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The 5 Day Mini 'MBA' programme



MAGNA
CARTA
COLLEGE

OXFORD'S INDEPENDENT BUSINESS SCHOOL

Oxbridge Education For The World



**Magna Carta
College, Oxford,
is an independent
business school
founded by
senior Oxbridge
academics.**



What's Inside

Message from the Dean **1**

The Course Introduction **2**

Session One: Corporate &
Business Strategy **3**

Session Two: Marketing in a
Global and Digital World **4**

Session Three: Leading and
Managing People **5**

Session Four: Financial Issues
Session Five: Cooperating to
Compete **6**

Key Faculty and Senior Leadership **7**



**Professor
David Faulkner**
Dean

Message From The Dean

I'm delighted to welcome you to Magna Carta College. Magna Carta College, Oxford, is an independent business school founded by senior Oxford and Cambridge academics in 2008. With my experience in helping establish the MBA programme in Oxford University it specialises in MBA programmes, and in Executive Education. Our faculty and network of associate fellows have worked with Fortune 500 companies and international governments to deliver transformation in leadership, company culture and international strategy and vision.

Our key target market is currently executives in challenging jobs who feel their career will be enhanced by acquiring an MBA. The mini 'MBA' programme attempts to introduce learners to the essential subjects that they would deal with in more depth over the one year full MBA programme. Thus, there will be one day of strategy followed by a day of marketing, a day of leading and managing people, a day of finance leading to the final day on strategic alliances.

We hope that this will identify for learners the key issues of today in these functional areas and perhaps through this 'taster' programme encourage you to embark on our full MBA programme.

I hope that what you read here will inspire you to join our community.

David Faulkner





The Course Introduction

The 5-day mini MBA programme provides a grounding in essential knowledge and skills required to succeed in today's business climate. The key theme of strategy runs through the programme. Strategy has traditionally been conceived of a competitive game in which there are winners and losers. However, strategy can also be considered in terms of cooperation as well as competition. In today's business environment there is a need for management to understand where and when to compete and also where and when to cooperate with competitors and stakeholders.

The first session on corporate and business level strategy introduces core strategy concepts and considers how to deploy these to develop critical strategic thinking skills for management. Days two, three and four focus on how to operationalise your corporate and business level strategies through an examination of 'marketing in a global and digital world', 'leading and managing people' and 'financial issues'. The final day consolidates core learning with an examination of how to strategize using the twin ideas of competition and cooperation.

Key skills sets are embedded into the programme content and include strategic thinking, drive and resilience, big data analytics and the ability to solve complex problems and influence others. The programme will be useful for senior and middle level managers as well as those wanting to develop and hone their management knowledge and skills.

Session One: Corporate and Business Strategy

Delivered by Professor David Faulkner and Dr Paul Dudley

The session focuses on the two key levels of strategy to introduce key issues facing organisations in today's competitive environments. At the corporate level, fundamental issues concerning the nature of your business(es) and corporate parenting are examined. All too often, corporate centres destroy value rather than build value. We will explore key issues with developing a compelling corporate strategy. At the business level, two key components are assessed, namely the conditions in the business environment, and the skills and capabilities your company possesses. The session will emphasise the importance of developing a differentiated approach to the offerings of your competitors in everything you do. It will also stress that this is the only way in which a sustainable and admired brand can be established. The day will also discuss the development and appraisal of options, and the problems of implementing strategic change. By the end of the session, you will have a clear understanding of the scope and nature of corporate and business level strategy and be in a position to employ the tools and techniques in your own organisation



The session will examine the following areas:

- Corporate Strategy Overview
- Portfolio Approaches
- Parenting and Value Creation and Destruction
- Business Strategy Overview
- Assessing the external environment
- Resources and Capabilities
- Value Chain Analysis
- Business Level Models and their Application

Session Two: Marketing in a Global and Digital World

Delivered by Ian McPhee

The session focuses on some of the key marketing led issues facing organisations in today's business environment. The advent of the 4th industrial revolution referring to 'the internet of things' is upon us and has significant implications for marketing and organisations as a whole. The session commences with an examination of adding value and market share through managing data. A range of issues are explored including for example, customer relationship marketing, developing a brand personality across to developing a marketing plan and strategy, public affairs and stakeholder communications and integrated marketing communications. By the end of the session, you will have a clear understanding of the scope and nature of marketing issues facing organisations in today's business environments and be in a position to employ the tools and techniques in your own organisation.



The session will examine the following areas:

- Examining Value and Market Share from Research Data (Big Data Agenda)
- Customer Relationship Management and Brand Loyalty
- Developing a Brand Personality
- Market Segmentation
- Developing a Marketing Plan and Strategy
- Public Affairs and Stakeholder Communications
- Digital and Social Media Marketing
- Working within the General Data Protection Regulations (GDPR)
- B2B & Services Marketing
- Flexing the Marketing Mix
- Integrated Marketing Communications

Session Three: Leading and Managing People

Delivered by Dr Paul Dudley

The session focuses on two key issues; leadership and managing people from a strategic perspective. Current leadership practices and approaches are explored including for example, stewardship and servant-leadership. Strategic decision making and understanding your biases in leading and managing teams are examined alongside coaching and mentoring techniques and practices. This leads to an examination of a range of strategic HRM issues linked to developing employee and organisational performance. By the end of the session, you will have a clear understanding of the scope and nature of Leading and Managing People and be in a position to employ the tools and techniques in your own organisation.



The session will examine the following areas:

- Becoming a Strategic Leader and Decision Maker
- Different leadership styles for different situations
- Strategic Decision Making for Leaders Coaching and Mentoring your workforce
- HRM in a Global Context
- The Employment Relationship
- Labour Market Regulation and Leadership Styles
- Rewards and Performance
- Diversity and Performance

Session Four: Financial Issues

Delivered by Gareth Thomas

This session focuses on the role and use accounting information by managers in organisations. The use of accounting information is crucial to inform judgments and decisions and to enable managers to achieve the strategic aims of the organisation. The day will focus on the use of accounting information in strategic and operational decision-making, planning and control in organisations. The session will also cover the use of accounting information in performance management, including strategic approaches. By the end of the session, you will have a clear understanding of the key finance-based issues and be in a position to employ the tools and techniques in your own organisation.

The session will examine the following areas:

- Introduction to Management Accounting
- Cost-volume-profit Analysis
- Relevant Costs and Revenues for Decision-Making
- Traditional Costing and Pricing Practices
- Activity Based Costing and Alternatives to Traditional Pricing Practices
- Budgets and the Budgeting Process
- Accounting for Control
- Managing Working Capital
- Performance Management and Divisionalisation
- Strategic Approaches to Performance Management

Session Five: Cooperating to Compete

Delivered by Professor David Faulkner

This session focuses on 'cooperative' strategy. All business schools teach competitive strategy, but only a few focus on cooperative strategy. Yet very few companies with global ambitions can hope to achieve these ambitions without a clear cooperative strategy. They need well-functioning value and network generating joint ventures, strategic alliances consortia and others forms of positive relationships with complementary companies around the world and frequently even with competitors. Yet 50% or more of such tie-ups typically fail for cultural and other reasons in less than five years. This session emphasises the mindsets and cultural sensitivities necessary to formulate and run successful strategic alliances and identifies the pitfalls waiting to ensnare those who ignore such lessons and rush in intemperately. By the end of the session, you will have a clear understanding of cooperative strategies and be in a position to employ the tools and techniques in your own organisation.

The session will examine the following areas:

- Why Cooperative Strategy is Important
- How to Choose a Partner
- The Different Forms of Alliance
- How to Choose the Best Alliance Form to Adopt
- How to Achieve Cultural Balance in the Presence of Different Corporate & National Cultures
- How to Operate as an Alliance General Manager
- Corporate Governance in an Alliance
- An Alliance Mindset; Trust and its Importance
- Commitment and Transparency

Key Faculty & Senior Leadership



**Professor
David Faulkner**
Dean

Professor David Faulkner is an Oxford educated economist by background, who prior to becoming an academic 30 years ago spent much of his earlier career as a strategic management consultant, and business builder.

He is Emeritus Professor of Strategy at the University of London, and was formerly Visiting Research Professor, The Open University. In the Emeritus phase of his career he was International Dean, Corporate Governance at Universal Business School, Karjat, Mumbai, India, and is Dean and Founder of Magna Carta College, Oxford. Until 2003 he was an Official Student (Fellow) at Christ Church, Oxford and Member of the Governing Body, and an Oxford University Lecturer in Management Studies (Strategic Management); after Christ Church, he was latterly Director of Studies in management and College Lecturer at Exeter College, Oxford, his Alma Mater. He was Deputy Director of the Oxford University Said Business School, Director of the MBA programme for the Oxford University and Director of Undergraduate Programmes, Chief Examiner for the MBA, Chairman of the Graduate Studies Committee, and Chairman of the Faculty of Management.



Senior Leadership



Maggie Faulkner was educated at Harvard, Suffolk and Oxford University. She gained her first degree in Modern History, at Oxford University followed by a PGCE there. An overriding interest in law led her to undertake a conversion course in Law. She then did the Bar Vocational Course at the Inns of Court School of Law, being called to the Bar in 2000. She is a member of Lincoln's Inn, one of the four Inns of Court in London. She spent three years as a tutor in Law at Greyfriars Hall, a permanent private hall of Oxford University, Maggie then Cofounded a private college in Oxford and held the position of Vice Dean. She also spent a number of years in public relations and two years as Project Director for a charity for the homeless. Committed to ensuring that education is made available to all, she is now a trustee of Such Hope Subsaharan Childrens Charity, which provides the funding for the education of orphans in Zimbabwe. The charity has now enabled its students to progress to university, with more to follow this year.

Maggie Faulkner

**Chief Financial Officer &
Chair of the Board of Directors**



Faculty



**Professor
John Child**
**Chairman of the
Academic Board**

Professor John Child is Professor of Commerce at the University of Birmingham, UK, Professor of Management at Plymouth University, and Visiting Professor at Sun Yat-Sen University, Guangzhou. He is a Fellow of the Academy of Management, the Academy of International Business and the British Academy of Management. In 2006, he was elected a Fellow of the prestigious British Academy [FBA]. In 2012 he was awarded a Lifetime Achievement Award by the International Association for Chinese Management Research [IACMR]. His degrees are all from the University of Cambridge.

Before entering the academic field, Professor Child worked for Rolls-Royce. He then worked as a Research Fellow in the Aston Programme of Organization Studies before moving to the London Business School, returning to Aston in 1973 as Professor of Organizational Behaviour. He served as Dean of the Aston Business School from 1986 to 1989. He was seconded to be Dean and Director of the European Community's management program in China in 1989-1990, building it into the China-Europe Management Institute, the forerunner of the China-Europe International Business School [CEIBS] in Shanghai. In 1991 he was appointed Diageo Professor of Management in the University of Cambridge and Fellow of St. John's College, Cambridge.

He has also been a Visiting Professor at universities in Brazil, China Denmark, and the UAE.

John Child has published 23 books and approximately 150 articles.



Dr Paul Dudley
Vice Dean

Dr Paul Dudley undertook his PhD at Cranfield, School of Management in strategic decision making. He has worked with senior and general managers of Chinese and African based for-profit and not-for-profit organisations on issues of strategy development and change. Paul's experience straddles private, state and commercial education in European and Non-European settings. He has held various positions including for example, Visiting Professor for ESCP Europe, Adjunct Professor for Richmond University, MBA Director for a well known on-line institution and worked for a range of Universities from traditional to post 1992 institutions. He is currently writing a book on strategy development in the globalised economy. Paul is passionate about delivering results for organisations and applies a consensus building approach to his work. This is results driven and based on developing clear and agreed paths to future growth.



Gareth Thomas
Senior Tutor

Gareth Thomas is a tutor for the Economics, Finance and Management Accounting subjects including Strategic Investment Management. His is to facilitate student learning on the modules he tutor, and make students' experience as enjoyable and fruitful as possible.

Until recently Gareth was principal lecturer in Finance and Economics, and Vice Dean in the School of Business at the Royal Agricultural University. He also tutored on the online learning programmes for famous online/distance learning providers, the UK Open University and on Royal Agricultural University degrees in China. Gareth developed courses for Higher Education programmes in Vietnam and Kyrgyzstan on behalf of the European Union, and ran business development courses in several countries including Romania, Malaysia, Moldova and Vietnam.



Ian McPhee
Senior Tutor

Ian McPhee has over twenty years experience of authoring, teaching, tutoring, supervising and assessing at post and under-graduate level with Arden University (formerly RDI); University of Wolverhampton; the Open University and the Royal Agricultural University in Cirencester. A similar period has also been spent supervising P/G and U/G dissertations. His principal subject areas are: Strategic Management; Entrepreneurship and Marketing. He has authored the course materials for a large number of post and undergraduate modules for the University of Wolverhampton and the Royal Agricultural University including: Strategic Management; Change Management; Enterprise Strategy; Business Strategy & Marketing; Strategic Entrepreneurship & Change; Enterprise: From Idea To Market and Global Entrepreneurship. He wrote and delivered the Change Management module to a group of MBA students in Tyumen, Siberia. The majority of assessed work for the modules he's involved with is of a student-centred nature - both individual and team focused. The assignments invariably require students to focus on practical issues from their own work environment: how to spot what the key problems are; encouraging creative approaches towards solving them, and facilitating change mechanisms at individual, team and organisational levels.



Contact Us!



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