



**BIRCHWOOD  
UNIVERSITY**

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GIVE YOUR CAREER A NEW DIRECTION

# **MASTER IN BUSINESS ADMINISTRATION**

**Industry-aligned course  
for in-demand career**





“In a fast changing environment of worldwide access to higher education, a Birchwood University degree continues to offer a guarantee of quality, value and intellectual rigour.”

Dr. Ramesh Sinanan  
President Birchwood University





## ABOUT US

**Birchwood University is one of the world's leading universities, internationally recognised for its high academic standards.**

This reputation is based on the outstanding teaching and research pedagogy. All of the programs offered through the Birchwood University are developed by our industry partners which are also responsible for preparing study materials and assessing the programs (the academic direction). Wherever they are based, our students are examined to the same high standard, a multidisciplinary approach, high-quality teaching and collaboration with partners help us identify solutions to the biggest challenges of our time. Our programs are taught by faculty who not only have the required academic qualifications but bring a tremendous amount of industry experience to the classroom. Most of our faculty continues to work professionally in their fields of instruction. At Birchwood University, we also understand the specialized needs of students and the approaches that will best support their success. Therefore, we provide all our faculty with ongoing training in course design and instruction, technical support, and other resources to ensure that you benefit from Birchwood University's education. Our university is filled with faculty and staff with decades of experience in both online and on campus education. I am firm in my conviction that our university programs have much to offer in helping you achieve your educational and professional goals



**55%**

CEOs believe Developing the next generation of leaders is the top challenge.

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**60+**

Countries are destinations for students

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**\$ 18.59 B**

Progressing at a Compound annual growth rate of 9.50% from 2022 to 2027.

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**\$ 115,000**

Is the median salary of MBA professionals, 75% more than those with a bachelor's degree (\$66,000).

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**25:1**

Student-faculty ratio Offering more personalized pedagogy

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**1.2 Million**

Continuous learners have registered in one of our MOOCS

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**37%**

Expected demand for MBA Professionals to increase compared to the previous year.



# STUDY ONLINE IN EIGHT STEPS



**Register online**



**Choose a course in  
"Online Campus"**



**Get Access To Study  
materials**



**Continuous support with  
study scripts in self-study**



**Participate in online Live  
Classes  
Exam preparation by  
knowledge tests and  
exams directly online**



**Complete  
Thesis/Capstone**



**Graduate with Birchwood**



**Do you have any questions about studying at Birchwood ?  
We are here to help start your journey.**





# MASTER IN BUSINESS ADMINISTRATION

## INTRODUCTION

Setting the foundation for a successful business leader's career must start at the beginning. Students entering the world of business equipped with a strong understanding of core business management and the right leadership skills will be able to create a solid impact and build rewarding careers for themselves. These skills are the most sought-after in today's highly volatile global digital economy.

It is to empower such students that our Masters of Business Administration's pathway provides learners with a world-class learning experience with flexibility, cost-effectiveness, and adaptability to the current scenario. This program and its global accreditations provide a clear path for all that by setting the foundation for a rewarding career. Through the curriculum designed by top academicians and industry

experts, hands-on projects, leading with placement assistance, and post-study work opportunities, learners will experience a structured path toward flourishing worldwide. Birchwood

of Excellence focusing on disciplines such as Data Science, Entrepreneurship, Marketing, and so on.

The course content and design are inspired by strong fundamental framework with an orientation towards contemporary and emerging management issues.

The program establishes the foundation for conceptual and analytical reasoning while also providing students with a solid base on the premise that business leaders are not mass-produced rather, they are carefully nurtured and developed.

Curricula at Birchwood, innovative teaching methods, exposure to industry's best practises and experiential learning highlight the unique challenges of managing in a global context. Clubs, social projects, action-oriented courses, contemporary studies, and student self-governance initiatives all aid in the development of critical thinking and leadership skills.

The combination of an inclusive learning environment and strong focus on employability ensures that learners are equipped with skills to become job ready graduates. We look forward to empowering the next generation of professionals who will influence the future and build the career of their dreams.



# WHY TO CHOOSE MBA FROM **BIRCHWOOD UNIVERSITY?**

The Master of Business Administration qualifies you for a full scope of professional opportunities with international and transnational corporations. Graduates can work in top companies, the public sector, international banks and companies with subsidiaries abroad. Most employers offer attractive salary packages. The responsibilities assigned to a professional include leading projects related to international business. In the economic sector there is an enormous spectrum of career opportunities for management graduates with various specialisations. Consultancy is another remunerative career for international business professionals. An international business consultant is responsible for various aspects of business development and market information for international companies. Graduates of our MBA program can start as country managers representing a company in a foreign country. A country manager's job involves working to manage operations, develop business and increase the profitability of a company in a specific region or country.







## PROGRAM HIGHLIGHTS



18 Months Full-Time Program



Practical Project-Based Learning



Developed in Consultation with Industry Experts



World-Class Curriculum Developed by Academicians and Industry Experts



Careere Assistance



Access to curated jobs



24\*7 Access



100% Online Programs

### Who Is This Program For?

- Students wanting to study from home and build a career anywhere.
- Students or Working professionals looking to upgrade their skill sets.
- Aspirants looking for a world-class learning experience with a global pedagogy.
- Students aspiring for a future-proof and hands-on degree.
- Students looking to gain global exposure and learn in-demand skill sets.

### Program Outcomes

This program will fine-tune your skill sets, develop your management expertise and kickstart a successful career.

Successful graduates will get career assistance from our robust career support team.





# MASTER IN **BUSINESS ADMINISTRATION**

The online MBA program provides an international orientation with a focus on intercultural and general management competencies the perfect starting point for a successful career as a leader. The program prepares you for demanding responsibilities in middle to upper managements in many industries. This program offers business and non-business graduates such as engineers, natural sciences and humanities graduates, the opportunity to extend their managerial skills and focuses on updating and increasing their general managerial knowledge.



## Degree

Masters of Business Administration



## Career Tracks

Specific managerial insights into the worlds of Accountancy, Entrepreneurship and Innovation, Finance, Health, Law and Leadership.



## Study model

100% online including a virtual campus with digital course material



## Study start and duration

Please refer to our website

Duration: Minimum 18 months



## Fees

\$14,625.00 (scholarships available)

# CURRICULUM (45 CREDITS FULL-TIME)

## PROGRAM OBJECTIVE

The MBA program promotes executive level learning to synthesize the depth and complexity of effective business management within a technology-driven advanced theoretical concepts to provide a wide array of business models that increase the students analytical decision-making efficiency and heightens the focus on solving practical problems. Upon completion of the MBA program, students will:

- Exhibit the professional skills necessary to communicate effectively, thoughtfully, compassionately within the business management field.
- Develop competencies to integrate the knowledge of business, technology, to arrive at innovative solutions to inherent organizational problems.
- Develop competencies to work in multicultural organizations exposed to a globalized workplace. Engage in ethical collaborative decision-making while using a shared vision.
- Demonstrate the ability to develop, analyze and communicate empirical scholarly work.
- Develop competencies of an effective leader and resource to the field.

## Course Roadmap

Course Title	Credit Hours
1	
Principles of Economics and Finance	3 Credits
Principles of Accounting	3 Credits
Managerial Statistics	3 Credits
Managerial Accounting	3 Credits
Intra and Entrepreneurship	3 Credits
Information Data Management	3 Credits
Managerial Economics	3 Credits
Managerial Marketing	3 Credits
2	
Business Law and Ethics	3 Credits
Managerial Finance	3 Credits
Organizational Change Management	3 Credits
Project Team Management	3 Credits
People, Conflict, Negotiation & Resolution	3 Credits
Advanced Project Management	3 Credits
Capstone Project	3 Credits





# DETAILED CURRICULUM

## PRINCIPLES OF ECONOMICS AND FINANCE

This foundation course helps students to understand the practicality and relevance of economics and finance with a variety of illustrations and insights. Economics topics include classical Vs. modern economic thought, supply and demand, elasticity, competition and monopoly, inflation and unemployment. Finance topics include: the federal reserve system, FOMC and the money market, interest rates, financial structure, and investment decisions.

## PRINCIPLES OF ACCOUNTING

This foundation course teaches fundamental accounting procedures and the uses of accounting information. Topics include developing and understanding of the basic concepts that underpin financial accounting information, understanding the fundamentals of recording accounting information using the accounting equation, and familiarizing students with the four basic statements: balance sheet, income statement, statement of cash flow, and statement of changes in retained earnings.

## MANAGERIAL STATISTICS

This foundation course prepares students for working in those courses that require the use of mathematics and /or statistics. The material includes an examination of four functions: a) linear, b) power, c) exponential and d) log. It also includes an introduction to calculus and basic descriptive and experiential statistics.

## MANAGERIAL ACCOUNTING

This course provides fundamental concepts and tools in accounting, that business managers need to manage financial resources of a company effectively and purposefully. Starting from basic concepts including cash flow analysis, financial statement interpretation and ratio analysis, the course builds the foundation of knowledge and progresses toward more advance topics such as capital budgeting, risk and returns, and various investment decision making techniques. The course concludes by discussion about how a company funds itself in short-term and long-term horizons and how capital market can help in such financing process utilizing case analysis.

## **INTRA AND ENTREPRENEURSHIP**

In this course, students will focus on intra and entrepreneurship and how to also apply entrepreneurial skill in the corporate environment. Focus will be on students identifying their own leadership skills and how to shape these to intra and entrepreneurship activities. This course provides students with the knowledge and tools they need to launch a business so that it has the greatest chance for success. Student will learn step by step process of turning an idea into a profitable finished product either as an entrepreneur starting a new business venture, or as an intrapreneur taking direct responsibility within a large corporation.

## **INFORMATION DATA MANAGEMENT**

Theoretical, managerial and hands-on approaches to the study of computers and information technologies for problem solving and decision making. Topics include:

Business intelligence, Web 2.0, Web 3.0 and beyond, mobile and electronic commerce, search engine and social media analytics, information systems, system components and properties, and types of information useful to end users, strategic uses of computers and computer networks in organizations, to analyze systems, information flows, transaction processing, applications of database management, major trends, concepts, applications and technical alternatives in telecommunications. Students will work with standard applications software packages including Microsoft Office, spreadsheet applications, database management, graphics, as well as software specific to their respective areas of specialization.

## **MANAGERIAL ECONOMICS**

Managerial economics is the application of economic theory and methodology to management decisions for the development, operations, and planning of the firm and nonprofit organization. As effective managers, it is necessary to understand how economic variables such as output, interest rates, unemployment, pricing, production efficiencies and exchange rates affect companies and organizations in arriving at optimal solutions for growth and profitability. Specifically, topics to be examined in this course are the evaluation of choices and alternatives, profit measurement, economic optimization, demand and supply estimation, profitability forecasting, production and competitive markets, competition, and long-term investment decisions.

## **MANAGERIAL MARKETING**

This marketing course focuses on how to apply tools and techniques to delivering goods and services in a global economy as well as in a non-profit environment. Topics include consumer behavior, market research, product planning and development, pricing, advertising strategies; budgeting, personal selling, media cross-marketing, advertising regulation, strategic planning for international markets, special events sales promotion, public relations and publicity.



## **BUSINESS LAW AND ETHICS**

Our system of commerce is fundamental to our structure as a nation. Every day we participate or encounter commercial transactions be they as simple and obvious as the purchase of a cup of coffee, as subtle and passive as observing a television advertisement, or as interactive as ordering on-line a product produced half-a-world away. Intrinsic to this system of commerce are the regulations and laws that moderate how businesses operate. Knowing how the legal system interacts with business is key to a successful business. Just as important for the student/business owner is how to conduct transactions ethically within the legal system. Drawing upon a review of the fundamentals of our legal system, this course will provide the student with an introduction to basic concepts of our system of jurisprudence, legal processes and procedures, the methods for establishing and ending business relationships and the laws regulating our business transactions. Within each section we will explore ethical and legal considerations as the student learns how to conduct business in order to be successful and not just avoid legal issues.

## **MANAGERIAL FINANCE**

This course provides fundamental concepts and tools in finance that business managers need to obtain in order to manage financial resources of a company effectively and purposefully. Starting from basic concepts including cash flow analysis, financial statement interpretation and ratio analysis, the course builds the foundation of knowledge and progresses toward more advance topics such as capital budgeting, risk and returns, and various investment decision-making techniques. Basic financial securities, namely equity and bonds, are discussed during the course along with valuation methods of such instruments. The course concludes by discussion about how a company funds itself in short-term and long-term horizons and how capital market can help in such financing process utilizing case analysis. This course will require students to apply these tools in the planning and development of their Constructive Action projects.

## **ORGANIZATIONAL CHANGE MANAGEMENT**

This course focuses on the study of corporate culture, organizational structure, and human behavior in organizational contexts. Students study techniques for designing and developing a highly productive, effective, and socially responsive workplace. Topics include work motivation, learning theory, conflict resolution, leadership, managerial styles, job design, performance evaluation and feedback, group dynamics, and issues of organizational power and politics. A broad spectrum of actual management case studies will be used to demonstrate effective approaches and strategies for dealing with organizational problems and opportunities.

## **PROJECT TEAM MANAGEMENT**

This is an advanced course in project management and leadership on strategic change. The course emphasizes the use of project management software and sound management principles in cost control, resource and staffing planning, project finances, and schedule management. Topics include organizational strategy, portfolio management, scope management, risk management, cost estimation and budgeting, project scheduling management. Topics include organizational strategy, portfolio management, scope management, risk management, cost estimation and budgeting, project scheduling.

## PEOPLE, CONFLICT, NEGOTIATION & RESOLUTION

This course will provide the student with the ability to develop various negotiation skills that can be used in multiple business contexts. Business owners, executives, officers, managers, supervisors, salespersons, and others that are in control of staff or interact with employees, customers, suppliers, retailers, wholesalers, or any other third parties will inevitably find themselves having to manage a workplace situation. In the course, we will explore negotiation theory and the advantages and disadvantages of different negotiation styles and strategies. The coursework will then explore how the skilled businessperson can utilize dispute prevention techniques and if unsuccessful, then weigh the various legal options of alternate dispute resolution options versus following the traditional litigation process. Arbitration, mediation, and additional methods of ADR will be investigated, as well as the benefits and detriments of litigation, and the procedure of trials and appeals process involving individuals, multiple parties, coalitions, or teams. Students will acquire the skills of pre-negotiation preparation and techniques how to develop a personal negotiation style, how to engage in cross-cultural negotiations and how to develop trust and build beneficial professional relationships.

## ADVANCED PROJECT MANAGEMENT

This course is designed to give the students a more in-depth knowledge of Project Management and to integrate financial statements, ratios, and data into the management of their projects. In this course, students will further develop their working knowledge of the field by using the Project Management Body of Knowledge (PMBOK), which will also help to prepare them for the Certified Associate Project Management (CAPM). This course will build on the students' knowledge previously gained knowledge of project management. This course explores the latest theoretical, practical, and strategic developments in the management of modern projects. Among other things, it discusses management styles, management strategies, systems engineering, and various functional areas in project management, usually not covered in a basic course. The idea is to explore the state-of-the-art in project management and develop additional insights. The emphasis in this course is on the latest managerial concepts and on possible research areas for advanced studies.

## CAPSTONE PROJECT

Consumer's tastes and preferences are converging, which require firms to operate in a global environment by making their goods and services accessible across the globe. This course exposes students to this global environment and highlights the necessity to develop the skills and expertise to operate in this changing global competitive environment. The course has a dual purpose: to familiarize and understand the theories and practices of international business, along with the geographic, demographic, technological, political, economic, and sociocultural forces that impact cross-cultural, and the influence of national/international media related to business management. Students will study the principles and problems that individuals, companies, and institutions encounter in their business practices. The course will illustrate the changing nature of alliances, industries, and government intervention.





**WHERE CAN  
IT TAKE YOU?**

# **CAREER PATHS**

MASTER OF BUSINESS ADMINISTRATION

**MANAGEMENT CONSULTING**

**MARKETING**

**PRODUCT MANAGEMENT**

**PROJECT MANAGEMENT AND PROGRAM  
MANAGEMENT**

**BUSINESS DEVELOPMENT**

**HUMAN RESOURCE MANAGEMENT**



Do you have any questions about studying at Birchwood ?  
We are here to help start your journey.

Email: [info@Birchwoodu.org](mailto:info@Birchwoodu.org)

# CAREER PERSPECTIVES

## MBA Career Paths and Opportunities

There's a world of opportunities for MBA holders. Graduates have business administration skills and a degree that demonstrates ability and ambition. The best jobs and careers take full advantage of your MBA degree.

### Finance

The Corporate Finance Career Pathway is intended for students who are interested in working in Finance with focus on financial considerations relating to corporate growth, accounting practices, and risk management decision making. Typical jobs in this area include working as a finance associate, financial analyst, director of finance, treasury analyst, director of financial planning & analysis, senior accountant, corporate auditor, development officer, or risk manager.

### Innovation & Entrepreneurship

Whether you want to start your own new venture or pursue an innovation driven career in International Entrepreneurship, Corporate Innovation, Social Enterprises, Health Care and Life Sciences, Energy and Sustainability, Marketing and Digital Media, or Family-led Businesses, you may be interested in being on the other side of the table and want to pursue a career which is focused on venture investing and we have built this program that can help you build these skills.

### Leading Change and Organizational Transformation

Assisting organizations to be more effective and agile requires an understanding of change management, behavioral science and a high level of analytic and interpersonal skills. A consultant in this field must possess the skills necessary to structure an effective organization, to assess and manage interpersonal and team dynamics, performance, development, reward systems, provide mentoring and coaching at multiple levels of a company.

### Marketing

This Pathway will help prepare students for careers in Brand/ Product Management (Business-to-Business), Brand/ Product Management (Business-to-Consumer), Business Development, Customer Data Analytics, Category Management, Demand Generation and Digital Marketing, and Customer Insights.

### Technology & Operations

The field of Operations Management has been changing dramatically due to the emergence of a truly global economy, significant advances in information and process technology, and the continued growth of services. The Technology and Operations Management Area (TOM) focuses on value creation on a global scale through innovative product and process design, project management as well as on value capture through effective supply chain management.





The best choice for your career

# OUR LEARNING MANAGEMENT SYSTEM

Our learning platforms is Moodle this platform replaces the classroom and provides the student with the tools to engage the learning process in an enjoyable, easy to use and efficient environment. The platform has been standardized to familiarize the student with the learning process and avoid confusion. Some of the elements contained in the platform are:

01

## COURSE SYLLABUS

Outlines the path to the class.

02

## ONLINE LIBRARY

The resources in the Online Library have been carefully selected because of their high academic quality and as such are more reliable than those found freely on the web.

03

## FORUMS

This asynchronous tool allows the class participants to create threads of information that will be available throughout the class.

04

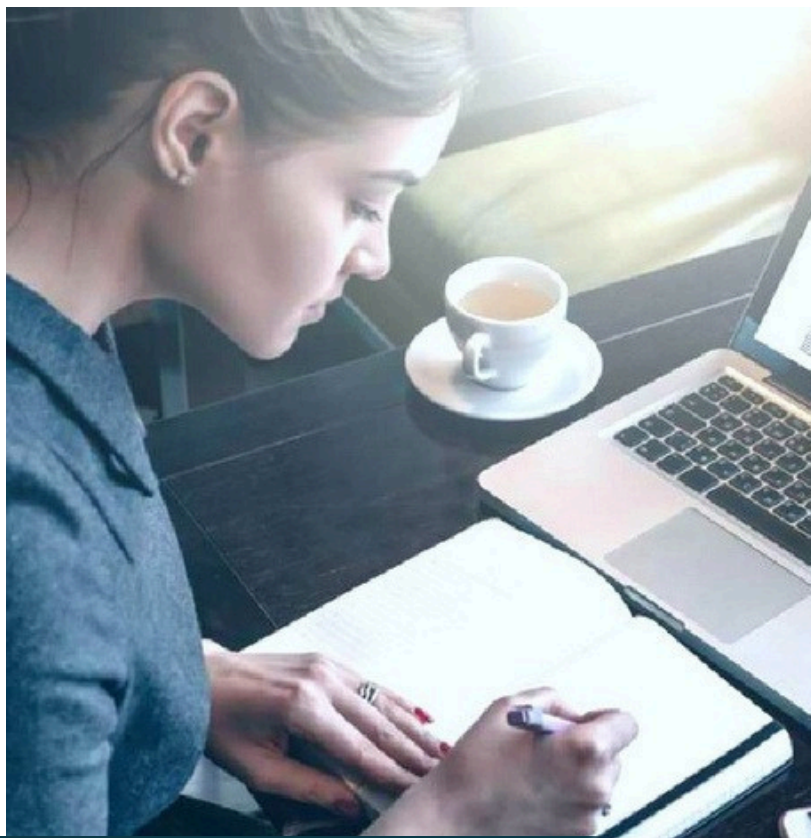
## CALENDAR

Reminds the students how the class has advanced and reminds them of tasks, quizzes, or exams ahead.

05

## DOCUMENT ZONE

Throughout the course the student will have places to load assignments in a clear and convenient way.



## YOUR LEARNING JOURNEY

01

**MEET ENTRY REQUIREMENTS TO ENTER THE DEGREE PROGRAM**

**JOIN A SELECTED AND EXPERIENCED GROUP OF CLASSMATES, GROW TOGETHER AND BUILD A STRONG NETWORK.**

02

03

**STRENGTHEN YOUR STRATEGIC VISION, EFFICIENCY AND LEADERSHIP**

**GET CAREERS AND EMPLOYMENT SUPPORT THROUGH BIRCHWOOD**

04

05

**YOUR DREAM JOB, ANYWHERE ON THE GLOBE**

Birchwood's Masters of Business Administration focuses on emerging and innovative contexts, embedded soft skills and personal development, to prepare you with the skills and experience you need, to succeed in the business world.

You can major in event, people, management, entrepreneurship, sustainability and innovation and more. You will have the flexibility to pursue a major in an area of

interest, subjects that interest you and take you closer to your career ambitions. This MBA course equips you to work in many sectors from health, retail, marketing, events and more. You can tailor the course to your interests and

career goals. Nurture your entrepreneurial spirit whilst developing your soft skills, including communication, teamwork, and problem-solving. There are many opportunities to

with practical experience, both on Online and Offline. Leverage our industry partnerships to secure sought-after work placements. Overall, this is a degree that's built for the needs of business today and in the future.



The best choice for your career

# WHY BIRCHWOOD UNIVERSITY?

01

## Employability

Globally accepted by over 25,000 organisations in 130 countries

02

## Maximum flexibility

- Mobile learning
- No fixed examination phases & online exams
- Multiple Career Track
- Flexible time models - study start anytime possible

03

## Effective learning

- Practical content
- Individual and group coaching

04

## Highest quality

- Quality Framework
- Monitoring and review
- AAA Initiative

# 01

# Employability

From the very start of your MBA, you receive bespoke advice from our employment consultants to take you to the next level and to open doors to a range of potential employers. Through one-to-one coaching, our industry experienced employment consultants work with you to clarify your aspirations and support you in your future career to jointly develop a winning employment strategy for you. Throughout the program, you will have the opportunity to be involved in group and individual activities, all aimed at helping you to develop the skills and techniques which lead to highly successful employment outcomes.

## Careers in Business Administration

- The Careers in Business team provide a specialist careers support service for the exclusive use of postgraduate students in the Business School. Their role is to support your career development in a number of ways:
- Advice and guidance provided by professionally qualified Career Advisors, who offer individual consultations.
- Career Development lectures and workshops and a Career Management skills program.
- Employer liaison, bringing in a variety of organisations to give presentations.
- Offer vacancies for full-time work and dissertation projects and deliver skilled sessions and mock interviews.

## Mock Assessment Centre

All of our MBA students have the opportunity to attend an interactive Mock Assessment Centre. The day includes a range of exercises which are designed to reflect those typically used by employers in assessment centers such as case studies, group exercises and interviews as well as developing their presentation, communication and interview skills, students also receive peer and tutor feedback on their performance and have the chance to network with employers.

## Distinguished Leaders Series

Our guest lectures give students the opportunity to listen to high profile leaders from a range of industries across the world. A panel discussion and networking event, focusing on careers in consultancy, with contributions by an experienced consultant, alumni working in consultancy and a recruiter.

”

Would you like me to give you a formula for success? It's quite simple, really:

Double your rate of failure. You are thinking of failure as the enemy of success. But it isn't at all. You can be discouraged by failure or you can learn from it, so go ahead and make mistakes. Make all you can. Because remember that's where you will find success. **Thomas J. Watson**  
**American businessman**  
**Ex CEO- IBM**





# 02 Mobile learning

## Online course materials

## Maximum Flexibility



Significant online learning materials and high-quality study scripts give you detailed insights and summaries of the essential learning content. Before your examination, this online material will ensure you are prepared and have enough knowledge to pass the online exams.

### Online-Campus myCampus

Not only can you assess your learning content on our online campus via your laptop or desktop, but you can also download content at any time on mobile devices like smartphones or tablets. Our Scripts that are available for download as PDFs, in addition to our podcasts and e-books to make this possible. Our Podcasts are short 15-minute Audio lectures in which your lecturers discuss the main topics of the individual courses.

### Video-based online tutorials

A central component of our teaching concept is our online tutorial. These are video-based live events in which a tutor makes a presentation in a virtual classroom. The course content is presented in the same way as if it were a physical classroom and the tutor is available for queries via chat. Furthermore, it is possible to make audio or visual contributions to the discussion. All of these presentations are available to download later for review.

### Community Groups

With our online community groups, you can talk and exchange ideas with other fellow students. You can join existing groups or create your own. We also have Facebook groups that can be used for similar exercises.

### One to One Doubt Sessions

One of the major challenges for a working student is to manage the working hours with their study schedules to avoid a clash of time between the two. Birchwood strives to solve this issue for the students with their doubt clearing classes. Online doubt solving also ensures that students enjoy studying from the comfort of their homes without traveling to faraway places. They can also schedule these doubt clearing classes in advance to ensure a proper way around their schedule and the available subject expert will be at your service to provide you with the best doubt resolution.



### No fixed examination phases

Online exams Take exams whenever you are ready: weekdays and holidays, any time of day or night. Our online exams give you this flexibility. They meet the same demands and standards of validity and security as a written exam at one of our testing centres. All you need is a PC/laptop with webcam and an internet connection. A supervisor has a live connection to your webcam and computer screen to guarantee a smooth process and protect against fraud. .



### Numerous specialisations

Not only in terms of time but also as per your need the content would be available. You choose several specialisations from a large number of functional areas, industries and foreign languages.



## Flexible time models

**Agile Approach** We have an agile approach to our online learning programs. You may complete the studies at your pace and comfort for maximum learnability and skill development.

### **Full-time or part-time**

You can do the online bachelor's degree program as a full-time or part-time student. The content is identical. In the part-time option, you have a lighter workload. As a full-time student you take 18 credits worth of course work per semester (this equates to approximately 900 working hours), as a part-time student a reduced amount. Part-time study is a particularly good option for those who already have a demanding workload. A switch from part-time to full-time (and vice versa) is possible at any time, subject to a notice period of three months.

### **Engaged Learning Online (ELO)**

Not only is ELO convenient and flexible, but what really sets it apart is its emphasis upon engagement. You will connect with peers and faculty from different countries, collaborate on assignments, discuss, debate and deliberate, raise your hand to ask a question, participate in polls, quizzes and breakout sessions – just like you would do in a conventional face-to-face classroom. The technology is designed to help you stay active and invested while also enabling you to develop the confidence to take on future leadership challenges.

### **Free extension**

Independent of the time model you choose, you have the option to extend your study time by 12 months free of charge. After the period of study has expired, you still have access to all the course content, advising and services of our program. You do not have to pay anything for this.



# 03 Effective Learning

## Practical Content

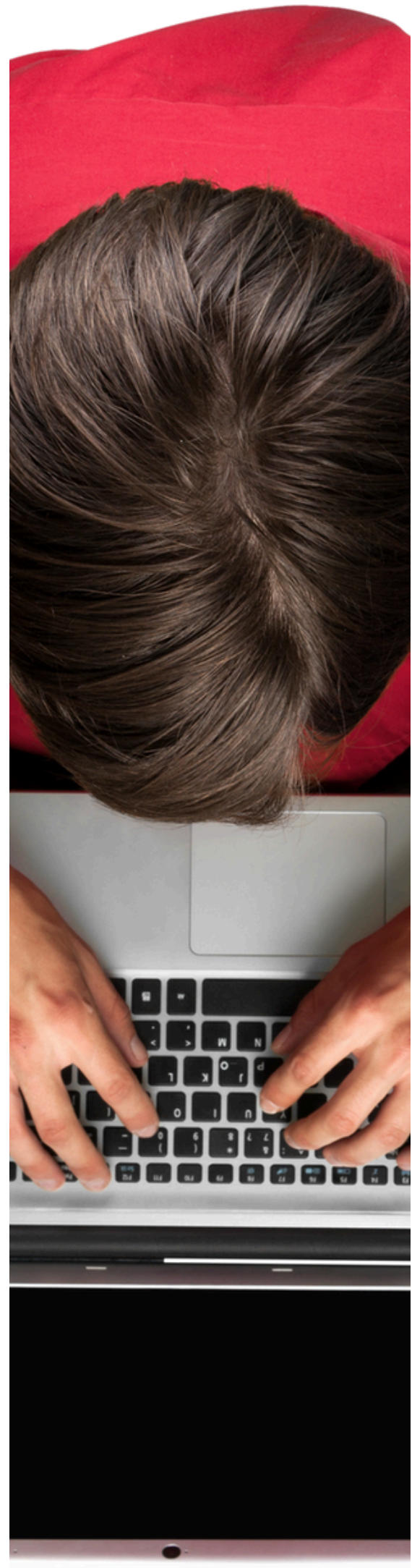


In your studies, you not only learn theoretical knowledge but also take part in extensive practice components included in the online program. Due to the practicality of these components, you can implement what you have learned directly in your company from day one. In addition, our lecturers have many years of professional experience in the business sector and teach you using examples and techniques such as case studies, analysing realistic scenarios and discussing current business events.



## Targeted coachings for your academic success

Distance learning, job, and private obligations: To master this balancing act successfully, we offer you three different coaching formats: group, individual and career coaching. While you work together with the coach and other students on general topics such as time management, work-life balance, motivation, etc. In our group coaching, you can individually select your key priorities in the individual coaching format. In our career coaching we take a look at your application documents in two 45-minute sessions and develop your personal career strategy together with you.



# 04Quality is

## Highest quality

The quality of our programs, delivered by Birchwood University, is very important to us. For this reason, we not only introduced internal quality assurance procedures, but also subject our programs to numerous external accreditations and certificates.

### Quality Framework

The University's Quality Framework is described in the University Education Strategy as: a robust quality assurance framework that drives innovative course design, working in partnership with students at all stages. This will include engagement with external examiners, annual review of Programs, faculty quality assurance processes and periodic strategic reviews of departments/schools.

### Monitoring and Review:

We deeply value the excellence of our offerings, which is why we have implemented robust internal quality assurance procedures. These procedures serve as a means to constantly evaluate and enhance our program, guaranteeing that it meets the highest standards. In addition to our internal measures, we subject our program to rigorous external accreditations and certifications.

### AAA INITIATIVE

The AAA Initiative is an effort to improve the quality of education by focusing on admission, academics and achievement. The initiative aims to recruit and admit high-quality students, provide them with a rigorous academic experience, and help them achieve their full potential.





# ENTRY REQUIREMENTS AND HOW TO APPLY?

## General Admission Requirements:

- Applicant must be 18 years or older.
- Submission of a copy of a valid government- issued picture identification.
- Submission of a copy of an updated Resume.
- Any document not in English must be accompanied by a certified translated copy.
- English language (we may require you to have passed a recognised test of proficiency at the appropriate level within the last three years)
- For all programs you will need computer/internet access on some of our programs you may be eligible to apply for accreditation of prior learning (APL)

## How do we deal with your application?

Once we have received your application and the appropriate fee:

You will be emailed an acknowledgement

- Your application will then be processed and you will be informed of our decision on your eligibility.
- If you do not automatically meet our entrance requirements then we will refer your application to the Admissions Panel for individual consideration.
- The Admissions Panel will consider qualifications that are not published under the Qualifications for Entrance Schedule, incomplete qualifications and substantial relevant work experience.
- If we cannot accept you with your current qualifications and experience then we will advise you on what qualifications you could take in order to meet our entrance requirements in the future
- If your application is approved, you will be emailed an offer letter and registration instructions
- Any requests for APL will then be considered and you will be advised of the decision.

## Financial assistance

Birchwood University students may be able to apply for a part-time tuition fee loan to cover the cost of your registration and examination entry fees. For full details on eligibility criteria please visit our website. Alternatively some employers in both the public and private sector may be willing to consider offering financial assistance to their employees.

## English language requirement

If your first language is not English, you may be required to demonstrate that you have the appropriate level required by taking a Test of Proficiency. We list a wide range of qualifications that we accept on our website.





# CONTACT US

For further information on the range of programs we offer, please visit our website or contact us at:

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