



Sheffield  
University  
Management  
School.

# Consultancy, Entrepreneurship & Leadership

The Sheffield MBA.  
*Rethink your future.*

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# Welcome.

**Experiential learning is at the heart of the Sheffield MBA. Our intentionally small programme is designed to provide intimate learning experiences that maximise the potential of each individual as part of a close-knit community. At Sheffield you are not viewed as a number but as an ambitious individual with unique attributes ready to take on the challenge of reaching your full potential.**

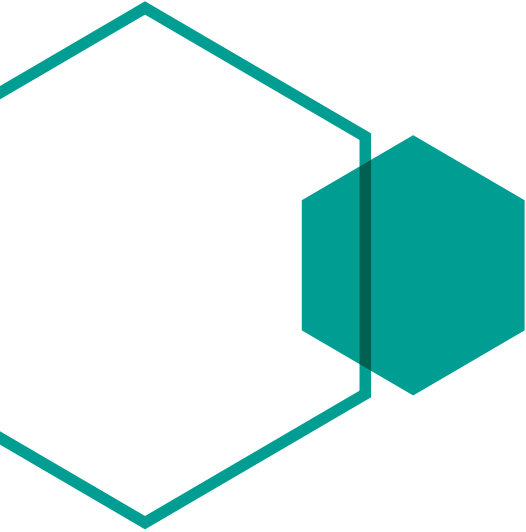
Our highly selective MBA programme tailors each student's journey to individual development needs and career aspirations. It's an intimate learning experience within an internationally ranked, research-based Management School.

We understand that the challenges of the 21st century require globally minded individuals who can adapt to rapidly changing environments, understand situations and find innovative solutions to problems and then lead their organisations forward. To this end we have designed our MBA programme around three core pillars of **consultancy, entrepreneurship and leadership**.

The skills of the **consultant** will equip you to find and analyse information, by asking the right questions and then having the ability to persuade colleagues, customers, managers and stakeholders; our "challenge" modules will allow you to test these skills in the corporate world. **Entrepreneurs** have the ability to successfully create and implement new ideas. Throughout the MBA we will work with you to develop this skillset. In many cases this will be within your organisation but equally could be by creating your own venture. If you can't influence those around you then you are unlikely to be successful, therefore **leadership** is the final core theme of our MBA. You will engage with the very latest academic thinking on leadership as well as exposing you to some of the UK's leading business people, through our Leadership Dinner Series.







# Why Sheffield?

Sheffield is one of the largest cities in England. You will be guaranteed a warm welcome given that Sheffield has been voted the friendliest and happiest place in the UK. Sheffield is a city of great industrial heritage and is now leading the world in advanced manufacturing. The University led Advanced Manufacturing Park, attracting such names as Boeing, McLaren and Rolls-Royce. Our creative and cultural industries lead the world in some of their innovative practices and creations. The city has fabulous museums, theatres, cinema and entertainment complexes as well as one of the UK's leading shopping centres.







# The University of Sheffield.

The University is ranked globally in the top 100 universities and is a member of the prestigious Russell Group. You will find the student learning experience to be amongst the highest in the UK. The University provides some of the most outstanding facilities for its student population. Both our student accommodation and Students' Union have been voted the best in the UK, the latter for the past nine years. At The University of Sheffield we truly are international, with over 7,500 international students from over 140 countries.



# Sheffield University Management School.

Established in 1986, Sheffield University Management School is in the global elite of business schools, having been awarded the Triple Crown accreditation by the three most influential accrediting bodies - AACSB, AMBA and EQUIS. Our MBA is ranked in the global top 250 (QS 2018 rankings).

Our MBA is true to the School's mission statement "to use our world-class research base to develop knowledgeable and employable students, promote socially responsible work practices and have a positive impact on organisations and society throughout the world".

Being a member of the Russell Group means that our academics are engaged in world-class research, leading the thinking on many of the organisational challenges facing 21st century society.

As an MBA student you will be taught in the prestigious Sir Peter Middleton Lecture Theatre, with daily complementary catering being provided in the exclusive Executive Education Suite.







## Did you know?

Sheffield is one of the greenest cities in Europe, our 2.5 million trees means we have more trees per head of population than any other city in Europe. With one third of the city in the Peak District national park, Sheffield is the only UK city to have a national park within its boundaries.

We are known as the Steel City, mainly for our part in dominating production during the industrial revolution. It's our cutlery that's the real big deal though...so much so that even Chaucer was mentioning our knives back in the Canterbury Tales (1397). Sheffield Forgemasters founded in 1805, is the last remaining independent steel works in the world.

Sheffield is home to Sheffield FC, the world's oldest football club founded in 1857, along with Real Madrid it is the only club to have been awarded the FIFA Order of Merit. The rules of the modern game were written in Sheffield. It could be argued that every football fan in the world is genetically from Sheffield!

Tramlines, the UK's largest urban music festival takes place in Sheffield every summer.

Sheffield has been voted both happiest and friendliest city in the UK, that could be because we have more micro-breweries per head of population than anywhere else in the world.

In north Sheffield, founded by George Bassett in 1842, Trebor Bassett still make their world-famous Liquorice Allsorts. At the end of WWI the same company launched a new product to celebrate the occasion, 'Peace Babies' later to become known as Jelly Babies.



## CONSULTANT

# Munmun Kazi.

INDIA

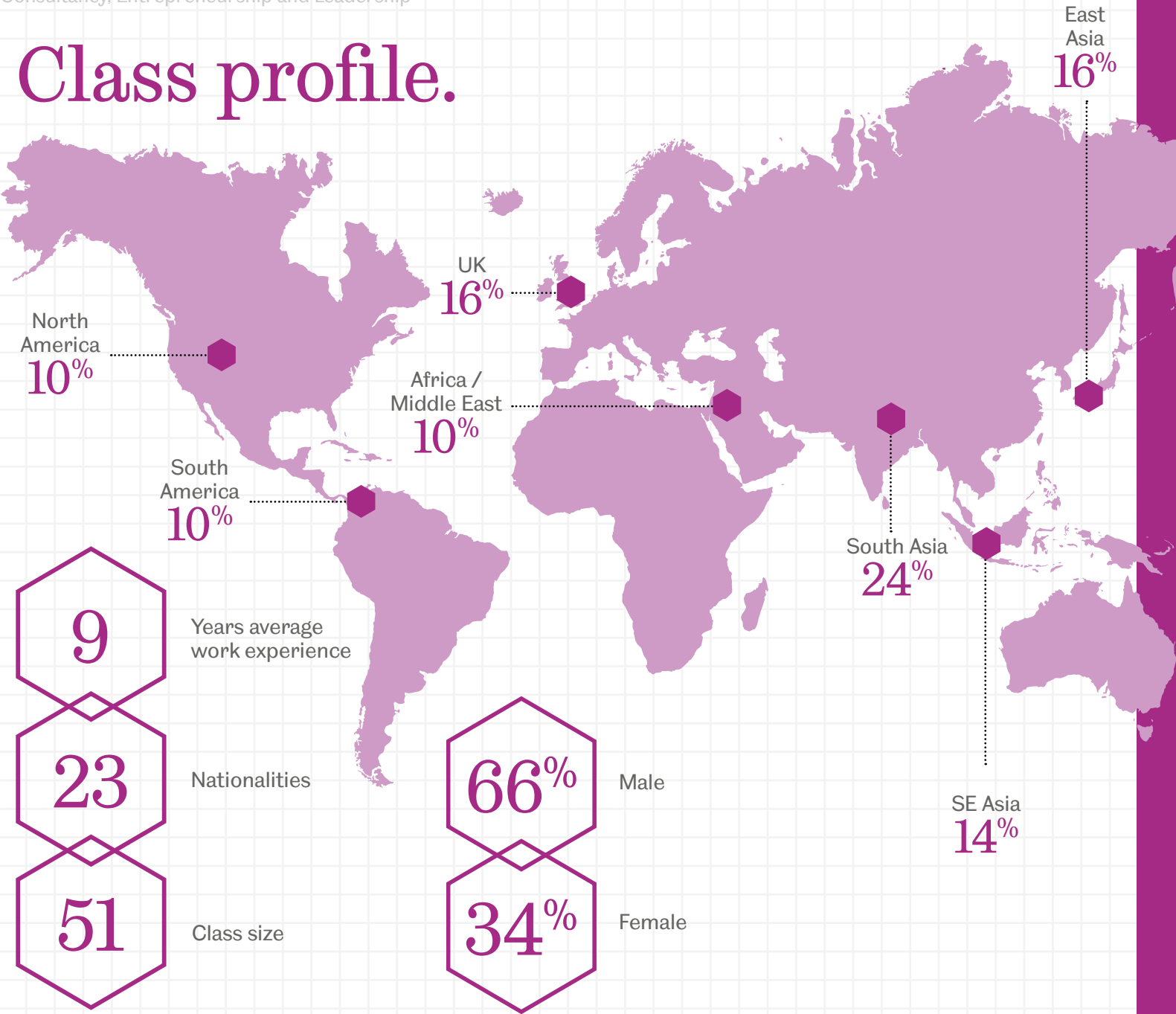
**AI Director, Ginini Antipode, Paris**  
**2010 MBA Cohort**

“The Sheffield MBA provided me with the insight of the end to end process of any organisation, entrepreneurialism and sharpened my consultancy skills by nurturing it throughout the course. Now I can confidently blend my knowledge of robotic process automation along with the business process management and consultancy skills to efficiently contribute in any global enterprise. I am thankful to the University of Sheffield MBA for transforming me into a leader in my industry.”





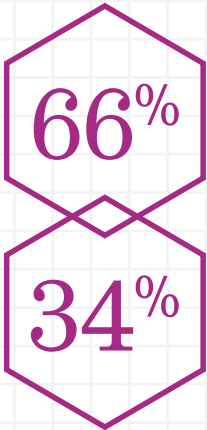
# Class profile.



Years average work experience

Nationalities

Class size

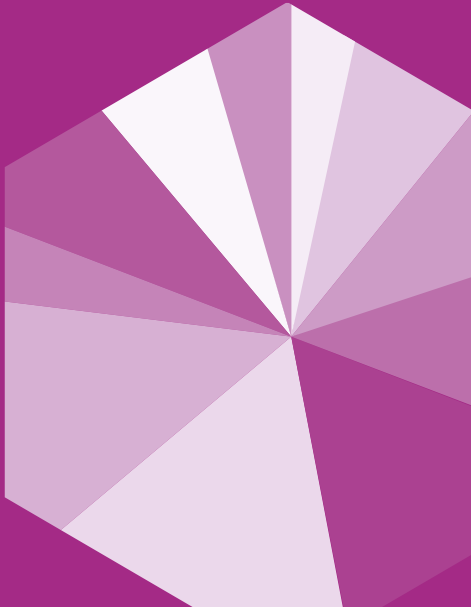


Male

Female

## PROFESSIONAL BACKGROUNDS

- Construction 4%
- Healthcare and sciences 6%
- Logistics and shipping 10%
- Consulting and professional services 10%
- Manufacturing 14%
- IT and technology 16%
- Banking and finance 14%
- Public sector 4%
- Consumer, retail and leisure 10%
- Professional sports 6%
- Entrepreneur 6%



All figures based on the 2017 intake





# The Sheffield MBA.

**We believe that the Sheffield MBA will provide you with the necessary knowledge, skills and networks to rethink your future.**

Our introduction week is a compulsory element of the Sheffield MBA. During this week you will lay the foundations of your study for the MBA programme.

At Sheffield we believe that you start rethinking your future from the very outset of the programme, therefore you will get an introduction to our Career Accelerator Programme, meet your Career Mentor and learn about your strengths and weaknesses by undertaking psychometric testing.

One of the fundamental aspects of the MBA is your ability to work as team and build relationships. Induction week will start you on the journey of building the relationships that will remain with you for life. One of the highlights of the week being a team building day.

During this week you will also be introduced to the comprehensive range of academic and support services that are offered by the University.



## Semester 1

### INDUCTION WEEK



**Accounting and Finance**



**Managing Organisational Behaviour**



**Operations Management**



**Global Managerial Economics**



**Marketing Consultancy Challenge**



**The Intelligent Organisation**



**Career Accelerator Programme**

## Semester 2

*core*



**Effective and Responsible Leadership**



**Internationalisation Challenge**



**New Venture Creation Challenge**



**Strategic Management**



**Career Accelerator Programme**

*electives - 2 from 4*



**Corporate Finance**



**Human Resource Management**



**Risk and Crisis Management**



**Strategic Management Accounting**



**Individual MBA Challenge**

# Experiential Learning.

The Sheffield MBA will challenge you to apply your learning to live organisational issues.

## MARKETING CONSULTANCY CHALLENGE



During the early weeks of semester one you will be introduced to an organisation that faces a marketing related challenge.

This module will give you the competencies in both marketing and consultancy to address those challenges. Your team will engage with the organisation's staff and customers, you will present your findings to the senior management team from the organisation.

## NEW VENTURE CREATION CHALLENGE



This challenge will involve your team creating a new venture. The challenge will test your ability to create a business plan and pitch that plan to a team of investors. You will be mentored throughout this module, as well as having exposure to a number of successful entrepreneurs.

## INTERNATIONALISATION CHALLENGE



You will be challenged to help an organisation with its international business strategy; whether that be improving exports, exploring new markets or seeking out joint ventures. The module will provide you with an appreciation of the complexities of international business and at the end of the challenge you will present your findings to the senior team in the organisation.

## INDIVIDUAL MBA CHALLENGE



This challenge is your opportunity to undertake an individual piece of work in an organisation, that matches your own career goals and aspirations. The organisation based projects have the possibility to be extended should the organisation wish to employ you to implement the work that you have undertaken for them. Your individual challenge could also be a traditional dissertation.





### MARKETING CONSULTANCY CHALLENGE

"Working with the MBA Team at Sheffield University has allowed us to engage with students from around the world who have different levels of experience and knowledge. I have been really impressed by both the professionalism and the thought leadership given to the challenge which we set for the students. This has also manifested itself in the final outcomes which will enable us to implement a revised local strategy based on the work undertaken."

The way the local business community works in unison with the University is testament to its importance to the region and this enables the students to give something back to the area.

**Paul Wainwright,**  
**Head of Customer Banking**  
**Yorkshire Bank**

### INTERNATIONALISATION CHALLENGE

"Johnson & Allen has seen success over the last 79 years in business; growing into a business which exports bespoke Non-Destructive Testing equipment globally and which now employs nearly 40 people in Sheffield. The company was fortunate enough to be offered the opportunity to cooperate with MBA students from the Sheffield University Management School on the Internationalisation Challenge module. We saw it as an opportunity to gain valuable insight into foreign markets and a way of exploring different business strategies which might lend themselves to achieving that."

**Simon Allen, Director and Design Engineer**  
**Johnson & Allen, Sheffield**





## Semester 1

### Accounting and Finance



This unit examines the basic principles of both financial accounting and financial management. The accounting part of the unit is concerned with the use of the financial statements to appraise the performance of a company, the ways in which profits can be managed and the regulatory environment and the usefulness of financial statements. The financial management part of the unit is concerned with examining the financial management practices within an organisation's strategic and operational processes, the roles of different types of finance and the basic concepts of risk management.

### Global Managerial Economics



This module focuses on the analysis of factors that affect strategic decisions and performance of firms from an economic perspective. There is particular emphasis on strategic interactions with competitors, designing of contracts in an environment of imperfect (asymmetric) information, and the role of transactions cost in influencing key strategic decisions involving both domestic and international operations of firms. Finally, there is discussion about the factors that influence the regulatory and macroeconomic contexts in which firms operate, including the relevance of interconnectedness of economies for domestic macroeconomic and regulatory environments.

### Managing Organisational Behaviour



This unit aims to provide students with an understanding of a systematic set of behavioural science concepts for analysing human behaviour in organisations. The major theories and research findings in this area derive from the academic disciplines of psychology, sociology and anthropology and students will be expected to familiarise themselves as directed. Further, the unit provides the opportunity to relate these theoretical concepts to realistic organisational problems and to consider appropriate managerial responses. In this way, the unit is designed not only to increase the ability to analyse behaviour but also to develop the skill to draw on appropriate concepts to influence and manage others effectively in organisational contexts.

## Janita Maaranen

**FINLAND**

**Founder/MD of Into Professional Ltd  
2009 MBA Cohort**



"When I joined the Sheffield MBA I was in the process of setting up my own language services company: Into Professional Ltd. From the very beginning of the programme I was already discussing with my MBA colleagues, for advice on my business name. The MBA as a whole helped me to consider best practices for running my business successfully and gave me the confidence that I was following the right path.

I especially enjoyed the practical consulting work we did and the opportunity to learn from each other. Our lecturers were very experienced and knowledgeable in their subject areas and the opportunity to consult them was extremely useful. After the graduation the Alumni has kept us informed offering us many opportunities to network and stay connected. I am sure that many of us have benefited afterwards of those relationships built during the MBA course."

## Semester I

### Marketing Consultancy Challenge



The is a highly integrative unit, which links consulting with marketing principles. In this case, consultancy provides methodology, and marketing provides a set of principles and context. The rationale for this module is based on the observation that many business consulting projects are driven by the initial need for improvement in markets, products and channels to customers, branding and the design of associated processes. The module will provide students an opportunity to apply a specific and powerful set of methodological principles into a client based marketing problem.

### Operations Management



This unit is concerned with the effective and efficient marshalling of the organisations resources to meet its objectives. An understanding of basic concepts and techniques will be provided and used by students to tackle cases which apply to manufacturing and service industries in both private and public sectors. The systematic and logical approach of Operational Research to the solution of management problems is also introduced.

### The Intelligent Organisation



An intelligent organisation knows how to use and exploit data and information, effectively and efficiently, to achieve its organisational goals. Where once technology was the key driver of organisational processes and innovation, today we have entered into the second machine-age where technology is simply a basic requirement for operations, deployed like a good personal assistant. The challenge today is in effectively managing the giant pools and streams of data, information, and intellectual assets that are essential for operational effectiveness and the key drivers of innovation. From enabling a digital workplace, to managing, using and securing its intellectual assets, the intelligent organisation is also cognisant of evolving digital transformations and scans cautiously and tactically for disruptive technologies (e.g. social, mobile, analytics, cloud) while adopting an effective digital strategy.

## Akintoye Akindele

**NIGERIA**

**Chief Dealer, Union  
Bank of Nigeria Plc  
2006 MBA Cohort**



"The Sheffield MBA's focus on consultancy, entrepreneurship and leadership has properly positioned me to apply myself in my professional career. This has helped me greatly to think outside the box and see things from a different perspective and learn to think deeply. The cohort discussions were quite intriguing and brought out the best in each member. This has led to lasting friendships that have become invaluable to my line of work. I currently adopt the cohort style in our daily briefings. The Leadership module is of particular value as it helped me understand and apply the various leadership methods learnt and also appreciate challenges experienced by leaders. The Sheffield MBA is unquestionably a value add!"



## Semester 2 - core

### Effective and Responsible Leadership



This module will emphasise the importance of providing responsible leadership with a specific focus on ethics and strategy. It will provide an understanding of different approaches to leadership in organisations including transformational and transactional, authentic and follower-centred. This module will also emphasise the link between effective leadership and performance, paying particular attention to the importance of employee voice. Participants will explore their own leadership styles and will have an opportunity to develop their leadership skills through feedback, reflection, and practice. There will be opportunities for participants to reflect on their own leadership capacities and identify paths for developing new skills.

### Internationalisation Challenge



This module focuses on international business opportunities and the processes, strategies and theories that entrepreneurs, and managers need to pursue them. The primary disciplines for this module are international business, strategy and entrepreneurship which are brought together around the idea that to pursue international opportunities, the firm needs to internationalise, and understand how to do so strategically and effectively. The aim of this module is to enable students to understand and integrate theory and apply it to interpretation and analysis in very specific firm and country contexts to generate theoretical understanding and practical outcomes for a specified firm.

### New Venture Creation Challenge



This is a project-based module in which students, working in small groups, research and develop a business plan for a new venture. With tutorial guidance, students will select an entrepreneurial idea and develop it into a comprehensive and fully detailed, written business plan. All aspects of the business must be thoroughly researched and the written plan must include five years' financial projections. Further, the module considers what it takes to become more entrepreneurial or 'intrapreneurial', by critically considering to what extent it is possible to replicate entrepreneurial DNA. The module considers the importance of organisational leadership, structure, systems, strategies and cultures. The overarching aim is to enable students to assess entrepreneurial orientation and its potential both in theory and practice.

### Strategic Management



The module covers strategic issues and methods, and organisational arrangements relevant to how managers can develop business strategies that can achieve business growth within ever changing international markets and business environments. The task of delivering business growth in fast moving environments requires that companies explore new opportunities whilst exploiting existing product markets. This simultaneous activity demands new strategic and organisational approaches by managers. Companies need the ability to use several different strategy development methods as well as to disperse the strategic thinking function through the company in order to remain competitive and adaptable. Building upon knowledge gained in the first semester of the MBA and participants' work experience, the module explores the issues that these new strategic and organisational demands raise and the theoretical and practical concepts proposed to help managers address them.

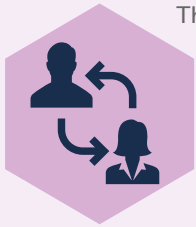
## Semester 2 - electives (choose 2 from 4)

### Corporate Finance



This module focuses on the principles underlying financial decision making. Finance directors make two major types of decisions, investment decisions and decisions on how to finance investment projects. Concerning investment decisions, the module reviews the determination of the cost of capital under uncertainty based on the Capital Asset Pricing Model (CAPM). In terms of financing decisions, the link between shareholder value on one side and financing choices (debt versus equity financing) and dividend policy on the other side is examined.

### Human Resource Management



This module has three objectives. It is intended to develop an understanding of the international and comparative factors (such as national culture) that shape human resource management. It will also build functional knowledge of the main tools and techniques used in the HRM field. Finally, it will develop an awareness of some of the most pertinent HRM issues in Europe, the Far East and America.



## Sandra Pineros

COLOMBIA

Ministry of Finance and Public Credit  
2014 MBA Cohort

"Today, I am proud to say I am a Sheffield MBA alumnus, not only because of my academic experience at the University but also because my life at a vibrant and enjoyable city as Sheffield. I was always interested in studying abroad and having a multicultural experience, which required being prepared. I was willing to face new challenges and make following steps towards my professional growth. I decided to apply for the MBA at Sheffield University Management School because of international elements that I found there, such as intercultural learning, strong academic programme and networking opportunities. Besides that, the worldwide prestigious obtained by Sheffield regarding its Triple Crown accreditation as well as Russell group membership. If I were to look back the decision to choose Sheffield was the best decision I made."



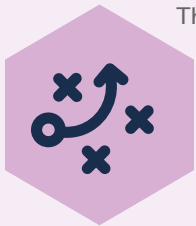
## Semester 2 - electives (choose 2 from 4)

### Risk and Crisis Management



For the purposes of this module, risk and crisis management is seen to include issues relating to risk management and crisis prevention, as well as recovery and damage limitation. A core focus of the module is the manner in which organisations become dysfunctional. The module also provides a critique of some of the dominant theories within management. In particular, the role of latent managerial error, notions of incubation and error cost within decision-making and the development of organisational neuroses will be examined.

### Strategic Management Accounting



This module explores the way in which management accounting information can play an important role in the strategic development of organisations. It recognises the need for management accounting to be more externally focussed and for it to provide information that helps organisations face up to strategic uncertainties. The concept of strategic management accounting is relevant for both private and public sector organisations.

### Individual MBA Challenge



This is an individual project taken towards the end of the Sheffield MBA programme and allows the student to demonstrate the ability to research a management issue within an academic framework and within the context of a specific organisation or industry. It utilises knowledge and skills acquired in the earlier part of the programme, and is executed under the general guidance of a supervisor. The module will also equip students with the frameworks and approaches needed while researching in the field of Management. A dissertation written by the student should be delivered to the School.

## Vikas Nair

INDIA

**Associate, Morgan Stanley**  
**2010 MBA Cohort**



"Although intensive the MBA programme was designed to allow students to prepare for the real life situations at any organisation, big or small. It encouraged out of the box thinking and ensured that the cohorts collaborate and participate in various projects and presentations regularly. One of the key highlights of the programme was the MBA project where two of my colleagues and I had the opportunity to work for one of the Big four consulting firms at their Leeds office. No matter what time or situation, we always had someone from the faculty or staff to hear us and offer guidance or extend support. I currently work for one of the biggest Investment banks of the world within their Legal and compliance division and can proudly admit that I owe a lot to the faculty and the support staff at the Management school who constantly pushed us on our own roads to success."

## ENTREPRENEUR

# Varija Bajaj.

INDIA

**Owner/founder, Varija Design**  
**2002 MBA Cohort**

“The Sheffield MBA was a life changing experience that taught me how to solve problems. The word impossible does not exist in my life as long as I am living. There are infinite ways to reach a goal and it only depends on how passionately and desperately you want to achieve it. Topics of my assignments and projects given during my MBA were absolutely unheard of. But we were expected to solve them anyhow. So whether in personal or professional life everything is a project which I manage to sail through beautifully. Thank you Sheffield MBA for making me so proud of myself and of what I have turned out to be today.”





"It can be easy to forget the soft skills needed to form lasting relationships, interpersonal and communication skills which enhance the overall package. The Career Accelerator Programme bridges this gap for MBAs. Through a series of well constructed days students are collaboratively working on CV and interview techniques through role play, guest speakers from all over the world attend to teach us how to best negotiate and how to put together a career strategy."

**Channell Fusco, UK**  
**Operations Manager at Fusco**  
**Browne Healthcare**  
**2016 MBA Cohort**

# Career Accelerator Programme.



The reason you have chosen to come to Sheffield is to accelerate your career, therefore your personal career development is an integral part of your full time MBA journey. Designed to equip you with the skills that executive recruiters are looking for the

Career Accelerator Programme will play a crucial part in defining your future aspirations. From the outset you will be assigned your own career mentor, who throughout the year will guide you through your career options.

Throughout the year our team of leading professional trainers will host workshops on such topics as; negotiation skills, business networking, creative thinking, presentation skills.

In addition to your soft skills development, you will attend workshops on how to position yourself for the executive job market. You will explore how to create the right social media profile, create a high profile CV and impress at interview.

Leadership is an integral part of the Sheffield MBA, our Leadership Dinner Series, brings students together over dinner with high achieving business leaders, who will share the highlights of their career, providing valuable insights into their success. Recent speakers include; Global Partner at Goldman Sachs Investment Bank, Creative Director at Sony, the former UK CEO of Coca Cola, Managing Director of Santander Bank and the CEO and founder of Urban Splash.



# London Careers Safari.

Our London Careers Safari, provides a great opportunity for our students to;

- **Spend 2 days in London**
- **Visit a number of leading businesses**
- **Bespoke the Safari by making their appointments**
- **Attend an alumni networking event**

"The London Career Safari, was a well organised, the visits that were arranged for us were very stimulating, the London Stock Exchange visit was particularly interesting to me. Both the visit to Amazon and the West End Retail Walk were very thought provoking and interactive and was a good way to learn about different supply chain techniques."

**Adriana E Garza De Leon,  
Mexico, 2017/18 cohort**







# Faculty.

You will be taught by world leading academics, whose research is internationally excellent, as demonstrated by its REF 2014 results. Members of faculty engage in socially responsible research and actively engage the non-academic community in order to make a positive difference to organisations and societies.

The Management School is served by over 100 faculty and has a number of leading research centres.



**Professor Fraser McLeay, Chair of Marketing.** Fraser joined Sheffield University Management School in 2018, as Professor and Chair in Marketing.

Fraser also has over ten years of practitioner experience, holding senior management and leadership positions globally. While working in industry, Fraser has assisted over 250 businesses in more than 60 countries to implement successful start-up, commercialisation, business expansion, marketing, branding, strategic planning and new product/service introduction strategies in industry sectors that vary from education to renewable energy,

engineering, agri-food and graphene. His clients range from SMEs to MNEs and have included Nestlé, Royal Numico, Parker, Thomas Swan, Bank of Montana, Sage, UKTI, Nexus and Greggs, plus organisations such as the World Bank, USDA, and EU. Fraser has also held academic positions at Lincoln University (New Zealand); Newcastle University (UK); Northumbria University (UK); Macquarie University (Australia) the University of Montana (US), and Peter the Great St Petersburg University (Russia).



# Dr. Vasilis Theoharakis.

**MBA PROGRAMME DIRECTOR**

**Vasilis Theoharakis** is a Director of MBA Programmes and Reader of Marketing & Entrepreneurship at the Sheffield University Management School. He is a member of the management team of the PJ Tech Catalyst fund, a venture capital fund that invests in seed stage start-up companies. He is an advisory board member at Innoetics a global innovator in text to speech software and Aquanetix LTD, a company that develops cloud based SaaS applications for the aquaculture industry. Among other ventures, he co-founded and was chairman of a successful nanotechnology company that he grew to reach exports in 25 countries. He holds a B.Eng. (honours) from the State University of New York at Stony Brook, an M.Sc. in Electrical Engineering and an M.B.A. (with distinction) from New York University, and a Ph.D. in Marketing and Strategic Management from the University of Warwick. He has taught at the European School of Management and Technology (ESMT) in Berlin, City University, Cass Business School in London, the University of California - Berkeley, ALBA, Aston University, University of Cyprus and Golden Gate University.

Vasilis has spent several years in Silicon Valley at senior level marketing and business development positions with high-tech start-ups and companies such as 3Com. He started his career as a research engineer with an expertise in optoelectronics at IBM's prestigious T.J. Watson Research Center where he won the Research Division's Award. Vasilis' academic research focuses on strategic marketing, new product development and entrepreneurship. He is chairman of the European Business Plan of the Year Competition (EBPYC) Foundation. His student teams have won the EBPYC three times where he holds the best overall record in Europe as a coach.

He has published in leading academic marketing and innovation journals such as International Journal of Research in Marketing, Research Policy, Journal of Product Innovation Management, Marketing Letters, Journal of Business Research and Industrial Marketing Management. He has been among the most downloaded authors worldwide on the Social Science Research Network (SSRN).

Vasilis has extensive experience consulting national and international firms and is actively involved in executive education and has taught in executive programmes for companies such as Shell, Vodafone, Glaxo SmithKline, Philip Morris, Novo Nordisk, Bank of Piraeus and Eurobank.





Professor of International Enterprise at Sheffield University, **Marian Jones** leads the International Business Module on the MBA programme and the European Business module on the MSc programmes, and is currently Head of the Marketing, International Enterprise and Strategy Division in the Management School at Sheffield University. Her research and teaching interests are in the internationalisation processes of small firms focusing on internationalisation experience, knowledge, capabilities and social capital. Her research is published on leading journals such as the Journal of International Business Studies, Journal of Business Venturing, Journal of World Business and International Business Review. She has been an expert speaker at United Nations conferences on Trade and Development (UNCTAD), and Industrial Development (UNIDO).

Professor Jones has supervised numerous student-led industry based projects with small firms, and new ventures in both high and low-tech industries.

Professor **Sumon Bhaumik** leads the Global Managerial Economics Module. He has a Chair in Finance at the management school, and is also a Research Fellow at IZA - Institute for Labor Economics, Bonn. He has a PhD in Economics from the University of Southern California.

Professor Bhaumik's research interests lie in issues related to financial intermediation, corporate governance, and strategic decisions of multinational enterprises. In the past, he has worked outside academia, as Senior Consultant to the National Institute of Public Finance and Policy, New Delhi and as Senior Economist at ICRA, Moody's affiliate in India.

His research has been published in journals such as Strategic Management Journal, Journal of International Business Studies, Journal of Corporate Finance, and Journal of Banking & Finance. A monograph on family firms was published by Palgrave Macmillan.







## LEADER

# Cullen Eddy.

USA

Associate Sales Rep, Stryker  
2014 MBA Cohort



"My time at the University of Sheffield was unforgettable and has given me the opportunity to succeed in life after professional athletics. The Sheffield MBA programme is challenging, stimulating and progressive. I enjoyed engaging with various professors and peers from around the world. The diversity amongst the student population provided unique perspectives and insight on topics covered in the MBA modules. The connections the University has with local companies and organizations allowed me to apply the material covered in lectures in a real business environment. The University of Sheffield has state of the art facilities and resources that provided a stimulating and exhilarating learning environment. Obtaining my MBA at the University of Sheffield has given me valuable skills and knowledge that I have applied to my new career in the medical device industry. Managing accounts, consulting with surgeons and providing leadership to various teammates are some of the numerous qualities that I apply in my daily operations. These qualities were perfected and shaped through my learning experiences with my distinguished peers, small class sizes and accessible and passionate professors."



# Rooted in Sheffield. Engaged with the World.

From your very first day in Sheffield you will form friendships that stay with you throughout your life. Whilst at Sheffield you will have opportunities to meet and engage with our alumni and once you graduate you will be part of our global alumni community.

Our Careers support isn't just there for you during your MBA studies, but is a resource that you can access for 3 years after you graduate.

As a member of our global alumni network we encourage you to be as involved in the life of the School as much as you can and be of benefit to current students. There are numerous ways in which you can become involved;

- We are always looking for individual or group challenges for our students to undertake, could your business provide such an opportunity?
- Would you be willing to share your expertise by returning to provide a guest lecture?
- You could mentor a current MBA student.

You will receive a copy of our alumni communication, Catalyst, through which we will keep you informed about all the latest news and events. We also utilise the latest social media toolkits to ensure that you remain in touch with your cohort.

"Meeting recognised leaders at the Leadership Dinner Series provides a critical insight into the minds and thoughts of those that have already achieved at the highest level. Its been a very good way to learn from the success and failures of leaders who have been genuinely open and honest in discussions with students."

**Filip Leonard, UK**  
**Assistant Commercial Director,**  
**Sheffield City Council**  
**2016 part-time MBA Cohort**



## Part-time route.

If you wish to continue your career rather than taking a career break, then you can opt to join the Sheffield MBA on a part-time basis. You can choose to study the MBA at your own pace, either over a 2 or 3 year period.

The 2 year option requires you to attend approximately 2 days a week during each semester (24 weeks per year), the 3 year option requires attendance for one day per week during each semester.

As you are applying your learning directly into your own organisation, you will be gaining an immediate return on investment for your business or employers.

Amy White

USA

Assistant Director, Sheffield International College  
2016 part-time MBA Cohort

"The part-time MBA suited my desire to continue with my career, whilst studying for a master's qualification. As I live and work in Sheffield, it was the natural choice due to the location and prestigious reputation of the University. One of the most important criteria for me when searching for the right course was the desire to have face to face lectures. I was keen to have the academic classroom experience and the regular contact with my classmates. There are a variety of part-time master's courses available in the UK, but I struggled to find many that offer as much time in the classroom, as many include a virtual element or compressed teaching. This aspect of the programme is really helpful for people who have been out of education for a number of years, as it does take time to get reacquainted to being in a learning environment and all the demands that come along with it."



## LEADER

# Paul Lindsay.

UK

**General Manager UK Cinemas  
AMC Theatres of UK Ltd  
2016 part-time MBA Cohort**

“When I reflect on my MBA journey so far I think back to that fateful moment when Dr. Vasilios Theoharakis contacted me through LinkedIn, it was the spark that ignited my imagination and the beginning of a challenging journey as a member of the 2016 part-time MBA cohort.

I have nearly thirty years of business experience, the last time I attempted anything academic I was in my teens, so the learning curve is steep but hugely rewarding. The tutors provide you with academic context to view your business experience with a fresh perspective which does lead you to examine your methods of management.

Your fellow MBA cohort is such an eclectic mix of backgrounds, cultures and experience. One moment you're talking to a tanker captain from Iran, the next a HR professional from Tokyo it opens you up to the world.

As I continue on my journey, I would encourage anyone thinking about the Sheffield University MBA to jump right in.”



# Who we're looking for.

The Sheffield MBA student is an ambitious professional with academic skills, looking to challenge their thinking and expand their horizons to realise their potential. Ultimately they seek to open up new opportunities. The Sheffield MBA demands dedication, an open mind, a willingness to step outside your comfort zone and a desire to experience global business cultures.

Please apply at: [sheffield.ac.uk/postgraduate/online](https://sheffield.ac.uk/postgraduate/online)



Criteria for admissions include;

- Candidates must be of a high academic calibre, demonstrated by having a good first degree or professional qualification. Candidates who don't possess a first degree can be considered if they can demonstrate exceptional work experience
- A minimum of 3 years' full-time work experience, gained after graduation
- For non-native English speakers, a minimum IELTS score of 6.5, no section scoring lower than 6.0. Please note if your IELTS is borderline, you can enrol on our pre-session English programme, which is designed to enhance your language and study skills before you begin your MBA
- You also need to submit 2 references, a personal statement and a CV.



## Applications

**The course start date is September each year.** You can apply for the Sheffield MBA at any point in the year, however we encourage early applications. Once you apply, if you meet our criteria, you will be invited for an interview, with the Programme Director or Programme Manager, this will be conducted either in person or over Skype. During the interview you will need to demonstrate your motivation to undertake the programme, your knowledge about the Sheffield MBA and discuss how you will contribute to the programme. Provided you meet our expectations you will then receive an offer.

## Fees and funding

For current tuition fees for the Sheffield MBA please contact [MBA\\_help@sheffield.ac.uk](mailto:MBA_help@sheffield.ac.uk)

Alaa  
Al-Mashhadi

SAUDI ARABIA

Head of Business  
Development, Saudi  
Credit Bureau  
2014 MBA Cohort



"I received three offers from top business schools in the UK but chose Sheffield due to two reasons; first the city is one that is known to be safe and enjoys great demographic diversity, therefore it's an ideal city for someone with a family like myself. Second, the Management School at the University of Sheffield is a triple crown accredited school and the university itself is one of the Russell Group universities. The programme itself is one that is intense and up to date with current issues in the market, something that one might not expect from a research focused university, yet the combination of research and practicality added a lot to my knowledge base and skill-set. The diversity of topics and level of depth has helped me greatly in landing a good job back home, not mentioning having an MBA from a top school."





## **CONSULTANT**

**Zul Salim.**

**MALAYSIA**

**Utilities and Engery Consultant, Over Arup  
2016 MBA Cohort part-time**

"I thought that pursuing a part-time MBA would be a challenge, as I have to juggle it with work and family commitments. However, it proved a welcome distraction to my daily routine. The knowledge I have gained so far has certainly allowed me to reflect back on my career and enabled me to work from a completely different perspective. Exchanging ideas with fellow classmates and collaborating in group projects has certainly provided me with another dimension. It has been a pleasure to meet people from various cultures and background. The Sheffield MBA has also opened up my mind to other opportunities, it has made me think more optimistically about entrepreneurship – starting your own company or venture is not an impossibility! The Sheffield MBA has been a great experience."



# Advice from our 2017/18 cohort

**We asked members of our 2017/18 what advice they would share about their year on the Sheffield MBA.**

## Vu Nguyen (VIETNAM)

"The MBA program changed my problem-solving process. I used to rely on a few tools I that I learned from work experience. Sometimes, the tools simply do not work, and in those cases, I simply put the problem aside rather than spending more time with it to find a solution. The Sheffield MBA provided me such a big range of practical frameworks that very often I just want to go back to my previous work issues to look at them from these new perspectives."

## Eliana Ramirez Ruiz (COLUMBIA)

"The Sheffield MBA allowed me to learn things that you can not find in books, and is how to interact with people from different cultures to deliver a desired outcome. If you are willing to take this challenge remember it only depends on you to take it to the next level."

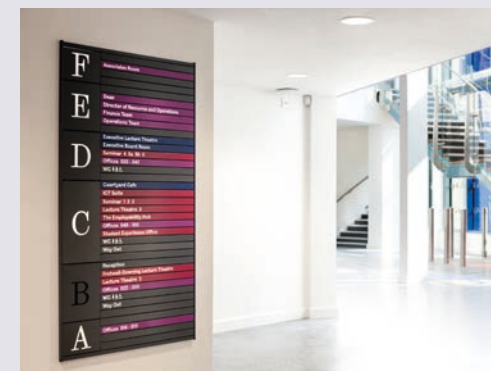
## Sumit Kamble (INDIA)

"In last one year i believe I have not only grown as an aspiring Entrepreneur but also as an international citizen. I have learned to communicate and work effectively with confidence in multicultural teams with diversity of experiences and backgrounds. Finally, I believe I have developed the business sense required to be a businessperson which I lacked as an engineer."

## Yuan Yu (CHINA)

"The MBA journey changed me both personally and professionally. With the up-to-date business knowledge in the MBA programme, which shaped my holistic understanding and academic perspective of a global business. It also challenged me to think outside the box rather than a one-dimensional way. The diverse cultures of MBA cohorts enabled me to open my mind to gain different perceptions through discussions."

"Thanks to the challenges throughout the MBA, which makes me believe that I have the potential to manage complex tasks, I can set myself up for a transition of a new area that would be either extremely difficult or just plain improbable. During this approach, the major difference that I have observed in myself is that I gained the confidence to present and network to get out of my comfortable zone into an unknown zone. Leadership programme also changed my concept to rethink my way to become a great leader that I have never thought about it before."







## Nawal Hersey

(SAUDI ARABIA - pictured above)

"2017 – 2018 was by far the best year of my life whilst being a challenging year at the same time. Pursuing the MBA after years of last leaving school and the intensive structure of the programme has put me through a tornado swirl that made it hard for me to find my balance at many times, at the same time exposing me to a better version of myself. The program was concluded with a smoother sail having got the hang of the long lectures, the group work and endless presentations and mainly having formed friendships with students from all over the globe.

Looking back at my journey, I hear the ring of the laughter that fuelled us into pulling all-nighters to deliver projects. Those memories will always ignite a smile and are imprinted for life. Crossing the bridge of the MBA program I am grateful, more confident and excitedly looking forward to the new chapter ahead."

## Paige Niehues (USA)

"I have discovered that it is always ok to take a chance - quit your job and do something completely terrifying and over your head, admit that you don't know everything and want to learn, move to different continent, and make friends with people from all over the world. My confidence has grown in leaps and bounds, and I can't wait to go back to 'real life' to show others what I've learned."

## Adriana Garza de Leon (MEXICO)

"My time at the Sheffield MBA was challenging and rewarding. With the diversity of the cohort, I learned different business perspectives I was able to apply to the MBA modules and to my professional life experiences. It transformed me into the leader I always wanted to be, teaching me that whilst management is merely about getting things right and achieving results, leadership is about doing the right thing and continuously engaging with your team and encouraging them to become better professionals. It also taught me to learn about every success and every failure and to use this knowledge to enhance my career. I have become a more tolerant individual and the MBA has helped me develop wide networks from the Far East to South America; these will be part of my professional development for the rest of my life. And importantly, I have developed amazing friendships."

## Ayumi Ochi (JAPAN)

"My learning journey at the Sheffield MBA significantly changed my life. I learned essential business perspectives in each excellent module. This study life brought me invaluable experience that I could apply for my future career as a global leader. Additionally, I have become more open-minded in the cross-cultural environment. Our amazing MBA cohorts facilitated this my personal development through the course and now I have a lifelong friendship with them which will be deepened for years to come".



# Contact us.

**Email:** [mba\\_help@sheffield.ac.uk](mailto:mba_help@sheffield.ac.uk)

**Telephone:** 44 (0)114 2223282

## Meet us in Sheffield

We encourage anyone interested in the Sheffield MBA to come for an informal visit to the Management School. You will be able to discuss the MBA in person with the Programme Director/Manager.

## Meet us overseas

Our team travel to many destinations throughout the year. Find out if one of our representatives is in your area [sheffield.ac.uk/management/study/mba/meet-us](http://sheffield.ac.uk/management/study/mba/meet-us)

## Find us online

🏠 [Sheffield.ac.uk/management/study/mba](http://Sheffield.ac.uk/management/study/mba)

🐦 @UoS\_Management

📘 [sheffield.ac.uk/management/facebook](https://www.facebook.com/sheffield.ac.uk/management/)

🌐 [sheffield.ac.uk/management/linkedin](https://www.linkedin.com/company/sheffield.ac.uk/management/)

📺 /user/ManagementSchool

## How to find us

### FROM OVERSEAS

Sheffield is well served by several international airports; Manchester, Robin Hood (Sheffield/Doncaster) and East Midlands all offer flights to international cities and hub airports.

### FROM WITHIN THE UK

Sheffield is centrally located and is well served by the motorway network. Frequent trains link Sheffield with all the UK's major cities, with 2 trains per hour to London (journey time 1h57m).

### IN SHEFFIELD

Our address is: Sheffield University Management School, Conduit Road, Sheffield, S10 1FL.

We are served well by either the 51 or 52 bus or we are a 10 minute walk from the University tram stop.

Meet our Chef Gill. As a student on the Sheffield MBA you receive a complimentary 2 course lunch and beverages throughout the day, each day that you have a full day of lectures.





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You can contact us on



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*Information correct at the time of going to print*

