

Programme Specification

1. Programme Details

Programme Title	Rheolaeth
	Management CINEC
Final award	Master of Business Administration (MBA)
Programme Start Date	2026-27
Target	MBA Management Master of Business Administration (MBA)
Exit	PGCert Management Postgraduate Certificate (PGCert)
Exit	PGDip Management Postgraduate Diploma (PGDip)
Programme Code	MBA/MCS
UCAS Code	N22C
Awarding Body	Bangor University
Teaching Institution	CINEC
School(s)	Bangor Business School
Programme Leader	Steffan Thomas
Subject Benchmarks	March 2023
Professional, Statutory or Regulatory Body Accreditation	Chartered Management Institute (CMI) - Chartered Management Institute (CMI)
Foundation Year	No
Placement or Exchange?	No
Sandwich Year	No
Year Abroad	No

2. Programme Duration

Mode	Location	Intake	Duration
Full Time	Bangor	February	1 Years
Full Time	Bangor	June	1 Years

Full Time	Bangor	September	1 Years
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3. Programme Specification

Educational Aims

- 1.The development of advanced knowledge and skills across a broad range of business and management subjects, developing knowledge and understanding of organisations, their management and the changing external environment in which they operate, thus developing students' ability to have a strategic overview of business and organisational issues.
- 2.Preparation for a career in business and management generally. This includes general knowledge of a range of business and management subjects and the development of specific business skills together with improved self-awareness and personal development appropriate to graduates with the potential to progress into careers in management positions. It also includes the encouragement of positive and critical attitudes toward change and enterprise.
- 3.Enhancement of lifelong learning skills and personal development to contribute to society at large. This includes the development and enhancement of a range of advanced general transferable intellectual and study skills, which whilst being highly appropriate to a career in business and management generally, are not exclusive to these career choices.

Learning Outcomes

Category	Reference	Outcome
Knowledge and Understanding	A1	Strategic Management, Organisations and People : Understanding competitive environments, strategies, organisations and processes for managing and developing people within them.
Knowledge and Understanding	A2	Finance for Managers, New Venture Creation: Understanding financial management and control, how to appraise investment projects and to gain insights into the concepts of entrepreneurship and innovation and to understand the paths to wealth creation.
Knowledge and Understanding	A3	Marketing Strategy: Understanding the external marketing environment, identifying consumer needs, the psychology of consumer behaviour/buyer decision-making and market research.
Knowledge and Understanding	A4	Management Research: Understanding the context of Business and Management Research, quantitative and qualitative research.
Subject-specific Skills	B1	Demonstrate knowledge and understanding of advanced level theories and empirical evidence concerning business and management (finance, strategic management, organisational behaviour, human resource management).

Subject-specific Skills	B2	Demonstrate knowledge and understanding of advanced level theories and empirical evidence concerning marketing (develop a critical understanding of concepts in marketing, sophisticated knowledge of a wide range of marketing techniques, thorough grasp of customer relationship marketing, awareness of diverse marketing contexts, ability to conduct rigorous market environmental analyses and prepare integrated marketing communication plans).
Subject-specific Skills	B3	Demonstrate the ability to synthesise these specific subjects within the programme.
Cognitive Skills	C1	Develop the capacity for independent, self-managed learning necessary for advanced level postgraduate studies.
Cognitive Skills	C2	Demonstrate the ability to problem solve and reason scientifically, including decision making in complex contexts using appropriate qualitative and quantitative skills, including identifying, formulating and solving business problems. The ability to create, evaluate and assess a range of options, and apply ideas and knowledge to a range of situations.
Cognitive Skills	C3	Develop critical evaluative skills in interpreting other's research and writing, and the critical evaluation of arguments and evidence.
Key Skills	D1	Demonstrate advanced communication skills in both written and oral forms, across a diverse range of media employed in business and marketing.
Key Skills	D2	Demonstrate learning to learn and developing an appetite for learning; reflective, adaptive and collaborative learning the ability to acquire, comprehend and analyse qualitative and quantitative data in a variety of forms.
Key Skills	D3	Demonstrate advanced skills in and sophisticated use of numeracy, IT and communication literacy, including data analysis, interpretation and extrapolation, and a critical awareness of the uses and limitations of models of business problems and phenomena, for marketing and other business purposes.

Key Skills	D4	Demonstrate enhanced interpersonal skills, including working in groups, and personal skills including organisation, planning and time management.
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Please see separate document for Curriculum Map.

Teaching & Learning Strategies and Methods	Assessment Methods
Lectures Seminars Group Self Visiting Dissertation	Unseen examination Essay Report Presentation Class Group Dissertation Applied Business Project
	work study Speaker test Assignments

4. Programme Structure

Academic Year 1

Code	Module Title	ECTS	Type
ASB-4431	Organisations and People (HRM/OB) 2026-27 Level 7	15	Compulsory
ASB-4006	Marketing Strategy 4.0 and Disruptive Competitors 2026-27 Level 7	15	Compulsory
ASB-4115	Management Research 2026-27 Level 7	15	Compulsory
ASB-4413	International Strategic Management 2026-27 Level 7	15	Compulsory
ASB-4009	Financial Technology 2026-27 Level 7	15	Compulsory
ASB-4030	Knowledge Management 2026-27 Level 7	15	Compulsory
ASB-4007	Finance for managers 2026-27 Level 7	15	Compulsory
ASB-4901	MBA Dissertation 2026-27 Level 7	60	Core

Academic Year 2

February & June intake

Code	Module Title	ECTS	Type
ASB-4114	e-Marketing 2027-28 Level 7	15	Compulsory
ASB-4413	International Strategic Management 2027-28 Level 7	15	Compulsory
ASB-4030	Knowledge Management 2027-28 Level 7	15	Compulsory
ASB-4009	Financial Technology 2027-28 Level 7	15	Compulsory
ASB-4901	MBA Dissertation 2027-28 Level 7	60	Core

Academic Year 3

June Intake

Code	Module Title	ECTS	Type
ASB-4007	Finance for managers 2028-29 Level 7	15	Compulsory
ASB-4115	Management Research 2028-29 Level 7	15	Compulsory
ASB-4006	Marketing Strategy 4.0 and Disruptive Competitors 2028-29 Level 7	15	Compulsory
ASB-4431	Organisations and People (HRM/OB) 2028-29 Level 7	15	Compulsory
ASB-4901	MBA Dissertation 2028-29 Level 7	60	Core

5. HEAR Programme Description

The MBA (Management) provides students with specialized theoretical and practical knowledge in business leadership, strategic analysis, marketing, organizational behaviour and finance preparing candidates for managerial careers. The aim of the programme is to develop managers for small and medium sized enterprises, international companies, consultancies, the public (government) sector, social enterprises and those focused upon setting up their own businesses.

Graduates will have developed advanced knowledge and skills across a broad range of business and management subjects, knowledge and understanding of organisations, their management and the changing external environment in which they operate, thus developing the ability to have a strategic overview of business and organisational issues.

Graduates will be prepared for a career in business and management generally. They will have gained specific business skills together with improved self-awareness and personal development appropriate to graduates with the potential to progress into careers in management positions. Graduates will have gained positive and critical attitudes toward change and enterprise as well as lifelong learning skills and personal development to contribute to society at large. This includes the development and enhancement of a range of advanced general transferable intellectual and study skills, which whilst being highly appropriate to a career in business and management generally, are not exclusive to these career choices.