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OF HULL

HULL UNIVERSITY  
BUSINESS SCHOOL



# The Executive MBA

## for the Future

Shaping, inspiring and equipping the new generation of leaders to overcome ever more complex challenges in a Net Zero, digitally transformed and socially responsible world.



## Introduction

# A Future Thinking MBA

Recent world events demand a seismic change in the way we live and do business. There is an urgent need for inspiring, informed leaders to future proof their organisations and ensure [a successful, just and sustainable world](#).

From the COVID-19 pandemic to Industry 4.0, successful organisations across the world have recognised the need to become ever more [innovative, creative and resilient](#). They embrace [disruption and complexity](#). They are agile, inspiring and socially responsible role models.

With these tough but necessary challenges comes an intensified demand for proficient and socially responsible business leaders, who can shape a fairer, brighter, sustainable future. Professionals who, of course, fully understand the essential business functions of strategy, marketing, supply chain management, financial decision making and other operational competencies but, also, the awareness and responsible behaviours needed to support employees and shareholders while accelerating company growth and prosperity.

**“We are taking a fresh and dynamic approach to preparing the leaders of tomorrow by combining quality with ethics, ambition with responsibility, impact with sustainability, profit with purpose and affordability with exceptional teaching.”**

Dr Sarah Shaw, EMBA Director



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# About the Programme

## #FutureMBA

Never before have business leaders faced such rapid change, demands and disruption. Future leaders, from all sectors and across the globe, will need to be supremely agile, creative and resilient to deal with complex challenges - and new opportunities - in a re-focused, digitally transformed and politically volatile Net Zero world.

This exclusive Hull Executive MBA blends cutting-edge academic thinking with industry best practice to equip leaders with the knowledge, tools and behaviours they need to become powerful drivers of sustainable corporate success and responsible change.







### Global Economic Environment

Equipped with a knowledge of the concepts, tools, and approaches needed to view business through a critical economic lens (micro and macro), students explore how global events and trends including AI development, cryptocurrency, the pandemic, and climate change affect decision-making and the way businesses and ventures function.

### Marketing in a Disruptive Digital Age

In this highly interactive module, students gain real, hands-on experience. They will get to grips with the marketing platforms and analytic tools to understand how organisations use the very latest data and harness the most disruptive digital trends to build sustainable growth for stakeholders.

### Leadership Accelerator #2: Leadership Psychology

### Accounting, Finance & Corporate Social Responsibility

students will learn to understand, interpret, and communicate in the language of numbers. Get to grips with the fundamentals of accounting and finance, and learn how to apply these principles ethically. Students will explore the pivotal role they play in planning decision making, culminating in the ultimate success of an organisation or venture.

### Strategy Making in a Complex World

Gaining a sound theoretical understanding of complexity, and how systems thinking approach improves planning and decision making, but they will pick up the tools and practical techniques to form their own strategies in the real world. And with responsible leadership at our core, students will be assessing risk and strategic decision making for the ethical and social value each step of the way.

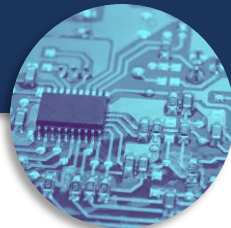
### Leadership Accelerator #1: Leadership Catalyst





### **Sustainable Supply Chain Management**

Learn from academics and global high-profile speakers to gain an in-depth understanding of how to build a sustainable supply chain for the future strategy, one that will enable organisations to achieve ESG ambitions and shape a fairer, brighter and net carbon zero future.



### **Creating an Entrepreneurial Organisation**

Gain the knowledge and framework to create solid entrepreneurial strategies to help businesses thrive in the real world. You'll develop the confidence to lead by example, encouraging a company-wide entrepreneurial mindset and culture of creativity and innovation.



### **Leadership Accelerator #3: Leadership Springboard**



### **Talent Management & Human Resource Management**

Gaining a profound understanding of people management within a complex, shifting, and increasingly globalised context. A key pain point, since Brexit and the Covid Pandemic is how the labour market has changed (people working from home, increase technology).

### **Digital Transformation & Information Security**

Explore the major themes in pioneering technologies and learn to think critically about how technology can be used – and abused – in an organisation or project. Learners will be introduced to cybersecurity from a management perspective, discovering the methodologies used to protect businesses from insider and outsider information security threats.

### **MBA Project**

Opportunity for students to apply their learnings to a true-to-life consultancy project for an existing client in a supportive, low-stakes setting or lead a project within your own organisation.

Now fully equipped with the advanced tools and knowledge, students will carry out high impact, relevant practitioner-based research and use findings to generate solutions.



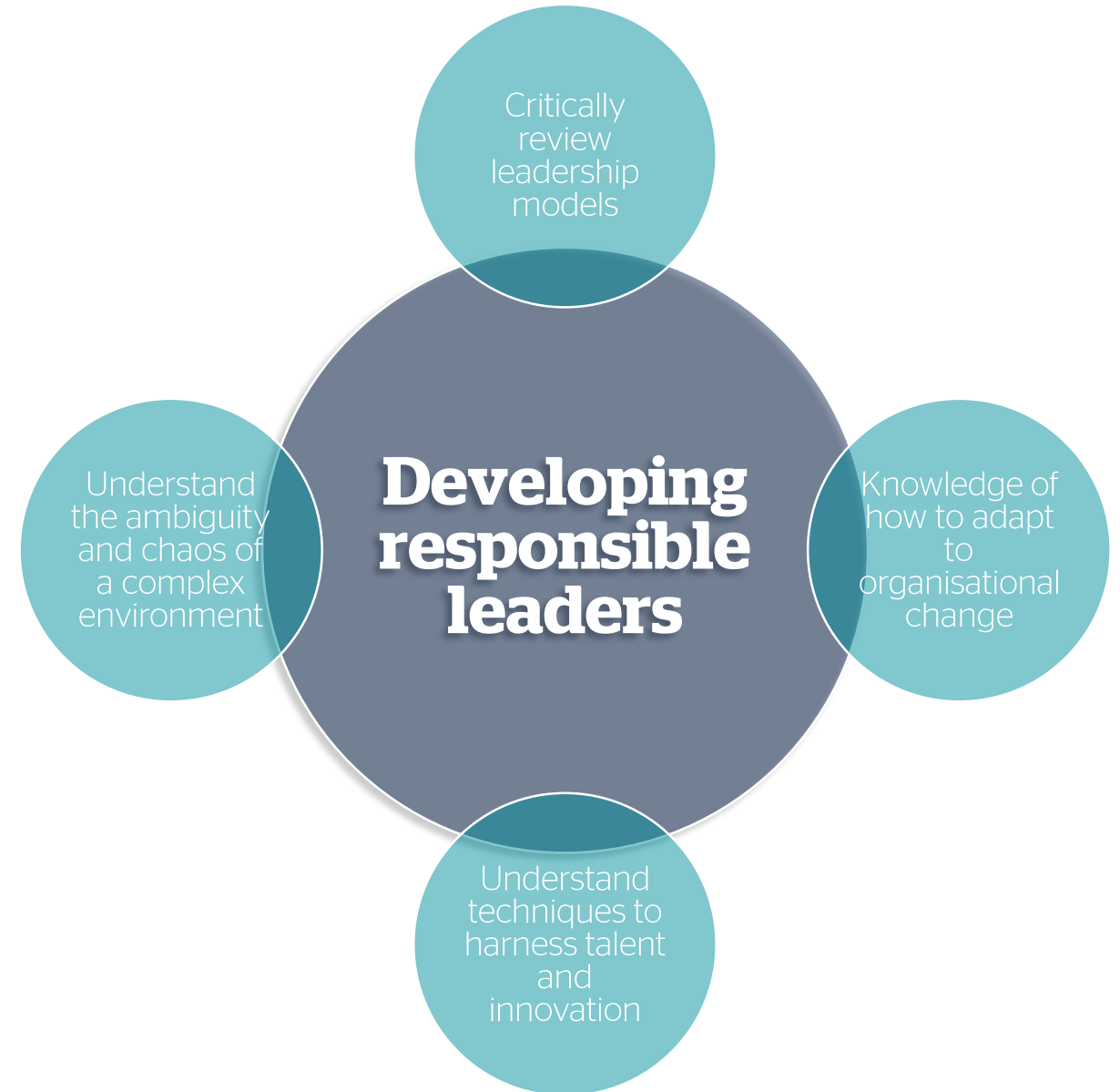
## Good for you, Good for your organisation

Our programme was created to combine theory and functional practice. It is centred around aligning leadership purpose with the strategic purpose of the organisation.

We develop awareness of the opportunities and risks facing business, and upskill people to strategically navigate complexity and change in a fast-moving and changing world.

The Hull EMBA does this through 3 key Leadership accelerators;

- **Leadership Catalyst**
- **Leadership Psychology**
- **Leadership Springboard**





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# Leadership Catalyst

**First step in any leadership journey is to reflect on yourself as a leader**

A powerful and challenging module, taking best practices from work-based learning, to really move the students out of their comfort zones. It enables self-management. We will have high-profile global speakers to share their own leadership stories, to inspire and to set the benchmark of where the students need to be towards the end of the programme.

To perform a personal knowledge & skills gap analysis that will inform their future career path. The students will use tools such as; Johari Window, the Five Factor Model, SWOT analysis of their current career position and then develop an action plan







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# Leadership Psychology

**To be a reflective and transformational leader is essential.**

the Hull MBA focuses not just on the development of knowledge and skills, but the development of soft leadership behaviours and psychologies through self-reflection, which is essential in taking leaders on a transformational journey to realise their full potential and to deliver return on investment back to their business.

This module takes the learners on an in depth assessment of their own leadership behaviours, and that of their colleagues and peers, looking at psychology to unpack the crucial critical success factor for leaders. This is the first of its kind and the first time psychology has been included in our MBA programme.







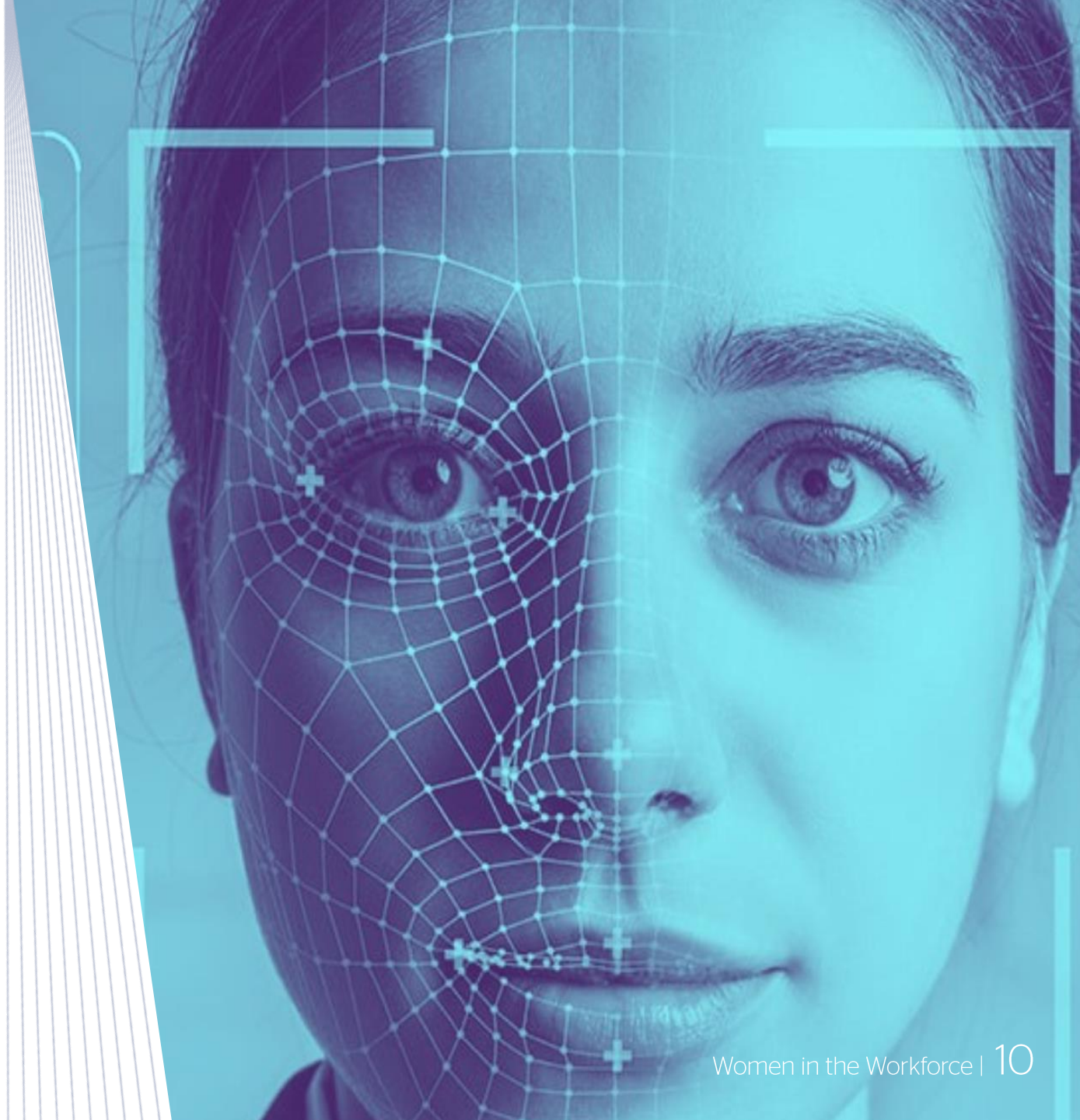
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# Leadership Springboard

## Understanding context of your journey through a global and sustainable lens

This final module challenges learners in reflecting deeply on their own personal leadership journey on the MBA, and their career plan and living CV moving forward. This is a springboard and final touch point to prepare each learner for future employment and career opportunities and to welcome them to be a part of our lifelong EMBA alumni.

It is designed to help them map out the next steps in their continued journey, in relation to their Living CV and career plan through a unique piece of podcast reflection



# Key Features

The Hull Executive MBA has been designed specifically to enable you to study flexibly and fit your studies around work and other commitments.

The programme will be delivered at Hull University Business School over 2 years. Learners will benefit from;

- 4 day block teaching conducted every 8 weeks
- Teaching takes place in the Business Schools exclusive Executive Education facility
- All learners will benefit from on-campus accommodation, breakfast and dinner
- Every module will include a unique Network Lunch with Guest Speaker
- National Field trips will bring the theory to life, by exploring organisations at the forefront of new management models
- A unique international week-long study tour means students will have the opportunity to learn from other global business schools and experience their culture at the same time
- Learners will benefit from gym membership whilst on campus
- 24hour library service for all learners, plus access to the Business Schools online depository of materials.



Part-time  
over 2  
years



Taught  
across 4  
days



Industry  
expert  
speakers



Internation  
al Study  
Visit



Alumni of  
exclusive  
network



Residential &  
Hospitality  
included



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# To Apply

If you are interested in joining our New Executive MBA or represent an organisation that wishes to sponsor your employees, simply email us at [mba@hull.ac.uk](mailto:mba@hull.ac.uk) to register your interest and have a discussion with our one of our team.

**To find out more about the Hull Executive MBA, the entry requirements and fees, you can visit the [course page](#), come along to one of our upcoming introductory webinars or get in touch directly by email – we'd love to hear from you.**

To be eligible for admission, applicants should normally possess;

- A minimum of 3 years appropriate and relevant post graduate work experience
- An good undergraduate degree (normally 2:1 or above) awarded by a UK university or comparable overseas institution, or an equivalent professional qualification
- Non-native English speakers must have a minimum of IELTS 6.5 (with a minimum of 6.0 in each skill)
- As this is a part-time programme, the restrictions for those who come to study in the UK using a part-time visa are more restrictive than those studying on a full-time course. If you would like more information about these restrictions, please contact [CAS@hull.ac.uk](mailto:CAS@hull.ac.uk)

*Applicants who do not have a degree or equivalent professional qualification but meet the other eligibility criteria may submit a portfolio of evidence to demonstrate that they can benefit from, contribute to and succeed on the Executive MBA programme. The applicant should have completed approximately seven years of full-time appropriate work or professional experience.*



# Find out more

## Contact us

The extensive expertise held within Hull University Business School is shared with our partners through collaboration to help businesses develop leaders, experts and professionals of the future.

Email: [fblp-business@hull.ac.uk](mailto:fblp-business@hull.ac.uk)

**For more information about our Executive Education programmes please visit [exeducation.hull.ac.uk](http://exeducation.hull.ac.uk)**