

## Executive MBA



## EXECUTIVE MBA MASTER OF BUSINESS ADMINISTRATION

The UCC CUBS Executive MBA is designed to prepare its participants to become organisational managers, innovators and leaders.

It provides a strong understanding of the core organisational functions and disciplines, but moves beyond that to provide an integrative, critical understanding of the foundations and practice of management and leadership.

Programme participants develop an understanding of the core disciplines by exploring:

- Organisational decision-making and strategy
- Operations management
- Human resource management
- Financial analysis and performance
- Business innovation and transformation
- Sustainability and governance
- Leadership development

Participants develop an appreciation of how all aspects of a complex organisation interconnect, and an appreciation of the role each function must play in delivering on organisational goals.

For most participants this requires an understanding of functions and disciplines outside of their existing professional competence.

Central to the development of this understanding of the complexity of organisations is our careful approach to class composition, intended to ensure that class participants are exposed to a variety of professional expertise and career backgrounds.

Considerable emphasis is placed on creating an environment conducive to the peer-to-peer learning that we believe is vital to the UCC CUBS Executive MBA experience.



## Your Learning Journey

**The UCC CUBS Executive MBA utilises a mix of learning methods including case studies and simulations as a means of introducing new theoretical frameworks; they develop your application, situation analysis, and decision making skills.**

By honing these skills through in-class work, you achieve a high degree of confidence in applying these new frameworks to your own professional and practical needs.

You will progress to analysing “live-case” situations through the Study Visit, working

with senior management from companies and organisations on exciting change management and strategic planning scenarios.

By working with the Executive Coach and the Leadership Development Framework you also have the opportunity to explore your own approaches to leadership and strategic thinking, through the “personal-case”.

Specialist, guest lecturers and industry practitioners from the business world are utilised throughout the programme to complement and challenge your learning.

## Teaching & Learning Methods

- Management Frameworks
- Case Studies
- Live Cases
- Group Projects
- Case Simulations
- Company Visits
- Individual Projects
- Workshops
- International Visits
- Seminars
- Strategy Projects
- Executive Coaching



# Visits

## The Global Business Environment

International Study Visits are an important element in the UCC CUBS Executive MBA experience – a chance for the class to travel and work together over the space of a week.

They provide an opportunity for students to put into practice their programme learning; critically analysing management issues within an international context, and formulating solutions to these issues.

## Our visits have focused on:

Working on change management challenges with leading national and regional companies and interacting with senior management personnel on a team consulting project; to exploring the nature and challenges of strategic organisational growth, set against a backdrop of regional and national economic development; differing cultural frameworks; and a constantly evolving global business environment.

# Leadership Development Framework

## Personal Learning and Leadership Development is an important element of the UCC CUBS Executive MBA experience.

Through the Leadership Development Framework, the UCC CUBS Executive MBA challenges you to consider your personal and professional development.

Over the two years you work on your Personal Learning and Leadership Development Goals through a series of individual coaching sessions, workshops and reflective reporting to form the developmental leadership element of your programme experience. You will explore the scope and nature of your strategic thinking; define

learning patterns that you will utilise throughout your career; and become an innovative leader, adaptive to change.

Over the two years of the programme, through analysing leadership case studies with the teaching team, through to analysing live case studies with your peers, to the mapping of your own personal case study, you will experience a learning journey deliberately designed to promote a different way of seeing yourself, your role and values, change possibilities and leadership abilities.

# Benefits

## Personal Benefits

- A comprehensive understanding of the core organisational functions.
- The discovery of innate preferences in key personal leadership areas, e.g. analysis, decision-making, relationship building.
- Developing skills in communication, negotiation and team building.
- The UCC CUBS Executive MBA qualification will benefit your career by identifying you as an individual with a high level of leadership ability.

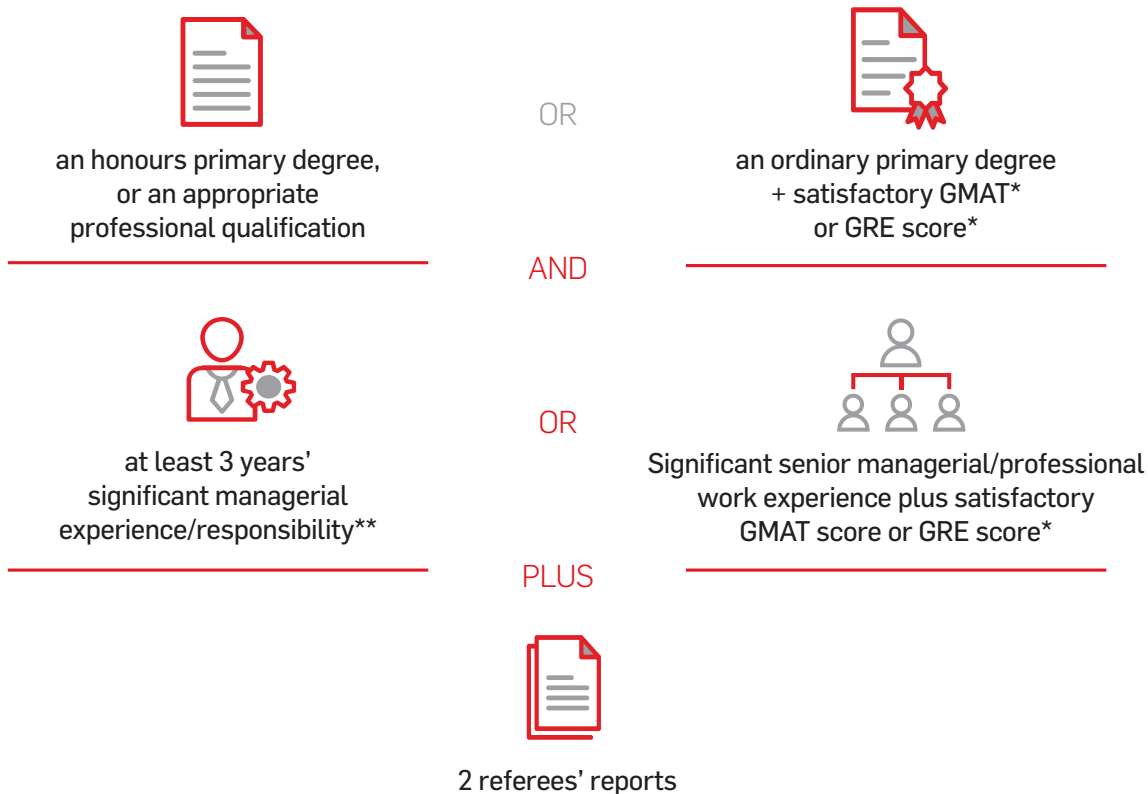
## Organisational Benefits

- A two-year investment in key managerial and leadership talent, resulting in a more dynamic approach to personal effectiveness, decision-making and judgement.
- Increased capacity for critical thinking and mind-set change.
- A shift to a broader strategic emphasis, allied with a focus on leading innovation within organisations.
- Development of more agile approaches to problem solving, with a strong emphasis on effective team-based approaches.

# Application Process

## Application Requirements

The threshold entry requirements for the Programme are as follows:



### Applications & Fees

Applications to the programme are made via the website [www.ucc.ie/en/apply/](http://www.ucc.ie/en/apply/)  
Applications are reviewed on a rolling basis.

### EU Fees

Year 1 **€13,630**  
Year 2 **€13,630**

### Non EU Fees

Please note that Non EU applicants are not eligible to study part-time programmes.\*

*\*For Non EU persons resident in Ireland please contact the Graduate Studies Office for more information.*

T: +353 21 490 2876

E: [graduatestudies@ucc.ie](mailto:graduatestudies@ucc.ie)

### Applicants may be required to attend for interviews

*\*If you feel the skills covered by the GMAT can be demonstrated elsewhere in your application then you may request a waiver – this may be granted at the discretion of the Director of the Executive MBA.*

*\*\*If you feel that you possess significant managerial experience/responsibility, achieved in a period of less than 3 years, and this can be demonstrated elsewhere in your application, then you may request a waiver - this may be granted at the discretion of the Director of the Executive MBA.*

The GMAT test can be taken at any time and the results generally are valid for three years.

To arrange a test contact the Graduate Management Admissions Test at **[www.mba.com](http://www.mba.com)**

# Dates & Times

## Delivery

The UCC CUBS Executive MBA is delivered on a part-time basis over a four part, two year cycle.

## Lectures

**Lectures take place:**

Fridays 9.00am - 4.30pm

Saturdays 9.00am - 4.30pm

## Schedule

**Each Part is made up of 12 lecture weeks:**

- Part One: January – April
- Part Two: September – December
- Part Three: January – April
- Part Four: September – December

**For more information on the programme contact:**

**UCC CUBS Executive MBA Programme,**  
The UCC Centre for Executive Education,  
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