Project Documentation - Business Version

Welcome to the **Build Your Own MBA Course (Business Version)**. The course has been designed to equip you with the key commercial principles that are taught by the world's leading business schools. By the end of the course you will be confident in using these concepts to:

- Analyse your own business, industry and market and those of your customers or clients;
- Draw on the knowledge and insights of your colleagues in a structured way so as to develop the best strategies possible for your team / department; and
- Enhance your own career whilst helping your organisation rise to new levels of competitive performance.

Course Structure

The course, which requires no previous business knowledge, experience or qualifications, is comprised of three modules, the content of which is explained in Video 1.1. Each of these three modules is further broken down into 3 elements – **Learn**, **Apply** and **Transform**:

1. The **Learn** element in each module consists of a series of short videos explaining the core MBA frameworks.

2. The **Apply** element in each module includes:

   - A **Workshop** component - where you will work with your colleagues to apply the MBA concepts taught in the videos to an area of your choice;
   - A **Workflow** component - a set of resources that will help you to incorporate the MBA concepts into your day-to-day work.
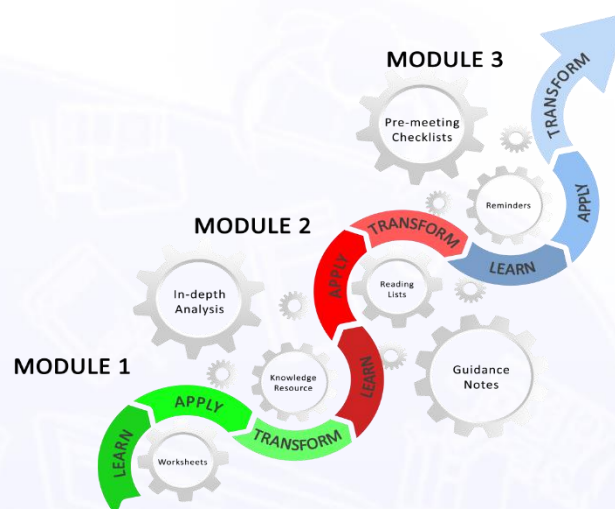
3. The **Transform** element in each module has been designed to help you to align your personal goals with your organisation's strategies.
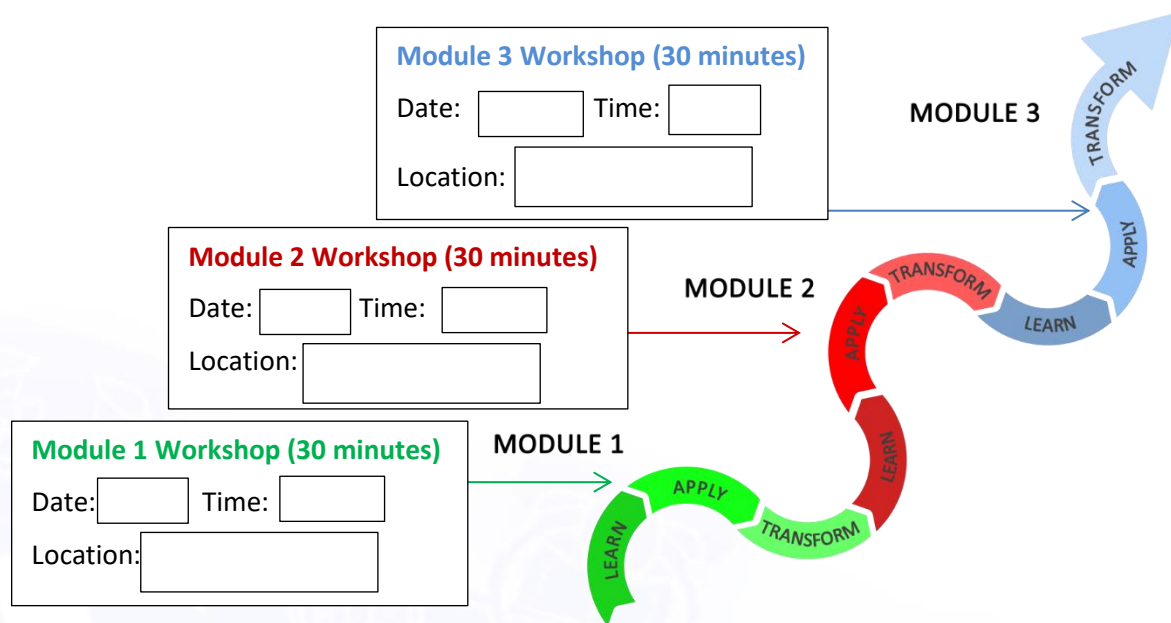
Organising the Workshops

The workshops that form part of each of the three modules can take place in any setting and they should consist of 4 – 8 individuals. They only need to last for 30 minutes.

Because it is important that you and your colleagues have watched the videos in the Learn element of a given module before attending the related workshop, some internal co-ordination will be required. However, because the workshops can be informal and because you can self-select who you want to meet with for the purposes of the workshop, they can be very easily organised by anyone taking part in the course.

In relation to this, it might be helpful to agree some dates for the workshops with some of your colleagues before beginning the course. To help you with this, you may wish to print out this document and complete the boxes in the diagram below in order to schedule a timetable for attending the workshops. (We recommend a gap of 2 - 4 weeks between each of the Workshops).

Module 3 Workshop (30 minutes)

Date: [ ]   Time: [ ]

Location: [ ]

MODULE 3

Module 2 Workshop (30 minutes)

Date: [ ]   Time: [ ]

Location: [ ]

MODULE 2

Module 1 Workshop (30 minutes)

Date: [ ]   Time: [ ]

Location: [ ]

MODULE 1

Project Manager and Team Sponsor

Although it is straightforward for anyone to organise a workshop, your team may wish to nominate a **Project Manager** who will be in charge of co-ordinating the project, inviting attendees and scheduling the workshops. The Project Manager may also wish to utilise our user tracking functionality allowing them to view which materials each user has accessed and how much of the course they have completed. They will need administrator status to achieve this and they should contact our admissions team to set this up: admissions@buildyourownmba.com.

It can also be helpful to identify someone senior in your team / department (referred to as the **Team Sponsor**) who should champion the Build Your Own MBA course and highlight to staff members that the business is committed to fully benefitting from all of its resources.