

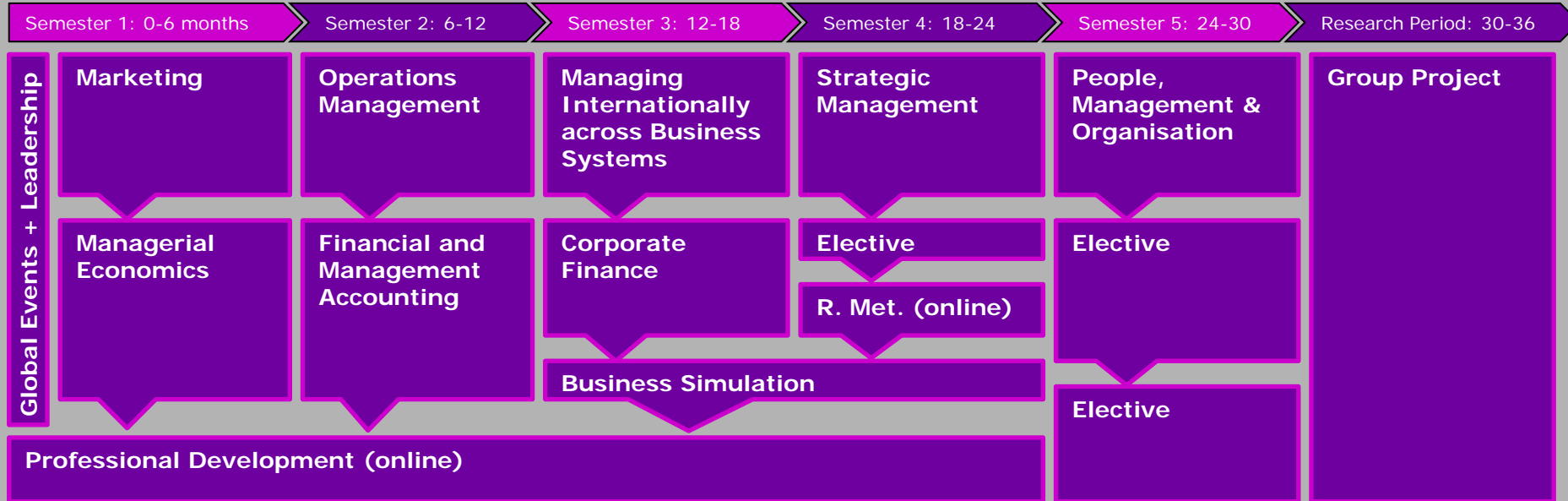
Marketing and Business Modeling

Experiences from the Global MBA programme

Xavier Duran – Associate MBA Director

Manchester Global MBA

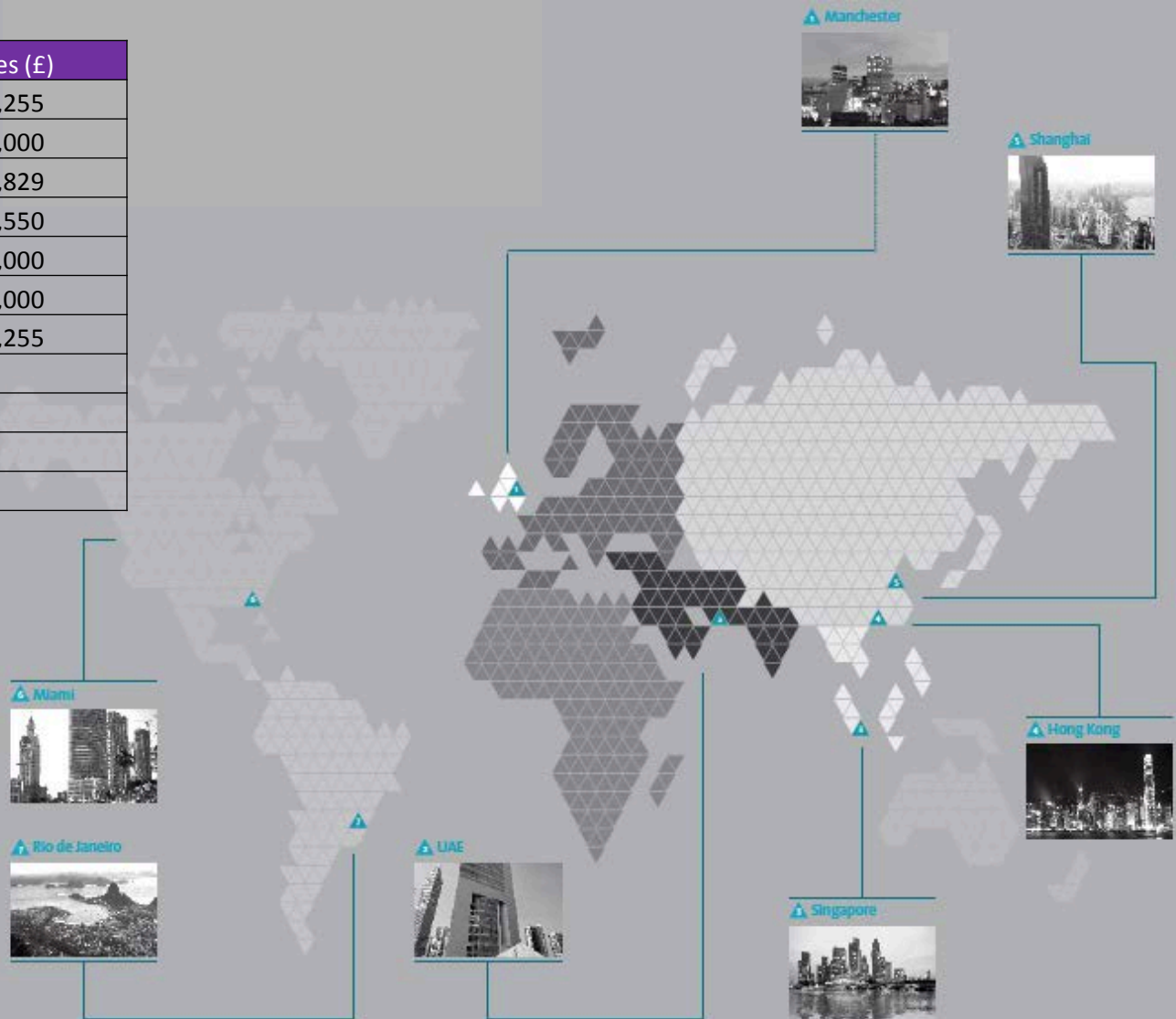
Typical Programme Structure



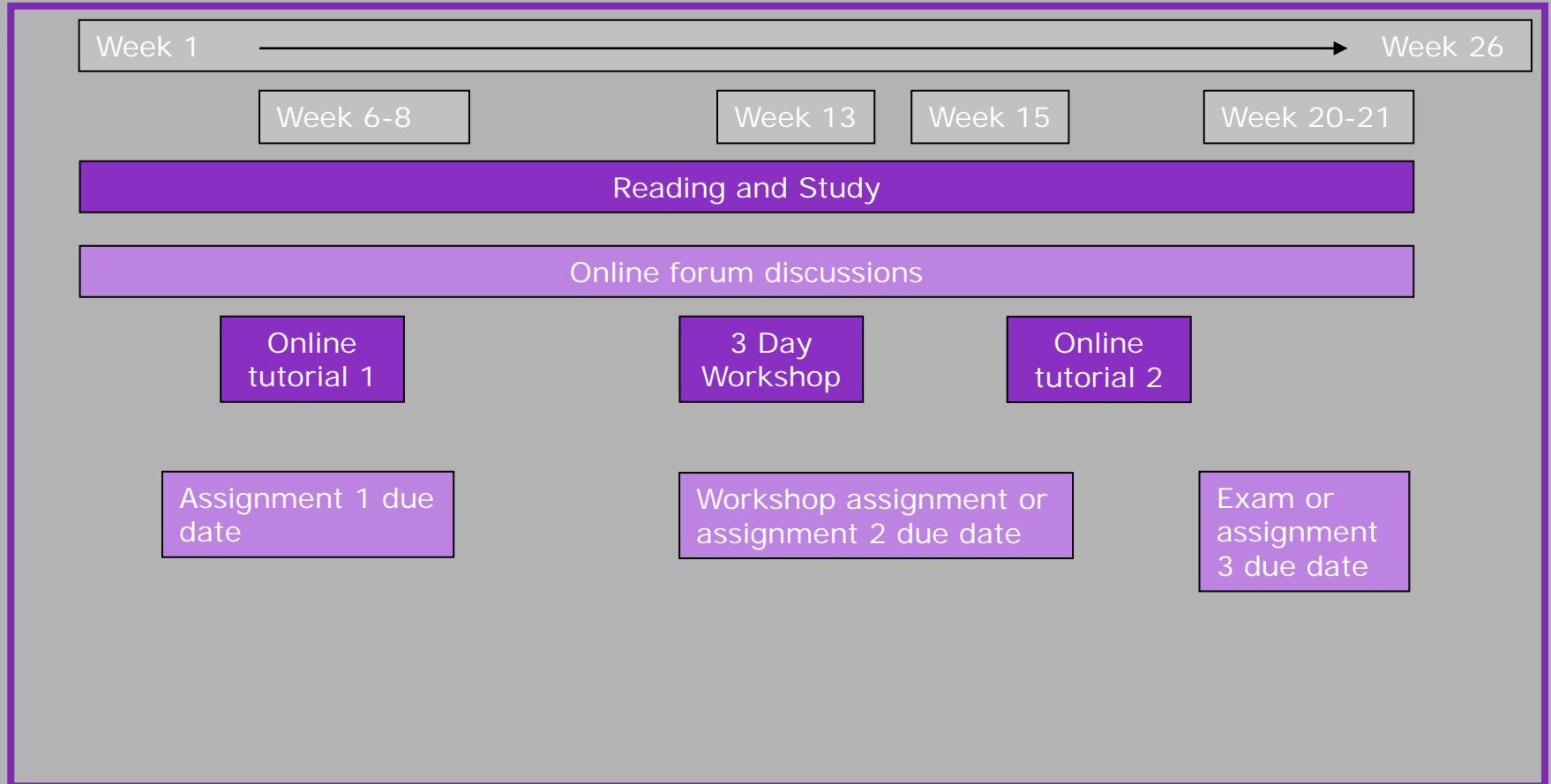
- 2 intakes per year: January and July
- 400 students approx per intake
- Strict admissions criteria:
 - Manchester Admissions test
 - Minimum 4 years postgraduate experience with evidence of career progression
 - Good undergraduate degree

MBS centres and students

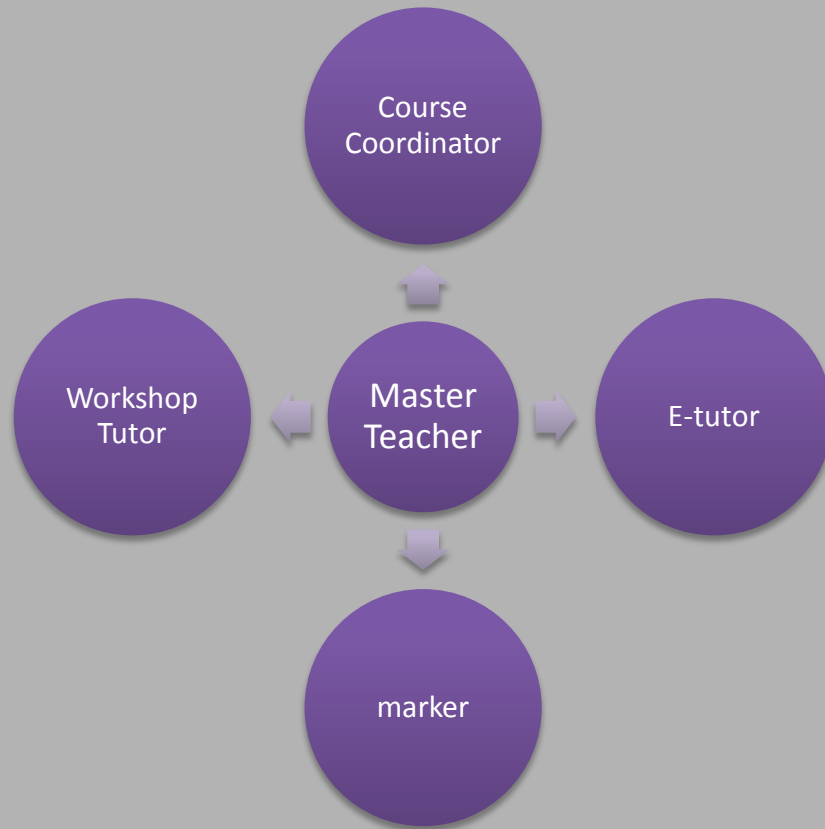
Admin Centre	Students	Fees (£)
UK	1022	24,255
UAE	766	27,000
Singapore	452	28,829
Miami	138	30,550
Hong Kong	278	27,000
China	298	27,000
Brazil	60	24,255
Malaysia	128	
Jamaica	38	
Tongji	84	
Total	3264	



Typical Blended learning Semester Structure



Academic structures



MBS Coordinators	17
External Coordinators	22
MBS Delivered Workshops	72
External Delivered Workshops	92
Partner Delivered Workshops	4
GE&L External Deliveries	17
BSim External Delivery	18
BSim Internals Delivery	2
MBS Project Supervisions	195
External Project Supervisions	683

Academic payment/PACT allowance

Activity	PACT (hours)	Payment (£)
Workshop per day	60 UK 75 other	800
Coordination	30 to 180	1500 to 3750
individual project supervision	18	625
Group project supervision	60	2000
E-tutoring	40 to 120	2500
Course design/ re-write	depends	8000