



# s s h h!! Don't tell ...keep them shocked guessing... how you got so good!

Find out how to fit the World's second most popular\* distance learning MBA into your schedule



www.ebsglobal.net

The Graduate School of Business at Heriot Watt University, Scotland, UK Regular Information Sessions are held in Banjul, Freetown and Monrovia Enquire at ebsglobal@fjp-consulting.com &

download a brochure at www.fjp-consulting.com

\*Financial Times 2007 Rankings





# **Edinburgh Business School**

Edinburgh Business School (EBS) is the Graduate School of Business at Heriot-Watt University, Scotland, one of the UK's 100 Royal Charter universities. The main focus of the School is to provide applied management programmes to individual students and major corporations. EBS is pleased to have the CEO of FJP West Africa on its DBA in strategic focus program



The Heriot-Watt University crest

Over 40% of **Fortune 500** companies have students on the MBA.

Second **most popular** distance learning programme in the world (Financial Times 2007).

Internet powered with option to relocate to Scotland campus. Optional seminars in Scotland.

**Start at any time** in the year. Exams in Dec and June.



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### **Edinburgh Business School**

The School is located in a **state-of-the-art** teaching and administrative centre on the Heriot-Watt campus, where the needs of on-campus, corporate and distance learning students are met in one location.

A dedicated team of administrative staff, based in the School, provides a high-quality service to the many thousands of students around the world and maintains detailed records of student activity and progress. Distance learning education requires a dedicated team of the highest standard to support the many students from different countries across the globe.

EBS is subject to the academic processes of the university, and is managed by a board of directors drawn from academia and business, under the chairmanship of Sir Bob Reid, formerly chief executive of Shell plc and British Rail.

# Intentionally different

Edinburgh Business School, the Graduate School of Business at Heriot-Watt University, Scotland, offers a range of postgraduate programmes in business and management, including one of the most popular online distance learning MBA programmes in the world.

Intentionally different, we offer you **choice and flexibility** in your learning style, and judge you on your **FJP** Management Engineering





examination results not your coursework, language of study, attendance record or life experience. We at Edinburgh Business School remove the barriers to study. If you have the determination and intellect, and access to the internet, we give you the opportunity to succeed at postgraduate level.

In 15 years the Edinburgh Business School programmes have generated over 10,000 graduates in 150 countries. So how good are our programmes? <u>Ask our students</u> - **the market is never wrong**.

Dele Jones, CEO of FJP Management Engineering —was admitted to the Doctorate in Business Administration (DBA) programme in May 2006. Dele completed the examinable phase of the DBA (9 courses) by June 2007 and earned an MSc in Strategic Focus. He has commenced the research element of the DBA. Dele is a 1985 graduate of the University of Essex, a member of the Institute of Chartered Accountants in England & Wales and of the Chartered Management Institute of the UK. He is a 2007 member of the Governing Councils of Statistics Sierra Leone, The Sierra Leone Chamber of Commerce & the Institute of Chartered Accountants of Sierra Leone.



Dele Jones BA MSc(EBS-pending) ACA FCA(SL) ACMI

# Fits your lifestyle

The Edinburgh Business School courses were launched in 1990, following 15 years of research and development led by Professor Keith Lumsden, the School's director. The courses are designed to meet the **unique demands** of students in the workplace and deliver applied management disciplines to the global market.

Each course covers a subject discipline and you can combine courses to achieve a range of postgraduate awards, including the MBA and several MScs. Programmes are available through distance learning self-study, oncampus in Edinburgh, and through Approved Learning Partners throughout the world.

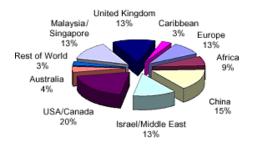
# Our students

Our greatest ambassadors are our students and graduates.

Dele Jones was so pleased with the quality, relevance and payback of his studies, that he committed himself to making EBS more readily available to Corporate & Institutional clients in West Africa.

Here are some of the advantages of this approach:

- Work at your own pace.
- Take a break at any time.
- Study individual courses or combine courses to achieve a qualification.Access Faculty and peer support online
  - Access Faculty and peer support online or on-campus.
- Pay fees course by course.
- Take examinations in one of the 350 centres around the world.



# Geographical distribution of EBS students

The majority of our students are mid-career professionals who want or need to broaden their knowledge

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of applied management techniques. Our MBA students have an average age of 35.

The EBS Student Handbooks help to guide our students through their programmes. The handbooks provide background information on EBS and the MBA and DBA programmes, as well as procedural guidance notes and a full list of exam regulations. The MBA Student Handbook (in English, Spanish and Chinese) and the Student Handbooks for the DBA, MSc in Human Resource Management and MSc in Marketing programmes (in English only) are available as PDF downloads from our website.



Edinburgh Business School MBA graduates

The MBA and DBA Student Handbooks are also available as PDF downloads from our <u>Student Services</u> <u>site</u>. EBS students run their own independent chat-room at <u>http://forums.delphiforums.com/hwmba/</u>. New users can visit the site as guests.

EBS is popular, successful and **relevant**. It has 10,500 graduates in over 150 countries occupying senior positions, running their own businesses and working in blue-chip companies. Courses are written by prize-winning authors with extensive business consultancy experience.

# **Heriot-Watt University**

Heriot-Watt University was the world's first technical institute. Founded in 1821 to educate people for the rapidly changing technologies of the day, its name commemorates two great Scotsmen. George Heriot was financier to King James VI and James Watt was a pioneer of steam power.





To this day, the university remains at the **cutting edge** of technology and continually innovates its degrees in science, engineering technology, business, and languages. It is a world-leading university in business education, petroleum engineering, and brewing.

Heriot-Watt University has campuses in Edinburgh, the Scottish Borders and Orkney.





Main reception, Edinburgh Campus

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The **purpose-built** Edinburgh Campus, where EBS is based, is set in 280 acres of mature woodland, providing the ideal environment for its 5,000-plus students.



# Quality and standards

- Heriot-Watt University was granted its Royal
   Charter by a UK Act of Parliament in 1966
- It is inspected by the UK Quality Assurance Agency (QAA) to ensure it satisfies UK standards for higher education
- It is approved by the USA Department of Education
- EBS is an approved overseas University in Australia

# Sir Sean Connery receiving his honorary degree from Heriot-Watt University

- Edinburgh Business School is an Approved Learning Provider for the UK Armed Forces Enhanced Learning Credits Scheme (http://www.enhancedlearningcredits.com).
- Its internal structures and systems maintain the quality of its awards:
  - the Postgraduate Studies Committee reviews programmes every five years;
  - the Quality and Standards Forum ensures that programmes and courses comply with QAA frameworks for standards and quality;
  - boards of examiners ensure that every assessment is at an appropriate standard. The boards include independent external examiners from other universities.
- EBS does not support accreditation by private sector, self-appointed accrediting bodies, due to the focus they place on arbitrary inputs rather than the quality of student outputs.

# **Graduate Programmes**

Post-graduate Certificate

0	MBA	Post-graduate
0	Executive MBA	
0	MSc Financial Management	Diploma
0	MSc Human Resource Management	•
0	MSc Marketing	
0	MSc Strategic Focus	
0	DBA – Doctorate in Business Adminstration	
0	Postgraduate Certificate in Business Administration	
0	Postgraduate Diploma in Business Administration	MSc
0	Postgraduate Diploma in Financial Management	
0	Postgraduate Diploma in Marketing	
0	Postgraduate Diploma in HRM	
0	Postgraduate Diploma in Strategic Focus	
0	MBA with Specialism in Strategic Planning	B 4 D 4
0	MBA with Specialism in Marketing	MBA
0	MBA with Specialism in HRM	
0	MBA with Specialism in Financial Management	

D B A





# **Programme Profile: Master of Business Administration**

As a busy and ambitious professional, you may want the range of skills and expertise that an MBA can provide, but do not have time to accommodate the schedule of a less flexible MBA programme. Firm on standards and quality, the EBS MBA programme allows you to tailor your study route to meet your own specific requirements.

The EBS Master of Business Administration programme is specifically designed to provide an intellectually demanding and rigorous programme that enables you to study when and where you wish and to take examinations anywhere in the world.

You work towards your MBA on a course-by-course basis. After completing three courses, you are eligible for a Postgraduate Certificate in Business Administration, and after six courses for a Postgraduate Diploma. The certificate and diploma awards are formal recognition of your progress; they can also be used as exit awards. Specialist awards are available at diploma and MBA level depending on your choice of courses.

# Requirements

You must complete the seven core courses, and two electives.

The courses can be studied through self-managed distance learning, through an Approved Learning Partner or as the <a href="Executive MBA">Executive MBA</a> on campus in Edinburgh (see <a href="Study options">Study options</a>). EBS also offers 4-day seminars and 2-day revision seminars in certain courses on campus in Edinburgh (see <a href="Study options">Study options</a>).

# **Study hours**

Approximately 200 study hours per course.

# **Exemptions**

Click <u>here</u> for exemption list.

### Core courses

- Accounting
- Economics
- Finance
- Marketing
- Organisational Behaviour
- Project Management
- Strategic Planning
- Elective courses
- Alliances and Partnerships
- Competitive Strategy
- Consumer Behaviour
- Corporate Governance
- Corporate Reputation, Branding and Managing People
- Credit Risk Management
- Decision-Making Techniques
- Derivatives
- Employee Relations
- Financial Risk Management
- Human Resource Development
- Human Resource Management
- <u>Influence</u>
- International Marketing
  - <u>Leadership</u>
- Making Strategies Work
- Managing People in Changing
   Contexts
- Managing People in Global Markets
- Marketing Channels
- Marketing Communications
- Marketing Research
- Mergers and Acquisitions
- Negotiation
- Performance Management
- Practical History of Financial
   Markets
- Principles of Retailing
- Quantitative Methods
- Research Methods for Business

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### **Assessment**

A 3 hour written exam per course. Exams are set every 6 months for all subjects, and there are 350 exam centres around the world. See <u>Taking exams</u>

### and Management

- Sales Force Management
- Services Marketing
- Strategic Negotiation
- Strategic Risk Management

# **Getting started**

**FJP Management Engineering** is the accredited representative of EBS for **The Gambia**, **Sierra Leone and Liberia**. FJP is renowned for offering a leading programme of short (1-5 day) business skills seminars in West Africa.

FJP provides an approved system of registering for our courses and making settlement locally in your national currency.

# Download an Application Form from www.fjp-consulting.com

The EBS system gives you flexibility and support wherever you live and whatever your lifestyle. You pay fees on a course-by-course basis and study the courses in the order that suits you or as recommended by your student adviser. Strategic planning should be your final core course for the MBA. You can study one course at a time or take several at once; it depends on your learning style and your needs. Each successfully completed course builds towards your chosen award, be it a postgraduate certificate, a Postgraduate Diploma, an MBA, a specialist MBA or a DBA. For each course, you will receive the course text and access to the course website. The course text in each subject contains all the knowledge and content required for the exam. You will normally receive this within 10 days of paying your course fee.

The course website contains all the learning materials you need, including an electronic version of the course text. It provides learning materials, interactive software to assess your progress, case studies, past exam questions and model answers, and access to Faculty web boards. You will normally receive your password to access the online content by email within 48 hours of paying your course fee. You will also be allocated a student adviser. If you are a DBA student, you will have an academic supervisor throughout your research element.

The EBS Student Handbooks will help to guide you through your programme. They provide background information on EBS and the MBA, DBA and MSc programmes, as well as procedural guidance notes and a full list of exam regulations.