

Leading with Analytical Intelligence

UNIVERSITY OF
SURREY

AMBA

UC¹ BUSINESS SCHOOL
The Business of Learning

Entrepreneurship

UC¹ EXECUTIVE EDUCATION

UC¹ MIRV

Flexibility and Accessibility

The UC MBA is a one-of-a-kind programme that offers hybrid learning, with meaningful, on-campus experiences. Students have the flexibility to learn in the way that suits their lives best, from wherever they're based in New Zealand. All classes are made available both on campus and virtually.

The MBA can be completed in 18 months full-time, or up to 5 years part-time. This flexibility appeals to a wide range of full-time professionals, and those looking to make a career change.

Industry Integration International

The programme's unique co-teaching model involves both an academic and an industry expert co-teaching each class. This ensures an industry-focused curriculum that combines theoretical knowledge with practical, real-world insight, making learnings immediately applicable to students' work environments.

The UC MBA is focused on industry-integration and delivering industry-relevant skills, achieved through networking events, in-class projects that are geared towards solving real-world problems and the capstone course in which students conduct a consulting project for a real client.

International Connections

Through our network of other accredited MBA programmes globally, UC MBA students can not only participate in the International Study Tour, but also engage with other accredited Business Schools world-wide in exchanges and short courses.

Academic Leadership

Leadership sits at the heart of the UC MBA programme, crafted to bring together a diverse set of people and provide an immersive learning experience, including:

- [immersive experiential learning](#)
- [immersive experiential learning with pre-arranged and heli](#)

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MBAM610 Leadership

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nd self-awareness that equ
ongoing journey of growth
pment as future leaders.

MBAM604 Data Informed Strategy

Strategy is about making purpo
es on how to build a susta
petitive advantage and sus
profitability or impact. In
will discuss various ways of
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available to guide your thi
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MBAM603 Innovation Design (15 credits)

The human-centred design thinking approach is a people centric, collaborative, and experimental way of driving innovation to create customer value. It is a pragmatic approach that aims to nurture deep curiosity about an issue, unleash creativity in how to approach it, and ensure clarity when it comes to implementing solutions.

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MBAM601 Digital Transformation Technology Practice (15 credits)

Organisations find themselves in a storm of new technologies and competitors. In collaboration with industry, this course provides hands-on opportunities to engage with the latest technologies such as blockchain, IoT and AI. It will enable students to make decisions on the adoption of the best technologies to support their organisation's digital strategy, delivering a breadth of functions for a superior user/customer experience.

MBAM615 Managerial Finance, Accounting and Governance (15 credits)

This course explores how the analysis of a range of financial information is used to enhance managerial decision-making. It will look at how organisations raise capital and assess the performance of projects and investments. The course will provide students with a framework necessary to understand how important financial decisions are determined within a corporation. It will explore how a range of financial information

is used to gain insights and enhance managerial decision-making. The course will also examine how value is created for shareholders and other stakeholders in a firm through investment and financing decisions.

It will look at the ways organisations raise capital and assess the performance of projects and investments. The course will also emphasise cases for good corporate governance practice. The course blends theoretical aspects of managerial finance with industry practice, case studies, discussions, and financial modelling. The emphasis of the course will be on applying the financial concepts, tools, and techniques to solve real-world problems. Some working knowledge of Microsoft Excel will be useful for this course.

MBAM623 Business and Economics - Managerial (15 credits)

This course will introduce students to a range of economic and sustainability principles. We discuss how economic principles shape the behaviour of individuals and organisations, and how these principles can help meet policy objectives effectively and efficiently particularly in resource and environmental management. We examine how thinking like an economist can provide a lens through which we can think about and improve the world. Understanding key economic principles like incentives, trade-offs, markets and costs and benefits, means making better organisational decisions, including sustainability ones. The course will also cover the principles of Environmental, Social, and Governance (ESG) criteria, and sustainability within a Māori and indigenous context.

MBAM622 Marketing and Strategic Intelligence
15 credits

Marketing and Strategic Intelligence
is designed to equip students with a



Electives (10 credits)

Every year, we offer multiple electives that allow students to master key areas of management and understand emerging trends, including (but not limited to):

MBAM624 Global Business: Advertising, Incentives and Negotiations (10 credits)

This course explores the framework for influencing and negotiation in international business and organisational development. The content incorporates business strategy, management psychology, legal, intellectual property, marketing, and supply chain perspectives. Course activities include seminars and discussions, accompanied by practical experience in preparing for and participating in a range of face-to-face negotiations.

MBAM625 Entrepreneurship (10 credits)

The decision to start a business is made hundreds of times each week in New Zealand. In terms of frequency, it is followed by the decision to close a small business. Internationally, New Zealand has a relatively high rate of business start-up, but relatively few of these grow into significant companies. The aim of this course is to develop practical understanding of the opportunities and problems associated with the start-up and subsequent development of small businesses. This includes considering the unique Aotearoa New Zealand cultural, community, and business landscape for risks and opportunities in the start-up sector.

MBAM626 International Study Tour (10 credits)

The study tour course focuses on business and strategy in an international context. The study tour incorporates industry visits and cultural experiences that assist in building awareness of the unique environment of international business. Drawing upon international best practice and established international business frameworks, students will deliver a report addressing an international business client's need.

In addition to these electives, we offer special topics throughout the year with international experts from UC's highly regarded Erskine Programme that enable them to come lecture at UC.

***Courses are subject to change. Complete course details will be provided at enrolment or on request.*

Next Steps

The UC MBA programme offers a PGDipBA pathway for aspiring and accomplished business leaders with 5+ years of experience, who are ready to take the next step in their career journey. You will attend the core eight courses (120 credits), with the MBA cohort. If you maintain a B average across these courses, you can transfer to the MBA programme to finish the final Master courses. Alternatively, you can graduate with a Postgraduate Diploma in Business Administration.

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If you have any questions or are ready to get your application underway, contact our team at

ba@cam.ac.uk or visit our [web](http://www.cam.ac.uk/business).

