

# Online MBA

Grow your career like a boss with  
a CMI-accredited degree.



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# **Your programme need-to-knows**



## **Start date**

January, March, June, and September

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## **Study mode**

Online

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## **Duration**

1 year full-time, 2 years part-time

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## **Credits**

180

# **Shape your future at a world-class institution**



**London's #1 modern university**

(Times Good University Guide, 2022)



**Top 10 for postgraduate satisfaction**

(Postgraduate Taught Experience Survey, 2023)



**Silver in 2023 Teaching Excellence Framework**

(Teaching Excellence Framework, 2023)



**Joint number 1 modern university in the UK for research**

(Research Excellence Framework, 2021)



**Ranked in the top 15% of young universities worldwide**

(Times Higher Education Young University Rankings, 2024)



## **The advantage of Roehampton Online**

### **Learn how you like it.**

Grow your career, wherever you are, with our cutting-edge virtual learning platform. Gain on-demand access to course materials and resources from multiple devices.

### **Support when you need it.**

Access our dedicated support teams to answer queries quickly and feel confident throughout your learning journey.

### **Prepare for your next steps.**

Shape your educational journey to match your career objectives with our adaptable learning paths and specialised resources relevant to your future success.

# Unlock your potential with an MBA

## **Advance with an accreditation.**

Our Online MBA is accredited by the Chartered Management Institute (CMI), enhancing your career prospects and expanding your professional network across diverse industries and sectors.

## **Specialise your professional skill set.**

Gain fundamental business acumen and technical skills, and develop core competencies to stand out in today's dynamic business landscape.

## **Turn theory into action.**

Go beyond textbook must-haves and immerse yourself in real-world scenarios and business challenges.

## **Expand your global perspective.**

Grow your professional network by connecting with a diverse community of like-minded peers and gaining invaluable insights into global practices from the experts themselves.

## **Future-proof your career.**

Stay ahead of emerging trends and seize new opportunities with expert guidance and the latest sector insights.



# **Our comprehensive curriculum**

Our CMI-accredited Online MBA doesn't just prepare you to take on a senior-level job role – it sets you up to transform the industry. Gain cutting-edge skills in strategic management, marketing, and finance, all the while honing your ability to lead with confidence, agility, and vision.

With the industry expertise and real-world experiences you gain from this degree, you'll feel ready to make a global impact, navigate complex business challenges, drive innovation, and lead cross-cultural teams. Plus, optional specialisation courses will allow you to tailor your MBA to your career goals.

## **Modules:**

With Roehampton Online, learning is possible anywhere, anytime, and in any way. In this programme, you'll work through each forward-looking, research-driven module at your own pace, allowing you to balance your studies and personal commitments with ease.

You'll engage in a blend of hands-on learning and innovative assessments, applied projects, and a practical dissertation to challenge your analytical thinking and problem-solving skills to prepare you for the real world.

## **Compulsory:**

- Strategy in Practice
- Advanced Project Management
- Problem-solving and Research Methods for Managers
- Consultancy Practice
- Strategic Marketing and Communication
- Strategic Leadership and Change
- Financial Management and Decision-making
- Dissertation or Consultancy Project

## **Elective:**

- Strategic Investment Appraisal
- Global Brand Management
- Beyond Profit: Responsibility and Sustainability in Business
- Principles of Human Resources Management

# Engaging modules at your convenience

## Strategy in Practice

Learn to apply key strategic tools like Value Chain, VRIO, CAGE, and TOWS for business improvement. Explore the strategic roles of mergers, acquisitions, and strategic alliances, providing a holistic view of growth strategies in practice.

## Advanced Project Management

Master essential project management principles and develop key soft skills like change management. Learn to plan and execute projects effectively while adapting to global, project-centric challenges.

## Problem Solving and Research Methods for Managers

Develop expertise in problem-solving and research methodologies crucial for effective management. Learn to analyse and critique problems using critical thinking, and present well-researched recommendations to executive audiences.

## Strategic Marketing and Communication

Gain a comprehensive understanding of how international companies craft and implement marketing strategies to drive customer value and competitive advantage. Apply key concepts like market orientation, segmentation, targeting, and positioning to real-world scenarios.



## **Strategic Leadership and Change**

Explore the impact of strategic leadership and change management within organisations. Analyse contemporary leadership techniques and change management strategies to understand how effective managers drive and navigate organisational change.

## **Financial Management and Decision-Making**

Develop a comprehensive understanding of financial management practices. Explore how to apply accounting and budgeting systems in strategic planning and decision-making, using tools such as the balanced scorecard, key performance indicators, and cost-volume-profit analysis.

## **Strategic Investment Appraisal (Elective)**

Learn to allocate financial and other resources effectively across business units and projects. Apply international capital investment and risk appraisal techniques to strategic decisions, enhancing your knowledge of strategic investment in a global context.

## **Global Brand Management (Elective)**

Examine the principles and practices of global brand management. Develop critical insights into brand creation and management, utilising case studies and theoretical frameworks to build and sustain successful global brands.



## **Beyond Profit: Responsibility and Sustainability in Business (Elective)**

Explore the key social and ethical issues facing modern businesses, including responsible AI use, data privacy, labour practices, diversity, and sustainability. Apply ethical theories and methods to contemporary challenges, fostering a deep understanding of business responsibility.

## **Principles of Human Resources Management (Elective)**

Understand the evolution and practices of human resource management. Develop essential HR skills, including ethical considerations, equality and diversity, reflective thinking, and interpersonal skills, to enhance effective management and leadership.

## **Dissertation or Consultancy Project**

Apply your knowledge to a deep study of a specific issue in the field, consolidating your learning from the programme.





# Entry requirements

## Higher education requirements

To be eligible for our online degrees, you should hold a second-class honours degree from a recognised university. However, we also encourage non-graduates with appropriate professional qualifications and those with third-class honours degrees to apply.

## English language requirements

Our programmes are delivered in English. Non-native English speakers must demonstrate a minimum standard of English language proficiency through a valid English language qualification that is no older than two years from the date of issue.

# Your programme leaders

**Dr Alison Watson**



Professor Alison Watson is a senior academic leader specialising in leadership, sustainable development and accreditation. Formerly a Head of School at Arden University she oversaw student success and outcomes for 12,000+ students and delivered a globally recognised MBA redesign. A Principal Fellow of AdvanceHE, Chartered Manager (CMI) and Chartered Marketer (CIM), her research covers marketisation of HE, segmentation, student recruitment and e-learning, with current work on responsible leadership. She holds an MBA (Leicester) and a PhD (Teesside).

Dr. Maria Argyropoulou brings extensive academic and managerial experience to the Roehampton campus. Over the past decade, she has focused her research on entrepreneurial economics and organisational studies. Her expertise spans business development, management, innovation, leadership, information technology, strategic management, and marketing management.

**Dr Maria Argyropoulou**





## **Support from day one**

Online learning doesn't mean you have to navigate your educational and professional journey alone. We're here to help with a range of our student support services:

### **Financial support**

We're committed to helping you invest in your academic journey without overwhelming your finances, offering financial support options to accommodate your needs.

### **Technical support**

To ensure you receive a seamless online learning experience, our on-demand technical support team will be there to answer any technology-related issues or questions you have.

### **Admissions support**

Our admissions team is here to assist you at every step of the enrolment process. They're happy to answer any queries you have throughout your online journey.

### **Study support**

We offer extensive academic resources and study support services to enhance your learning and success, all available from day one.

# **Take your future further**

At Roehampton, we recognise that acquiring the right skills is essential to securing your dream career. That's why employability is central to all our online degree programmes.

Beyond the valuable knowledge gained through our modules, we offer a range of career services to further boost your chances of achieving your professional goals.

Here are just a few of the resources available to you as an online postgraduate student at Roehampton:

**CareerLink:** Our online career services tool offers CV builder support, interactive mock job interviews, volunteering and jobs directories, skills courses, and more.

**Handshake:** Roehampton's career services app of choice connects you with top employers and allows you to discover employment opportunities.

**Career advisors:** Set up an appointment with one of our career advisors to get advice on career planning, job applications, and interviews.

**On-demand webinars:** Hear from experts and gain essential insights to help you make informed decisions about your career and academic future.





University of  
Roehampton  
London

Start your  
online  
postgraduate  
journey with  
**Roehampton**

**START MY APPLICATION**

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