



DISTANCE LEARNING COURSES IN

Management, Marketing and Finance, including the Leicester MBA



Contents

- 2 Welcome to the University of Leicester School of Management
- 4 Why Study Management at Leicester?
- 5 Postgraduate Study in the School of Management
- 6 MBA
- 7 MSc in Finance
- 8 MSc in Management
- 9 MSc in Marketing
- 10 Core Modules
- 12 Elective Modules
- 13 Your Learning Experience
- 13 Frequently Asked Questions
- 16 Professional Diploma in Management
- 17 Entry Requirements and How to Apply
- 18 Other Opportunities for Studying with the School of Management
- 19 Agent Contact Details

How to apply

Our application processes are designed to be user-friendly. Our staff are happy to advise if you have any queries about your application. Depending on your location, you have the option of applying by post or online. Your Distance Learning Adviser or local agent will be pleased to advise you on application procedures.

Welcome to the University of Leicester School of Management



The University of Leicester School of Management is increasingly recognised as one of the top management schools in the United Kingdom, with an excellent international reputation for the development and teaching of intellectually stimulating management courses that are highly relevant to your career needs. More than 10,000 candidates from over 80 countries have graduated from the prestigious Association of MBAs (AMBA) accredited Leicester MBA and are now enjoying successful careers. The School offers challenging and rewarding programmes at PhD, masters and undergraduate levels, via full-time, on campus study, and part-time study at a distance.

Our Experience

The University of Leicester is one of the largest providers of distance learning management education in the United Kingdom, with over 5,000 students studying our programmes. We have nearly twenty years' experience of providing flexible, supported distance learning qualifications designed to meet the needs of a diverse student body. Our students come from around the world, ensuring a truly international focus to our MBA and MSc programmes.

Whatever stage of your career you are at, we have a programme which will benefit you. You might be a recent graduate,

looking to enhance your potential for embarking upon a management career by adding a postgraduate qualification to your CV. Or perhaps you already have relevant work experience but are looking to update your knowledge, refresh your skills and give yourself a competitive edge over your peers. Whether you are looking for a general management education or are seeking to specialise in your particular area of interest, there is a programme to suit you.

Career Progression

Studying by distance learning with us can provide you with the foundation to break into a management career, to gain

promotion with your current employer, change career direction, or simply help you to be more effective in your current role. Combining studying with your work enables you to put into practice the concepts and techniques acquired on the programme immediately and to draw on your professional experience when completing your assessed work.

Flexibility

As a distance learning student, you will probably be combining the challenge of study with the demands of work and family life. Our programmes are designed to provide you with the flexibility to balance these demands, whilst giving you clear milestones against which you can measure your progress through the programme. If you have to travel a lot, or if you relocate during the course of your studies, that's not a problem – our programmes are designed to be studied anytime, anywhere. With four start dates per year, you'll benefit from flexibility that allows you to start the programme at a time that suits you. What's more, with a minimum registration period of 24 months and a maximum of 60 months, there is time for you to take breaks during your studies if you need to.

Learning Support

Independent study is central to distance learning but support is always close at hand. Depending on your geographical location, you will be supported directly by the School of Management distance learning team or through a local resource centre run by our network of specialist, experienced agents. Wherever you are based and however you are supported, you'll have access to a comprehensive set of study materials in paper-based and electronic formats. Group and individual support is provided online through the School of Management's virtual learning environment, Blackboard, and comprehensive learning resources can be accessed from the Leicester Digital

Library. All you need is internet access and you can study your programme from anywhere. We recognise, however, that nothing can beat face-to-face interaction and this is provided too, through our annual residential summer school, our programme of workshops and faculty visits and, depending on your geographical location, local tutorial support.

Our Unique Approach to Management Studies

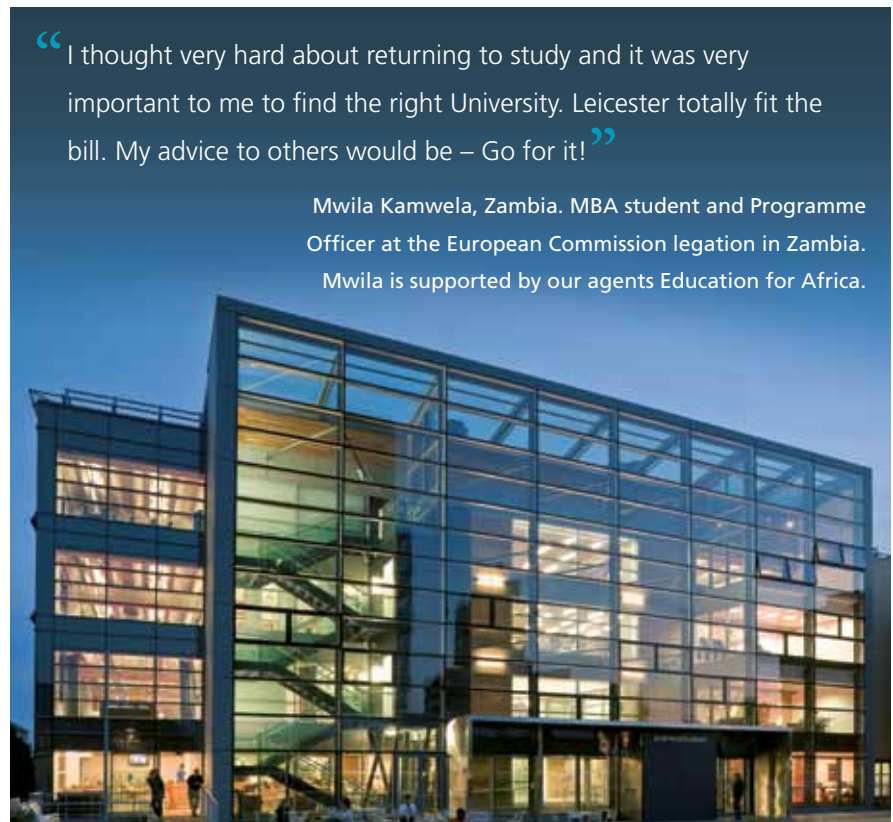
Our vibrant group of scholars in accounting, finance, marketing, management and organisation studies have developed a distinctive intellectual profile for the School, which emphasises the centrality of ongoing, ethically informed, critical reflection in the delivery of meaningful managerial research and sustainable management practice. We share an intellectual conviction that organising is a highly complex historical phenomenon and

that management is best understood in an inter-disciplinary context, drawing from the disciplines of sociology, politics, philosophy and economics as well as from developments in critical psychology, cultural geography, cultural studies and organisational theory.

As a reflection of our distinctive intellectual orientation – which makes our programmes particularly appropriate for those working or seeking to work in management roles in developing nations; in the public and non-governmental sectors, as well as, of course, in the private sector – our programmes are competitively priced to ensure that they can be of benefit to a much wider constituency than just the traditional business elite. Such diversity in the participants of our programmes not only sits well with our and your ethical commitments, it is a vital ingredient in the mix that makes up a distinctive, reflective, critically informed educational environment for managers that is second to none.

“ I thought very hard about returning to study and it was very important to me to find the right University. Leicester totally fit the bill. My advice to others would be – Go for it! ”

Mwila Kamwela, Zambia. MBA student and Programme Officer at the European Commission legation in Zambia. Mwila is supported by our agents Education for Africa.



The University's David Wilson Library.

“There is lots of competition for MBA programmes, but the Leicester MBA really stood out. What appealed to me most was the flexibility of the programme, even compared with other distance learning programmes. The University of Leicester has a very good reputation and so the Leicester MBA represents excellent value for money.”

Prince Ackuaku, Ghana.
MBA student and owner of his own events management company. Prince is supported by our agents Quality Distance Learning West Africa.



Why Study Management at Leicester?

- The research talents within the School of Management are far-reaching and this research feeds directly into our teaching, allowing you to learn from those currently involved in **cutting-edge research** in your area of interest.
- Our courses have been developed with the professional in mind and offer you many opportunities for **career enhancement**.
- The Leicester MBA is **AMBA accredited**. AMBA accreditation is internationally recognised as the global standard for all MBA programmes, meaning you can be confident of our quality.
- Most of our courses have **professional recognition** from the Chartered Institute of Marketing (CIM), allowing you to study a high quality qualification which has real credibility with employers.
- Our **wide range of option modules** provide you with the flexibility to tailor your study around your interests and also with the skills and knowledge to move into a variety of careers or into further postgraduate research.
- Our programmes are designed to benefit you as an individual and enable you to contribute to the **success of your organisation**.
- We are one of the UK's **largest providers of distance learning management education**. Our distance learning MBA and MSc students follow exactly the same curriculum and receive exactly the same qualification as their campus-based counterparts.
- A member of the Association of Business Schools.
- Accredited by the Association of MBA's (AMBA) for our Masters in Business Administration.
- One of the UK's largest providers of distance learning management education.
- We have been acknowledged by *The Independent* as "One of Europe's largest management schools with a big emphasis on teaching and research".
- In the 2008 Research Assessment Exercise, 85% of our research activity was world-leading, internationally excellent, or internationally significant.
- Leicester is ranked in the top 2% of Universities in the world by the QS World University Rankings.
- Leicester is ranked in the top 20 in the major national league tables.

Postgraduate Study in the School of Management

We offer the following courses by supported, flexible distance learning:

- Masters in Business Administration (MBA)
- MSc in Finance
- MSc in Management
- MSc in Marketing

Duration

24 months – 60 months. These courses are also available for one year full-time campus-based study. For more information about studying these courses full-time please contact +44 (0)116 223 1818 / 1883

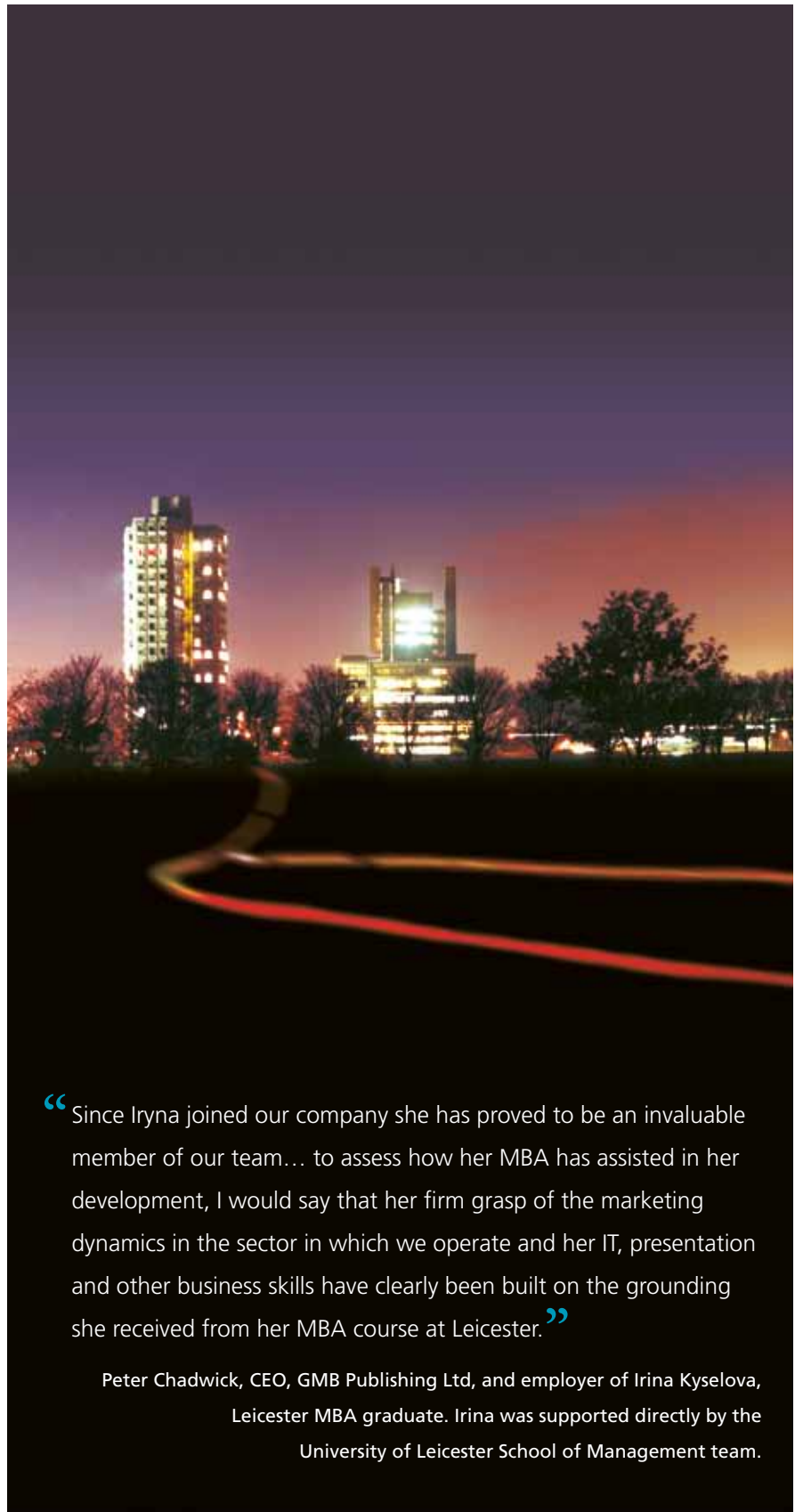
Start Dates

February, May, August, November each year.

Course Structure

Each course consists of four stages. **Stage One** comprises five core modules. During **Stages Two and Three** you study two core and two option modules. Each module session is of three months' duration and modules are studied one after the other, in order. You will then undertake your dissertation which forms **Stage Four** of the programme.

During this final stage you will review a range of alternative research methods and undertake a research project which provides you with an opportunity to examine in depth a topic of relevance to your own interests. This provides you with the opportunity to integrate concepts, techniques and competencies acquired during the course of the programme.



“Since Iryna joined our company she has proved to be an invaluable member of our team... to assess how her MBA has assisted in her development, I would say that her firm grasp of the marketing dynamics in the sector in which we operate and her IT, presentation and other business skills have clearly been built on the grounding she received from her MBA course at Leicester.”

Peter Chadwick, CEO, GMB Publishing Ltd, and employer of Irina Kyselova, Leicester MBA graduate. Irina was supported directly by the University of Leicester School of Management team.

MBA

Managers need to be multi-taskers. They need to understand how to motivate staff and how to get the best performance from people; how to market their products or services and meet the demands of their consumers; how to implement processes and systems; and how to manage budgets and understand the impact that financial performance has on strategic decision-making. Crucially, they need to understand how all of these activities fit within the context of a rapidly changing, global marketplace.

When you join the MBA at the University of Leicester, you will be making a significant investment in your future. Your decision to join the programme will be one of the most important decisions you will ever make. If you demand first-rate academic standards, are willing to have some of your basic managerial assumptions challenged, and are ready for the hard work involved, you will find studying the MBA programme to be a rewarding and enriching experience.

Aims and objectives

- The MBA programme has been designed to cover the spectrum of management subjects, calling on a wide range of expertise. It allows you to concentrate on general management or to tailor the course to suit your individual career needs.
- The Leicester MBA provides you with the skills necessary to become a competent and capable manager in today's global business environment. The course will enhance your ability to evaluate and analyse evidence and implement appropriate solutions in any business environment.
- You will develop the skills to think creatively and strategically about a wide range of business issues, alongside an awareness of cultural sensitivity and the ability to work in a cross-cultural, multi-national, team-based environment.

COURSE STRUCTURE

STAGE 1	
<ul style="list-style-type: none"> • Foundations of Knowledge and Professional Skills • Organisational Behaviour 	<ul style="list-style-type: none"> • Accounting for Managers • Marketing Design and Operations • Strategy, Business Information and Analysis
STAGES 2 AND 3	
<ul style="list-style-type: none"> • Corporate Finance • Business Ethics in a Global Context 	<ul style="list-style-type: none"> • Two elective modules – your choice from an extensive selection (see page 12)
STAGE 4	
<ul style="list-style-type: none"> • Research Methods 	<ul style="list-style-type: none"> • Dissertation

For details of each of the core modules please see pages 10-11.

Find out more and apply

For details of how to apply to study the University of Leicester's MBA please see page 17.



Professional Recognition

The Leicester MBA is one of a small number of UK courses to have obtained accreditation by the Association of MBAs (AMBA).

The University of Leicester School of Management has been appointed as a Government Procurement Services' supplier, one of only three 'approved suppliers' of distance learning MBAs to the public sector in the UK.

This programme has been approved by The Chartered Institute of Marketing to provide direct entry onto the CIM's Professional Certificate in Marketing.

MBA Specialisms

We offer students the choice of studying for a general MBA or opting to follow one of our specialist routes:

- MBA (Employee Relations)
- MBA (Finance)
- MBA (Information Technology Management)
- MBA (Marketing)
- MBA (Quality Management)

To follow a specialist route, students must study two elective modules and write a dissertation relevant to their chosen specialism.

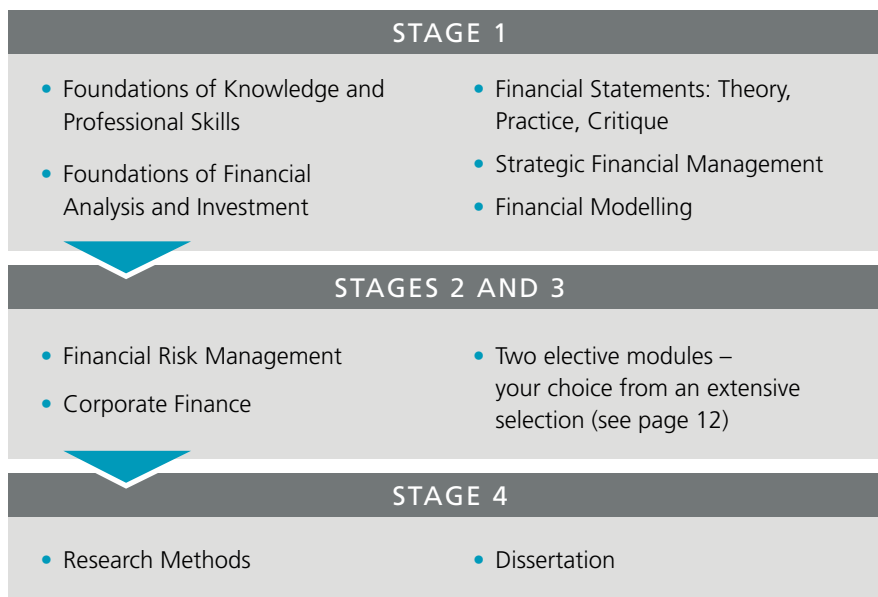
MSc in Finance



Finance is central to organisational decision-making. Dealing with issues around investment, valuations and shareholders requires a clear understanding of the role played by financial markets and intermediaries, the importance of risk analysis and how to construct efficient portfolios.

By providing you with an understanding of the principal methods and techniques of financial management, the course enables you to deal with complex financial situations effectively.

COURSE STRUCTURE



For details of each of the core modules please see pages 10-11.

Find out more and apply

For details of how to apply to study the University of Leicester's MSc in Finance please see page 17.

Aims and objectives

- The MSc in Finance develops your understanding of the concepts of finance and the role of financial management in a variety of organisations and sectors.
- The strategic focus of the course will enhance your ability to analyse any situation and make sound strategic decisions.
- You will be provided with a stimulating and intellectually challenging programme, providing you with a rigorous education in the concepts and techniques of financial management.
- The skills and knowledge gained during the course will enable you to enhance your career in finance or move into further study and academic work in the area.

Professional Recognition

This programme has been approved by The Chartered Institute of Marketing to provide direct entry on to the CIM's Professional Certificate in Marketing.

MSc in Management



In all aspects of contemporary society, management fulfils an increasingly vital role. Successful management requires a combination of key skills and understanding of different organisational, cultural and environmental factors. The MSc in Management prepares you for these demands by providing a comprehensive grounding in the functions of management supported by critical analysis of the context in which managers work.

The course has been designed to meet the needs of newly qualified graduates and professionals setting out in their careers as managers.

COURSE STRUCTURE

STAGE 1	
<ul style="list-style-type: none"> • Foundations of Knowledge and Professional Skills • Organisational Analysis • The Business Environment 	<ul style="list-style-type: none"> • Principles and Practices of Marketing • Accountability, Representation and Control
STAGES 2 AND 3	
<ul style="list-style-type: none"> • Critical Perspectives on Management • Management in a Global Context 	<ul style="list-style-type: none"> • Two elective modules – your choice from an extensive selection (see page 12)
STAGE 4	
<ul style="list-style-type: none"> • Research Methods 	<ul style="list-style-type: none"> • Dissertation

For details of each of the core modules please see pages 10-11.

Find out more and apply

For details of how to apply to study the University of Leicester's MSc in Management please see page 17.

Aims and objectives

- The MSc in Management provides you with the skills and knowledge to manage competently, capably and ethically.
- You will develop an awareness of a range of subjects applicable to the management of people and organisations in the 21st century.
- The stimulating and intellectually challenging programme will provide you with insights into the nature of management and human behaviour within organisations.
- You will develop a critical understanding of the economic, social and political environments which affect organisational life.

Professional Recognition

This programme has been approved by The Chartered Institute of Marketing to provide direct entry onto the CIM's Professional Certificate in Marketing.

If you do not feel ready to commit to following the full MSc in Management programme you may instead choose to apply for the Postgraduate Certificate or Postgraduate Diploma in Management. The Postgraduate Certificate comprises modules 1-5 of the MSc programme (i.e. Stage 1 only) and the Postgraduate Diploma comprises modules 1-9 (i.e. Stages 1-3 only). The Postgraduate Certificate and Postgraduate Diploma are recognised postgraduate qualifications in their own right, but students who register for these programmes but subsequently wish to continue and complete the MSc may do so (subject to successful completion of all components of the Postgraduate Diploma/Postgraduate Certificate and payment of a nominal administrative charge).

MSc in Marketing



Businesses today face unprecedented change. Increased complexity and competition in both domestic and global markets, together with higher expectations and tougher demands from customers and consumers, require the adoption of more sophisticated marketing. To cope with this new and demanding environment, managers need a greater sensitivity and awareness of the circumstances now facing them.

Modern marketing managers rely upon cutting-edge knowledge about consumer behaviour and consumption patterns, strategy formulation and implementation, innovation and new product development to enable the development of long-term relationships with customers.

COURSE STRUCTURE

STAGE 1	
<ul style="list-style-type: none"> Foundations of Knowledge and Professional Skills Principles and Practices of Marketing 	<ul style="list-style-type: none"> Marketing Theory Consumer Behaviour Marketing Research
STAGES 2 AND 3	
<ul style="list-style-type: none"> Branding and Communication Product Policy and Innovation 	<ul style="list-style-type: none"> Two elective modules – your choice from an extensive selection (see page 12)
STAGE 4	
<ul style="list-style-type: none"> Research Methods 	<ul style="list-style-type: none"> Dissertation

For details of each of the core modules please see pages 10-11.

Find out more and apply

For details of how to apply to study the University of Leicester's MSc in Marketing please see page 17.

Aims and objectives

- The MSc Marketing course is stimulating and intellectually challenging, developing your ability to critically evaluate and apply new marketing concepts and practices.
- You will consider marketing across a range of business contexts including consumer, industrial, financial, service, profit and not-for-profit sectors.
- You will develop your communication and team-working skills, enabling you to liaise, direct and communicate with project groups.
- The MSc in Marketing will enable you to develop an interdisciplinary, theoretically informed and practical understanding of marketing to enable you to become an effective and successful leader in a complex and dynamic global marketplace.

Professional recognition

The programme has been approved by the Chartered Institute of Marketing to provide direct entry onto the CIM's Chartered Postgraduate Diploma in Marketing.

Please contact CIM Education for further details: +44 (0)1628 427120 or email qualifications@cim.co.uk

Core Modules



“The University of Leicester provides great opportunities to further our study. Their flexible teaching methods and online support systems can help students to learn anywhere and anytime. The Blackboard online system provides us with a channel for interacting with other students. This interaction makes study more interesting and efficient.”

Chloe Hui, Hong Kong. MSc in Finance student.

Chloe is supported by our agents Raffles International College.

(For details of which core modules are studied on which programme, see the individual programme listings on pages 6-9).

Accountability, Representation and Control

This module explores the theoretical foundations of accounting and its behavioural consequences. Through close reading of key texts and drawing upon a range of social theories, it examines how accounting representations work, issues of neutrality and subjectivity, contemporary aspects of accountability and accounting as a key technology in organisational control.

Accounting for Managers

You will study accounting information for decision making, planning and control; cost and activity management; the budgeting process; performance appraisal; and investment appraisal.

Branding and Communication

This module introduces and reviews the importance of strong brands and

the types of communication used in marketing today to assess how advertising and other marketing communications work; the systems and operations of the marketing communications industry; the connection between advertising and cultural capital, and its impact on business and society.

Business Ethics in a Global Context

What are ethics? Why are they important? Traditional examinations of ethics; a 'new' ethics; legitimacy and corporate life; corporate social responsibility.

Consumer Behaviour

This module emphasises that marketing practice and theory is underpinned by in-depth knowledge of the purchasing and consumption behaviour of customers and that effective marketing strategy rests on understanding of how consumers choose between brands and how best to research consumer markets. It introduces and reviews key consumer behaviour theories and shows how to

apply these to 'real world' applications in marketing.

Corporate Finance

This module introduces the firm; equity; issuing shares; costs of issue; rights issues etc; debt; warrants; convertibles; leasing and quasi-debt; valuation of a company; mergers; growth and failure and disinvestment.

Critical Perspectives on Management

You will develop your understanding of the impact of globalisation; the consumer society; the risk society; business ethics and corporate responsibility; biotechnology and the social effects of the internet.

Financial Modelling

This module explores the use of quantitative techniques to analyse financial information and to assist decision-making through the use of descriptive statistics, probability and probability distributions; statistical inference; regression analysis and time series analysis.

Financial Risk Management

You will gain an overview of risk management, forward and future markets, swaps, options and corporate finance, warrants and convertibles, risk management strategy, interest rate risk and security design.

Financial Statements: Theory, Practice, Critique

You will study reporting; balance sheets; profit and loss; cash-flow statements management; financial forecasting and budgeting.

Foundations of Financial Analysis and Investment

This module sets down the fundamental conceptual framework for financial analysis, focusing on intertemporal choice. It examines the role and nature of financial markets and institutions, the determination of interest rates; investment and savings decisions and capital budgeting.

Foundations of Knowledge and Professional Skills

This module provides you with the requisite quantitative awareness and analysis of the production of 'knowledge' within management, marketing and finance and encourages you to begin developing the necessary personal skills for both academic and business environments.

Management in a Global Context

This module explores cultural and contextual diversity in organisations; impact on management and organisational behaviour; managing in less developed countries and emerging economies; problems associated with contextual or cultural stereotyping.

Marketing Design and Operations

You will examine integration of marketing and product design; strategy

and product marketing; identifying new markets from product innovation; and marketing and product delivery.

Marketing Research

This module covers all major techniques used in marketing research and provides examples of research exercises. The focus is on research design; data collection methods and interpretation of data; the impact of market research on corporate strategy, consumers and society is demonstrated alongside a consideration of the ethics and professional codes of conduct in the market research industry; and the politics and power of research and how its use affects marketing strategy.

Marketing Theory

This module introduces the main theoretical assumptions and debates that surround marketing to consider how it has developed and grown into the discipline that we recognise today. You will consider the relative value of theory compared with practical experience to examine the marketing concept and marketing orientation; the value of generic models in marketing (including the marketing mix framework); the scope and domain of marketing in, for example, its application in the public and not-for-profit sectors; possible future directions in markets and consumer society; and the potential impacts on future marketing practice.

Organisational Behaviour

You will examine organisational culture; motivation groups and organisation; organisational development; human resource issues; and structure and work organisation.

Organisational Analysis

You will develop your understanding of structure and work organisation; the impact of technology; organisational culture; managers and decisions; power and organisational control; human resource management and the future of work.

Principles and Practices of Marketing

This module presents the concepts of marketing in all types of organisations; promotes understanding of inter-relationships between the marketing mix elements and an appreciation of marketing in a strategic sense.

Product Policy and Innovation

This module develops a critical understanding of the role and process of product development and the crucial role of innovation in marketing. It uses case studies to illustrate how individuals and corporations behave with respect to idea generation, R&D, new product development and market launch. You will learn the concepts and techniques used to analyse innovation and technology policies, initiatives and strategy.

Strategy, Business Information and Analysis

You will examine the nature of strategy; the role of rationality; learning and the organisation; managing risks; competitive advantage; and creating strategic objectives.

Strategic Financial Management

The application of strategic thinking in the context of financial management; growth/share matrices; shareholder value analysis; corporate restructuring; mergers and acquisitions; management buyouts and corporate governance will be considered.

The Business Environment

This module provides you with knowledge on the roles of effective managers; strategy and organisations' search for added value; managing the value chain; operations and quality; vision; mission; PEST; SWOT; stakeholder analysis.

Elective Modules



Students on the MSc in Finance must choose at least one elective module from the finance and accounting group. Students on the MBA, the MSc in Management and the MSc in Marketing may choose modules from either or both lists.

Finance and Accounting Electives

- Corporate Finance (offered as an elective on the MSc Marketing and MSc Management only)
- International Finance and Globalisation
- Performance Measurement: Quantitative Approaches
- Public Finance
- Strategic Financial Management (Offered as an elective on the MBA, MSc Marketing and MSc Management only)

Management and Marketing Electives

- Alternative Economies
- Benchmarking
- Branding and Communications (offered as an elective on the MBA, MSc Finance and MSc Management only)
- Business to Business Marketing and Supply Chain Management
- Consumption, Society and Culture
- Employee Relations
- International Marketing
- International Organisational Behaviour (offered as an elective on the MBA, MSc Finance and MSc Marketing only)
- Knowledge Management
- Managing Information: Technology and Systems
- Marketing of Services
- Project Management for Information Technology
- Retail Marketing
- Strategic Human Resource Management
- Total Quality Management

Please note – the availability of electives may change from year to year.

Your Learning Experience

Choosing to study by distance learning is a big decision: it requires a huge level of commitment and a lot of hard work. However, it can also be an incredibly rewarding experience which reaps considerable benefits not only in terms of career development but also in terms of the experience and knowledge you will gain and the enormous sense of achievement you will feel at the end of the process. Here at the University of Leicester we recognise the level of commitment that our students put into their studies and on our part we are equally committed to providing you with a fully supported, flexible learning environment.

Frequently Asked Questions

How long will the course last?

Studying our programmes by distance learning provides you with a more flexible approach to studying, meaning that you don't have to take a career break to get ahead. You can study at a pace to suit you – in your own time and your own space. This also means that you can apply new knowledge and insights to your working life while you are still studying, with many students choosing to tackle work-related topics in their dissertations.

The minimum period of registration for our postgraduate programmes is 24 months, but in practice most students find that it takes them between 27 and 36 months to complete the course. This may be extended to suit individual needs up to a maximum period of 60 months. You are provided with a timetable when you start the programme and key study targets are identified to enable effective time management. We recommend that you set aside 12-15 hours for studying per week.

“The Summer School was fantastic, and worth every penny! The encouragement and face-to-face support I received really made me feel a part of the University of Leicester and the opportunities I had for networking and sharing situations with my fellow students made me realise that I'm not alone. Overall, the course has really captured my imagination. It's so relevant to my career and where I want to be going in the future.”

Freida Nicholls, Barbados. MSc in Marketing student and Head of Market Development and Public Relations, Barbados Port Inc.

Freida is a former member of the Barbadian Olympics team and is President of Olympians Barbados. She actually left the 2008 Beijing Olympics half-way through in order to come to Summer School. Freida is supported by our agents Education for Advancement.



How will I be taught?

As a distance learning student you will be supported by a dedicated team of tutors and support staff. Studying away from the campus is enabled through bespoke module study books – available in hard copy and electronically – and Blackboard, our virtual learning environment. Blackboard is the hub of our distance learning support system and through it you can access

- Further information and materials to support each module
- Study skills support to help you with writing essays, referencing materials and constructing arguments
- Support forums hosted by Module Tutors, and Discussion forums and chat rooms where you can network with fellow students all over the world
- The Leicester Digital Library, with thousands of articles, books and market reports, and other University support services
- The latest news and information on your programme and activities in the School of Management

What opportunities for face-to-face support will I have?

We recognise that despite an extensive online support system, nothing beats face-to-face interaction with University faculty or your fellow students, so throughout the course of your distance learning studies you will have opportunities for one-to-one interaction. Our annual summer school, a week-long programme of lectures, activities and workshops, takes place every July/August on the University of Leicester campus and is open to students on any of our postgraduate programmes, at any point in their studies. We also have a comprehensive programme of faculty visits, where University of Leicester tutors deliver in-country workshops, lectures and study skills

support. Directly-supported students are invited to attend our regular programme workshops held on the University of Leicester campus. Finally, depending on geographical location and local regulations, many of our agent-supported students are offered local tutorial support to supplement the learning opportunities provided by the School of Management.

Whichever programme you are studying, and wherever you are based, you are still a University of Leicester student and we hope that you will consider yourself as such. You will be issued with a University Library/ID card and we encourage you to visit the University and make use of its facilities at any time. Our graduation ceremonies all take place on the University of Leicester campus. Attendance at these is optional, but many distance learning students welcome the chance to visit the University, meet fellow graduates and celebrate their success.

Will I be supported directly or by an agent, and what is the difference?

Whether you are supported directly or by an agent depends on your geographical location. Our agents are all reputable local organisations, with many years experience of providing high-quality support to University of Leicester School of Management distance learning students. They are contracted by the University of Leicester to provide administrative support to students, including advice and guidance on University of Leicester policies and procedures, and in-country pastoral support. They are excellent sources of support and information, and most of them provide access to IT facilities and study areas, through a network of resource centres.

If you are not based in a region covered by our agent network, you will be supported directly by the

School of Management, via a named Programme Administrator who will be your first point of contact for any advice, guidance and information you may need with your studies.

Please see the table on page 19 for information about the agent network and contact details.

How will I be assessed?

You will be assessed at the end of each module. Some modules are assessed by a piece of written coursework; others by examination. Masters students will also be required to write a 15,000 word dissertation at the end of the programme. Students on the Professional Diploma in Management are required to complete a Professional Management Project.

Where will I sit my exams?

We have a number of registered examination centres around the world where students can sit their exams free of charge. If you are not able to get to a registered exam centre then we will arrange for you to sit your exams locally, for a nominal administrative charge. Students based in the UK usually sit their exams on the University of Leicester main campus.

What are the tuition fees?

Please contact your local agent or Distance Learning Adviser for details of the tuition fees for your chosen programme.

How and when do I pay my fees?

If your application is successful we will send you instructions about how to make payment. We offer a number of flexible payment plans which means that you can pay your tuition fees in instalments if you would prefer. We accept a number of payment methods, including credit or debit card, bank transfer and sterling cheques.

Will I incur any additional costs?

Your tuition fees cover the range of services that you will receive, including access to Blackboard, the provision of study support, and materials. If you wish to attend the Summer School, you will be asked to make a small additional payment to cover the cost of accommodation and meals. Similarly, if you wish us to arrange an exam for you outside one of our registered centres, or on an alternative date from the scheduled exam sittings, we will levy a nominal administrative charge.

You will not have to buy any text books unless you wish to do so. All of the study support materials described above are included in the course fee. In addition, you will have access to the University of Leicester Library's electronic services, the Leicester Digital Library, which includes a large number of e-journals and e-books. If you live close to Leicester you can of course visit the Library in person. For UK-based students who wish to use other libraries, the Library can issue you with a card which allows you to do so. This is a national scheme which allows distance learning students to borrow material from up to three other participating libraries.

You will need to make sure that you have regular access to the internet in order that you can interact fully with Blackboard. Blackboard is an evolving environment, with new material being added on a weekly basis and students are expected to make full use of it. To make full use of Blackboard you may prefer to have a Broadband connection.

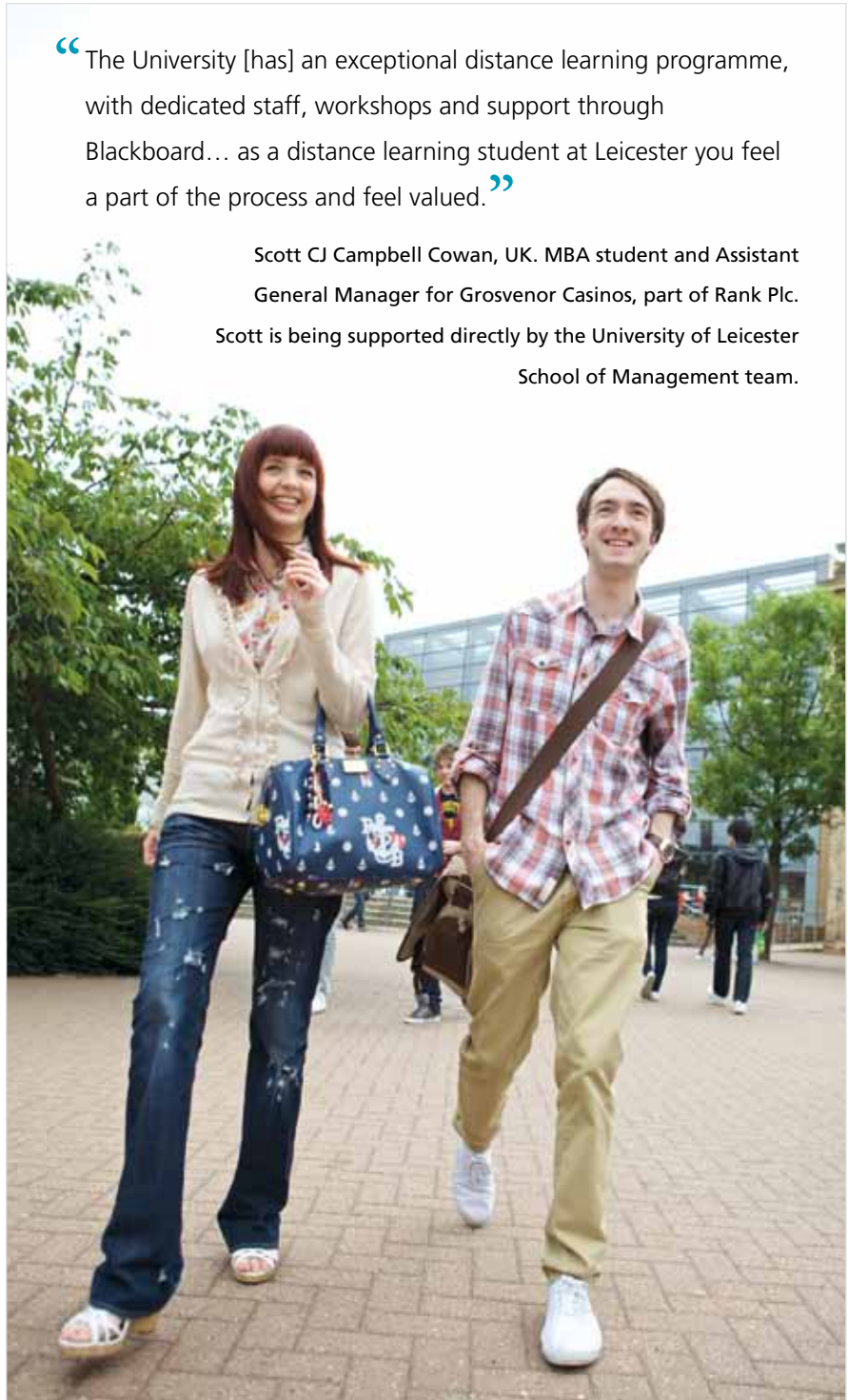
I've got more questions! Where can I get more information?

Talk to your local agent or Distance Learning Adviser, or visit our website at www.le.ac.uk/management where you can find more information about the School of Management,

“The University [has] an exceptional distance learning programme, with dedicated staff, workshops and support through Blackboard... as a distance learning student at Leicester you feel a part of the process and feel valued.”

Scott CJ Campbell Cowan, UK. MBA student and Assistant General Manager for Grosvenor Casinos, part of Rank Plc.

Scott is being supported directly by the University of Leicester School of Management team.



read about our staff and their research activities, view some student testimonials and sample Blackboard, our virtual learning environment.

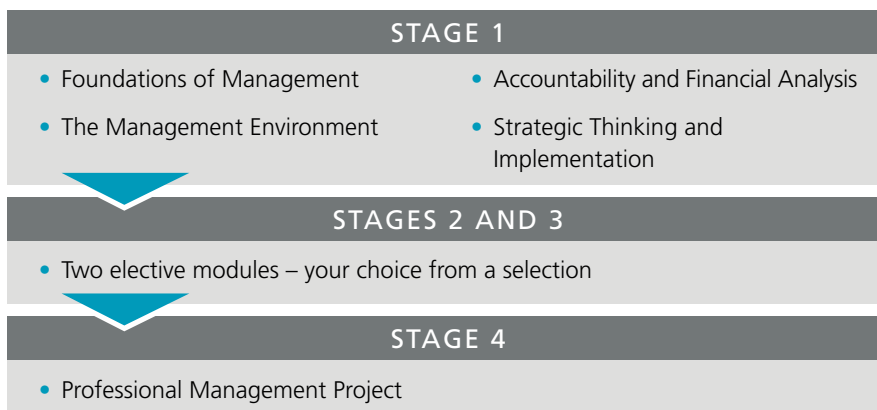
Professional Diploma in Management *



The Professional Diploma in Management will allow you to expand your understanding of the key tasks and functions of management; of people's behaviour in organisations; of the complex global environment in which organisations operate; of key accounting and financial data and decision making; of strategy formulation; and of the management of change. The programme is designed to actively encourage students to consider key concepts in management theory in the context of their current employment and future career development.

The Professional Diploma in Management provides an excellent introduction to management studies and is aimed at preparing students from a range of employment and educational backgrounds to enter postgraduate study. Whether you want a programme which will prepare you to undertake a postgraduate programme with the School of Management, or are looking for a stand-alone management qualification, this programme is aimed at you.

COURSE STRUCTURE



Duration

12 months – 24 months.

Start dates

February, May, August, November each year.

*This programme is not offered in all countries. Please see website for further details.

Aims and Objectives

- The Professional Diploma in Management has been designed to provide a broad introduction to a range of management subjects.
- You will be introduced to a range of management theories, techniques and concepts, then encouraged to unpick them, challenge them, and question their relevance to contemporary society.
- A variety of elective modules and a professional management project will enable you to focus on the particular areas of management that interest you most.
- Successful completion of the Professional Diploma will enable you to progress to postgraduate study with the University of Leicester School of Management.

Find out more and apply

For details of how to apply to study the University of Leicester's Professional Diploma in Management please see page 17.

Entry Requirements and How to Apply

We are looking for students with a wide variety of experience and interests to enter our programmes. Programme members come from a wide variety of professional and academic backgrounds, from newly qualified graduates to those with successful careers who wish to extend their knowledge. **Applicants for the MBA programme must have a minimum of three years' relevant work experience.**

Entry Requirements for our MBA and MSc programmes are:

- Possession of a good UK honours degree or its overseas equivalent **OR** an acceptable professional qualification
- **OR** possession of either the University of Leicester's Diploma in Management or the University of Leicester's Professional Diploma in Management
- **AND** if you wish to join the MBA you must have at least three years' relevant work experience. Relevant work experience normally means that you will have been working in a supervisory, managerial or professional role(s) for a period of at least 3 years.

English Language

If your first language is not English you will need to satisfy the University's English language requirement. For example:

- IELTS 6.5 **OR**
- TOEFL 575 (Paper) plus TWE 4.0, 90 (IBT) **OR**
- The University of Leicester English Language Test

More information about meeting the University's English requirements can be found here: www.le.ac.uk/englishskills



Entry Requirements for our Professional Diploma in Management are:

- Possession of three A Levels (two AS Levels would be considered in place of one A Level; General Studies accepted) and GCSEs in Mathematics and English Language at grade C **OR** equivalent national or international qualification **OR** a suitable professional qualification
- **AND** at least five years' relevant work experience (substantially longer periods of relevant experience may be accepted in place of formal qualifications)
- **AND** if your first language is not English you will need to satisfy the University's English language requirements (see above)

For more advice about acceptable equivalent qualifications, please contact your Distance Learning Adviser or local agent.

To Apply

Please complete our online application form. This can be done online by going to www.le.ac.uk/pgapplyonline and finding the course.

Please submit the following:

- Your completed application form
- Your two completed references, preferably from former university lecturers or current employers.
- Copies of your degree/qualification certificates
- Copies of your transcripts of your modules and marks
- Proof of English Language competence if applicable
- Your CV (if applying for MBA)

If you have any questions please contact your local agent or University Distance Learning Adviser, who will advise you on the application procedures for your chosen course. (Please see the table on page 19 for contact details)

What happens when we receive your application?

Once we receive your application and all supporting documents we aim to make a decision about your application within three weeks.

If your application is successful, confirmation will be sent to you with details about what to do next.

If your application is unsuccessful we will notify you by email.

Other Opportunities for Studying with the School of Management

The distance learning courses presented here are just part of what is on offer at the School of Management. The MBA, MSc in Finance, MSc in Management, and MSc in Marketing are also available by full-time campus-based study. We also offer MSc in Accounting and Finance and MSc in Management, Finance and Accounting as full-time courses. For more information, contact us at ulsmPGadmiss@le.ac.uk or call +44 (0)116 223 1883, or visit our website at www.le.ac.uk/management

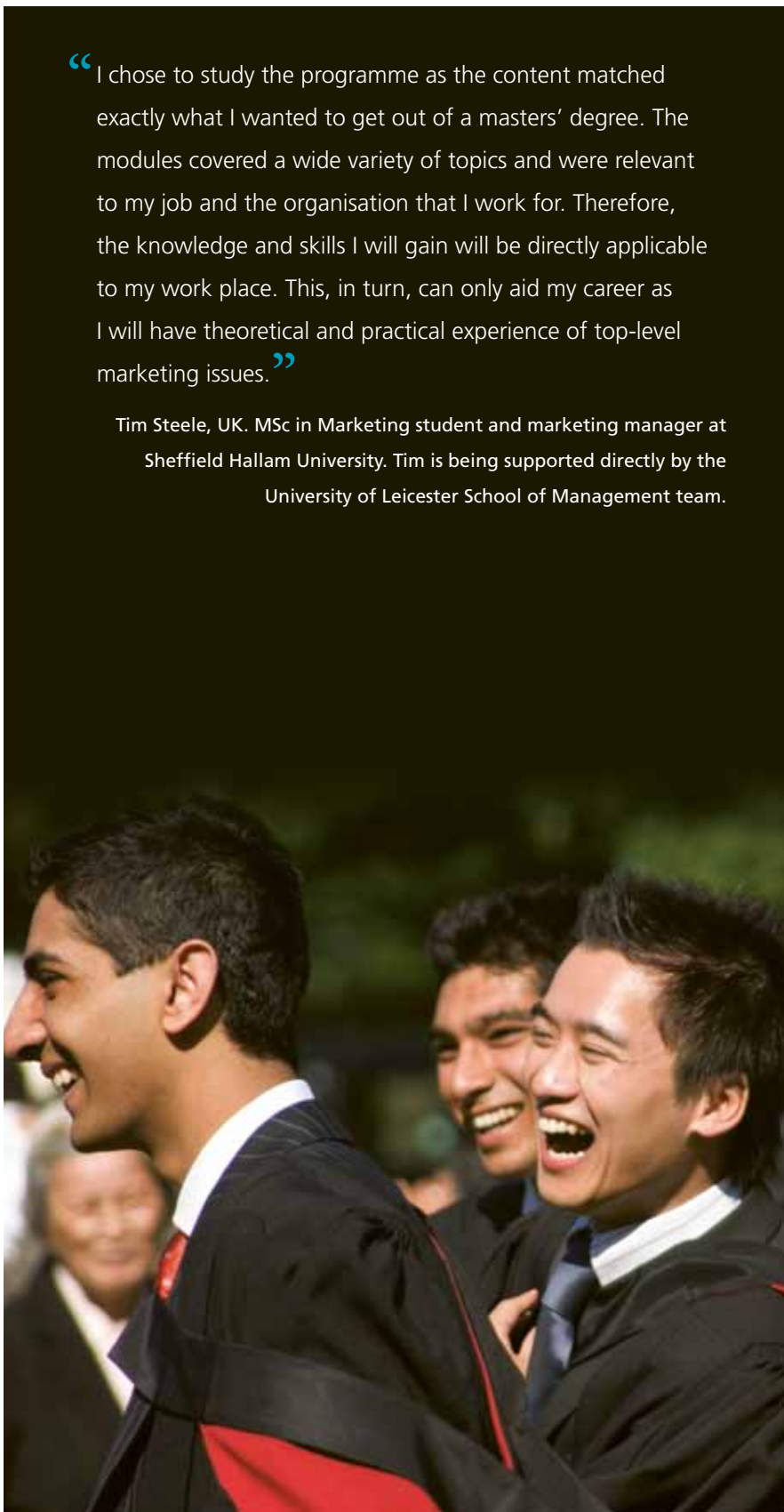
The School has a thriving undergraduate programme. For more information, contact us at ulsmUGadmiss@le.ac.uk or call +44 (0)116 223 1818, or visit our website at www.le.ac.uk/management

We also have a dynamic PhD programme, delivered by full-time, part-time or distance learning study. We consider our doctoral programme to be amongst the best in the United Kingdom and we are immensely proud of it. It is challenging, engaging and designed to produce the bright new management scholars of tomorrow. The programme feeds off, and back into, the vibrant and distinctive research culture of the School, with its emphasis on critical and creative thinking across all the functional areas of management.

For more information, contact us at ulsmPhDinfo@le.ac.uk or call +44 (0)116 252 5632, or visit our website at www.le.ac.uk/management

“ I chose to study the programme as the content matched exactly what I wanted to get out of a masters’ degree. The modules covered a wide variety of topics and were relevant to my job and the organisation that I work for. Therefore, the knowledge and skills I will gain will be directly applicable to my work place. This, in turn, can only aid my career as I will have theoretical and practical experience of top-level marketing issues. ”

Tim Steele, UK. MSc in Marketing student and marketing manager at Sheffield Hallam University. Tim is being supported directly by the University of Leicester School of Management team.



Agent Contact Details

We have provided a list below of agents currently approved to recruit to the programmes featured in this brochure.

UK and Europe

United Kingdom

Students are supported directly by the School of Management. For more information and to make an application contact our Distance Learning Advisers
t: 0116 252 5377 · **e:** dladvisers@le.ac.uk · **w:** www.le.ac.uk/management

Cyprus

Savvides Institute
t: +357 22 517191 · **e:** enquiries@savvideseducation.com
w: www.savvideseducation.com

Greece

iCon International Training
t: +30 210 924 8534 · **e:** icon@icon.gr · **w:** www.icon.gr

Any European country not listed above

Students are supported directly by the School of Management. For more information and to make an application contact our Distance Learning Advisers
t: +44 116 252 5377 · **e:** dladvisers@le.ac.uk
w: www.le.ac.uk/management

Africa and the Middle East

Bahrain, Egypt, Iran, Jordan, Kingdom of Saudi Arabia, Kuwait, Lebanon, Libya, Oman, Qatar, Sudan, Syria, United Arab Emirates, Yemen

Stafford Associates
t: +971 4 3901685 · **e:** info@stafford.ae · **w:** www.stafford.ae

Ghana

Quality Distance Learning West Africa Ltd
t: +233 302 769 204 · **e:** qualitydistancelearning@yahoo.co.uk
w: www.qualitydistancelearning.com

Kenya

Charles Kendall Education (Kenya)
t: +254 20 4449586 · **e:** ckeducation@charleskendall.com
w: www.charleskendallconsulting.com/university-leicester

Nigeria

Leadmode Consult Ltd
t: +234 18900713 · **e:** info@leadmode.com · **w:** www.leadmode.com

Botswana, Burundi, Democratic Republic of Congo, Ethiopia, Malawi, Rwanda, South Africa, Tanzania, Uganda, Zambia

Education for Africa
t: +256 414 222 263 · **e:** education4africa@yahoo.co.uk
w: www.efa.uk.com

Any not listed above

Students are supported directly by the School of Management. For more information and to make an application contact our Distance Learning Advisers
t: +44 116 252 5377 · **e:** dladvisers@le.ac.uk · **w:** www.le.ac.uk/management

Asia and the Far East

Hong Kong (until March 2012)

Raffles International College
t: +852 2520 6838 · **e:** enquiry@ric.edu.uk · **w:** www.ric.edu.uk

Important information for students in Hong Kong – our programmes have been registered in accordance with the Non-Local Higher and Professional (Regulation) Ordinance (Chapter 493) as follows: MSc in Finance (reg. no. 250210); MSc in Marketing (reg. no. 250209); MBA (reg. no. 250208). Please note that the MBA specialist routes are not available to students in Hong Kong.

Sri Lanka

Business Management School
t: +94 11 250 4757 · **e:** info@bms.lk · **w:** www.bms.lk

Any not listed above

Students are supported directly by the School of Management. For more information and to make an application contact our Distance Learning Advisers
t: +44 116 252 5377 · **e:** dladvisers@le.ac.uk · **w:** www.le.ac.uk/management

The Caribbean, North America, Latin America and South America

Antigua, Bahamas, Barbados, Belize, Dominica, Grenada, Jamaica, St. Kitts and Nevis, St. Lucia, St Vincent and the Grenadines, Trinidad and Tobago, Turks and Caicos

Education for Advancement
t: +1 786 206 3531 · **e:** info@eflearning.com · **w:** www.eflearning.com

Any not listed above

Students are supported directly by the School of Management. For more information and to make an application contact our Distance Learning Advisers
t: +44 116 252 5377 · **e:** dladvisers@le.ac.uk
w: www.le.ac.uk/management

Australia and Asia-Pacific

All regions

Students are supported directly by the School of Management. For more information and to make an application contact our Distance Learning Advisers
t: +44 116 252 5377 · **e:** dladvisers@le.ac.uk
w: www.le.ac.uk/management

Please check our website for an up-to-date contact list. www.le.ac.uk/management

Contact Details

School of Management Postgraduate Admissions Team
University of Leicester
Leicester LE1 7RH

t: +44 (0)116 223 1883
f: +44 (0)116 252 3949
e: ulsmPGadmiss@le.ac.uk
w: www.le.ac.uk/management

All information in this brochure was correct at the time of going to press. However, changes and developments are part of the life of the University, and alterations may occur to the programmes and services described in this brochure.



© University of Leicester
Leicester LE1 7RH
UK

www.le.ac.uk



This brochure was printed by Print Services, University of Leicester, using vegetable based inks on FSC certified stock