

LONDON SCHOOL OF COMMERCE

The Associate College of

CARDIFF METROPOLITAN UNIVERSITY



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd

**MBA** *for executives*

**LSC**  
**London**



## Unique benefits of the *MBA for executives* course

“Designed for working and aspiring entrepreneurs”

“Enhance and enrich your knowledge, skills and understanding of business management and add real employment value to your career”

- 1 Modular** mode of study
- 2 Weekend** and **Evening** Classes
- 3 Industry leading** faculty
- 4 Excellent** resources
- 5 London-based** campus
- 6 Opportunity** to study modules at one of our **global campuses**
- 7 Join** the LSC Group and be part of a global community of more than **10,000 students from over 130 countries**



## London School of Commerce

Students from many different countries come to the London School of Commerce (LSC) because of its exceptional quality and affordability. Together these components are the cornerstone of LSC Group of Colleges.

LSC is fully accredited by the Accreditation Service for International Colleges (ASIC) and is a member of Education UK – British Council.

“The London School of Commerce, in association with Cardiff Metropolitan University, is one of the **largest MBA providers** in Europe”

At LSC, we understand the varied requirements of students and professionals alike; the programmes we run are structured with this firmly in mind. The MBA *for executives* course has been specifically designed for working professionals who are looking to study on a part-time basis with a view to enhancing their career prospects whilst remaining in full-time employment.

## Cardiff Metropolitan University

LSC is very proud to be the Associate College of Cardiff Metropolitan University. Cardiff Metropolitan University courses are career-oriented and aim to provide you with the key ingredients to a first class career.



# The MBA for executives course

**Total Fees** **£4,950**

This fee is inclusive of all administration related to your admission as well as any fees payable to the partner university.

## Duration 18 months (Part-time)

### Entry Requirements

- A minimum 2.2 degree from a recognised University (should be equivalent to a UK Bachelors (Hons) degree)
- The minimum requirement for international students is an IELTS overall score of 6.0 with 6.0 minimum in the reading and writing components
- The MBA *for executives* course is a post-experience qualification and applicants are expected to normally have a minimum of two years relevant management experience
- Applicants should be at least 23 years of age
- Applicants who meet the criteria will be invited to attend an interview

The course is aimed at 'high flyers' who aspire to advance their career, to be an entrepreneur, or simply to develop their own international business expertise; this MBA programme can help you achieve these goals.

The MBA *for executives* course is taught in a modular mode whereby students are expected to study on site one weekend every six-eight weeks, normally from Friday evening and all day Saturday and Sunday.

The students will initially be registered on the LSC Postgraduate Diploma programme. Students who complete the LSC Postgraduate Diploma will then register for the Major Project phase with Cardiff Metropolitan University and obtain their MBA degree. The entire course can be completed in London. Students also have the option of completing the final stage of the programme at other LSC Group campuses.

All modules are essential and relevant to the contemporary commercial world. The modules are designed to build on your knowledge and essentially provide a theoretical framework that will further develop understanding and expose participants to key management disciplines that can be applied to real-life situations.

The course is run on a part-time basis and leads to a final degree awarded by Cardiff Metropolitan University. Students are expected to attend a full three day weekend workshop of taught modules every six-eight weekends and supplement this with personal study, coursework and preparation.

### Course Programme

- ▶ Managing Human Capital and Entrepreneurship
- ▶ Marketing Management
- ▶ Financial Analysis and Management
- ▶ Strategic Management
- ▶ Research Methodologies

### Electives

Students may also choose any two of the following:

- ▶ Corporate Finance
- ▶ International Marketing Management
- ▶ International Business

### Major Project

Students will be required to undertake one of the following approved methods of study. This is subject to approval by their Programme Leader:

- ▶ Integrated Case Study
- ▶ Business Development Proposal



## Major Project

The Major Project is an intellectually challenging piece of management research equipping students with the capabilities and competencies required of today's managers.

## Assessment

Each module consists of scheduled classes, guided learning and self-directed learning. Assessment is via a combination of group seminars, assignments, presentations and the Major Project.

## Transfer Credits

All students on the LSC MBA *for executives* course have the unique opportunity to also study modules at one of the other LSC Group colleges in London, Belgrade, Colombo and Kuala Lumpur. Please ask a LSC representative for more details.

### **Information correct at the time of publication.**

Courses listed above could vary from time to time depending on the subject availability. In the event of a particular module not being available, the London School of Commerce reserves the right to offer an alternative module.

## How to Apply

To maximise your chances of a positive response, students are advised to apply well in advance of the course commencement date. We aim to give a decision within 2 weeks of receiving your application.

Application forms can be downloaded from:

<http://www.lsclondon.co.uk/mbae>



# Why choose this programme?

## Global Recognition

Through our association with Cardiff Metropolitan University, courses at LSC are fully accredited and recognised on a global scale.

The programme is developed and designed to meet the needs of both academic knowledge and industry experience.

## International Profile

Not only are our courses recognised worldwide, but the LSC Group of Colleges operates on a global scale, with Schools in Malaysia, Serbia, Sri Lanka and Bangladesh.

## Student Excellence

The *MBA for executives* course is designed to attract more experienced students from both a commercial and/or corporate background. It is a unique programme that has been created for the most highly motivated and committed students looking to augment and enrich their career development. Currently, we boast a 95% pass rate.

## Research Excellence

LSC is proud that its faculty includes distinguished professors, researchers, professionals and authors. Many of our academic staff are published active researchers whose texts are not only used by students at LSC, but by students worldwide.

## Exceptional Value for Money

The fees charged on all our courses are extremely competitive. Course fees include all costs associated with your recruitment and admission as well as any fees payable to our partner university.

## Increased Earnings

Employers tend to reward higher salaries to MBA graduates. In fact, research has shown that in Europe, Asia and the Middle East an MBA graduate is on a comparatively higher salary than a colleague without this qualification.

On top of this, your employer will recognise you as someone with the necessary skills, aptitude and in-depth knowledge of commercial operations.

So as well as raising your salary you are also broadening the range of opportunities available to you.

## Central Location

You will have the opportunity to study and network in London, one of the world's most important business centres.

The London School of Commerce has multi-campus facilities, the principal campus is located at London Bridge, close to the centre of the city. The campuses have good transport links and are situated close to mainline rail and Underground stations.

## Facilities

All students enrolled with LSC have full access to our well-stocked library which provides up-to-date material and comprises online resources, core texts and further reading literature.



# Faculty

The LSC MBA *for executives* course is taught around the world by various high profile, visiting faculty. This means that, whether the programme is run in London or Kuala Lumpur, the same modules will be taught by the same internationally recognised academics, ensuring a consistently high level of educational quality at every LSC Group campus around the globe.

**Dr. Lester Massingham PhD** - Dr. Lester Massingham is a world-renowned Marketing and Strategy Consultant to Governments, Private and Public Sector Multinational Enterprises. He is also an accomplished author and has several bestselling books to his credit. He holds the position of Director of Studies for the Executive MBA programme in International Marketing awarded by the Berne University of Applied Sciences and is now Director, MBA for executives, London School of Commerce (UK) Group of Colleges.

**Professor Geoffrey Lancaster MSc, PhD, DMS, FCIM, FLCC, MIMgt, MCIPS** - Author of more than 30 textbooks on marketing and related areas and approximately 100 academic papers and conference addresses in journals. Teaches in Europe, Australia, Africa and Asia. Consultant in the fields of management, media and communications. Professor Lancaster is the Emeritus Dean of the London School of Commerce. *Subject Specialisms - Marketing Management and Strategic Marketing.*

**Mervyn Sookun BSc, MSc** - has been teaching for 14 years at various British and Australian universities, including the University of Hull, University of Lincolnshire and Humberside and Oxford Brookes University. He has guided a number of student research projects. *Subject Specialisms - Corporate Strategy and Total Quality Management.*

**Prof. Dr. Markus Prandini** - is a very experienced lecturer in the area of International Business. He is currently the Head of Regional Competence Center Asia-Pacific at ZHAW School of Management and Law in Zurich. Dr. Markus Prandini holds several lecture assignments in Economics, Business and Education. His research interests are in the fields of e-learning, intercultural management and informal economics, and internationalisation of small and mid-sized companies.

**Dr. Daniel Seelhofer** - has held senior positions in both the private and education sector over the past 15 years and is currently Vice Dean at one of the largest Swiss business schools. He holds a PhD and a Master's degree in International Management from the University of St.Gallen (HSG) and has lectured in over 12 countries. Additionally, he is a serving officer and former battalion commander with over 20 years experience in the Swiss Army. His research interests revolve around the interplay of leadership and cross-cultural factors.

**Anand Walser - BSc, MCA, MBA** - Anand Walser worked in the corporate world for seven years in the IT and hospitality industries. He was involved with marketing, client relations, systems analysis and auditing departments. Walser Moved into academia and has been there for the last 14 years. He has been involved with universities in UK, Australia and Asia and has taught in numerous locations across the globe. He has completed several corporate training programmes and consultancy assignments for businesses in Europe and Asia. *Subject Specialisms - International Business, Marketing, Personal Managerial Effectiveness, Business Ethics, Change Management.*

**Khaldoun Dia-Eddine B.Eng MBA** - has over 10 years lecturing experience in the fields of business development, management and finance. He holds directorship of several commercial companies and also works as a Business Consultant for various organisations. *Subject specialisms - Business Development, Management and Finance.*

**Prof. Steve Lumby** - has a distinguished career that spans both industry and academia. After working in various capacities for the H J Heinz Company, he went to the London School of Economics (LSE) where he lectured and researched for 13 years. Following further academic appointments, he then moved into the private Higher Education sector and became Managing Director of LCA. He is the author of many academic papers and his standard Corporate Finance textbook is shortly to be published in its 9th edition. *Subject specialisms - Financial Analysis and Management, Corporate Finance.*

**William Parrott** - has gained his Masters degree at Aberdeen University. He then trained as a Chartered Accountant with KPMG and completed his ACA qualification having achieved first time passes in all papers. Whilst with KPMG he worked in the audit, tax and corporate finance departments. William started his teaching career in 1996 and since that date he has taught on both MBA and professional courses in many countries around the world.

**Sean Purcell BA, ACMA, CGMA** - trained as an accountant with Courtaulds Textiles Plc, leaving as the Group Financial Controller of one of its largest divisions. He is a partner in Wise Up Now, a specialist consultancy helping finance teams deliver higher value to their businesses. He was a founder of Kaplan and has delivered over 50 courses in Singapore, Malaysia, Hong Kong, Sri Lanka, Zambia, Croatia and the UK. He currently delivers programmes for the CIMA executive academy, helping keep UK finance directors skills up to date. Sean is a regular contributor to accounting magazines having written over 30 articles. He was voted runner up in lecturer of the year awards by PQ magazine in the UK in 2013 and 2014.



**Dr. Lester Massingham PhD** - Director, *MBA for executives*



# The LSC Group

The London School of Commerce Group of Colleges (or LSC Group) includes the London School of Commerce (LSC) and the School of Business and Law (SBL) in London, with campuses conveniently located near London Bridge. It also operates learning centres around the world in Malta, Armenia, Serbia, Bangladesh, Malaysia, India, and Sri Lanka. In total, the Colleges have a current enrolment of over 5,000 students from over 130 countries studying for undergraduate and postgraduate courses in Business, Management and Information Technology.

The LSC Group is proud of the high level of success of its students, their excellent standard and commitment. Significantly large numbers of its former students have gone on to develop successful business careers throughout the world.

The LSC Group is a highly successful business in its own right and employs over four hundred highly qualified academic and administration staff including marketing and support staff based in over forty countries worldwide.

The London School of Commerce, in association with with Cardiff Metropolitan University, has one of the largest campus-based MBA programmes in Europe and has an established record for delivering postgraduate education of the highest standard.

Shortlisted for Times Higher Education Leadership and Management Awards two years running, the London School of Commerce is one of the UK's leading private education providers.

“Our aim is to offer our students the **world-class standard of British education** affordably and reliably wherever they are studying with us.”

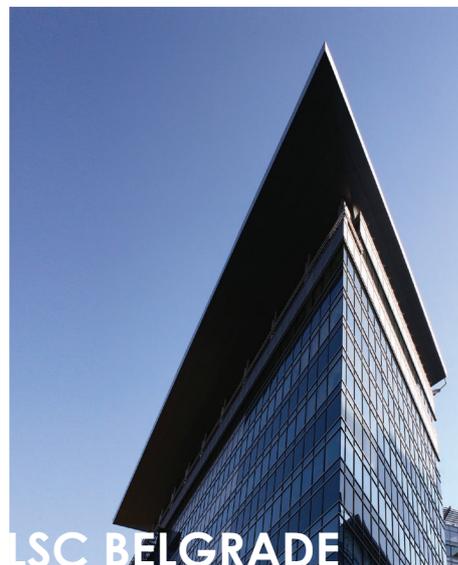
## CAMPUSES

London  
Valletta  
Yerevan  
Belgrade  
Colombo  
Dhaka  
Kuala Lumpur  
Bangalore



The LSC Group also holds ownership of a preparatory school located in Cornwall providing education for children up to the age of 18. As a group we therefore operate in the full spectrum of primary, secondary and tertiary education.

In a recent assessment, the quality and standard of the education provided at St. Piran's School was rated as outstanding by OFSTED (The Office for Standards in Education).



LSC BELGRADE



WIC KUALA LUMPUR



BSC COLOMBO

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**Cardiff Metropolitan University**

## **London School of Commerce**

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[www.lsclondon.co.uk/mbae](http://www.lsclondon.co.uk/mbae)