

# The Bath MBA

Full-time  
Part-time Executive



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### Cover profile

06 My ambition was to change both industry sector and role. However, during the year I developed a greater appreciation of my own industry and company. Since graduating I have returned to Rio Tinto and notice that a greater variety of roles are now available to me. More importantly, my understanding of the business itself has developed. As a result, my progress has accelerated and my prospects are far greater than previously.

One of the best things about the Bath MBA apart from the beautiful city itself, is that the programme is embedded within a university campus. Lectures were full of new material, drawn from research undertaken by School faculty, many of whom are leaders in their specialist field.

I enjoyed stepping out of the work 'hierarchy' for a year. The debate and intellectual stimulation on the MBA has been among the highlights of my professional life so far.

I would do it again! 07

Louise Beer, Bath MBA  
Business Analyst, Rio Tinto

## Welcome

The ethos of The Bath MBA is to look beyond business processes and techniques to emphasise self-awareness, intuition, cross-cultural sensitivity and entrepreneurship as well as a socially responsible and ethical approach to business and management.

Our outstanding research leadership coupled with extensive corporate relationships enable the creation of unique research-to-practice links. We adopt a careers and personal development approach to our curriculum to meet the needs of employers looking for added value.

Over its 40 year history, the Bath MBA has earned a reputation for excellence. The programme is consistently ranked among the world's leading MBAs. Accredited by the Association of MBAs (AMBA) since 1976. Our reputation stems from world-class teaching and leading edge research embedded into the curriculum. The recent government research assessment exercise (RAE) places us 5th in the UK for business and management research. We listen to our students, alumni and stakeholders to innovate and refresh the programme to ensure that it is relevant to management and business practices of the 21st Century.

The programme offers a comprehensive introduction to the key functional skills that are essential to any organisation. Personal

development, innovation and integration are key themes developed throughout the Bath MBA.

The School's student-centred, high-contact teaching approach provides a stimulating, interactive and supportive learning environment where students share knowledge from their diverse business experiences. This fosters the cross-fertilisation of ideas and debate on contemporary management themes.

Critical thinking, teamwork, creativity, as well as individual and organisational development, are key differentiators. This, combined with being part of one of Britain's leading universities on the edge of one of England's most beautiful cities, makes the Bath MBA hard to match.



Professor Richard Elliott,  
Dean of the School of Management

# A programme apart

📍 **Ranked 5th in the UK with 70% of faculty research rated as internationally excellent or world-leading.**



### Excellent teaching:

The School of Management's teaching is rated as 'excellent' by the UK government's Higher Education Funding Council. The Bath MBA combines the expertise of the School's international academics with corporate partners who participate in teaching throughout the degree, bringing their own cutting-edge knowledge of business directly to the classroom. The School is known and respected around the world for its research. Results from the government's research assessment exercise (RAE) confirm the School's position at the leading edge of business and management research alongside Oxford and LSE. "Rated 5th in the UK with 70% of faculty research rated as internationally excellent or world-leading". We have particular expertise based around four main research clusters:

The School has expertise across the following subject groupings: Accounting & Finance; Business, Society and Business Economics; Information, Decision and Operations; Marketing; Organisation Studies; Strategic and International Management.

These groupings contain cross-functional Research Centres, which focus and formalise our research initiatives.

### High-contact learning environment:

The School's student-centred, high-contact teaching approach provides a stimulating, interactive and supportive learning environment. Students share knowledge from their own diverse experiences which fosters the cross-fertilisation of ideas and debate on current business themes.

We place heavy emphasis throughout the programme on developing personal effectiveness and powerful outcomes for both individuals and sponsoring employers; creating well-rounded, critical-thinking managers. The programme has been designed to ensure graduates have the skills to manage in a complex, changing world while also benefiting from the internationally respected research expertise of Bath's faculty. The Bath MBA is known for its atmosphere of friendly competition – students have a strong drive to succeed but also give each other support and encouragement.

### Personal skills development and career coaching:

From the start of the programme you will undertake a review of your career potential through a dedicated stream of work that

focuses on developing your managerial competence and self-awareness. You will have the opportunity to reflect on your style of working within teams through regular meetings with a syndicated group of peers. Throughout the programme there will be an emphasis on the development of your critical thinking, influencing, leadership, conflict resolution and communication skills.

### Understanding the business context:

Some MBA programmes launch straight in to the study of functional areas of business without seeking to establish the wider organisational context. From the outset of the Bath MBA you will be challenged to consider the complexity of the organisational context and reflect upon the links between business and society across both international and national arenas. You will consider how your personal growth is related to organisational development.

### Integrating theoretical knowledge with practical, problem-solving cases:

The Bath MBA equips students with both theoretical and practical knowledge as well as the professional and personal skills to manage strategically and successfully in a constantly changing environment. The programme integrates theoretical disciplines through the application of knowledge and skills to assignments, projects and live

“I was sponsored through the full-time Bath MBA by the Royal Air Force as part of a programme designed to ensure the RAF is kept up-to-date with best practice from industry and academia. I chose the Bath MBA because of its reputation for top-quality teaching and also because of its location in the beautiful city of Bath. After a demanding but fun year I have now returned to the RAF where the skills, both academic and personal, which I developed on the Bath MBA are already proving invaluable in helping me to approach and resolve problems with a different perspective.”

Paul Bostock

business case studies. It facilitates critical thinking as an effective route to resolving the complexities that face managers in today's rapidly changing business environment.

#### Entrepreneurship embedded in the programme:

For more than 30 years Bath has embedded entrepreneurial activities within the MBA. Each year, during stage 2 of the programme, students take part in the 'Entrepreneurship in Action Project'. This business planning exercise is a unique differentiator of the Bath MBA. It draws together and contextualizes the functional knowledge gained during the first phase of the programme to embed enterprise skills along with an understanding of how high-performance and creative teams are developed and managed. Students frequently comment that it is the best part of the degree and several students have taken advantage of the additional opportunity of participating in the University of Bath Business Plan Competition's £10,000 prize fund, sponsored by the £9 million Sulis Seedcorn Fund, converting their ideas into money winning proposals that they are now pursuing as business interests.

“With an engineering educational background and potential career in banking, I realised after 4 years of work that I was missing some skills and a combination of business and administrative expertise is a must in order to build a solid foundation for executive positions. Following research, I started surfing my way onto an MBA course at the University of Bath School of Management. Everything has been as I expected and even more so; high quality teaching staff, rich and objective ideas, great reference material and high tech facilities. Needless to say, the charm of the city of Bath is an excellent source of inspiration and relaxation, which adds a cultural and social flavour to the academic atmosphere. It is a move that I will never regret and I will always refer to it as the “U turn of my career”.

Don't wait; apply today to live the complete experience. 11

Lama Sarkis

“I chose the Bath MBA mainly because of its strong reputation. From the very first beginning, the University and the School of Management have been very supportive to make me get the most of the programme. I have found excellent lecturers who not only are experts in their field but also are highly committed to their teaching, sharing their knowledge and giving support throughout the programme.

“I really enjoy the high international structure of the class; the teamwork tasks create a unique learning environment and now I am used to work with people not only from different nationalities but also with backgrounds and viewpoints completely different from mine. Another relevant aspect of the Bath MBA is that it strongly encourages the development of networking, individual and managerial skills.

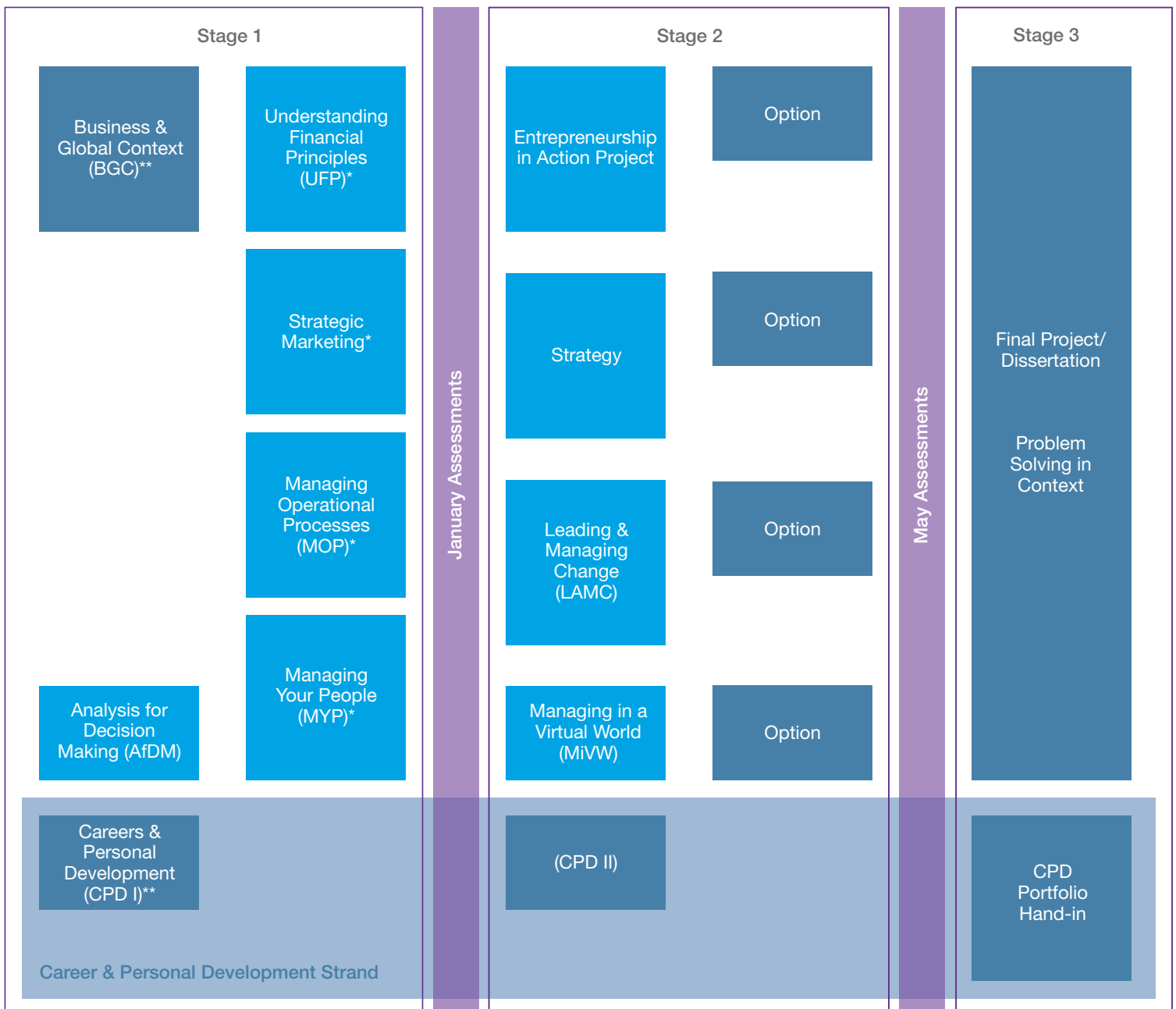
“The Bath MBA is demanding and challenging, but it is worth it for the positive impact on both my professional and personal life. 12

Yadira Contreras



# Programme overview

🕒 Almost 50% of study credits relate to personal selection including elective options and the final project or dissertation.



\* Pre-requisite module for Stage 2

\*\* Entry module on Executive MBA

## Choice of study mode

### Study Modes:

The Bath MBA is available in full- and part-time executive modes. Both formats follow the same programme content delivered in week-long modules of study.

Students undertake three stages of study: stages one and two being predominately based on class and group work while stage three takes the form of a project/dissertation and the completion of the Career & Personal Development Portfolio.

Modules are usually of five days' duration. The list of options at Stage 2 is updated every year and a sample of past offerings is on our website.

### Full-time Bath MBA : 12 months

Students enter the programme in September and complete 12 months of study as a single cohort; they benefit from the camaraderie of a single group of peers and full immersion into the programme without having to combine their study with working life. Almost 50% of study credits relate to personal selection including elective options and the final project or dissertation. The programme concludes in early September and graduation normally takes place in December.

### Executive Bath MBA : 2 year programme up to a maximum of 5 years

This programme offers 2 start dates in January or late September each year. Designed to be studied over 24 months, the programme may also be extended up to a maximum of five years. The programme attracts managers seeking to achieve an equitable work-life-study balance and maximises students' networking opportunities. Participants normally start with the Business & Global Context module in January while those entering in late September join with the Career & Personal Development module. Successful students may graduate either in the December or July following the submission of their final project.



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“After having spent six years training as a veterinary surgeon, I went into general practice during which time I became a practice partner. This was my first experience of the business world and highlighted how little I knew about managing a business and its people.

“My interest in business grew and I decided that I needed some formal grounding in business management and I found out about the Bath MBA after some considerable time spent researching MBA's. I was attracted to the format of the course and its one-year duration which meant that I could be working again in a short space of time. The reputation of the University and its wonderful location also convinced me to apply.

“Having completed the Bath MBA, I can reflect upon what a life-changing experience it was. Not only was I taught a range of business skills but also there was much valuable focus on personal development, arming me with an all-round toolkit for tackling the modern world.

“The MBA has enabled me to progress to a more senior organisational role as executive director of a large national charity, which demonstrates the usefulness of the degree to professional people who would like to explore other industry sectors. I would recommend the Bath MBA to anyone, professional or otherwise, for the opportunities it will offer.”

Christian Bamber

## Typical qualities of a Bath candidate

### 👉 Passionate and enthusiastic students prepared to engage, actively debate and share ideas.



#### Desire to learn, be challenged and drive change

The Bath MBA attracts participants from all over the world and we are proud of the rich diversity of our students. An ideal Bath MBA student is someone who has a real desire to learn, be challenged and drive change in their field of operation. Our academics are passionate about the subjects and want students who are equally passionate and enthusiastic, willing to share their experience of business, management and life, to engage in classroom debate and challenge the status quo.

#### Focus on knowledge

Do you want to pursue knowledge, not just a degree certificate? We attract individuals ready to immerse themselves in the Bath MBA experience. Commitment, enthusiasm and energy are key qualities of a Bath candidate.

#### Maturity and experience

A key strength of the programme that enables us to attract a consistently high quality student body is the maturity and experience of our participants. Our students have a minimum of 3 years' work experience and an average of 8 years ensures that all of our students have relevant experience to share in the classroom. The interaction between accomplished and ambitious individuals from a wide range of backgrounds adds immeasurably to the experience on the Bath MBA.

#### Team players

The Bath MBA's focus on teamwork helps to foster a culture of inclusiveness, which encourages students to help each other through the difficult times. The necessary competition between students that keeps their achievement levels high is of a healthy and constructive nature. Working

with TeamBath, the centre for sports excellence in the University, we apply team working techniques that are inspired by the Olympic athletes who train at the University's world-class sports facility – no sporting ability is required to benefit from this unique element of the programme.

#### Entrepreneurial drive

People who are open to new ideas and who want to lead change, or who have an entrepreneurial spirit, will be attracted to the Bath MBA.



🗣️ I am from Jordan. Working in diverse fields made me realize that there are areas that I still needed to explore and expand on if I were to excel and make a difference in a competitive and changing world. I felt that I needed to strengthen my managerial skills and explore exciting business ideas through more learning. This is why I chose Bath.

“It is known for its unique rigorous program where it combines both the management side and developing one's personal skills. In addition, Bath is a beautiful place that has character, history and cosiness in it.

“The experience throughout my MBA year was unforgettable. The course allowed me to meet different types of people coming from different nationalities and backgrounds; this really widened my network and enriched me as a person.

It was simply the best year! 🗣️

Mais Kandalajt



After several years work in the UK higher education field and banking in China, I found that the achievement of an MBA became more necessary, as it could refocus my career in the corporate sector. I believe the Bath MBA will give me theoretical knowledge with practical training. Perhaps the most important thing is that the Bath MBA is a fantastic place to build networks, bringing me closer to new career opportunities.

In my experience working in UK education, I truly understand that the University of Bath is one of the leading universities in UK, with a very good reputation, especially for the MBA. It was important that the Bath MBA was ranked among the top 100 global MBA programmes.

Bath is one of the most beautiful cities in England, the university is a great place to study, people here are always smiling and helpful.

Jiaqi Wu

## The next step

### 👉 Are you ready to take the next step to find out how the Bath MBA could change your future?

👉 Join us at one of our MBA Master Classes to listen to a mini-lecture, meet current students, alumni and MBA staff. The latest dates are posted on our website.

👉 Visit our **facebook** space where you will find topic strings to answer most frequently asked questions.

👉 email: [mbaapps@management.bath.ac.uk](mailto:mbaapps@management.bath.ac.uk).

👉 or telephone: +44 (0)1225 383431 to make arrangements for a 121 session.

👉 Apply at: [www.bathmba.com](http://www.bathmba.com)



## Checklist

✔ **Relevant work experience:**  
A minimum of three years' relevant business experience.

✔ **Academic achievements:**  
A certified copy of your undergraduate degree and/or transcript. We also consider candidates who have substantial business experience but do not have a first degree.

✔ Each case is considered on individual merit and GMAT may be required where on application, a candidate is 'at the margins' of relevant experience.

✔ **A completed application form including personal statement:**  
We look for evidence of: communication skills; interpersonal skills; leadership skills; team building skills; integrity and ethics; initiative; cross-cultural sensitivity; motivation and commitment.

✔ **Two references;**  
Both of which should be on the Bath MBA reference form.

✔ **English language proficiency:**  
If English is not your first language and you have not previously studied in the UK or US; you need to achieve a score of IELTS 7.0 (with no less than 6.5 in any one band); or TOEFL iBT score of 100 with a minimum of 24 in any one band or a computer-based score of 250.

Note. The information in this publication is correct at time of going to press. Courses are monitored and reviewed regularly as a result of which changes may be made. There may be amendments to the programme described in this brochure both before and after a candidate's admission. This publication does not form part of any contract between any person and the University.

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Part-time Executive

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