



Welcome to the 17th Edition of the MBA Newsletter

April 2014



My fabulous experience at MMU – A Chinese student's view

MMU Hiking Club

My name is Ling Liu, an MBA exchange student from the Economic and Management School, Wuhan University, China. My classmate Yu Long and I came to MMU to take part in some MBA courses in the Business School from September to December in 2013. From the very beginning, it was difficult for me to follow and understand the local British person speaking, because they have a very strong accent and speak very fast in their oral English! When I finished the first day of my first MMU MBA course - Financial Analysis and Management - I felt really depressed. How can I survive in the rest of MMU MBA courses? The way Manchester people use English is very different from the Chinese way I have ever learned, so I found myself encountering a great culture shock – which put me under a great deal of pressure



Outdoor weekend in Derbyshire

Then I decided to solve this problem in different way. Firstly, it was very lucky for me that the MBA outdoor weekend in Derbyshire was coming up. I had a chance to be highly involved with my British classmates. I cooperated with them to face the challenge and finish the different projects and games. Through three days of ceaseless listening, speaking and discussing in the British way, I feel much better than before. I can now understand what local people mean, except some unfamiliar words. At that time, I can see my blue sky, I feel happy. Secondly, in order to get high involvement with local people, I attended MMU hiking club. I go with club members for hiking at the weekend, we hike in the Peak district and the Lake district. I learn a lot from that and enjoy the beautiful scenery of Britain.

From my experiences, I feel myself already falling love with the UK and Manchester Metropolitan University. Thanks to all the tutors and classmates that have given me selfless help.

News from around the MBA



The Executive MBA have visited Siemens again this year as part of the Managing for Business Excellence unit. Alumni Tom Hattersley has traditionally given the talk at Siemens – but he decided a couple of years ago to take a ‘gap’ year and do some travelling before his young family came of school age. Tom now works for Morgan Advanced Materials near Wrexham and we were delighted to welcome him as a member of the newly re-constituted MBA Advisory Board.



The Association of MBA's is visiting the School in October for the periodic re-accreditation. The MBA at MMU has now been accredited by AMBA for 20 years.

MMU Business School which is now part of the Faculty of Business and Law is appointing a dedicated alumni officer who will be working with Central Alumni to enhance our alumni offering. So watch out for the MBA Team getting rather more organised in their communication with you!

Students on the Managing Customer Value unit this month will be getting extra help with their presentation skills from staff from the MMU School of Theatre. Looking forward to finding some future stars.

The MBA Challenge will be launched again in May. This competition gives the winner a fully funded place on the Executive MBA and the 2 runners up substantial bursaries. If you know of anyone who might benefit from this opportunity and is able to study part-time in the UK please contact us.

Where in the World?

The MBA Director will be in Paris 28th-30th April.

The MBA Director will be in Bratislava 13-17th May giving a Keynote speech at the ‘Quality assurance of language programmes at European higher education institutions’ conference.

The MBA Director will be in Shanghai 20-24th May.

The MBA Manager, the MBA Director and EMBA students will be in Beijing 25th-31st May.

If you would like to meet up, do drop us an e-mail



- Paris
- Bratislava
- Shanghai
- Beijing



Students had the chance to visit the BBC at Media City in Salford and Jaguar at Halewood near Liverpool

At the BBC a talk was given to the students by one of our current EMBA students – Lucie McLean. Lucie is an Executive Product Manager – working especially for BBC Sport.

We have been going to Jaguar for a number of years – the change since Tata took over has been quite dramatic. Gone are the days when the production closed on a Friday. Jaguar Land Rover now export over 20% of Land Rover production to China. The factory at Halewood only makes Land Rover. Jaguar cars are made near Coventry. The company is now in profit and expanding the line for new model. The company are taking on more new staff and the pay at the factory is considered to be very good. It seemed that there were more robots than ever. The factory has for a long time utilised Just in Time and this is currently outsourced to DHL. We saw the Victoria Beckham ‘designed’ Evoque – which has lots of nice leather and matt finish with a price tag of £80,000 (usually £29-50K). Quite a different place from when those of you went around the factory when it was owned by Ford!

Lucie’s talk was preceded by a tour of Media City. This tour included the Radio 6, Blue Peter, and Match of the Day studios. The students had the chance to present Breakfast (including the weather) whilst Bill Turnbull was late arriving!

ITV has just opened in Media City as well with the new Coronation Street set. Media City in Salford has shared facilities which a number of stations use. The Jeremy Kyle show was being filmed whilst we were there.



In keeping with the MBA's and School's environmental credentials, Jonathan Porritt, the well-known campaigner for a sustainable planet, gave a talk to a packed and enthusiastic lecture theatre in February.

Cranage Hall weekend

You could be forgiven for thinking that this weekend might not teach you much new... let's face it, Executive MBAs are likely to have already done Myers Briggs at least once, perhaps multiple times further down-stream in their careers. How wrong you would be; how wrong was I. I'm not saying I wasn't looking forward to it – hey, I'd already been on two residential trips as part of this programme, and fun is definitely had by all! However, I was a little sceptical of how much could be gotten out of 'doing' MBTI for a whole weekend. I like it when I'm proven wrong. It entertains me. In fact, the whole weekend entertained me.

If, like me, your previous experience of MBTI was part of a team building / leadership progression type exercise for half or even a full day, then I suggest you might find the approach of this weekend refreshing. It gave a much more in depth knowledge of not just the result of each profile (I'm an INTJ for example and know I get outwardly loud, and obsessed with (unnecessary!) detail when I get stressed) but also for their component parts; what each 'letter' means and represents. So, an understanding behind the make-up of each profile, as well as a better understanding of 'preferences' and 'type' (I now know I need to work on my "feeling"!)

The learning has already further shaped my leadership style and behaviours with individuals.

For teams, I particularly liked the exercise where we had to run a company taking into account the need to compensate for each other's MBTI profiles... were there gaps in our view of the world and hence decision making, due to the mix of profiles around the table? Food for thought for when we are back within our own organisations, with our own teams, making decisions.

There was a good combination of theory / teaching, and practical / interactive exercises. Also a good speaker. So I now have some excellent material for the 'Developing Professional Practice' reflective piece, also the mini-project, as a precursor to dissertation.

The staff as always were great, choice of venue was good, timings were well thought out, and there was a good balance of work and down time.

Thank you MMU, for the third and final residential trip on my MBA experience which, true to form, armed me with some excellent learning, and provided me with some excellent fun.

Sue Sutton Managing Director, S26 Consultancy Ltd



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Your Views are Valued

Have you got any ideas for the MBA newsletter?

Any interesting stories, internet links, information, contacts or questions you would like to share?

If so, we would be delighted to hear from you.

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