer behaviour and communication models.

Managing Human Resource Strategy*

You will learn about strategic management and planning of HR in an international context. And also address the organisation's flexibility and the management of uncertainty. Another aspect is career management.

Research Methods for Managers

Provides you with insights into the sources of finance employed in business and their associated risks. Introduces methods of capital budgeting and investment appraisal and also addresses the development of financial decision-making.

Global Corporate Finance and Governance*

Prepares students to write a proposal for a research project based on a critical business issue of their choosing. Enables participants to critically evaluate the research design and understand approaches to research techniques.

All students follow an extended session on 'Masterliness' or how to critically evaluate literature in the second year of the programme.

Following successful completion of this curriculum content, the student must then complete a **15,000-20,000 word dissertation**, supervised by an ECBM tutor. This is a unique opportunity to develop the student's own interests and research a relevant business issue that is important to them or their organisation.

Peer-to-Peer Mentoring

As a student of the MBA, you will benefit from our **Peer-to-Peer Mentoring**. You will get access to our **Alumni platform** where you can get in touch with ECBM graduates. You will profit from the **knowledge and experience of the former students** and you can **expand your professional network**. Connecting with people in various industries or meeting people in other industries than your own can be the **ideal boost for your career prospects**. The platform is also featuring a **digital event board** allowing you to be always up-to-date with the newest events in your region and Europe-wide. If you haven't made your decision yet - **get in touch with alumni or current students via our Ambassador programme** and hear about their experiences.

Accreditation

After successful completion of the first phase students are entitled to receive the **Diploma in Strategic Management and Leadership (DSM)***.

Successful students will be awarded the internationally recognised degree "**Master of Business Administration (MBA)**" by Liverpool John Moores University, after completion of the second phase. The degree encompasses 90 ECTS and holders of this degree are entitled to begin Doctoral studies in Germany and abroad.*

ECBM is a collaborative partner of Liverpool John Moores University.



** The DSM certificate is issued by the National Examination Board Edexcel which is responsible for keeping the standard of business education in the United Kingdom and works on a national level. (For further information please see www.edexcel.org.uk). The qualification of the Diploma in Strategic Management and Leadership (DSM) therefore is nationally accredited within the United Kingdom. The DSM is accredited by our university partner as equivalent to the first year of the MBA programme. ECBM reserves the right to determine progression.*

** Since the announcement of the official resolution by the Ministry of Education and the Arts ('Kultusministerium') every European country has to accredit qualifications that are registered within their respective system. The specific organisations that are registered within Europe, like Liverpool John Moores University, are to be found on www.anabin.de.*

About the ECBM

The European College of Business and Management (ECBM) is located in the heart of London and teaches in several locations across Europe. It is a leading provider of tailor-made courses in business and management training for European companies and individual students. Established in 1988 by the German-British Chamber of Industry and Commerce it has developed various partnerships throughout Europe and has provided our 15,000 students with important business, cultural and language skills to enable them to work successfully in an international environment. ECBM has taught Bachelor and Master programmes in Business and Management for many years with high levels of academic success.

Why Choose this MBA?

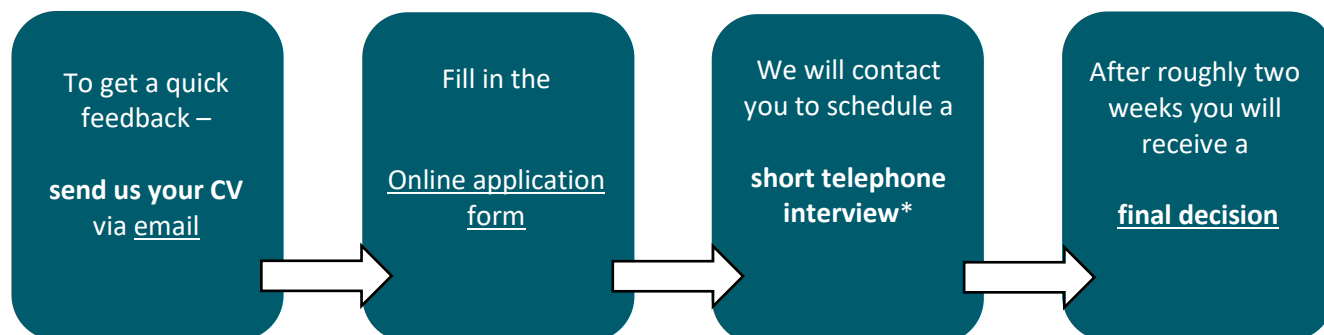
- The MBA prepares you for future challenges and enables you to understand changing and challenging business processes in a global business context.
- **Elective modules in the second year of this MBA allow you to customise the programme content according to your professional needs and interests.**
- You will develop essential business and management skills as well as the knowledge to enable you to work efficiently in today's increasingly globalised and competitive business environment.
- **The block seminar structure requires you to only take a few 'out-of-office' days each academic year, allowing you to develop and accelerate your career whilst following the concept of lifelong learning.**
- You profit from the **Peer-to-Peer Mentoring** programme allowing you to build new connections, expand your professional network and get support from experienced ECBM graduates.

Entry Requirements

The MBA programme is suitable for professionals with 3-5 years of working experience (on average), business degree holders, or applicants with a business-based education (**'Betriebswirt/in' or equivalent**).

A good level of proficiency in the English language is required as the entire programme is delivered in English. We seek candidates who are in employment for the duration of the programme and are willing and motivated to pursue this programme parallel to their employment, putting the theory into practice right away to obtain maximum benefit from the programme.

Application Process



** The interview examines the data provided in the application and supporting documents, tests your level of English and evaluates whether your profile will meet the demands of the programme.*

Not quite the right programme for you? – Have a look at our International Masters Programme

Master in International Business and Communication

The Master programme (MSc) is aimed at young professionals wanting to deepen their business knowledge while enhancing their academic research skills. The MSc focuses on the international aspect of business that incorporates the importance of communication, leadership and management in diverse cultural environments.

No previous work experience is required as all topics are illustrated with case studies of real companies in various industries.

Duration: 24 months

Intake: September

Entry Requirements:

- Bachelor's degree
- Good level of English language knowledge

