The MBA at Stirling Management School is designed for business professionals who want to excel in their current role, who are seeking a positive career change or who want to become business leaders and in doing so, push the boundaries of the possible.

Our academics are tuned into the developmental aspirations of our MBA students as the design of our course allows us to take a personal interest in each and every one of these students.

Our comprehensive course modules provide boundary-pushing business theories derived from research on contemporary practice, in both the functional disciplines as well as the ‘soft’ and integratory modules to ensure our students can take what they learn and translate it into first-class business practice.

Our aim is to create industry leaders and I am passionate about helping our students to excel and achieve their career ambitions. I am enormously proud of this course and what we are able to offer, and I would be delighted in welcoming you to the Stirling Management School.

“I am passionate about helping our students to excel and achieve whatever they wish in their careers”

Professor George Burt, Programme Director
INSIDE STIRLING

Stirling is one of Scotland’s most attractive places to live. The overall population of the city currently stands about 45,000, and the student population is a notable part of that. Alongside our academic reputation and research standards, and links with industry, the exceptional beauty of our campus is one of the many reasons students decide to come to our University.

Linked to two of Scotland’s most celebrated heroes, William Wallace and Robert the Bruce, ancient Stirling blends the charm of a historic destination with the buzz of a contemporary city. It offers the full metropolitan experience – shopping, café culture, performing arts and nightlife – yet is still compact enough to retain a warm, friendly community feel, meaning it’s easy to get around and even easier to settle into.

On your doorstep is the peace and tranquillity of unspoiled mountains, lochs and shores – perfect for outdoor activities such as walking, canoeing, mountain biking and sailing. The city centre is just two miles from the campus, and there are a range of frequent modes of transport available. Cost of living is consistently lower than neighbouring cities and with plenty of accommodation on or nearby campus you can also minimise any travel costs.
Nestling where the Scottish highlands and lowlands meet, it’s no surprise that Stirling is known as ‘the heart of Scotland’.

Naturally, the city has superb links to the rest of the country and further afield. In particular, both Edinburgh and Glasgow are only 45 minutes away by road or rail. Students can also make use of Edinburgh and Glasgow airports, both of which offer direct flights to a wide range of domestic and international destinations.
The MBA Curriculum

Established in 1985, the Stirling MBA is unique in the way that it focuses attention on the practices, processes and outcomes of leading and managing within a range of contexts: from large multinationals to small enterprises, from local to global.

Whatever the context may be, we strive to provide a combination of general management knowledge and personal skills and competencies that will teach our students to be effective and resilient managers in the future. These important skills allow our students to make a contribution to the wider society.

Our MBA course covers the functional areas of business that are essential for management – these core modules include: accounting and finance, marketing operations, economics and human resources. These form the basis upon which advanced modules are introduced, providing a more strategic understanding of the key concerns and challenges prevalent in any organisation today.

The MBA is designed to transform capable managers into successful, significant business leaders. Our focus is on combining clear strategic thinking with the ability to recognise and respond to important detail. We can help prepare students for success in a global marketplace, one where sustainable, responsible growth must be achieved against a backdrop of constant change.

By combining academic theory with real-life business case study analysis, we equip students with the awareness, knowledge, tools and techniques that are essential for dealing with business challenges in different parts of the world. An emphasis on Leadership and Responsible Business, Sustainable Strategy and Managing Change, Project Management, Managing in Emerging Economies and Innovation helps inform contemporary debates about how to effectively manage limited resources with maximum impact.
Lynn provides MBA students with one-to-one coaching and mentoring to support their personal development as they progress along their academic journey. She works closely with the career development centre. We provide opportunities for our MBA students to undertake consultancy based projects which aims to improve collaboration between employers and the university. These projects address real needs within organisations and provide students with practical experience to support their future career development.

Ms Lynn Whiteside
Employability Manager

Stirling Management School has valuable links with local, national and international organisations giving our students the opportunity to see how theory works in practice.

Senior executives from across the private, public and third sectors engage in all modules with our MBA students, providing a practical perspective on contemporary business topics through a series of inspiring and informative guest lectures and workshops. A prime example is Professor David Blanchflower, one of the most cited economists in the world, who joined us to deliver an eye-opening and insightful two-day masterclass. Professor Blanchflower was a highly regarded member of the Bank of England’s interest rate-setting Monetary Policy Committee, and is now a research associate at the National Bureau of Economic Research, as well as a columnist for the New Statesman and The Independent.

Similarly, Garry Lace, Honorary Professor of the Management School at Stirling University, visited the School to share his experiences and views on the complexities of management, bringing into sharp focus the opportunity to explore and develop new skills for the future. Other recent speakers have included senior executive representatives from IBM, The Social Enterprise Academy, Morgan Stanley, The Co-operative Group, Enterprise Rent-A-Car, The Chartered Management Institute, Diageo, First Group, Marks and Spencer, Dell and Highland Spring.

Stirling MBA students have also benefited from site visits to external organisations such as Bloomberg, The Scottish Parliament, Scott & Fyfe Ltd, Baxters Food Group, Enterprise Rent-A-Car, Skyscanner, The Bank of England, Highland Spring and The New Lanark Visitor Centre (where Robert Owen pioneered the idea of socially responsible business).
THE STIRLING MBA (FULL-TIME) SCHEDULE

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<th>WEEK</th>
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<td></td>
<td>Welcome to University of Stirling Management School</td>
<td>Flying Start Leadership Programme continued</td>
<td>Strategy &amp; the International Environment</td>
<td>• Accounting &amp; Finance</td>
<td>2 day Masterclass – Business and the Macro-Economy (PPD)</td>
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<td>Flying Start Leadership Programme and Personal &amp; Professional Development (Part of PPD)</td>
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<td>• Managing the Human Resource</td>
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<td>• Economics for Sustainable Business</td>
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Semester Total 60 credits

Continuous Personal & Professional Development
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<td>Personal &amp; Professional Development (Part of PPD)</td>
<td>• Introduction to Research Methods</td>
<td>Strategy for Sustainable Success</td>
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<td>• Operations Management</td>
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<td>Introduction to Research Project</td>
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<td>Personal Resilience in Context</td>
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<td>3-day Career Support Workshops (PPD)</td>
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** The order of modules may vary
** Dependant on demand, not all electives may be offered every year.

Professional Development
CORE MODULES

The following modules make up the core elements of our MBA course. Each one is founded upon cutting edge research that will challenge how you think about the world – together they will provide you with the tools to make a positive difference across a range of organisational settings. In addition, each class involves a leading practitioner, there to provide further insights into business theories and how they relate to the changing business environment.

Personal and Professional Development

Personal and Professional Development (PPD) is a core and unique element of our MBA. The aim of PPD is to provide our students with the ability to develop the self-awareness, critical thinking, leadership skills and team-working competencies that are vital to becoming an effective and resilient manager who has great confidence in their own ability to deliver results in any context.

By concentrating on the development of the whole person, we want each student to become aware of his or her untapped capabilities. The PPD modules are unusual in their holistic approach, as they not only focus on resilient and sustainable organisations but also on sustainable selves. We have worked closely with industry to identify the key competencies required to be a successful manager and we have embedded these insights into our PPD modules. PPD is integrated throughout the year and is designed to complement the academic modules.

PPD is facilitated through the use of a wide range of approaches including reflective essays, individual personal development plan, a range of workshops that are all designed to support individual growth and development.

Another component of PPD is a series of masterclasses delivered by leading industry professionals, as well as various field-trip visits to locally based small and international businesses, where students have the opportunity to understand the relevance of these skills in business settings.

Flying Start Leadership Programme

A key element of PPD is our innovative Flying Start Leadership Programme. Here, our students set their personal goals and develop a clear picture of what they wish to achieve from the course and their future careers.

The two weeks focus on teambuilding, with students exploring their own individual preferred behaviours, before completing a number of exercises designed to develop a collegiate team spirit among the class; influencing and negotiation skills and communications skills, including presentation skills. These skills are all key requirements to enabling each student to identify and maximise the learning and development opportunities throughout the year.

Delivered by Dr Carol Marshall and others.
Strategy and the International Environment

The Strategy and the International Environment module explores the impact of ambiguity and uncertainty on organisational sense-making processes. The module will identify events and factors covering geo-politics, macroeconomics, society, technology and ecology, and how they relate to one another before developing insights about the processes of contextual change. The scenario planning approach will be applied to structure and, in turn, will make sense of these relationships. This module will provide you with the ability to consider business issues on a wider, more global scale, which is vital for planning and policymaking, as well as being more receptive to the drivers of change.

Delivered by Professor George Burt

Accounting and Finance

As the name suggests this module is split into two sections. The accounting section will examine published accounting information from a user’s perspective, while the finance section will provide an introduction to some of the major issues involved in making corporate investment and financing decisions. The assessment of the module will consist of a group presentation and a group report that applies theories and techniques to the financial statements of a real listed company. This module will provide a foundation knowledge of the principles of accounting and corporate finance and an understanding the key role they play in both short and long term decision-making.

Delivered by Dr Dimos Kambouroudis

Marketing Management

The Marketing Management module is designed to explore the nature and contents of marketing ideas and concepts. Through employing a marketing orientation approach, the importance of understanding the things that customers value will be examined. How this understanding guides the strategy of organisations will be explored as well as how to create and communicate these values. By the end of the module students will know how best to deliver customer value and will have the knowledge to be able to develop, manage and deliver an integrated and insightful marketing plan to support the overall business objectives.

Delivered by Professor Paul Freathy
Economics for Sustainable Business

This module shows that economics can affect organisations at different levels, both micro and macro, and provides tools to understand how economic principles can be used to better understand the world in which managers and organisations operate. At a micro level, we look at opportunity costs, marginal cost analysis, efficiency and market or government failure. At a macro level, we study how booms and busts, government policies and international trade can affect managers' decisions every day. The module offers case studies to explore real world issues, providing evidence of the concrete realities behind the economic theory covered in the lectures. The aim of this module is to introduce students to key economic concepts and theories and to demonstrate how these can be inherently useful for developing informed business strategies.

Delivered by Dr Michelle Gilmartin

Managing the Human Resource

Managing a diverse workforce explores the challenges of dealing with one of the organisation's most valuable assets: people. This module offers opportunities to explore the latest approaches to human resource practice and challenges its status as a third order strategy. There is a particular focus on the importance of diversity management and employee engagement. Here, students will improve their ability to understand the day-to-day realities and inherent complexities of managing people, which can be one of the most challenging, but ultimately rewarding aspects of a manager's role.

Delivered by Dr Saira Lee

Operations Management

This module emphasises that students become familiar with the methods for design, planning, implementation and the management of operations, as well as the ability to analyse performance and any risks involved. The challenges of globalization, new technologies and sustainability on operational models are the key themes explored. At the conclusion of this module, students will understand the importance operations management has in achieving effective business performance and competitive advantage within their industry.

Delivered by Dr Gerry Edgar
Research Project Methods

Research Project Methods develops your knowledge and understanding of the nature, scope and types of research, the range of research methods available and their application to creating evidence-based decision-making. The module will provide a foundation for the final dissertation, as it involves students developing a research proposal that will link to their individual topic of study. Not only will you be in a position to embark on your dissertation by the end of this module, but you will also have gained valuable research skills transferable to the world of business and a wider knowledge of how successful research can impact a company’s operations and ambitions.

Delivered by Dr Swapnesh Masrani

Strategy for Sustainable Success

The Strategy for Sustainable Success module engages with the major theories and analytical tools of strategy, applying these to a specific organisational setting to identify the drivers of change and determine how the business should respond to maintain success. In addition, the module considers the usefulness of these theories and analytical tools to help explore their strengths, limitations and determines how and why they may help strategy practitioners. This module will provide students with the ability to carry out strategic planning and give them an understanding of how to react to unexpected change, so that they may continue to be successful over a sustainable and long-term period.

Delivered by Professor George Burt

"At the University of Stirling Management School we work together as a cohesive community to focus on the production and delivery of new and innovative knowledge for our students as well as our local and global communities.

Though staff hold a wide range of interests we are bound together by an ambition to make a difference and support a sustainable future for business and society. After all, we firmly believe that effective intervention by informed, engaged and robust management, really can make a difference."

Professor Sharon Bolton
Dean of the University of Stirling Management School
ELECTIVE MODULES

Whilst the core modules cover the broader business principles, the following modules make up the elective elements of our MBA. This allows flexibility and means the subjects our students study can be tailored to suit their individual personal development plans, career choices and future aspirations.

Managing Change

This module will enable students to understand and undertake organisational change. It will cover the reasons for change and the benefits of slow and fast transformation, the main models of and approaches to change, the main issues involved in planning and implementing change, and change from the perspective of the different parties involved. A central focus of the module will be to explore the importance of trust, choice and involvement in achieving successful change. This module aims to mould students into flexible, dynamic leaders, conscious of the requirement for change and the need for innovative solutions.

Delivered by Professor Bernard Burnes

Project Management

Project Management is vital to all organisations, whether it be launching a new product, constructing an aircraft, developing an information system or implementing a new training programme. This module introduces the basic concepts and techniques of project management and their applications. Using a series of exercises we develop key skills and examine a variety of case studies from commercial and public sector organisations to illustrate the wide range of challenges facing project managers. Essentially, this module provides students with the skillset and mentality to take any kind of project from inception and drive it through difficulties to a successful completion.

Delivered by Professor John Bowers

Innovation Management

This module aims to provide students with knowledge and skills to enable them to contribute to the development of an innovation culture in different types of organisations. This module is structured around 3 key dimensions for successful innovation:

- **The Innovation process**: Strategic innovation, types of innovation, managing the innovation process, problem identification, creativity and idea generation, intellectual property, commercialisation, collaboration, developing successful business plans.

- **The Innovator**: Personal characteristics of innovators, leadership for innovation, decision making, communication and motivation.

- **The Innovative Organisation**: culture of innovation, organising to innovate, vision and strategy, teamwork, structure/systems/ incentives to drive innovation.

Delivered by Dr Kepa Mendibil
New Venture Creation

This module explores new venture creation, combining theoretical concepts and practical tools to examine the nature and realities of the start-up process, often a complicated and involving process. It also examines the implications for the individuals and entrepreneurial teams involved throughout this process.

A key focus will be on the critical assessment of opportunity, risk and venture viability, contextualised within the process of creating a new venture business plan.

On completion of this module, our students will appreciate the range of issues involved in starting a new venture, be able to prepare and communicate a viable business plan and learn about their own personal entrepreneurial capabilities.

Delivered by Dr Suzanne Mawson

Managing in Emerging Economies

This module offers a comprehensive look at emerging markets, especially Brazil, Russia, India, China and Africa, as they integrate with the global economy. It analyses these markets from multiple perspectives, looking at indigenous companies either struggling with domestic constraints or paving the way to success, as well as multinationals from developed countries tapping into emerging markets to facilitate growth. The module will provide students with an appreciation of the political, economic and business environments of emerging markets and their implications, as well as the strategies and challenges to building a business in these markets. They will take away an understanding of how businesses from developed countries should approach and exploit opportunities created within emerging markets, for consideration in their chosen field.

Delivered by Dr Swapnesh Masrani

Business Analytics

Modern businesses have vast amounts of data. Often data are overwhelming and add to the confusion of managers striving to control their organisation. But a knowledge of a few basic techniques can help you use the data to gain insights into problems and explore possible solutions. The module develops a capability in the techniques which are central to much quantitative analysis in management. In addition to developing your technical capability, the module encourages creativity in analysis, often the greatest challenge is in selecting the most appropriate technique and deploying it in a meaningful way. The objective is to turn data into valuable information, enabling managers to make better decisions. Business Analysis will be put into practice via the development of a range of consultancy skills.

Delivered by Dr Gerry Edgar
Leadership and Responsible Business

This module enables students to engage with the notion of leadership and its significance in a wide range of organisational contexts and different business situations. It also encourages them to reflect upon the moral aspect of leadership and management allowing them to critically assess the responsibilities of business leaders towards the development of a sustainable society. With many business decisions affecting and being affected by many ethical, legal and socio-economic factors this module offers an opportunity to explore and appreciate the challenges and societal expectations attached to leading and managing a business organisation.

Delivered by Professor Bernard Burnes

Organisational (mis)Behaviour

Students will be introduced to the core theories of organisational behaviour in the context of operational realities, i.e. employees do not always think and act in ways that corporate strategy imagine or plan that they will. Case studies and insightful scenarios will highlight the day-to-day employee experience and how they react to different situations. The module will add to the School’s core goal of educating reflective practitioners in that they will engage in interrogating core theories with a keen eye on the reality of practice in organisations and employees that have to meet competing demands.

Delivered by Professor Stephen Ackroyd

Business Consulting

Students will gain a practical introduction to the field of consulting. This will cover each of the key steps in engaging with and solving a client problem, from initial problem exploration and diagnosis to recommendation. Throughout the module students will practice, develop and implement consulting skills such as interviewing, analysing business data and information, composing and presenting findings, preparing and writing management reports as well as integrating and applying theories that they have learned in other modules to a real client case. This will allow students to put into practice and develop both ‘soft’ and ‘hard’ analytical skills.

Delivered by Catherine Tilley
YOUR DISSERTATION

This is a significant component of assessment for the MBA course and involves the submission of a dissertation.

The dissertation could be an academic piece or an applied piece working within business. We wish to give flexibility to suit personal and career aspirations. Each student is allocated an academic with the relevant expertise to supervise the dissertation process.

or

YOUR CONSULTANCY PROJECT

This module builds upon the Making Most of Masters initiative and aligns with the University’s vision of high quality student experience and employability agenda. This module gives MBA students an alternative to the ‘traditional’ individual dissertation and provides them with the opportunity to work on a practice-based action research project alongside an external organisation. Students can work individually or in groups depending on the nature and scope of the project. This module aims to enable the application of programme specific knowledge and skills to analyse a practical business challenge relevant to an external client organisation and in doing so enhance project management and consultancy skills. By working with our partners in business and commerce, we will make available a wide and varied range of consultancy projects.

“...to motivate and inspire others. However self-assured and confident a leader is, effectively communicating with individuals and groups internally as well as externally, is key to realising success. The ability to think and work creatively also generates enthusiasm and captures the imagination of relevant business audiences. Stirling MBA students finish their degree with the relevant skills to ensure they embark on their career journey, confident and ready for the challenges faced by global business leaders.”

Dr Kepa Mendibil
Director of Business Engagement
WHY CHOOSE STIRLING MANAGEMENT SCHOOL?

The University of Stirling has a rich academic heritage and we remain rooted in the great tradition of Scottish education, which means we have garnered years of experience and can deliver the quality that has produced extremely competent professionals since 1967; people who are able to transfer the skills they have learned here to their chosen careers.

In the same breath, the Stirling Management School is a modern and dynamic centre for excellence, blazing a trail at the cutting edge of business and research. This research interrogates all aspects of management, shedding new light on established ways of doing things and finding new and creative methods of management. We pride ourselves in the number of Professors, engaging with students in their chosen area of research, to teach on our MBA. Our connections with industry, business and policy leaders ensures a strong link between theory and practice.

Professional accreditation

We are a member of the Chartered Association of Business Schools, the European Foundation for Management Development (EFMD); in partnership with the Chartered Management Institute (CMI) and signatories to the Principles for Responsible Management Education. The Stirling MBA is accredited by the Association of MBAs (AMBA), the global accreditation body.
The University was recently awarded the Queen’s Anniversary Prize for Higher and Further Education as a result of groundbreaking research in social marketing. This honour is a biennial award that represents the highest form of national recognition open to academic institutions in the UK. Further to that, we are also recognised as being in the top 2.5% of global higher education institutions and are ranked 3rd in the UK for graduate employability, with almost 97% of our graduates in employment or further study within six months of graduating (HESA 2016).

Our philosophy, that effective management can make a positive difference, means we get to the heart of what is involved in the management and organisation of a diverse range of activities. Our teaching and knowledge exchange activities create a significant and lasting impact on people’s everyday lives.

Finally, at Stirling Management School you’ll find yourself becoming part of a real academic community with a strong staff/student dynamic. All academic staff, including Professors and Chairs of Divisions, have a teaching remit in addition to their research work, giving you unrivalled contact with, and access to, leading experts in your chosen field of study. On average we have eight full professors teaching on the Stirling MBA every year. This is an indication of level of expertise and focus that we bring to the course.

UNIVERSITY OF STIRLING FACTS

- Ranked 2nd in Scotland and 6th in the UK (Times Higher Education top 100 universities under 50 years old table)
- 5 Star ranking in the QS Stars (QS World University Rankings 2016)
- 3rd in the UK and 1st in Scotland for graduate employability, with almost 97% of our graduates in employment or further study within six months of graduating (HESA 2016)
- University of Stirling has been ranked in the top 150 most international universities in the world (Times Higher Education World University Rankings 2016)
- 1st in Scotland, 3rd in UK for good environment on campus (Times HE Student Experience Survey 2016)
- Top 5 in the UK for best value University (Telegraph, 2012)
A DAY IN THE LIFE OF AN MBA STUDENT

Our students enjoy a varied and engaging schedule, including many practical activities out of the classroom providing a dynamic and inspiring learning experience. These include team building events, visits to local businesses, participation in business simulation exercises and master classes from business leaders.

To find out more about a typical day in the life at our school visit www.stir.ac.uk/management/courses/mba/
WHERE ARE OUR GRADUATES NOW?

With the demand for professionals who have advanced management skills, our MBA alumni currently occupy a variety of positions throughout the world including the UK, the USA, Germany, India, Japan, China, Canada, Uganda, Chile, Argentina and the United Arab Emirates to name but a few.

Employers of our graduates span the private, public and voluntary sectors, and include Citibank International, HSBC, KPMG, ExxonMobil, The Bank of China, L’Oreal, Barclays Bank, Adidas, The Royal Bank of Canada, Vodafone and a variety of governmental agencies.

Upon graduation, previous MBA students have secured various significant roles across the business landscape, including Research Analyst, Relationship Manager, Salesforce Developer, Strategic Planning Manager and Commercial Account Manager to name but a few.

As graduates’ careers develop further, a number have gone on to occupy roles such as Marketing Manager, Business Analyst, Investment Operations Specialist, Section Manager and Vice President of Business Development and many have become successful entrepreneurs by starting their own business.

In terms of longer-term career progression, some previous students now hold positions including Company Director, Senior Vice President, Strategic Consultant, Managing Director, Chief Financial Officer and Chief Administrative Officer.

Bernard is one of the leading international authorities on organisational change. He is the author of over 20 books, including the best-selling Managing Change (6th edition).

His article ‘Kurt Lewin and the Planned Approach to Change: A Re-appraisal’ (Journal of Management Studies, 41 (6), 977–1002), received a Citation of Excellence as one of the top 50 management articles in the world in 2004 and has been reprinted twice. Bernard is the Editor of the Routledge book series Understanding Organisational Change, Joint Editor of the Routledge Companion to Organizational Change, and Associate Editor of the Journal of Change Management.
APPLICATION AND FEES

Our MBA is a one-year, full-time course that commences in September. It is open to students who hold a minimum of a second class honours degree or equivalent; professional qualifications will also be considered. In addition, applicants must have a minimum of three years’ postgraduate managerial work experience. Applicants without formal qualifications are encouraged to apply if they can demonstrate significant managerial experience (normally minimum of five years).

To find out about fees for both Overseas and Home/EU applicants, please visit:
www.stir.ac.uk/mba

ENGLISH LANGUAGE PROFICIENCY

If English is not your first language and you currently don’t meet the English language requirements for the course, the University of Stirling provides a range of opportunities to help you with the transition to higher education and to achieve the required IELTS (International English Language Testing System) proficiency.

In order to meet the criteria of the MBA, a minimum IELTS score of 6.5 is required. Applicants holding a conditional offer who have an IELTS score which is 0.5 or 1.0 below the required entry standard may be able to register for one of our pre-sessional English courses in order to meet IELTS 6.5.

For more information visit:
www.stir.ac.uk/into/pre-sessional-courses/

OUR ALUMNI

Mr Geoff Reeser
MBA Alumni, Canada

“As a student looking for international experience, picking Stirling was the best decision I could have made. It provided a rare blend of an engaging curriculum, personable and approachable staff, and a diverse, spirited student body – all of this, at Europe’s doorstep, the beauty and charm of Central Scotland.

Returning home to Canada in a truly difficult job market, this international experience and exposure to diversity was a tremendous differentiator. I was able to quickly find employment in my field of choice as a Commercial Account Manager with the Royal Bank of Canada. I owe this success largely to my experience at Stirling.”

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SCHOLARSHIPS

If you have the talent, ability and drive to study with us, we want to ensure that you can make the most of the opportunity, regardless of your financial circumstances.

To encourage well-qualified, ambitious students to come and study at the University of Stirling Management School, we offer a wide range of supportive funding opportunities.

For further information regarding the wide range of scholarships available at Stirling visit: www.stir.ac.uk/courses/scholarships/

Steve Wong Memorial Fund

Steve Wong was a part of our MBA class in the academic year 2000/01. An exemplary student, Steve submitted his dissertation early, eager to return to his family and his job in the USA. Sadly, Steve was killed in the Twin Towers on September 11th 2001.

The Steve Wong Memorial Fund, a cash prize of £1,000, was created in his memory and has been donated by his family and his classmates from the MBA in 2000/01. It is awarded to the most outstanding MBA student who, in the opinion of the examiners, fully engages with the MBA student experience.
The Abune Prize

At Stirling we seek motivated students who will become leaders of organisations which improve people’s lives and the communities in which they live. The Abune Prize, judged by a panel, is an annual cash prize of £1000 and will be awarded to a student with the best dissertation on the subject of people and leadership. The prize is generously donated to an MBA student by an Alumni of the University.

Professor George Burt brings practical experience and theoretical knowledge to his teaching having been involved in designing and facilitating many private and public sector scenario and futures projects, both in an educational and a consultant capacity.

These international projects include organisations such as World Bank, Shell, ProRail Holland, PETRONAS, de Beers, PayPal, DoosanBabcock, Lloyds Registry Quality Assurance, Caledonian Paper plc, the Edrington Group, Stirling Council, Dumfries & Galloway Council and City of Glasgow Council. George is currently Chair of Strategy track at the British Academy of Management, and co-authored the best-selling book, The Sixth Sense: Accelerating Organizational Learning with Scenarios.
TALK TO US

If you have any further questions, would like to discuss the course in more detail or arrange a visit then please contact our Programme Director Professor George Burt on mba@stir.ac.uk
“The programme was really well designed, helping you to understand and focus on your career plans. During the MBA we had to prepare many presentations in groups or individually, which increased my confidence to speak in front of people. We had many guest lecturers, from professional people which helped me to develop an understanding of the UK business culture and working conditions.”

Mr Vivek Manchanda
MBA Alumni, India

“As I prepared to come to Stirling I hoped that the course would meet my expectations and now I can honestly say that I made the right choice. Apart from the well-structured modules which have exposed me to contemporary business issues, I’ve also picked up research and public speaking skills as a result of taking part in several seminar presentations. On the whole, the Stirling MBA has helped me develop the confidence to take my place as a well-rounded manager in any sphere of business endeavour.”

Ms Onyesogbusie Gwam
MBA Alumni, Nigeria