



Kent Business College

MBA

Master of Business Administration



HM Government



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Kent Business College

Greetings and a warm welcome to Kent Business College, the epitome of excellence in professional and academic management training and consultancy services.

Our core mission is to seamlessly integrate academic research with practical, real-world applications, establishing productive partnerships with employers.

Our vision is to be a globally recognised centre of excellence in Marketing, AI in Marketing, Project Management, and Marketing Leadership, renowned for translating cutting-edge research into pioneering solutions that drive organisational transformation and sustainable growth. We strive to build a distinguished educational ecosystem, where rigorous apprenticeships, world-class mentoring, and evidence-based practices empower individuals and organisations to master complexity and deliver exceptional outcomes. At the heart of this ambitious vision lies our unwavering commitment to cultivating elite talent, fostering professional excellence, and shaping the future leaders of project-driven industries worldwide.

PREPARED BY
Kent Business College

PREPARED FOR
Employers

At Kent Business College, we provide an exemplary education that embodies British values and prepares individuals for professional success. Our diverse offerings include apprenticeships, vocational training, Category C, and middle-level management training programs. Each program is designed to develop the next generation of leaders and innovators, empowering them to excel in their respective industries.

Pursuing an MBA from a UK university has never been easier with our 2 steps qualifications scheme.

Step 1: Study an OTHM Level 7 Diploma and Strategic Management Leadership with us.

Step 2: Apply for MBA dissertation at UK university.

- ▶ The objective of the OTHM Level 7 Diploma in Strategic Management and Leadership qualification is to develop strategic management and leadership skills for managers who have the authority and personal attributes to translate organisational strategy into effective operational performance.
- ▶ This qualification reflects current practice in Strategic Management and Leadership and allows learners to develop and expand their high-level understanding of strategic management and leadership in the workplace.
- ▶ This qualification is suitable for mature learners with a background in industry. The qualification has a clear work-related emphasis on practical skills development alongside theoretical fundamentals.
- ▶ Successful completion of the Level 7 Diploma in Strategic Management and Leadership qualification will equip learners with the key skills and capabilities to become an effective strategic manager.
- ▶ The qualification also allows learners to progress into or within employment and/or continue their study towards an MBA.



Module 1: Strategic Management



Module 2: STRATEGIC HUMAN RESOURCE MANAGEMENT



Module 3: Strategic Leadership



Module 4: Strategic Financial Management



Module 5: Strategic Marketing



Module 6: Advanced Business Research Methods



Step 2: MBA Top Up Dissertation

Module 1: Strategic Management



Equipping learners with a deep understanding of strategic and change management models. It focuses on enabling learners to critically review strategic plans, propose strategic options, create detailed implementation plans, and lead organizational changes effectively.

1

Analyse key external influences on an organisation's strategy.

- 1.1** Critically evaluate the position of an organisation in its current market.
- 1.2** Critically analyse the effects of existing plans on an organisation.

2

Appraise strategic options for an organisation.

- 2.1** Critically explore the relationship between, corporate, business and operational strategies.
- 2.2** Apply strategic models and tools to develop strategic options for an organisation.
- 2.3** Evaluate strategic options for an organisation.

3

Evaluate various tools and approaches to a strategy implementation plan.

- 3.1** Create a relevant vision, mission and strategic goals for an organisation.
- 3.2** Propose a suitable structure for an organisation that fits a strategic plan.
- 3.3** Create a resourced strategy implementation plan

4

Develop and implement a strategic organisational change management plan.

- 4.1** Apply force field analysis to effectively distinguish forces of change.
- 4.2** Critically evaluate various change management models.
- 4.3** Identify relevant leadership and change agent skills to implement a strategic change in an organisation.

5

Be able to monitor and control the implementation of strategic plans

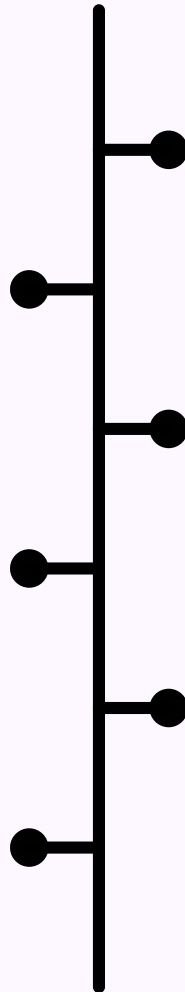
- 5.1** Develop a monitoring and control system for the implementation of strategic plans.
- 5.2** Design key success indicators in order to monitor the implementation of the strategic plan.
- 5.3** Distinguish potential risks during implementation.
- 5.4** Review the effectiveness of the strategic plan

Module Structure

After each 2H session per week, a practical quiz to reflect your understandings (Total 12 Hours)

24 hours face to face workshops

Marking and Reward a certificate



12 hours Pre-recorded lectures Each lecture is 20 minutes (with English, Arabic, and different languages subtitle)

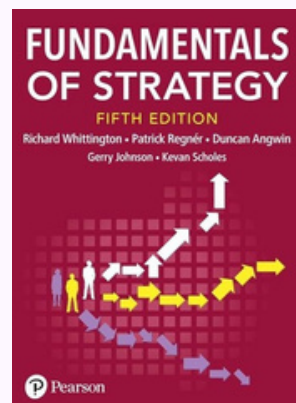
After each hour of the lecture, 1 practical case study to reflect on your understandings (Total 12 Hours)

Online or face to face for assessments

1. Presentation file with speaker notes – 500 word
2. Report – 2000 words
3. Reflective Essay – 2000 words

Main Books

Johnson, G. and Scholes, K. (2017) Fundamentals of Strategy. Pearson Ltd.



Module 2 : Strategic HR Management



It is designed to deepen learners' understanding of HR from a strategic perspective. This module aims to align HRM practices with the strategic objectives of an organization to drive sustainable growth and competitive advantage.

1

Understand the role of management of human resources.

- 1.1** Critically justify the importance of human resource management in organisations.
- 1.2** Assess the role and purpose of the strategic human resource management function and activities in an organisation.
- 1.3** Evaluate how human resource management is related to other functional areas.

2

Create a human resource planning plan for an organisation.

- 2.1** Assess the business factors to consider before human
- 2.2** Determine human resource requirements in different organisational contexts.
- 2.3** Develop a human resource plan for an organisation.

3

Understand the role of legal and ethical issues in developing human resources policy.

- 3.1** Explain the purpose of human resource policy.
- 3.2** Assess the impact of regulatory and legal requirements on human resource policies in an organisation.
- 3.3** Assess the impact of business ethics, CSR, and sustainability requirements on human resource policies for an organisation.

4

Plan develop human resource strategies.

- 4.1** Critically analyse the impact of an organisational strategy, structure and culture on the management of human resources.
- 4.2** Develop a structured, relevant and comprehensive HR strategy.
- 4.3** Critically monitor the effectiveness of human resources management.

5

Understand HRM approaches within organisations and their relationships with organisational performance.

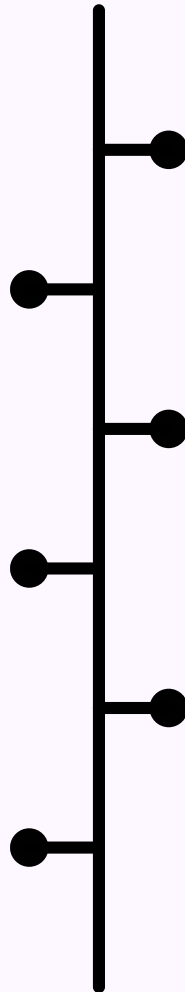
- 5.1** Critically evaluate the relationships between business strategy and human resource management.
- 5.2** Explain the implementation and measurement of HR approaches using relevant metrics.
- 5.3** Monitor and evaluate a human resource strategy that supports organisational mission, vision, values and objectives.

Module Structure

After each 2H session per week, a practical quiz to reflect your understandings (Total 12 Hours)

24 hours face to face workshops

Marking and Reward a certificate



24 hours Pre-recorded lectures Each lecture is 20 minutes (with English, Arabic, and different languages subtitle)

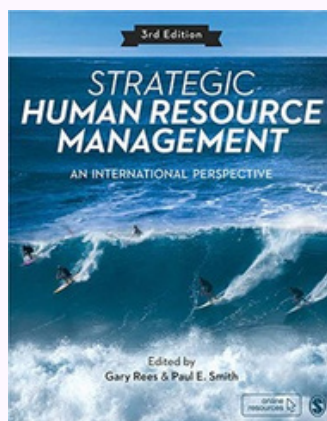
practical application - learners to create HR Plan – 1000 words. HR Memo – 500 words

Online or face to face for assessments

1. Presentation file with speaker notes – 500 words
2. Briefing report – 500 words
3. HR Plan – 1000 words
4. HR Memo – 500 words
5. Report – 2000 words

Main Books

Rees, G. and Smith, P. E. (2017) Strategic Human Resource Management: An international perspective. Sage Publications



Module 3: Strategic Leadership



Kent Business College

This unit provides an in-depth understanding of the key principles and practice of leadership. This will enhance the individuals' knowledge, skills and attributes to effectively engage in the role and responsibilities required of an effective team player and leader of a team; being proactive in innovation and improvement to inform strategy and business planning within the organisation.

1

Understand the principles, concepts, differences, and approaches to leadership.

- 1.1 Explain the meaning and importance of leadership.
- 1.2 Contrast the main approaches to the study of leadership.
- 1.3 Critically evaluate the role of leadership in strategic management.

2

Understand how influences individuals, teams and the organisation.

- 2.1 Critically compare the relationships between leaders of leadership work groups, and leaders of teams.
- 2.2 Distinguish between the influence of leadership on groups and teams, and on formal and informal groups.
- 2.3 Critically evaluate the characteristics of an effective workgroup and team.

3

Understand the impact of leadership on organisational performance.

- 3.1 Assess the nature of organisation effectiveness and performance.
- 3.2 Critically explore the main features and requirements of leadership development.
- 3.3 Provide criteria for assessing an organisations strategic effectiveness from a leadership perspective.

4

Understand ethical decision making and organisational value.

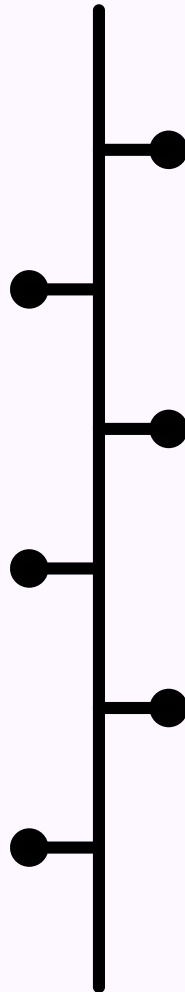
- 4.1 Critically explore the exercise of leadership power and influence.
- 4.2 Critically review the importance of ethics, values and corporate social responsibilities to an organisations value.
- 4.3 Critically evaluate leadership and sustainability concepts and trends.

Module Structure

After each 2H session per week, a practical quiz to reflect your understandings (Total 12 Hours)

24 hours face to face workshops

Marking and Reward a certificate



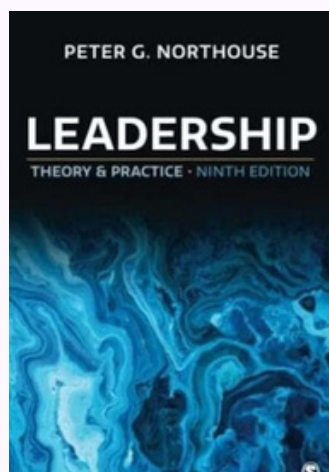
24 hours Pre-recorded lectures Each lecture is 20 minutes (with English, Arabic, and different languages subtitle)

practical application Case Study 2000 words

1. Case Study – 2000 Words
2. Essay – 2000 Words
3. Presentation file with speaker notes – 500 words

Main Books

Mahwah, NJ: Lawrence Erlbaum Associates & Northouse, P.2010
Leadership: Theory and Practice. 5th Ed, Sage Publication



Module 4: Strategic Financial Management



The aim of this unit is to enable learners to apply financial principles relevant to management in an organisational context, including analytical techniques and theories/models of management accounting, evaluation of budgetary processes, recommending funding sources and appraising investment options.

1

To apply the tools and techniques of cost accounting

- 1.1 Critically analyse the concepts, features and importance of cost accounting in an organisation.
- 1.2 Apply tools of costing design and costing systems to an organisation.
- 1.3 Recommend improvements to the costing and pricing systems of an organisation.

2

To critically analyse the financial performance of businesses.

- 2.1 Analyse financial statements to assess the financial position of an organisation.
- 2.2 Recommend organisational decisions based on evaluation of financial statements using financial ratios.
- 2.3 Propose managerial recommendations on the strategic portfolio of an organisation based on financial analysis.

3

To evaluate the budgetary processes of organisations.

- 3.1 Evaluate budgetary targets for an organisation.
- 3.2 Develop a master budget for an organisation.
- 3.3 Critically evaluate budget and budgetary processes in an organisation.

4

To recommend effective long term and short-term sources of funding.

- 4.1 Assess the need for short term working capital and long- term funds for an organisation.
- 4.2 Appraise appropriate sources of short term and funds for an organisation.
- 4.3 Justify choices of sources of funds using a range of criteria related to cost and risk.

5

To critically appraise investment options.

- 5.1 Apply financial appraisal methods to analyse competing investment projects in different kinds of organisations.
- 5.2 Justify strategic investment decision for an organisation using relevant financial information.
- 5.3 Critically analyse strategic investment decisions using information.

Module Structure

After each 2H session per week, a practical quiz to reflect your understandings (Total 12 Hours)

1. Briefing report – 1000 words
2. Report – 1500 words
3. Management Report – 2000 words

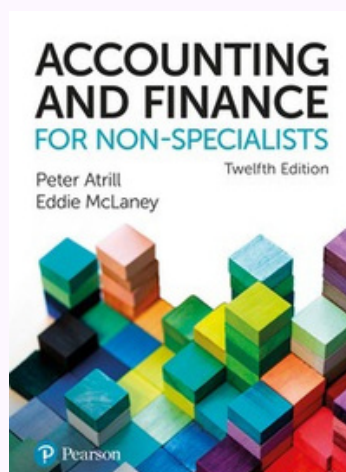
24 hours Pre-recorded lectures Each lecture is 20 minutes (with English, Arabic, and different languages subtitle)

24 hours face to face workshops

Marking and Reward a certificate

Main Books

Atrill,P.and McLaney, E. (2006) Accounting & Finance for Non-Atrill,P.and McLaney, E. (2006) Accounting & Finance for Non-



Module 5: Strategic Marketing



The aim of this unit is to develop learners' understanding of the concepts, methods and technical aspects of strategic marketing and the challenges associated with marketing in today's business environment, including how a strategy combines product development, promotion, distribution, pricing, relationship management and other elements.

1

To critically analyse the principles of strategic marketing and the role of digital technologies.

- 1.1** Critically evaluate the nature and purpose of strategic marketing in an organisation.
- 1.2** Critically analyse and apply different marketing concepts in a range of organisational contexts.
- 1.3** Explain the processes involved in strategic marketing.

2

To apply tools for analysing the business environment in strategic marketing.

- 2.1** Develop SMART strategic marketing objectives for an organisation.
- 2.2** Critically review the external and competitive environment in which an organisation performs.
- 2.3** Draw conclusions about the internal and stakeholder environment in which an organisation performs.

3

To carry out market segmentation, targeting and brand positioning.

- 3.1** Critically explore market segments for an organisational context.
- 3.2** Evaluate targeted segments for an organisational context.
- 3.3** Design a differentiated brand position for targeted segments for an organisational context.

4

To apply the integrated marketing mix in an organisation.

- 4.1** Evaluate the significance of the integrated marketing mix for an organisational context.
- 4.2** Design an effective marketing mix for an organisational context.
- 4.3** Critically analyse the relationship between the product lifecycle and the marketing mix for an organisational context.

5

Be able to critically analyse brands in a business context.

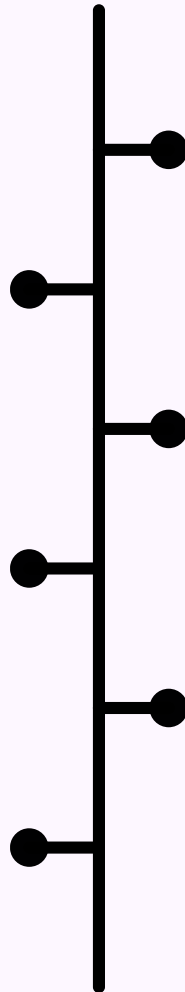
- 5.1** Critically analyse the nature of brands and the significance of branding.
- 5.2** Critically discuss the need for integration between the brand pyramid, the brand's positioning and brand management.
- 5.3** Demonstrate how branding is used to strengthen a business or product.

Module Structure

After each 2H session per week, a practical quiz to reflect your understandings (Total 12 Hours)

24 hours face to face workshops

Marking and Reward a certificate



12 hours Pre-recorded lectures Each lecture is 20 minutes (with English, Arabic, and different languages subtitle)

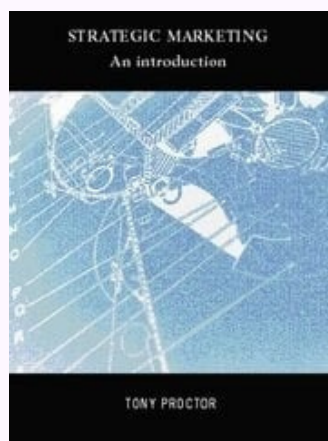
After each hour of the lecture, 1 practical case study to reflect your understandings (Total 12 Hours)

Online or face to face for assessments

1. Business Presentation – 500 words
2. Briefing Report – 1000 words
3. Marketing Plan – 3000 words

Main Books

Proctor, C. (2014) Strategic Marketing: An Introduction. Oxon: Routledge.



Module 6: Advanced Research Methods



The aim of this unit is to develop learners' ability to prepare for various types of academically based management research through the development and design of a research proposal. Learners will develop a critical understanding of the philosophical, practical and ethical concepts of research within the context of the business environment.

1

Research to develop approaches in a relevant context.

1.1 Appraise business research problems.
1.2 Develop and justify appropriate research aims and objectives within a defined scope and timeframe.
1.3 Critically explore, select and justify research approaches.

2

To critically review literature on a relevant research topic.

2.1 Critically analyse different theoretical approaches to a research problem.
2.2 Create a structured and thorough critical literature review.

3

To design business research methodologies.

3.1 Critically evaluate relevant research methodologies to reflect the research objectives.
3.2 Design an appropriate methodology in terms of the research objectives for a defined population.
3.3 Justify the methodology selected in terms of the research objectives within agreed ethical guidelines.

4

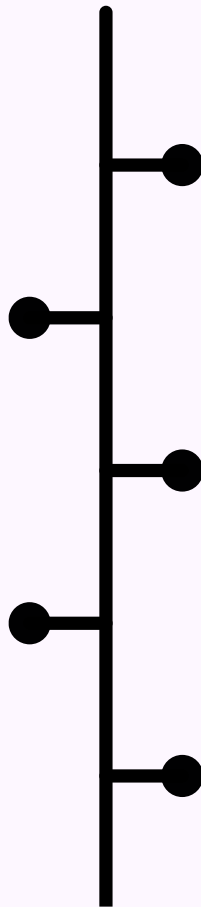
To develop a research proposal.

4.1 Create a research question, literature review and methodology.
4.2 Propose techniques for use with quantitative and qualitative data collection and analysis.

Module Structure

After each 2H session per week, a practical quiz to reflect your understandings (Total 12 Hours)

Online or face to face for assessments
 Briefing Report – 1000 words
 Report – 1500 words
 Management Report – 2000 words



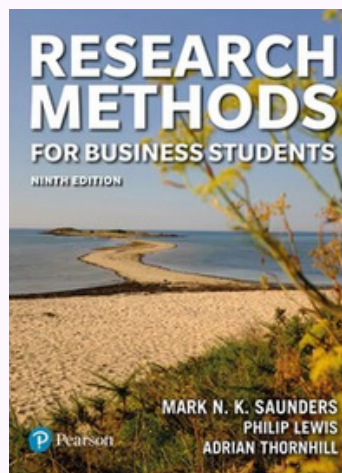
24 hours Pre-recorded lectures Each lecture is 20 minutes (with English, Arabic, and different languages subtitle)

24 hours face to face workshops

Marking and Reward a certificate

Main Books

Saunders, M., Lewis, P. and Thornhill, A.(2010) Research Methods for Business Learners. Harlow: Prentice Hall.



Progression



Kent Business College

Shape Your Destiny, Lead With" Vision: Elevate Your Career And "Ignite Innovation With an MBA

MBA Master of Business Administration:

By completing a top-up dissertation at one of the UK's reputable universities, you will attain your MBA degree. Holding an MBA in the UK can significantly enhance your career prospects, potentially increasing your earnings by more than 50%. The average salary for MBA graduates ranges from £40,000 to £80,000, depending on the role and position.



Step 2: MBA Master of Business Administration:

We are proud to partner with Cardiff Metropolitan University, where all of our students are eligible to progress directly to the Executive MBA Top-Up program, provided they meet the language requirements. The MBA Advanced Entry (Top-Up) at Cardiff Metropolitan University is designed to be completed in approximately 7 months. Initially, students will engage in online sessions with a tutor for the Research Methods module during the first 2 months, followed by approximately 4 months dedicated to their dissertation under the guidance of a supervisor.

Additionally, students holding an OTHM Level 7 Diploma may also qualify for top-up MBA degrees at other universities. Notable examples include the University of Northampton, Ulster University, University of Sunderland, and the University of Bolton.



Cardiff
Metropolitan
University



THE UNIVERSITY OF
NORTHAMPTON



Ulster
University



University of
Sunderland





Timeline and Work load



Step 1: Level 7 Diploma in Strategy and Leadership

The level 7 Advanced Diploma in Strategy and Leadership is a comprehensive six-month program designed to enhance strategic leadership skills. The program is divided into two semesters, with each semester lasting three months and covering three modules.

- **Flexibility and Timing**

Start Dates: You can begin the program at the start of any semester.

Assessment Schedule: Assessment periods are fixed and occur at specific times during the year.

Program Duration: You have the flexibility to complete the program in two consecutive semesters. Alternatively, you may choose to take a break by skipping one semester in between. Each semester is designed to cover three distinct modules, comprehensively covering the subject matter.

- **Assessment and Workshop Schedule**

Each module includes an optional three- to five-day workshop that can be attended either face-to-face or online.

Workshop locations include London, Birmingham, Manchester, Cairo, Riyadh, and Dubai. Participants are required to book their preferred workshop location in advance.

- **Schedule of the face-to-face workshop and assessment deadlines**

- July/August (London, Birmingham, and Manchester)
- December/January (Dubai and Riyadh)
- March/April (Cairo and London)

- **International Participants**

For international participants wishing to attend workshops in the UK, a letter can be issued for submission to the Home Office to facilitate a tourist visa application, valid for up to six months.

- **Bookings**

Start dates are flexible, but workshop dates are scheduled annually. Participants should contact customer service to schedule and book workshop events at no additional charge.

Step2: MBA Master of business Administration



After successfully completing the Level 7 Diploma and meeting the English language requirements, we will secure a placement for you at one of our partner universities, which includes Cardiff Metropolitan, University of Sunderland, Ulster University, University of Bolton, and University of Northampton. The typical duration for a top-up degree is six months, beginning with two months of workshops to help you select and refine your research proposal. This is followed by four months of supervision by an academic from the university, during which you will write your dissertation to complete your MBA. The start date for the top-up degree is flexible and varies according to each university's specific requirements. For example, Cardiff Metropolitan offers intakes in May, June, September, and November.

MBA Timeline (1 year)

Level 7 Diploma in Strategy & Leadership (6 months)

Top UP MBA - Dissertation (6 Months)



Entry Requirements

OTHM Level 7 in Strategy and Leadership

Academic Qualifications: Applicants must possess an honors degree in a related subject, a UK Level 6 Diploma, or an equivalent qualification from an overseas institution.

Professional Experience: Mature applicants with management experience are also encouraged to apply.

Age Requirement: Candidates must be at least 21 years old at the start of the course.

Language Proficiency: Non-native English speakers must demonstrate their English proficiency through the IBIS Consultancy English Test or an IELTS examination.

MBA Top-up

Academic Qualifications: Pass the OTHM Level 7 Diploma in Strategy and Leadership

Language Proficiency: Non-native English speakers are required to demonstrate their English proficiency by providing valid IELTS scores or equivalent test results.

FAQs: OTHM Level 7 Diploma in Strategy and Leadership

- **What is OTHM Level Qualification?**

OTHM is a global provider of British qualifications, established in 2003 as a not-for-profit organization. It offers qualifications that provide advanced entry into UK degree and master's top-up programs.

- **Who Regulates OTHM?**

OTHM is regulated by Ofqual, recognized by Qualifications Wales, and is a full member of the Federation of Awarding Bodies (FAB).

- **Why Should I study OTHM Qualifications?**

OTHM qualifications provide an affordable pathway to UK degrees and master's programs. Graduates gain advanced standing and develop professional skills sought by global employers. Completing certain levels may lead to professional membership, enhancing international career opportunities.

- **Can I study this program online and at my own pace, without attending face-to-face workshops?**

Yes, you can. Workshops are optional and designed to complement your learning, but attendance is not mandatory.

- **Will my certificate indicate whether I attended the course online or face-to-face?**

No, the certificate will only confirm completion of the program, without specifying the mode of delivery.

- **How many hours per week are recommended to successfully complete the degree?**

About 4 hours per week is typically enough to complete the degree program.

- **What certificates will I receive upon completing the courses?**

You will receive a Certificate of Completion from IBIS Consultancy for each course, and upon finishing all modules, you'll receive certificates from both IBIS Consultancy and OTHM (regulated by Ofqual), along with transcripts and a degree certificate.

- **Are there official textbooks provided for the courses?**

Yes, official textbooks are included in the course cost and will be sent to you free of charge. Reading them is highly recommended to aid your success.

- **Can international students attend events in the UK, Riyadh, London, or Cairo?**

Yes, international students are welcome to attend events in these locations. We will issue a letter for you to present at these events, which is typically accepted by the home offices in the UK, Saudi Arabia, the UAE, and Egypt. While this letter does not guarantee a tourist visa, it is generally accepted in most cases.

FAQs: Cardiff Metropolitan MBA Top Up



- **What is MBA Top UP Qualification?**

The MBA Advanced Entry (Top Up) Route is specially designed for students that hold an approved Level 7 Postgraduate Diploma in a Management subject. Students with this qualification have the opportunity to apply directly onto the programme and complete 60 credits to qualify for the award of MBA.

- **Who Regulates MBA Top-Up?**

On successful completion of the course, the student receives a Cardiff Metropolitan University certificate in 'Master of Business Administration' as well as a transcript and HEAR (Higher Education Achievement Report). The student is also invited to attend the graduation ceremony based in Cardiff.

- **I don't have a Level 7 Postgraduate Diploma, am I still able to apply for the course?**

No, only a Postgraduate Diploma can be used towards the MBA Advanced Entry (Top Up).

- **I already have a Masters, can I use this towards the MBA Advanced Entry (Top Up)?**

Unfortunately, only students holding a Level 7 Postgraduate Diploma can apply for the MBA Advanced Entry (Top Up). Other students may apply for the full-time MBA (Executive) programme. OTHM is a full member of Federation of Awarding Bodies (FAB).

- **Will 'Advanced Entry' appear on my final MBA certificate?**

No, the MBA Advanced Entry (Top Up) course is designed to give candidates exactly the same experience as full-time MBA students, therefore your Cardiff Metropolitan Certificate will have 'Master of Business Administration', with no reference to the method in which it was obtained.

- **Do I need to travel to Cardiff to participate in this program?**

No, all events and the supervision process are conducted online. There is no requirement to travel to Cardiff as the entire program is accessible remotely.

- **Will I need a student visa to enroll in this program?**

No, this program is completely online, eliminating the need for a student visa. You can participate fully without needing to leave your job or travel to the UK.



Why Trust Us with Your Study Journey?

Established in 2016 and taught more than 1000 students in the UK, Europe, and Middle East. Our faculty isn't just made up of teachers; they are professors and industry experts from top UK and EU universities. They bring real-world experience and top-tier academic knowledge directly to you.

through our collaboration with Kent Business College, we provide a state-of-the-art learning experience that merges theoretical knowledge with practical application, ensuring you gain the most current and impactful education.

When choosing the right institution for your educational advancement, you deserve the best. Here's why we stand out.





Kent Business College

Why Trust Us with Your Study Journey?

- Our teaching methods are designed to fit your life. Whether you prefer face-to-face sessions, online engagement, or exploring at your own pace with pre-recorded materials, our programs are built to accommodate your schedule seamlessly.
- Each module includes three full-time days of in-person workshops. These workshops offer direct, hands-on experience and foster a deeper understanding of the subject matter through active participation.

Trust us to be your partner in your educational journey, where commitment meets expertise and flexibility, enabling you to excel in your career and beyond.



Trusted By



Advancing science for life™



UNITED ARAB EMIRATES
MINISTRY OF HEALTH & PREVENTION



molloy's pharmacy
love your health




الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax



AL SWEIDI & SHAMS
— contracting company L.L.C —



THE CHURCH OF ENGLAND



NHS



INTUITIVE™



الفنار
alfanar



حكومة أبوظبي
GOVERNMENT OF ABU DHABI



KOLA NEWS AGENCY



The Southlands
Methodist Trust



Kent Business College

- Registration No.: 10367575
- VAT Registration No.: 441 4420 31
- UK Provider Reference Number (UKPRN): 10093689
- Project Management Institute (PMI) Premier Accredited Trainer Provider No.: 5897
- CPD Membership No.: 19054
- OTHM Registered Service Provider No.: DC2312832
- ISO 9001 Accreditation Certificate No.: 9891475

For Inquiries, Contact Us.



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