

MBA Innovative Management



 **British Institute**
of Technology & E-commerce


Coventry
University



MBA Innovative Management



Aims and Objectives

The most important pillars of an organisation are its managers. Those who wish to take up these influential positions must be willing to become inspirational leaders with the ability to change, transform and pioneer new strategies. The course offers students broad based academic and practical experience that will enable them to learn and practice current theories in management.

Aims

- To offer a complete programme that provides an opportunity to study management and the impact of technology on the techniques of management and society in general.
- To provide you with a programme offering a balance of theory, case studies and practical skills that will facilitate your intellectual and professional development.
- To equip you with the necessary knowledge and skills to achieve the postgraduate award, and to continue your lifelong development of learning.

Objectives

- To enhance critical and analytical approaches to management theory, practice and research.
- To enhance knowledge and understanding of specified areas of management.
- To enhance ability to evaluate management techniques, tools and models in a variety of contexts.
- To recognise the relationship between ideas and practice.
- To understand research methodology.
- To create confidence and autonomy in learning through critical reflection.
- To enhance personal skills and an understanding of the interpersonal skills relevant to management, including working with others.
- To enhance ability to communicate management issues in written or oral form.
- To enhance skills to demonstrate problem solving, critical thinking and strong personal and interpersonal skills while abstracting meaning from information and sharing knowledge

Admission to the Programme

- Candidates for entry will normally be expected to have a first degree or equivalent to a minimum of 2.1 (upper second class). In addition they need to have at least two years of relevant work experience.
- Candidates will be interviewed where this is possible. In the case of overseas students, where interview by the tutors at BITE is impractical, offers may be made on references, academic qualification and reports from agents.
- Candidates, whose first language is not English and who have not been educated in English at secondary level, must obtain a minimum IELTS (or equivalent) score of 6.5.

Tutors / Lecturers

Our lecturers are masters in their field and are a mix of professors from various universities including Prof. Tom Reeve author of *Alchemy for Managers* and Prof. Don Harper author of *Education Learning*.





Programme Structure

Customer Management

The objective of this module is to enhance and develop the concepts of innovative relationships with customers through the implementation of technologies and communication practices.

This module consist of the following topics:-

- Customer Relationship Management (CRM)
- Supply Chain Management (SCM)
- Marketing Communications

Organisation Management

This module focuses on aspects of information management, organisational learning and strategic management. The module intends to create an understanding of the effect of technological change on managing strategies and organisational behaviour.

This module consist of the following topics:-

- Information Technology Management
- Organisation Learning
- Strategic Management

Dissertation

The aims of this module are:-

- To provide understanding of research methodology, and the practical procedures that underpin the successful execution of an MBA dissertation
- To prepare a Dissertation Proposal that meets the requirements for a dissertation in terms of subject area, scope, methodology and feasibility

Transformation Management

The changing global business environment, combined with the accelerating technology revolution, often leads to the need to totally transform an organisation. The module creates an understanding of the importance of innovative application of organisation structures and novel technologies in order to address this transformation.

This module consist of the following topics:-

- Business Process Re-Engineering
- Change Management
- Innovation Management

Resource Management

Managing the key resources of human capital and financial capital are crucial factors in organisations today. This module exposes students to the complexities involved in managing human and financial resources with the aid of innovative applications.

This module consist of the following topics:-

- Human Resource Management
- Financial Resource Management
- Financial Reporting





Corporate Focus

Our students are aware of corporate developments

- Membership of EBSCO which provides latest business articles
- Visits to organisations such as the Stock Exchange, leading technology, businesses and financial institutions
- Coursework allied to the latest case studies
- Multi-media access to the latest news channels
- Access to latest legislation and updates
- Teaching by staff from leading academic institutions

We develop our students in relation to the principles outlined in a framework for responsibility:-

- Respect your customers
- Support vulnerable customers
- Seek potential customers within excluded groups
- Manage the impact of products or services
- Actively discourage product misuse
- Actively manage responsibility in your supply chain
- Treat suppliers as partners
- Work with the rule makers
- Have consistent standards

and in management behaviour:-

- Be consistent
- Anticipate trends
- Aim to deliver quality results
- Adhere to a business strategy
- Be part of a united culture
- Encourage and motivate responsible behaviour
- Mainstream not niche approach
- Share best practice within the business

Professional Membership

- Membership of the Chartered Management Institute
- Membership of the British Institute of Technology & E-commerce

Outstanding MBA Dissertation Award



Outstanding MBA Dissertation 2009 - Ms Fauzia Shafique

The award recognises outstanding understanding of management principles that can be applied in innovating management practice. Accordingly, the Outstanding Dissertation Award is given each year to recognize the author of an outstanding MBA dissertation. Submitted dissertations are judged by an Awards Committee. In selecting the award recipient, the Awards Committee will consider the importance of the principles applied, methodologies used, case studies, literature review, the quality of execution of the study and the contribution of the research.

The Best Dissertation Award carries with it a £500 cash prize and an engraved plaque. The winner is awarded at the BITE Annual Awards event by co-sponsors KPMG.

