



**Cranfield**  
School of  
Management

# The Cranfield Full-time MBA

2017 Intake



# Cranfield School of Management

**Cranfield School of Management is one of the oldest business schools in Europe. As part of Cranfield University, the UK's only wholly postgraduate university, we are uniquely placed to connect technology and leadership. Our contribution to global innovation is world-leading, changing the way society thinks, works and learns.**

**Management has been part of Cranfield University since the 1950s. The University was founded on an old Royal Airforce site as the first postgraduate college of aeronautics. The School of Management grew out of industrial need for management training and was formally established in 1967 (although the Cranfield MBA dates back to 1964).**

**4,600+ learners**

**A professional network of  
60,000+ alumni**

**Over half:**



come from **outside  
the UK** representing  
110+ countries



are over **30 years  
of age**

## Your Cranfield **MBA**

Our full-time MBA programme is an intensive one-year programme designed to help our students develop robust leadership skills and become proficient in a broad range of management techniques. This allows them to thrive in a world where relevant management skills are at a premium and where business practices evolve rapidly as the pace of business increases.

The programme will give you the opportunity to fully immerse yourself in your studies, allowing you to:

- Create and implement your own leadership development plan, setting a vision for where you want to be professionally and how you are going to get there.
- Prepare for and find a professional role that suits you, based on your personality, skills, experience and career aspirations.
- Develop a sophisticated understanding of core aspects of business and finance, as well as enhance skills such as self-awareness, teamwork and resilience.
- Grow your confidence and competence to take on new challenges.
- Build relationships with and learn from experienced, like-minded professionals from around the world.

# Reasons to study for an MBA with us

## 1 Flexibility

The programme covers all the core management subjects, but is also highly flexible allowing you to tailor modules and projects to suit your interests and professional aspirations.

## 2 Real world learning

You will carry out a team-based group consulting project and an international business assignment, both designed to help you apply the theories, tools and techniques you learn. A large proportion of learning on the full-time MBA is centred on case studies of real business challenges, which develop your ability to think strategically.

## 3 Career progression

With the support of our career development team, you will work out where you want to be professionally and how to get there. You will learn to identify the fit between what you have to offer and what is required by employers.

## 4 Entrepreneurial skills

You will enhance your entrepreneurial skills by participating in a business plan competition and a pan-business school venture capital competition.

## 4 Our global reputation

Cranfield School of Management consistently performs well in the major school and programme specific rankings, reinforcing our position as a top global management school. Our programme is ranked top 10 in the world: International Business School for one-year MBA programmes. (Forbes)

## 5 Our faculty

Many of our world-class faculty are actively engaged in international research and consultancy, from advising multi-sector clients through to international governments. They bring this real-world experience back to the lecture theatres, ensuring you benefit from the very latest management thinking.

## 6 Broad portfolio

We offer a wide range of study options – research degrees, taught degrees, executive education and short courses. Read more on our website.



"I was impressed by the quality of Leadership education in Cranfield. The programme has taught me a lot about how to become a successful leader and about understanding others map of the world."

**Aya Ghaleb**, Assistant Manager, Transaction Advisory Services,  
Ernst and Young, Egypt, Master of Business Administration, 2015

# The Cranfield MBA

**For nearly 50 years our MBA has been inspiring leaders by:**

- Improving the practice of management. We work on real world issues with international businesses. We work with business across the world.**
- Transforming people. We put personal and leadership development at the heart of our MBA and have been ranked No.1 in the world for Organisational Behaviour by the Financial Times.**

**The Cranfield MBA programme is a practical, purposeful and powerful learning experience that transforms today's high potential professionals into the leaders of tomorrow.**



## Career prospects

Whether you hope to join a blue chip organisation or start your own business, or you're not sure which route to pursue, the Career Development Service at Cranfield can help you on a journey of self-discovery to define your options, implement a plan and enhance your employability so that you can turn your aspirations into reality.

Every year we are proud to see many of our graduates employed by some of today's leading global businesses. This year our most recent MBA and MSc graduates have landed leadership programmes and senior management roles with companies such as:

BP	Thermo Fisher
PwC	OEE Consulting
Deloitte	Amazon
Novartis	Altro
Accenture	Accenture
EY	Cognizant.

## High achievers

**Employed within three months of graduation: 92%**

**Average salary: £76,640**

**Average salary increase: £31,239**

**Changed function: 76%**

**Changed sector: 67%**

**Changed country: 46%**

**Non-UK based that are now UK based: 39%**

# Who is it for?

**Our full-time one-year MBA programme is designed for professionals with at least three years' work experience and suits people who:**

- Recognise that business success is about people, about collaboration, intrapersonal and interpersonal intelligence.
- Want a 'real world' business education where learning theories, tools and techniques are complemented by acquiring the skills to apply them in real business situations
- Are motivated to become better leaders, team players and individuals, and who are committed to developing themselves and others.
- Want to join a global community of alumni, business partners, fellow students, friends and supporters, collectively striving to improve the practice of management.

---

## Accreditations

We are one of an elite group of schools worldwide to hold the triple accreditation of: AACSB International (the Association to Advance Collegiate Schools of Business), EQUIS (European Quality Improvement System) and AMBA (the Association of MBAs). We are also a member school of the GMAC (Graduate Management Admission Council).



For full information about this course see [www.cranfield.ac.uk/som/ftmba](http://www.cranfield.ac.uk/som/ftmba)



"In today's rapidly changing world people are the biggest differentiator: people who know how to lead and how to work with others. For 50 years the Cranfield MBA has been transforming people. We don't just teach leadership, we live it daily in the real world, working with you and working with industry to help you become the leader you aspire to be."

**David Simmons**, Director MBA Admissions

# Key facts and statistics

## Course structure

The programme structure has two main elements. The first comprises 13 core management modules. In the second you will take a further three core modules, including an International Business Assignment.

You will then choose eight elective modules (half-theme worth 10 credits), and have the option to complete an internship or company-based project. Leadership and career development activities take place throughout the programme.

### Bursaries and Scholarships

Cranfield University offers several bursary and scholarship schemes with many students benefitting from a full or part reduction in fees and/or contributions to their living expenses. To mark our 50th anniversary, Cranfield School of Management is offering 50 Scholarships of at least £7,500 for exceptional candidates to attend our full-time MBA starting in September 2017. Our scholarship winners will be notified at the time of the admissions decision.



## Key facts



**13 months**



**We run a staged admissions process. Our application deadlines are:**

**30 October 2016  
29 January 2017  
9 April 2017  
25 June 2017**



**MBA**



**Fees**

Please see the individual course pages on our website for full fee information and full-time or part-time options. Terms and conditions apply – see [www.cranfield.ac.uk/som/ftmba](http://www.cranfield.ac.uk/som/ftmba)

## Class profile 2016/17



**25% UK  
10% EU  
65% International**



**Average Class Size**

**50**



**Average Class Age**

**32 years**



**72% Male  
28% Female**



# Academic staff

Our faculty are passionately committed to improving the practice of management. As leaders in their field with hands-on business experience, they understand the challenges of putting theory into practice. Their experience is reinforced by close links with organisations through consultancy projects, teaching on executive development programmes and sponsored research. This ensures that what you learn at Cranfield is always current and cutting edge.



**Stephanie Hussels**, Director of the full-time MBA programme, Senior Lecturer in Entrepreneurship and Co-Director of the Business Growth Programme

Stephanie has a passion for early stage and growth companies. Her current research focuses on entrepreneurial resilience and business survival. Moreover, Stephanie has written several prize-winning case studies and is now frequently asked to teach and speak about case writing and teaching.

As part of her role at Cranfield, Stephanie is the Director of the full-time MBA and runs the venture capital module on the full-time and executive MBA. She has been the lead organiser of Cranfield Venture Day, the annual conference for Cranfield's extended network of entrepreneurs, investors, and advisors for many years. More recently she was appointed Co-Director of the Business Growth and Development Programme (BGP), the longest established owner-manager programme in the country. She is also the Director of the Cranfield Business Growth Club which has more than 80 members. Besides working with entrepreneurs, Stephanie works with charities and corporates on how to encourage and implement intrapreneurship.

Stephanie has been an invited member of the judging panel for the National Business Awards, the Great British Entrepreneur Awards, and the Case Centre Awards Competition. She is also an external mentor at JLAB, the John Lewis incubator.

**"With the Cranfield full-time MBA, the connections you make ensure that the learning does not stop when you leave the lecture theatre. It's the people that make the difference, from our world-class faculty, who will equip you with the latest thinking in management and leadership, through to the businesses we work with and our global community of students and alumni from over 120 countries."**

**Stephanie Hussels**, Full-time MBA Director

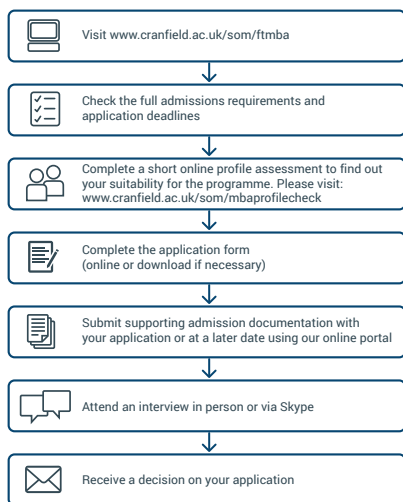


# How to apply

## Entry requirements

We welcome applications from talented candidates of all backgrounds and each application is considered on its individual merit. Usually candidates must hold either a first or a second class UK honours degree in a relevant discipline; or the international equivalent of these UK qualifications; or a professional qualification (e.g. CIMA, ACA, ACCA) and have five years' relevant work experience. We welcome candidates with Graduate Management Admission Test (GMAT) scores over 600. We also offer our own admissions tests as an alternative to GMAT, for candidates who are able to come to Cranfield for interview.

## The application process



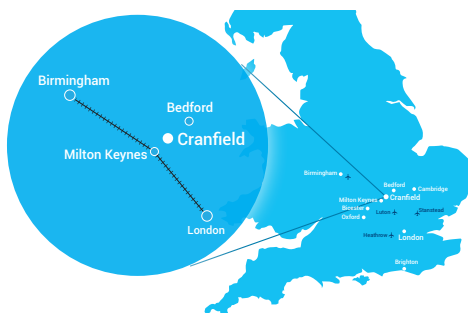
Cranfield University  
Cranfield  
MK43 0AL, UK  
T: +44 (0)1234 758008  
E: [enquiries@cranfield.ac.uk](mailto:enquiries@cranfield.ac.uk)

[www.cranfield.ac.uk/mba](http://www.cranfield.ac.uk/mba)

Every effort is made to ensure that the information in this brochure is correct at the time it is printed. Please check our website for the latest information.

# Location

Your course will be held at the Cranfield campus – a tranquil environment offering just the place to focus on your studies and work with a professional and international community. We are located just outside the village of Cranfield between Bedford and Milton Keynes. There is plenty to do in the area and many cities with a rich history can be visited on day trips. Several airports are easily accessible, offering a gateway to explore Europe and afar. There are also convenient transport links by rail and road.



### Trains:

35 minutes from London to Milton Keynes or Bedford  
55 minutes from Birmingham to Milton Keynes

## Meet us

We hold preview days on our Cranfield campus and attend events worldwide.

Find out where to meet us:

[www.cranfield.ac.uk/som/mbaevents](http://www.cranfield.ac.uk/som/mbaevents)

Aerospace  
Defence and Security  
Energy and Power  
Environment and Agrifood  
Manufacturing  
Transport Systems  
Water

**School of Management**