Ollscoil Teicneolaíochta an Oirdheiscirt

South East Technological University

Executive Masters in

Business Administration



WELCOME TO SETU WATERFORD **FACULTY OF BUSINESS**



At SETU's faculty of business, we recognise that graduates require an unprecedented agility in their thinking to prepare them for the rigors and pace of a global business environment. As a result, the theme of personal transformation and development underpins our MBA programme with a strong focus on developing a student's personal and organisational skills, and self-awareness. Our international study visit to Boston University also offers students exposure to international business culture and prepares them for roles in global organisations. SETU has an open and inclusive learning environment that is personable, inclusive and friendly in its approach to supporting MBA students, fostering peer networks and communities of managerial practice. The choice of where to study is a big decision, because not all business schools are the same, so thank you for taking time to think about what the SETU MBA experience has to offer you.

Professor Denis Harrington
Head of Graduate Business



Our Executive MBA is a two-year, part-time programme that will enable you to fast track your management career. It is structured to address key themes of leadership, market analysis, decision making and research capability with a focus on the practical application of management theories to practice. It is a taught MBA programme with a strong emphasis on peer learning in the classroom and the modules cover all areas of business with an emphasis on leadership and personal development. The programme is academically rigorous and is delivered by committed and experienced professionals who will challenge your thinking. We also have an International Management module in Boston during year two of the programme and you will have the opportunity to work on an organisational change project in your own firm using an action research methodology.
In short, completing this programme will involve a personal and financial commitment but the benefits acquired in terms of learning and professional development will position you for accelerated career success in a variety of industry sectors.

Dr Tom Egan
Executive MBA Programme Director



EXECUTIVE MBA **STRUCTURE**

THEME	SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4
Leadership & Professional Development	Responsible Leadership, Sustainability & Ethics	Professional Development		Career Development
	Managing People			
Strategic Analysis & Decision Making	Strategic Marketing Management	Accounting for Managers	Strategic Management	Corporate Finance
			Business Economics	
Entrepreneurship & Innovation		Lean Organisational & Enterprise Excellence	Sustainable Design Innovation	Corporate Entrepreneurship
				Digital Innovation & Analytics
Research Capability-Building		Organisational Change 1 **	Organisational Change 2 **	Organisational Change
				Research Project
Global Business				Global Immersion Programme *

* The Global Immersion Programme is intended to be delivered as a one week study programme to Boston in year 2 of the course.

** We do allow multiple entry points to our MBA which means that while semester one is only offered every two years (September 2020, September 2022), students can enter our MBA at the start of semesters one, two or three. However, students must complete Organisational Change 1 before Organisational Change 2 regardless of the semester in which they join.



"In terms of lasting impact, the course has helped me be more self-aware, understanding of different leadership styles and has given me the ability to make the most out of any situation. I really enjoyed the quality of education, design and delivery of this course. Prior to joining this course, I had joined a different university in Dublin. I dropped out in the first term realising it wasn't for me. In turn, I am glad that I joined SETU and completed this course instead. The international trip was a highlight, I loved every minute of it."

Dr Dikshitkumar Khamar
Head of Scientific Excellence, Sanofi



"From a personal perspective the idea generation, debates, discussions, and connections created on my MBA journey have enabled me to fulfill personal and academic goals. The sense of achievement on successfully completing my MBA was wonderful!"

Heather Reynolds
Chief People Officer, Scurri

WHY CHOOSE THE **SETU EXECUTIVE MBA**



FOCUS ON ACTION BASED RESEARCH

Students get to experience live action learning in real company projects.

A key component of our Executive MBA is an Organisational Change Research project – this commences in semester two (Organisational Change 1: planning and diagnosis) and continues into semester 3 (Organisational Change 2: Findings and Impact), culminating in a research project where students apply themselves as change agents in their own organisation. This approach also involves individual mentoring for each student.



DEVELOPMENT OF 'THINKING PROFESSIONAL'

Our emphasis on research led teaching will develop your ability to see multiple perspectives.

- Peer-to peer discussions for all modules and a number of group assignments where all groups derive from a variety of backgrounds.
- Emphasis on the need to research major decisions through accessing relevant business and academic journals – leading to more rounded decision making processes.
- Emphasis on practical applications with regular use of guest speaker events for many modules
- Our MBA examines a wide range of functional areas and perspectives so that decisions are ultimately made based on an analysis of the likely impact on all stakeholders.



FOCUS ON LEADERSHIP AND PERSONAL DEVELOPMENT

The theme of personal transformation and development underpins our MBA programme. The focus is on developing your personal and organisational skills, and self awareness.

The Leadership and Organisational Behaviour module in semester one will enable you to provide effective leadership in today's uncertain and complex world.

Our Professional Development modules in semesters two and four include sessions on goal setting and reflective learning which allows us to capture each students' MBA journey.



A GLOBAL PERSPECTIVE

Organisations operate in a global environment and our International Study trip to Boston offers an opportunity to understand different perspectives in an international context.

Since 2003, our MBA includes a one week residential in Boston at the start of semester three which is delivered in conjunction with our partners in Boston University.

Academic and practitioner workshops are offered which together with company visits and roundtables, provide the reflective learning experience that one would expect of an MBA programme.

PROGRAMME **INFORMATION**

Entry Details
The Executive MBA is targeted at experienced managers working in industry who meet the following criteria:

- An honours degree or equivalent professional qualification. In exceptional cases, applications from non–graduates will be considered – such candidates will need to have at least ten years of managerial experience and will also need to complete a Recognition of Prior Learning (RPL) form as part of this application.
- A minimum age of 23 years.
- At least three years of relevant business experience.
- A satisfactory performance at an admission interview.

Delivery
This programme is run over two years and is offered part-time on Thursday (2 pm – 8.30 pm) and Saturday morning (9am – 12noon). Each semester contains twelve weeks with semester one running from September to December and semester two running from January to May. The delivery of the programme will be through a blended learning approach. Some of the classes will require on-campus attendance and others will be facilitated entirely online.

Fees
Fees are reviewed annually and updated figures can be found at: **www.setu.ie/pgfees**

Applications
Applications for this programme are made online by going to www.pac.ie (code **SE42R**).

For further information contact:

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Claire Phelan
General Manager, UMPC Aut Even Hospital, Kilkenny

"A key part of the MBA experience for me was the engaging interactions with fellow students which has been a great benefit to me during and beyond the completion of my MBA."

EXECUTIVE MBA HIGHLIGHTS



WINNERS OF ALL-IRELAND STRATEGY CASE COMPETITION IN 2015, 2016, 2019 AND 2022



INTERNATIONALLY DELIVERED WITH BOSTON UNIVERSITY, USA

OVER 300 GRADUATES FROM A WIDE RANGE OF INDUSTRIES



OVER 25 YEARS OF EXECUTIVE MBA PROVISION IN THE SOUTH EAST



DRIVEN BY PASSIONATE AND COMMITTED EXPERTS WHO WILL CHALLENGE YOUR THINKING AND SUPPORT YOUR DEVELOPMENT.

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