1. KentVision Code and title of the module

BUSN9193: MBA Challenge

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 7

## The number of credits and the ECTS value which the module represents

30 credits (15 ECTs)

## Which term(s) the module is to be taught in (or other teaching pattern)

Autumn, Spring and Summer term

## Prerequisite and co-requisite modules and/or any module restrictions

None

## The course(s) of study to which the module contributes

Compulsory to the following courses:

Master of Business Administration

## The intended subject specific learning outcomes. On successfully completing the module students will be able to:

8.1 Critically analyse and reflect on a range of key leadership, consultancy and employability skills in the context of personal and transformational leadership development.

8.2 Critically reflect upon own personal preferences and practice skills allowing for enhanced personal insight into coping with and managing change responsibly.

8.3 Identify, justify and provide a solution to a problem of relevance to an appropriate business topic, mostly relevant to the underlying main overarching themes of the MBA (i.e. innovation, entrepreneurship, sustainability and CSR, and leadership).

8.4 Critically evaluate and discuss relevant literature, identify and apply advanced analytical tools and techniques appropriately to the chosen topic.

8.5 Undertake a systematic analysis of quantitative and/or qualitative data and draw realistic and appropriate conclusions and make recommendations based on options.

8.6 Produce a report in the required format that integrates and communicates knowledge gained from the MBA.

## The intended generic learning outcomes. On successfully completing the module students will be able to:

* 1. Critically evaluate and develop personal objectives for academic and career development.
  2. Critically evaluate their own learning for the development of professional and employability skills.
  3. Synthesise complex information and make sound judgements to communicate to a range of audiences.

9.4 Demonstrate competence in numeracy and quantitative skills including the use of models of business situations and/or qualitative research skills.

## A synopsis of the curriculum

This module is a unique capstone module which provides students the opportunity to apply and explore key areas of learning relating to the MBA priorities of developing transformational leadership through sustainable innovation and entrepreneurship.

This is achieved with four MBA Challenges and a final MBA Report:

1. **Personal Development Challenge**

This challenge runs throughout the student’s time on the MBA. It allows students to step back from their busy lives and self-reflect on their current skills, learning preferences and leadership styles and to support their MBA learning journey with the following activities:

* Induction leadership workshop
* One to One Executive Coaching
* Knowledge transfer & Networking opportunities by engaging with the MBA Lecture series and Business Summit events
* Academic mentorship

1. **Consultancy Challenge**

A week’s programme developing consultancy skills and applying these to a live company brief. The students work in a team to provide a solution to the business issue and present recommendations to the organisation. The involvement and commitment of the students adds value to local business owners and students benefit from the opportunity to apply academic and practical skills to real-world situations.

1. **Business Start Up Challenge**

A week’s programme working with our Aspire team and external entrepreneurs to explore and develop a Business plan for a new business/new business development within a current role/industry.

1. **International Challenge**

This is the opportunity to work with our European Business connections to explore the practicalities of doing business in Europe and working with International organisations. The week involves workshops and seminars, cultural visits and an international consultancy project to develop consultancy skills further

1. **MBA Report**

This final report provides the opportunity for students to diagnose and investigate a complex issue related to their interests or their career aspirations after completing their MBA. The applied nature of the report requires a critical evaluative approach, academic investigation to locate the work within the body of contemporary knowledge, to collect and analyse data, to derive supportable conclusions and to make practical and actionable recommendations. It requires reflection on the implications for business from an ethical, professional and continuous professional development standpoint, including an account of what has been learned during the project and how this can be applied in the future.

There are three options for the MBA report:

1. Consultancy report

This report identifies a specific company challenge or opportunity which you will research and provide a recommended solution to impact change.

1. Analyst report

This report identifies a specific challenge or opportunity in a sector or a community which you will research and provide a recommended solution to impact change.

1. Entrepreneur’s report (business plan).

This report explores a new business idea which you will research and provide a Business Plan for implementation.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Interactive workshops combined with one to one coaching and supervision and private study and reflection.

Personal Development Challenge: 36 hours

Consultancy Challenge: 36 hours

Business Start Up Challenge: 36 hours

International Challenge 36 hours

MBA Report Supervision 8 hours

Total contact hours 152 hours

Private study and reflection: 148 hours

Total: 300 hours

## Assessment methods

* 1. Main assessment methods

MBA report (8,000-10,000 words) - 80%

Self-reflection report (2,000 words) - 20%

13.2 Reassessment methods

Like for Like

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 143)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* |
| Personal Challenge | X | X |  |  |  |  | X | X |  |  |
| Consultancy Challenge | X | X | X | X | X |  | X |  | X | X |
| Business Start Up Challenge | X | X | X | X | X |  | X |  | X | X |
| International Challenge | X | X | X | X | X |  | X |  | X | X |
| MBA Report supervision | X | X | X | X | X | X | X |  | X | X |
| Private study &  reflection | X | X | X | X | X | X | X | X | X | X |

**Module learning outcomes against assessment methods:**

| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 8,000 – 10,000 word  MBA Report | X |  | X | X | X | X | X |  | X | X |
| Self-Reflection Report  2,000 words | X | X |  |  |  |  | X | X |  |  |

Students must achieve a pass in both assessment elements to ensure all learning outcomes are met.

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

The module will utilise internationally relevant case studies and learning material and students will be encouraged to think about the learning outcomes in an international context. The International challenge will focus on researching and considering the international and cultural context when making business decisions. This will also be a key focus for the Self-Reflective report to determine the impact this cross cultural learning experience has had on the individual and how their leadership skills have developed to take a more global approach to make informed decisions.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
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