Aston Business School
BIRMINGHAM UK

THE ENTREPRENEURIAL MBA
Daniella Genas
Entrepreneur

“What started as an MBA project at Aston Business School turned into my company, Genas Enterprise Consultants, a consultancy firm providing unique, female-specific support to entrepreneurs.”

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Aston.ac.uk/MBA
The best leaders have mastered the art of decision-making and action based on critical thinking. Your Aston MBA will teach you how to reflect on your own career, perceive emerging opportunities and develop a growth mind set. You will become enterprising in everything you do.

Aston has built its reputation on strong relationships with business. MBA students have the opportunity to undertake consultancy projects for businesses and organisations.

We offer a choice of pathways to enable you to combine your MBA studies with your professional commitments: Full-Time, Executive Part-Time and online.
Aston Business School

Aston Business School is among Europe’s largest business schools, with approximately 3,000 students. It has been conducting pioneering research into modern business and management issues for over 60 years, making it one of the longest established, research-based business schools in the UK.

We are globally recognised, valued by employers, and hold triple accreditation, which is shared by only 1% of business schools in the world.

Part of an elite group of Business Schools worldwide with triple accreditation from AMBA, AACSB and EQUIS.

We hold The Teaching Excellence Framework (TEF) Gold award for teaching quality - the highest possible accolade.

The Aston MBA is one of the world’s top MBAs (Tier 1) in CEO Magazine Global MBA Ranking 2019.

CEO Magazine 2019 Online MBA Rankings joint 12th in the world.

Ranked in the top 100 for Business and Management (QS World University Rankings 2020).

Ranked in the top 20 in the QS Global Online MBA Ranking 2019.
Through a mixture of masterclasses, team challenges, speaker events and mentoring, the edge will transform you into an influencer in your area. You will learn how to:

- Drive innovation and bring others with you
- Master intercultural nuances that unlock business opportunities
- Be personally adaptable
- Manage conflict constructively
- Develop a growth mind set
- Adapt an entrepreneurial mind set in everything you do
- Lead with credibility and confidence
- Coach and inspire others.

Our offer is more than an MBA. Sharpen your thinking with a personal development programme designed and delivered by professors in behavioural science.

RIGHT FROM THE START

To help you reflect on your learning, you will be partnered with an Aston MBA graduate mentor*.

Your mentor will have an essential role during your time at Aston, acting as a sounding board and feeding in to your studies. They will provide you with senior career advice and share their experiences to help prepare you for a career at the top.

You’ll be matched with a mentor based on your skill-set, previous work experience and future ambitions. We often place MBAs with mentors working in sectors different from their specialisation. This will help widen your experience and provide a fresh perspective.

“...My mentor was always willing to share her experience and knowledge to find career related information and exposure to various professional resources, opportunities and networks. She has provided both emotional and moral support and encouragement through teaching.”

Shelly Wang
Mentee, Full-time MBA

*MBA graduate mentoring is available on the Full-time MBA
Our course content has been carefully curated to ensure you develop the detailed commercial understanding and management skills needed to be a successful leader in the modern international business environment.

**Leading Enterprises**

You’ll gain an understanding of the key functions of an organisation, their role and core processes. Through critical analysis, you’ll develop skills and gain experience in evaluating commercial challenges and making appropriate strategic decisions by working as part of a leadership team during an innovative business simulation.

Workshops during the first term cover a wide range of topics across multiple disciplines, with subject content including:

- Analysing and interpreting financial information
- Analysing the internal and external environment
- Business and corporate level strategy
- Supply chain and supplier relationship management
- Responding to ambiguity and crisis.

A series of team coaching sessions also helps to develop your collaborative skills within a working environment.

**Leading Teams and Projects**

We continue to develop your commercial understanding across a range of key business areas, including strategy, accounting and finance, operations and marketing. Workshops explore advanced and stimulating subject matter, such as:

- Market-led innovation
- Financial decision-making tools
- Scenario planning
- Project management
- Quality management and performance improvement

Using the knowledge and skills you’ve developed, you will tackle a real-life consultancy project as part of a group. This will provide you with valuable experience in undertaking research, analysing problems, identifying potential solutions to commercial challenges and effectively presenting your recommendations in a professional context. Additional coaching support will be given to further develop your teamwork and self-reflection abilities.

**Personal Leadership Focus & Elective Modules**

These modules give you flexibility and allow you to personalise your study programme to your interests or career aspirations.

The Personal Leadership Focus component enables you to create your own module from a wide range of fascinating, contemporary business topics. You’ll select a number of workshops, learning experiences or dynamic business activities to participate in. These topics may include:

- Blockchain
- Servitization in a global/digital marketplace
- The management of innovation
- Big data / data analytics

You can further tailor your MBA programme by choosing from the following elective modules:

- International Business
- International Marketing Management
- Advanced Strategy
- International Finance

**Individual Business Project**

The Aston MBA concludes with an individual business project. You’ll draw upon all the knowledge and skills you’ve developed throughout the programme to conduct either:

- An applied business research project
- A live consultancy project
- A new venture plan
- A growth plan for an existing organisation.

This element provides another opportunity for you to design your own learning experience. Whichever route you choose, you’ll be guided by an academic supervisor, who will support you throughout your project, as well as an Aston alumni mentor, who will provide practical guidance and advice.
MBA students are provided with a diverse range of careers support throughout the course and beyond, including:

- Dedicated careers seminars
- Career management appointments with the MBA careers adviser
- Psychometric testing
- Workshops to build skills such as negotiation and leadership
- CV’s, LinkedIn and job research advice
- Seminars with Executive Search Consultants, Aston alumni and industry experts
- A range of market leading, digital careers resources.

We work with you to:
- Deepen your understanding of the job market across the globe and in the UK
- Refine your CV skills interview technique
- Build strategic networks
- Take control of your own professional development
- Support you with the sourcing and application to your MBA consultancy projects.

The Aston MBA's dedicated careers consultant, Yasmin Ansari, draws on a wealth of experience to provide bespoke and practical advice to help you reach your potential.

Yasmin is an experienced and qualified careers consultant and has worked in careers within a Higher Education (HE) setting for over eight years. She supports students with career management, career change, as well as delivering practical support such as writing an engaging CV, using LinkedIn, interview skills, and navigating the labour market. Having previously worked with a wide range of disciplines, Yasmin has knowledge of many career areas ranging from business and consulting to finance, third sector, government, sport, science, education and medical.

The MBA project ties together everything that you have learnt on the course. It will enable you to apply theory and method to real managerial issues in real organisations.

You will have the opportunity to conduct an in-depth research project into a particular organisation or business area using the knowledge and skills you have developed throughout the course.

The project is a practical learning experience and you will be expected to take initiative in planning and executing the project under the guidance of a dedicated supervisor with specialist knowledge of your area of interest.

Project options
You may choose your project from one of the following options:
- A specific or themed research project
- A consultancy project with a local business or within your own organisation
- A business plan for a new venture or an existing business
- Complete a report about an internship in the UK or abroad.

YOUR MBA PROJECT

CLIMB HIGHER

Enhance your career options with an Aston MBA
Aston Business School is located in the centre of one of the UK’s most entrepreneurial cities, Birmingham. The city for enterprise.

- If you want to make it in business, Birmingham is a great place to make your move having been voted the UK’s most entrepreneurial region by Start Up Britain.
- At the heart of a £94 billion regional economy (HM Revenue and Customs, 2019).
- Today, the West Midlands is a major banking and finance centre, with 321,000 employees working at more than 43,000 BPFS companies.
- The region is a base for big names such as Deutsche Bank, PwC and HSBC, which started as the Birmingham and Midlands Bank in 1836.
- Birmingham has seen the fastest growth in business numbers in the country. (West Midlands Growth Company Ltd, 2019).
- Highest number of employees of any city outside London with just under 500,000. (West Midlands Growth Company Ltd, 2019).
- A major international airport, just 10 minutes by train from the centre. 143 direct routes, including cities in Europe, North America and Asia.

ASTON MBA ACHIEVERS

Sally Gillespie
Head of Corporate Affairs
CrossCountry

“The MBA was a transformational experience. It made me stop and think about my career and develop new skills and a new network which have allowed me to progress in my career. Mentoring also played an important role. It was helpful to have a sounding board who could share their experiences and insights. I very much benefited from it and am delighted to support the Aston mentoring programme.”
As an Aston student you get the best of both worlds: a green, well-equipped, friendly campus in the centre of a vibrant city. With our entire social, support and academic facilities based on campus you’ll never have far to go.

Campus facilities include:

- Library: open seven days a week, (24 hour opening during exam periods)
- Health and welfare services including dental, optician and counselling services
- The Martin Luther King Multi-Faith Centre
- 24 Hour on-site security
- Sports centre with sports halls, a 110-station gym and swimming pool
- Extensive IT facilities, some with 24 hour access
- General store, bookshop, computer shop, supermarket and 24 hour cash points
- WiFi internet access available across campus
- Aston Students’ Union (SU) at the heart of Aston community with social spaces, meeting rooms and event facilities, stylish bar and restaurant.

With modern on campus accommodation and the city of Birmingham on your doorstep there are a wide range of housing options to suit all tastes and budgets.
Accommodation is on Aston’s city centre campus and everything is within walking distance.

All accommodation is ensuite and has access to high speed internet.

We guarantee a room offer to all international applicants who accept their offer and pay their deposit before the accommodation deadline.

Facilities include:
- Bedroom complete with study space
- All utility bills included
- Free high speed internet
- Private bathroom facilities
- Onsite safety
- Laundry

For further information, including rents, see: aston.ac.uk/accommodation
**ENTRY REQUIREMENTS AND ADMISSIONS INFORMATION**

To be eligible to study the Aston MBA (all routes) you will need one of the following:

- A good UK honours degree
- An equivalent overseas degree recognised by Aston University
- A degree-level professional qualification

**Plus**

- At least three years of relevant post-graduation work experience
- Two references – at least one from your current or previous employer. The second can be another professional reference, or an academic reference.

**Applicants with extensive work experience**

We accept applications from candidates with extensive work experience who have not completed a graduate qualification. An assessment will be made through your CV, references and interview to assess your suitability for the course.

**International students**

If you are an international student, you will require:

- An official academic transcript, with an official English translation of your university grades
- A well-rounded GMAT score may be required if you have not undertaken any business, finance or economics-related study or do not have relevant demonstrable work experience.

**HOW TO APPLY**

Applying is easy, just visit: aston.ac.uk/mba

You will be asked to upload the following documents:

- A degree certificate (see entry requirements on page 20 for details of what will be expected)
- An official academic transcript of your grades (with an official English translation where necessary)
- Confirmation of your English language qualification if required (see entry requirements on page 20 for details of what will be accepted)
- A copy of your passport (or other official form of identification)
- CV/resume
- Supporting evidence for home fee status (if required).

If you need a visa to study in the UK, remember to allow sufficient time for the visa application process.

Please contact our University visa advice team for more information by email issu@aston.ac.uk or phone +44 (0) 121 204 4567

If you would like to talk to us please contact our MBA admissions team at any stage for support and guidance by email mba@aston.ac.uk or phone +44 (0) 121 204 3100
**ASTON MBA ACHIEVERS**

Parveen Rai  
CEO Rai Property Investments Ltd

“The best thing about Aston is the quality of its teaching and staff. The MBA has helped me develop the soft skills that have really elevated my leadership capability. I am now working as a non-executive director on three boards, continuing to grow my businesses and learning from high level business leaders. This has all helped me to strategically consider entering new markets in the property industry.”

**OUR UK LOCATION**

- Our green and friendly campus is based in the cosmopolitan city centre of Birmingham. It’s just a 10 minute walk to reach the centre of our modern, international city.
- Home to the Commonwealth Games 2022.
- Birmingham, the UK’s second largest city.
- Birmingham International Airport is a 10 minute train journey to and from the city centre.

For MBA enquiries please contact:  
Email: ask@aston.ac.uk  
Telephone: +44 (0)121 204 4910  
Website: www.aston.ac.uk/MBA