# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WELCOME</td>
<td>1</td>
</tr>
<tr>
<td>ABOUT US</td>
<td>2</td>
</tr>
<tr>
<td>WHY CHOOSE US?</td>
<td>4</td>
</tr>
<tr>
<td>HOW ONLINE STUDY WORKS</td>
<td>6</td>
</tr>
<tr>
<td>THE PROGRAMME</td>
<td>8</td>
</tr>
<tr>
<td>WHAT YOU’LL LEARN</td>
<td>9</td>
</tr>
<tr>
<td>TEACHING &amp; ASSESSMENTS</td>
<td>12</td>
</tr>
<tr>
<td>OUR STUDENTS</td>
<td>14</td>
</tr>
<tr>
<td>COURSE CONTRIBUTORS</td>
<td>18</td>
</tr>
<tr>
<td>STUDENT SUPPORT</td>
<td>22</td>
</tr>
<tr>
<td>FEES &amp; FUNDING</td>
<td>24</td>
</tr>
<tr>
<td>ENTRY REQUIREMENTS</td>
<td>26</td>
</tr>
<tr>
<td>NEXT STEPS</td>
<td>28</td>
</tr>
</tbody>
</table>
WELCOME

It’s my great pleasure to welcome you to the University of Aberdeen Business School and our online MBA (Global) programme. We are a business school with a strong and vibrant academic community, with leading researchers and practitioners who produce informed, best-theory and best-practice programmes – of which the MBA (Global) is a shining example.

We pride ourselves on providing excellent student support and guidance, and on creating core competencies for all our students. The University of Aberdeen is a fantastic institution, and this online MBA programme allows you to become a part of it from anywhere in the world. We have a global mindset, and this is reflected in all our student learning experiences.

We have created a suite of innovative courses on the MBA (Global) programme. As current or future business leaders, these courses will provide you with a toolbox of core competencies and skills to excel in your field. You’ll explore a range of academic theories, concepts and models and you’ll learn how to apply these to real-world situations.

It’s our aim to provide you with a positive learning experience and unrivaled levels of support throughout your entire MBA journey. We’re very proud of this programme, and we hope you’ll enjoy your journey through it with us. I wish you every success in your studies and in your future career.
ABOUT US

“Transforming the world with greater knowledge and learning.”

OUR VISION

Founded in 1495, the University of Aberdeen is one of only six ancient UK universities, along with Oxford, Cambridge, Edinburgh, Glasgow and St Andrews.

It’s our mission to enrich people’s lives through teaching and research - social, cultural and economic impact is at the heart of everything we do.

We’ve also made it our aim to provide a personalised student experience, allowing students to thrive in a culture of equality and diversity.

THE UNIVERSITY OF ABERDEEN

#2 IN THE UK FOR RESEARCH IMPACT IN BUSINESS AND MANAGEMENT STUDIES*

ALUMNI IN MORE THAN 190 COUNTRIES

OUR RESEARCH

Our research continues to have a measurable impact on the world. In the most recent Research Excellence Framework, 76% of our research was rated world-leading or internationally excellent.

* Ranking from the most recent Research Excellence Framework
WHY CHOOSE US?

#1 100% ONLINE

Unlike many other online degrees, the online University of Aberdeen programmes have absolutely no face-to-face, residential or attendance-based elements - which means there's no need to travel or take time off work.

#2 UNLIMITED TUITION

While on the programme, you’ll have continuous ongoing communication with your subject specialist tutor using our in-built messaging system, so that you can quickly and easily get in touch without having to rely solely on email or phone contact.

Here you'll be able to post as many messages as you need to, view your entire discussion and receive a response from your tutor in less than 24 hours, Monday to Friday.

#3 UNLIMITED SUPPORT

Our Student Support team will be on hand to help you every step of the way for the duration of your online studies.

Your Programme Coordinator is dedicated to helping you keep your studies on track. You can message them from within the study site or reach them immediately by phone during office hours. Should you need it, the technical support is also just a click or a phone call away.

#4 FULLY FLEXIBLE

Many online MBA programmes require you to log-in at specific times for scheduled or “live” lectures and tutorials – we know that our students have busy lives so, the MBA (Global) is designed to completely fit around your own schedule.

There are no fixed lectures and tutorials, allowing you to fit the week’s study material into your own timetable and communicate with your tutors at times that suit you.

#5 NO ADDED COST

When you join the MBA (Global), you can expect no additional costs, paid “add-ons” or exam fees – all content, resources and support are included in your tuition fee, regardless of how you choose to pay.
As a student of the University of Aberdeen, you’ll earn your MBA (Global) completely online, from wherever you are in the world, with no face-to-face classes to attend.

Our online study platform, has been specifically designed to enable you to:

- Log in at any time, from any device
- Access all of your courses and learning materials
- Benefit from unlimited one-to-one feedback, guidance and support
- Interact your fellow students in secure online forums
- Receive ongoing feedback on your coursework and a record of the grades you achieve for each course
- Message our dedicated student and technical support teams at any time

THE DASHBOARD
This is your personal hub for organising your studies. It includes a calendar (which you can sync with your own device), to-do list, notifications stream and an overview of the other students in your cohort.

LEARNING PATH
This is where you’ll access your learning materials, divided into sections (which you can bookmark for quick access later). You’ll also find informal activities designed to get you thinking about each topic in more detail.

YOUR TUTORIAL AREA
This is where you’ll upload your coursework and receive ongoing, one-to-one feedback and advice from your tutors. You can message your tutors at any time and expect a response within 24 hours, Monday to Friday.

THE FORUMS
This is where you’ll discuss ideas and network with your fellow students. You can create topics at any time for group discussion, and in some courses you’ll find that Forum activities form part of your learning experience.

THE STUDIO
The Studio is where you’ll collaborate to undertake group activities. Here you can upload coursework into shared albums, create and collaborate on shared documents, and provide feedback on each other’s work.
The MBA (Global) from the University of Aberdeen is the only online MBA programme offered by one of the UK’s six ancient universities.

Explore forward-thinking and disruptive approaches to business alongside your international peers – gaining skills in leadership, innovation, change management, strategy development, sales and marketing.

The programme also gives you the opportunity to apply your MBA studies to your own career goals, by conducting research in areas that interest you as a professional.

**WHAT YOU’LL LEARN**

**EXPLORE INNOVATION AND DISRUPTION**

During the programme, you’ll gain insight into the innovation process, and how to challenge current practices in order to remain relevant and competitive.

You’ll also enhance your ability to develop market strategies, pitch your ideas and think disruptively, finding ways to displace existing markets and technology.

**Key Courses**

Business Model Innovation, Future Thinking

**MANAGE PROJECTS, CHANGE AND TEAMS**

Develop the skills to plan and execute a successful project, implement organisational change and build and manage high-performance teams.

On completion of the programme, you’ll be equipped to excel in a variety of management roles: whether that’s the management of people, processes or change.

**Key Courses**

Leading and Managing Projects, Managing Change, Leading and Managing High Performance Teams
PERSONALISE YOUR MBA

The MBA (Global) offers you the opportunity to investigate the business issues which interest you and align with your career goals.

You’ll undertake a research project in an area of your own interest which could improve performance in your organisation or bring about change in the workplace.

Key Courses
Making Sense of Research, Research in Practice, Developing Business Solutions

PRACTICE SMART AND EFFECTIVE LEADERSHIP

Analyse popular leadership theory, and learn how to develop an efficient leadership style of your own that will encourage followership.

You’ll explore how managers can motivate, manage and lead people, with emphasis on the use of coaching, performance management and mentoring techniques.

Key Courses
The Leadership Challenge, Leading and Managing High Performance Teams

DEVELOP PROFITABLE STRATEGIES

Gain an in-depth understanding of strategy development, analysing your organisation’s current position, goals and routes to success.

You’ll learn about the internal and external factors which influence decision-making, and explore the concept of dynamic strategy: constantly learning and reinventing in response to an ever-changing environment.

Key Courses
Strategy and Practice in a Dynamic World, Future Thinking

UNDERSTAND MARKETING AND SALES

Learn how to identify and satisfy your target markets, gaining an understanding of customer behaviour, value creation and value delivery.

You’ll gain an appreciation of modern marketing tools, techniques and activities, and learn how to implement effective sales processes once your value proposition is in front of potential customers.

Key Courses
Marketing and Sales Management
HOW WILL I BE ASSESSED?

The MBA (Global) is assessed entirely by coursework. We believe that assessment should be a core part of your learning – allowing you to use your knowledge, skills and experience in context.

There are three types of assessment, each of which will mirror real-life professional practice:

- **GROUP CHALLENGES**
  Address business challenges and devise innovative solutions by working collaboratively in teams.

- **THEORY INTO PRACTICE**
  Critique and adapt a new theory or framework in your own professional context.

- **REFLECTIVE PRACTICE**
  Reflect on your learning experience and acquired knowledge to develop your management skills.

- **GROUP CHALLENGES**
  Address business challenges and devise innovative solutions by working collaboratively in teams.
OUR STUDENTS

77% INTERNATIONAL STUDENTS

36 AVERAGE AGE

AGE RANGE: 24–62

STUDENTS BY REGION:

- 23% UK
- 14% Europe (excl. UK)
- 18% Americas
- 20% Middle East
- 19% Other
- 6% Asia-Pacific

STUDENTS BY INDUSTRY:

- 21% Oil & Gas
- 17% Education, Government & Non-Profit
- 12% Healthcare, Medicine & Pharmaceuticals
- 9% Finance, Accounting & Banking
- 9% IT & Technology
- 6% Engineering
- 5% Communications
- 5% Other Energy & Utilities
- 5% Manufacturing
- 5% Hospitality, Entertainment, Travel & Tourism
- 2% Consulting
- 2% Transport, Logistics & Shipping
- 1% Retail
- 1% Agriculture

A SELECTION OF THE COMPANIES OUR MBA (GLOBAL) STUDENTS REPRESENT:

- Microsoft
- bp
- IBM
- Netflix
- Citigroup
- NHS
- Ingenico
- Petrofac
- National Oilwell Varco
- Técnicas Reunidas
- HM Government
The MBA (Global) attracts students from a wide variety of professions. Here’s a selection of the positions held by our current students when they applied to the programme:

- Compliance Manager
- Project Manager
- Logistics Officer
- Head of Media and Corporate Communications
- IT Infrastructure Engineer
- Operations Manager
- Production Supervisor
- Project Manager
- Legal and Business Affairs Manager
- System Analyst
- Chief Accountant
- Co-Founder/CEO
- Head of Exploration and Production
- Portfolio Associate
- Territory Account Manager
- Director of Operations
- HR Manager
- Sales Manager
- Managing Director
- Process Engineer
- IT Projects Manager
- Senior Management Executive
- Commercial Director
- Teacher
- Marketing Communications Advisor
- Healthcare Industry Consultant
- Client Services Manager
- Head of Product Development

STUDENTS BY PREVIOUS DEGREE FIELD:

- 20% Engineering
- 15% Professional Qualification/No Degree
- 12% Business
- 9% Technology & IT
- 9% Natural Sciences
- 8% Accounting & Finance
- 6% Medicine & Healthcare
- 5% Media & Communications
- 5% Law
- 5% Social Sciences
- 3% Arts & Humanities
- 3% Sports Science
Dr King Omeihe is the co-founder and Chair of African Studies at the British Academy of Management (BAM), as well as Chair of the Entrepreneurship in Minority Groups SIG at the Institute for Small Business and Entrepreneurship (ISBE).

In his previous role at Edinburgh Napier University, he was nominated for several awards and was awarded in 2020 for Outstanding Teaching.

Prior to teaching, Dr King enjoyed a 10 year managerial career in the banking industry, and has served as an advisor to organisations, government and businesses.

His teaching at the University of Aberdeen focuses on entrepreneurship and research methods.

Ann Robb is a Marketing Mentor and Digital Marketing Specialist based in Edinburgh. Ann has spent over 20 years helping a wide variety of businesses grow, both as a marketing expert and entrepreneur. She also operates as a Digital Marketing Trainer, advising where improvements can be made and planning campaigns that solve business problems, from up-to-the-minute web analytics to more traditional media.

As a contributor to the Marketing and Sales Management course on the MBA (Global) programme, Ann provides some expert insight into the topics of Customer Satisfaction, Business Buyer Behaviour and the Customer Journey.

Steve Harrison is a Lecturer and Executive Fellow at the University of Aberdeen Business School with over 20 years of experience in strategy development and project management.

Following a successful corporate career Steve works today as a project manager for Scottish Enterprise, working to co-create, develop and manage projects which create significant and sustainable positive economic impact across Scotland. Over the past three years Steve has helped over 100 founders and teams pitch their businesses and products.
Kerry Freeman is the Head of Culture at the Royal Bank of Scotland (RBS), leading the bank-wide culture change programme within the company and supporting colleagues across different businesses and specialisms to align to cultural goals and change behaviours.

Kerry lends her expert insight to the Managing Change course on the MBA (Global), discussing topics such as emotional intelligence, effective communication, transparency and how to approach resistance to change within an organisation.

This programme offers the chance to interact with people from around the world, from different backgrounds, cultures and work experiences. In fact, it is a unique experience which combines modern teaching technology, pragmatism and flexibility.

MBA (Global) Student
Honoré Mbouombo Dairou
Managerial Petroleum Geoscientist (Oil and Gas), Cameroon and France

Angela Black is a Professor of Finance at the University of Aberdeen and the Course Coordinator for the International Finance course on the MSc Finance programme. She specialises in teaching business finance, corporate finance, investment analysis, international finance and portfolio analysis; and has taught these subjects on undergraduate, postgraduate and MBA programmes.

Angela enjoys working closely with finance professionals and has been a pension trustee and an investment adviser to professional boards; She also chaired charitable trust committees. Her research interests lie in the area of asset pricing, corporate finance and the relationship between stock markets and the "real" economy. Her publications include more than 26 research papers in peer reviewed journals and she has written articles on personal finance for the media. Angela’s work has been cited in the Financial Times. Editorial responsibilities include associate editor for the Journal of Banking and Finance, the International Review of Finance and the British Accounting Review.

ANGELA BLACK
COURSE CONTRIBUTOR, ACCOUNTING AND FINANCE FOR MANAGERS

KERRY FREEMAN
COURSE CONTRIBUTOR, MANAGING CHANGE
We believe that students who choose to gain their degree online should receive more support than on-campus students, not less – which is why we place such an emphasis on providing an exceptional level of online support and tuition.

As an online student with The University of Aberdeen Business School you have unlimited access to one-to-one tuition through a private online discussion. This is an ongoing communication between you and your tutor which you can refer back to at any time during your studies. You can communicate with your tutor at any time, and as often as you need to – there is no limit to the number of questions you can ask or to the number of messages you can post.

Student–tutor communication is asynchronous, which means you don’t have to login at a specific time and you can take time to consider your questions and comments. Asynchronous communication also allows your tutor to review your work and provide you with meaningful feedback and advice. You can normally expect to receive a response from your tutor to any message that you post within 24 hours, Monday to Friday.

Student Support

JACK GORDON
MBA (GLOBAL) PROGRAMME COORDINATOR

As the Programme Coordinator for the MBA (Global) distance learning programme, Jack will be your first point of contact for any non-subject specific enquiries and he’s focused on helping you to succeed.

Jack has oversight of all aspects of the programme, and will therefore be able to provide you with any advice and guidance you might need for the duration of your MBA (Global) studies.
The tuition fee for the MBA (Global) programme is £20,000. You have the choice of four payment options. Depending on where you reside, you could be eligible for loan funding or other financial help. University of Aberdeen alumni are also entitled to a discount on tuition fees.

University of Aberdeen alumni will receive a 20% scholarship towards their tuition fee.
I applied to Aberdeen because it was recommended to me by my friends. I was close to signing up in Australia but I think it’s cool to be doing an MBA online... It’s a testament to how well the system works because I am perhaps as far away from the source as you can be.

Gordon Stewart
Sales and Marketing Director (Electronics),
Australia, MBA (Global) Student

ARE YOU ELIGIBLE?

The MBA (Global) is open to applicants of any discipline. You don’t need a background or degree in business to apply, but to be eligible you’ll normally meet the following requirements:

- UK second-class honours degree or equivalent
- 2 Years or more relevant professional experience
- English language skills (assessed during admissions)

*If we need evidence of your English language skills, we may ask you to take one of the recognised tests such as IELTS.

To find out if you’re eligible, visit our website and use our quick eligibility checker to get feedback from an Admissions Advisor within 24 hours:

Check your Eligibility
NEXT STEPS

GET IN TOUCH

For more information on any of our programmes, please contact us by phone or email:

+44 (0)1224 515270
admissions-onlineidi@abdn.ac.uk

If you would like initial feedback on your eligibility, simply upload your CV and an Admissions Advisor will respond within 24 hours (Monday-Friday).

online.abdn.ac.uk/business/online-mba

UPLOAD YOUR CV