

# THE WESTMINSTER MBA

AIM FOR THE BOARD  
FEED YOUR AMBITION  
TAKE YOUR PLACE

UNIVERSITY OF  
WESTMINSTER 



 ASSOCIATION  
OF **AMBA**  
ACCREDITED

## Aim for the board. Feed your ambition. Take your place.

You understand that the world is increasingly volatile, uncertain, complex and ambiguous.

You have worked for at least three to five years in professional or managerial roles, have held a position of responsibility and can share your experiences with others.

You have aspirations to work with, for and on boards.

You're aiming high and want a challenge – that's why you're reading this.

For that very reason we have embedded 10 essential attributes of a successful director into our MBA.



These attributes form a framework for your development throughout the programme.

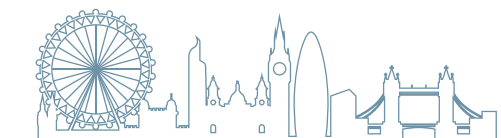
## Your journey through the MBA will be exciting.

"If you're applying for our MBA, it's because you have the desire to work with, for, or on boards. Your journey through the MBA will be exciting. You'll experiment and reflect on how you're developing as a director. You'll gain a true understanding of how and when you perform at your best through experiencing different board roles in different organisational contexts.

Your base on campus will be our new, state-of-the-art boardroom, designed and built for our MBA participants. And because we expect many participants to study part-time while working, our on-campus facilities are complemented by our specially commissioned virtual environment, ensuring you can be in constant contact with your classmates, faculty and companies while you work together.

If you want to work with, for, or even on boards, apply for the Westminster MBA. It'll be transformative."

— Dr Kellie Vincent, MBA Director



## HOW YOU WILL LEARN

- On campus and online interactive workshops and masterclasses led by Westminster Business School's expert faculty and extensive network
- Building a collaborative community with your peers, faculty and business contacts both on and off-campus
- Studying in the Westminster Business School Boardroom and in the virtual environment using our online curated library of resources
- Mentoring relationships with faculty or alumni
- Working in a series of shadow advisory board scenarios



## YOUR MBA JOURNEY TO WORKING WITH, FOR AND ON BOARDS



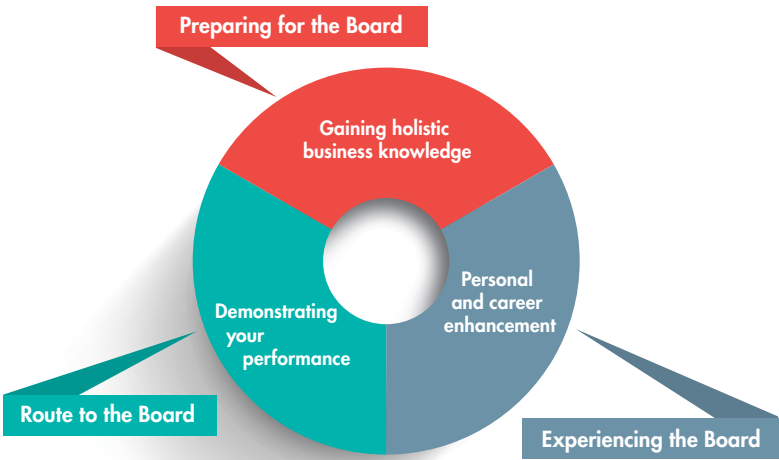
Your journey starts as soon as you are accepted onto the Westminster MBA. We give you access to our virtual boardroom, where you can interact with other participants, faculty and alumni. The MBA begins with Preparing for the Board, ensuring you are ready for your Board Experiences.



# THE THREE ELEMENTS OF THE WESTMINSTER MBA

Many people believe an MBA is designed to help you understand how organisations work. They are right, however... MBA also should help you reach your full potential.

Therefore we have designed our MBA programme to contain these three essential elements.



## Preparing for the Board

**Board Roles and Decision-Making**  
(20 credits)

**Board Level Research and Consultancy**  
(20 credits)

This element of the Westminster MBA will require you to identify and apply key areas of relevant theory as these emerge in response to the demands of the contexts, challenges and people you encounter throughout your MBA journey. It helps you comprehend the bigger picture for organisations and identify areas you will need to master as you progress through the programme. You will build on this foundation, developing a comprehensive and detailed knowledge base as you experience working as a member of a Shadow Advisory Board in one of four board contexts. The Preparing for the Board modules provide the initial theories, concepts and skills required to get you started on your journey.

## Route to the Board

**Board Mindset** (30 credits)

Plan for your personal action research, exploring how you can develop as a professional board member and grow your leadership capabilities.

**Space for Risk** (0 credits)

Leave your comfort zone, take on a specialist learning experience, study with an international partner or, perhaps, work with a professional body. Whatever stretches you. Try something different, reinvent yourself.

0 credits = safe environment with no negative repercussions.

**Action Learning for Professional Life**

(30 credits)  
Learn and apply the theories, tools and techniques of action learning. At the end of your MBA, you will deliver a reflective piece tracing your learning journey through the programme. This will include analysis of your performance during the four Board Experiences.

These three strands run throughout the Westminster MBA, giving you the space, time and support to evolve an action learning plan to help you develop as a leader.

# ON THE WESTMINSTER MBA YOU WILL EXPERIENCE

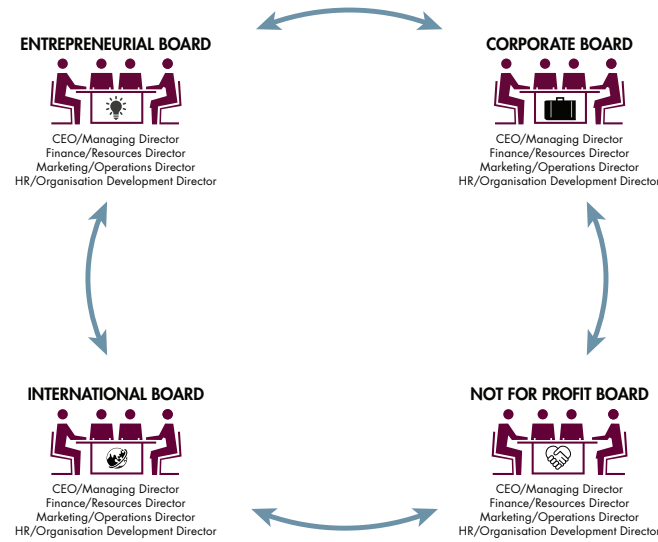
## Experiencing the Board

Includes four modules so you occupy a variety of perspectives, enabling you to gain insight into the contexts and roles you prefer, and the circumstances in which you perform at your best.

It forms the heart of the Westminster MBA, and ensures that when you graduate you can prove your board-level capabilities to employers, clients and/or potential investors.

Each of the four board experiences you complete – Corporate, Entrepreneurial, Not for Profit and International – earns you 20 credits.

You will learn to display the 10 attributes of the professional director so you can be a leader, steward, strategist, mentor, technology advocate, change agent, investor, entrepreneur, collaborator and innovator.



Through the programme you will work on four complex strategic issues on four shadow Boards for four organisations taking on one of the four Board roles



# FIND OUT MORE AND APPLY

For more information about the Westminster MBA, see our website [westminster.ac.uk/mba](http://westminster.ac.uk/mba), or contact the MBA Director, Dr Kellie Vincent.

To apply for the Westminster MBA, you submit your application through **UKPASS** – a postgraduate online application platform. It's a step-by-step application process which captures your personal details, your educational background and a personal statement.

If you meet our entry criteria you are invited to an interview with the MBA Director or Deputy Director. We can arrange both in-person and virtual meetings online, so you don't need to visit the University for your interview. The interview is a vital way for us to understand your personal aspirations. It forms a key part of our decision about whether you are ready for our boardroom.



## MBA Director

Dr Kellie Vincent joined Westminster Business School in July 2015 as MBA Director.

Before moving to the Westminster MBA, Kellie has worked with number of outstanding higher education institutions, including Open University. Kellie is a change agent and innovator always focused on serving customer's needs, skills which she brought to the table when designing this unique MBA offering for Westminster. Kellie's commercial experience includes marketing and operations based roles within the FMCG and consultancy sector on both client and agency sides. Her commercial career translates into her teaching and research interests.

[K.Vincent1@westminster.ac.uk](mailto:K.Vincent1@westminster.ac.uk)



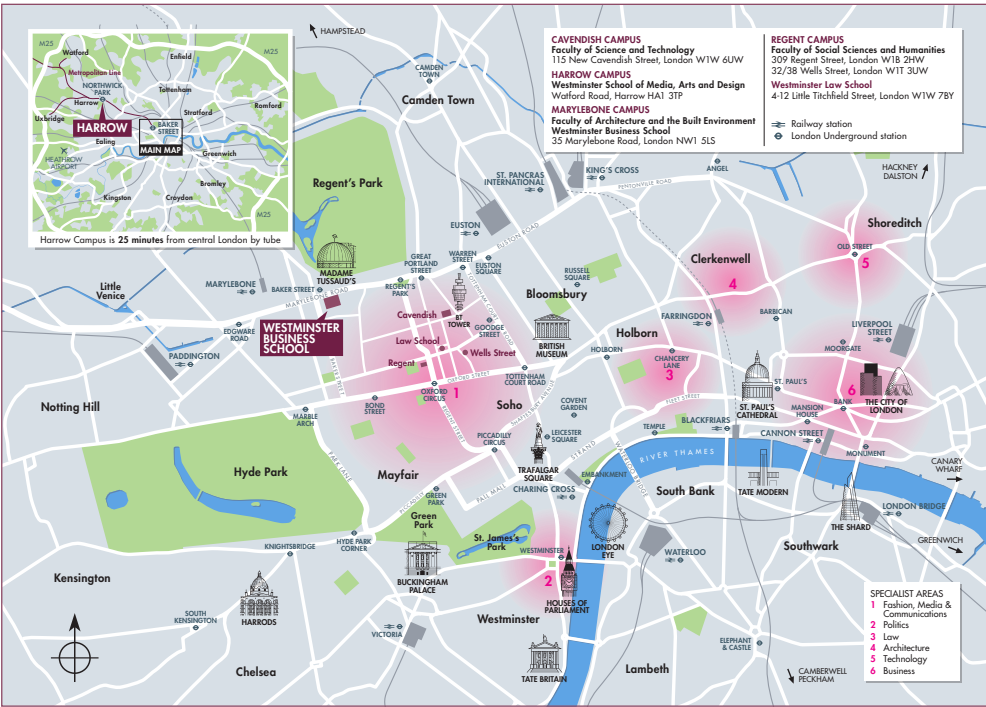
## Deputy Director

Simon Healeas has worked for many years as an accountant in the private sector prior to moving into academia.

Since joining the University in 1993, he has enjoyed a variety of roles. These include Head of Department (formerly known as Subject Area Leader); Director of the Business Experience and International Unit; and Director of Portfolio Review reporting directly to the Vice Chancellor. He is currently the MBA's Deputy Director and has a particular interest in social entrepreneurship.

[healeas@westminster.ac.uk](mailto:healeas@westminster.ac.uk)

**Westminster Business School**, a faculty of the University of Westminster, attracts students from more than 150 countries to our Baker Street premises in the heart of London, making us one of the most diverse and exciting business schools in the UK. Our portfolio of courses includes undergraduate and master's degrees as well as professional and executive development short courses.



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Enquiries to: [mba@westminster.ac.uk](mailto:mba@westminster.ac.uk)

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