EDUCATION THAT DRIVES PRODUCTIVITY.

EMBA in Advanced Manufacturing Management.
Manufacturing is changing. To increase productivity, companies have to engage with new markets, new technologies and new ways of creating value. They have to be endlessly adaptable.

This kind of agility takes a special degree of insight. The kind of insight you only get from highly focused executive education. Sheffield has what it takes to deliver a powerful combination of academic expertise, industry connections and regional manufacturing heritage.

The programme is designed for manufacturers of all sizes and sectors. It’s about improving productivity – not just on the production side, but in accounting, finance, marketing and sales. It’s about streamlining supply chains, identifying new markets and understanding customers better. But that’s not all.

Because we want this to be a truly inspirational experience, we’re going to show you what the future looks like. On two week-long field trips, you’ll see for yourself how innovation is transforming manufacturing businesses in developed economies such as the UK and Germany and in emerging markets such as India.

The modules are directly relevant, whatever your company manufactures. Our timetable means you can keep working while you study, constantly bringing fresh insight back into the business. This is education for executives with purpose and drive.

“This EMBA could not come at a better or more critical time for our sector.”
Terry Scuoler, CEO,
EEF - The Manufacturers’ Organisation
REDEFINING MANUFACTURING.

A climate for innovation
A vibrant manufacturing sector is a vital part of any strong economy. For any country to effectively compete on a global stage, companies have to be faster, more responsive and more sustainable.

Our pioneering work with private and public sector partners has created a powerful innovation cluster in Sheffield, and the Advanced Manufacturing Research Centre is right at the heart of it.

As a postgraduate student at Sheffield, you’ll get to see innovation in action, here and overseas. You’ll have access to some of the best facilities in the world and the programme will tackle challenges around Industry 4.0.

Sheffield sets the standard for collaborations between academia and industry: we’re helping to revitalise manufacturing industries through research, innovation and skills. The EMBA is part of that vision.

A top-tier Management School
Sheffield University Management School has Triple Crown accreditation from AACSB, AMBA and EQUIS. This puts us in the top one per cent of management schools worldwide. We earned the accreditations for our teaching, our research, our links with industry and for support for our students and alumni.

The Research Excellence Framework (REF) 2014 puts us among the top five Russell Group management schools for research with impact. We work closely with SMEs and multinationals to find new ways of thinking about everything from logistics and supply chain management to work psychology.

That research powers our teaching. The range of our expertise, and our focus on sustainability, means we can help manufacturers adapt every part of their infrastructure to exploit advances in technology, making them more responsive to changing global markets.

An international hub for advanced manufacturing
You will also have access to expertise and resources at our Advanced Manufacturing Research Centre (AMRC).

The AMRC drives growth, productivity and quality improvements by developing new processes and technologies and helping companies overcome manufacturing problems.

It is also home to the UK’s first totally reconfigurable digital factory and provides full-time training for hundreds of young apprentices. By lending its expertise to executive education, the AMRC is breaking the mould once again.

“We believe universities have an important role to play in helping to revitalise UK manufacturing through research, innovation and education. Our work in this field has already led to plans for a new innovation district that will put our city at the heart of the northern powerhouse.

“This unique programme, the first of its kind anywhere, shows Sheffield leading the way once again. It is a golden opportunity for professionals from across the sector to realise their full potential. It will give students access to world-leading expertise and facilities which I’m confident will inspire them to great things.”

Professor Sir Keith Burnett, Vice Chancellor, the University of Sheffield
HOW WE TEACH.

Our style is practical and interactive
Action learning is key. You will apply theory to solve business problems based on real-life scenarios. You’ll get an introduction to study skills, and one-to-one coaching from a personal tutor.

A schedule that works for you
The innovative structure means we only need you for one week every two months. Which means you’re bringing fresh ideas and insight back into the business, right from the start. You become your company’s newest consultant.

Every class is taught by an expert
Our teaching staff are leading researchers with experience in the areas they teach. We also consult with industry partners, and colleagues in the AMRC, on course content.

Return on investment for your business
You’ll be troubleshooting for your organisation from day one. We encourage you to base your research, assignments and project work on challenges in your own organisation. The dissertation is an extended project: you apply your new skills to a strategic challenge your business is facing.

Exposure to international business
On field trips to cutting edge manufacturing firms, you’ll see new systems and processes in action. You’ll also have the opportunity to utilise your consultancy skills in an international setting.

• Practical interactive teaching
• Return on investment for your business
• Industry input
• Strategic thinking

“The launch of this EMBA is a great step forward for manufacturing as it enters an exciting new industrial phase. The skills it will help to build will be vital in equipping manufacturers for the opportunities and challenges coming out of the next industrial wave. It will undoubtedly help manufacturers to future proof themselves in a fast changing, increasingly global market.”
Andrew Buckley, Membership Director, EEF - The Manufacturers’ Organisation

MEET THE DIRECTOR.

Driving productivity is a science and an art. It takes an extraordinary range of knowledge, experience and insight. It also takes character, creativity, instinct—all attributes of strong leadership. That’s the challenge that makes this EMBA so exciting, and such a privilege to teach.

In order to be market driving and not simply market driven, manufacturers have to exploit new technologies and be able to change any part of their business, from accounting and finance to marketing and distribution. Our programme is designed to produce the highly skilled executives that can inspire and make this kind of flexibility possible. It is about being able to create the right corporate culture.

As companies find new ways of working, new kinds of partnerships, and new ways of generating revenue, there’s never been a better time to be ambitious and creative in manufacturing. That’s why we want this EMBA to enable talented people from across the value chain to realise their potential.

DR VASILIOS THEOHARAKIS, MBA DIRECTOR

Vasilios began his career as a research engineer at IBM’s prestigious TJ Watson Research Center, where he won the Research Division’s Award. For many years, he held senior-level marketing positions with Silicon Valley startups and companies such as 3Com. His research expertise is in entrepreneurship, strategic marketing and new product development. He’s on the management team of the RJ Tech Catalyst venture capital fund for seed-stage startups. He’s also a co-founder and adviser with several high-tech startups.

Vasilios has a BEng from the State University of New York at Stony Brook; an MSc in Electrical Engineering and an MBA (with distinction) from New York University; and a PhD in Marketing and Strategic Management from the University of Warwick.
THE MODULES.

Global Challenges: Ethics, Sustainability and Future of Manufacturing
Based on real-world case studies, this module explores the global challenges facing manufacturing companies. It examines the complex environment they operate in, and introduces negotiation as a fundamental process.

Accounting and Financial Management
The principles and how to apply them in a manufacturing business. Includes: how to use financial statements to evaluate performance, ways to manage profits, the regulatory environment and financial management practices within an organisation’s strategic and operational processes.

Managing People
We take concepts from behavioural science and apply them to manufacturing companies. You’ll learn how to use these concepts to analyse behaviour, influence others, and manage more effectively.

Operations and Supply Chain Management
Organisational performance depends on robust, well designed operational systems, aligned to the organisation’s strategy. This is an introduction to operations and supply chain management, focusing on topics relevant to practice.

Global and Managerial Economics
This module examines how global markets and organisations work and how decisions are coordinated. You’ll learn economic approaches to the management of manufacturing organisations and develop an understanding of managerial economics.

Corporate Finance
How do finance directors in manufacturing firms make important decisions about investment? How do they finance projects? The module also examines the motives behind mergers and acquisitions, and the psychological effects that bias investor behaviour.

Strategic Marketing and B2B Sales
We examine how manufacturing firms develop marketing plans that are analytical, comprehensive, actionable and flexible. This module focuses on target market selection, the offer, pricing, distribution, promotion and communication – with particular attention to B2B sales.

Corporate Strategy
To deliver business growth, manufacturing companies have to explore new opportunities while exploiting existing product markets. To stay agile, they need to use different methods of strategy development and dispense with strategic thinking throughout the company.

Negotiation Skills
The art of negotiation is too important to take for granted. That’s why this module challenges accepted wisdom, leaving you better equipped to design strategies, conduct negotiations and guide others.

Technological Innovation and Corporate Entrepreneurship
This module examines innovation-based strategies as a source of competitive advantage. It considers how to replicate entrepreneurial DNA and grow it in a corporate context, with an emphasis on the culture, leadership and strategies that make this possible.

Managing Complex Projects
Megaprojects transform economies and organisations. To manage major projects effectively, you have to understand the challenges and the risks. This module will prepare you for taking on these complicated projects.

Leading Change
We will examine different approaches to leadership, from small teams to shaping the direction of an organisation. You will reflect on your own leadership style, developing new skills through feedback and practice.

Risk and Crisis Management
This module provides an understanding of the key issues including crisis prevention, recovery and damage limitation in the context of a manufacturing organisation.

Process and Organisational Improvement
Continuous improvement is critical for the development of all manufacturing organisations. You’ll learn the tools and techniques of quality and process improvement by applying them to real-world scenarios.

International Management Consultancy
Introducing the various approaches to management consultancy in manufacturing, you’ll put what you learn into practice by advising a manufacturing firm in an international manufacturing environment.
## PROGRAMME STRUCTURE.

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<tr>
<th>MODULES</th>
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### THE MANUFACTURING LEADERS SERIES

You’ll hear from the best in the business at our series of evening guest lectures by leaders in manufacturing. After being inspired, you’ll have the opportunity to network with them and other invited industry figures. These events are held throughout your programme.
"As manufacturing changes, driven by technology and the need to invest, education specifically aimed at managing manufacturing based businesses is increasingly valuable. This course is a welcome step forward.”

James Selka, CEO of the Manufacturing Technologies Association

WHO WE’RE LOOKING FOR.

We’re looking for people from all sectors of manufacturing, any functional role and from both large and small businesses. Whether you are the next generation in a family business or someone with a technical background transitioning into a managerial position and you have the potential and the ambition to lead your organisation and career to the next level, we’d love to hear from you.

Entry requirements

• A 2:1 undergraduate degree in any subject*
• Minimum three years of relevant work experience

*This may be waived at the discretion of the EMBA Director. If you don’t have a first degree but think that you have the experience, please get in touch

If English is your second language, you’ll need an English language qualification to take this EMBA. We accept IELTS 7.0 overall, with at least 6.0 in each component.

FEES & PAYMENT.

Tuition fees for the EMBA 2017-18 are £21,250.

FAQs

How can I pay?

If your organisation is paying your tuition fees, they will be invoiced for 50% of the fee upon your registration (January). The remaining 50% will be invoiced the following January.

If you are self-funded you will be liable to pay 50% of the tuition fees per year (as above), but you can choose the following payment options:

• Pay in full (£10,625) and receive a 2% discount
• Pay in two instalments: January and May
• Pay in four instalments: January, March, May and July

What is NOT included in my tuition fee?

The fee you pay covers the cost of your tuition and lunch for the weeks of study in Sheffield, for the duration of the programme. Not included are the following:

• Accommodation costs of staying in Sheffield
• Meals (other than previously stated)
• Travel and accommodation costs for the international field trips

Where should I stay?

If you require accommodation during your study in Sheffield, we have negotiated a special discount at Halifax Hall Hotel. Please contact our EMBA team directly to benefit from this discounted rate. Find out more about the hotel online: halifaxhall.co.uk

HOW TO APPLY

Visit shef.ac.uk/postgradapplication to apply for this programme (code: MGTT191)
ARE YOU ALSO LOOKING TO TRAIN YOUR APPRENTICES?

The AMRC Training Centre offers a fantastic programme for apprentices – including the Level 5 Foundation Degree.

Developed with employer input and delivered by the University of Sheffield, this Sheffield-based programme uses the latest learning technologies to support its students and combines academic rigour with vocational application. It uses ‘flipped learning’ techniques and students can access pre-recorded lectures and material remotely in advance of the assigned academic day to maximise the benefits of the face-to-face teaching. The programme lasts two years and is delivered one day a week at the AMRC Training Centre and one day a month at the University of Sheffield.

In year one, apprentices study a range of introductory modules as well as Mathematics for Manufacturing, Principles for Electrical Circuits, Manufacturing Processes, Manufacturing Materials and Engineering Principles. The second year of study expands on these modules and increases depth of knowledge – modules at this stage include Robotics, Automation and Informatics, Advanced Manufacturing Processes and Computing for manufacturing, amongst others.

Throughout the programme there is a focus on professional development and responsibility.

Together, we are engineering the next generation. Find out more online: amrctraining.co.uk
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Email: mba-help@sheffield.ac.uk
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