

XENOPHON COLLEGE LONDON

School of Business and Management



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UNIVERSITY OF
CHICHESTER

ACADEMIC PARTNER

Provides an **interactive** and **innovative** experience that aims to promote the acquisition of an in-depth knowledge of core subjects, and the enhancement of critical thinking skills.

You will have the opportunity to be part of a **wider global academic** and **professional community**, with clear **connections** to the business and tech industry.

We will provide you with the practical skills required to be a professional of the future in **Industry 4.0** and **IoT**, formed in an international environment where an entrepreneurial mindset is a part of everyday life.

Strengths of our teaching model:

- Relevant teaching
- Advance digital skills for innovation
- Effective leadership for flexible learners
- Interdisciplinary approach
- Tailoring tutors
- Live for an international community



Visit us

FACULTY

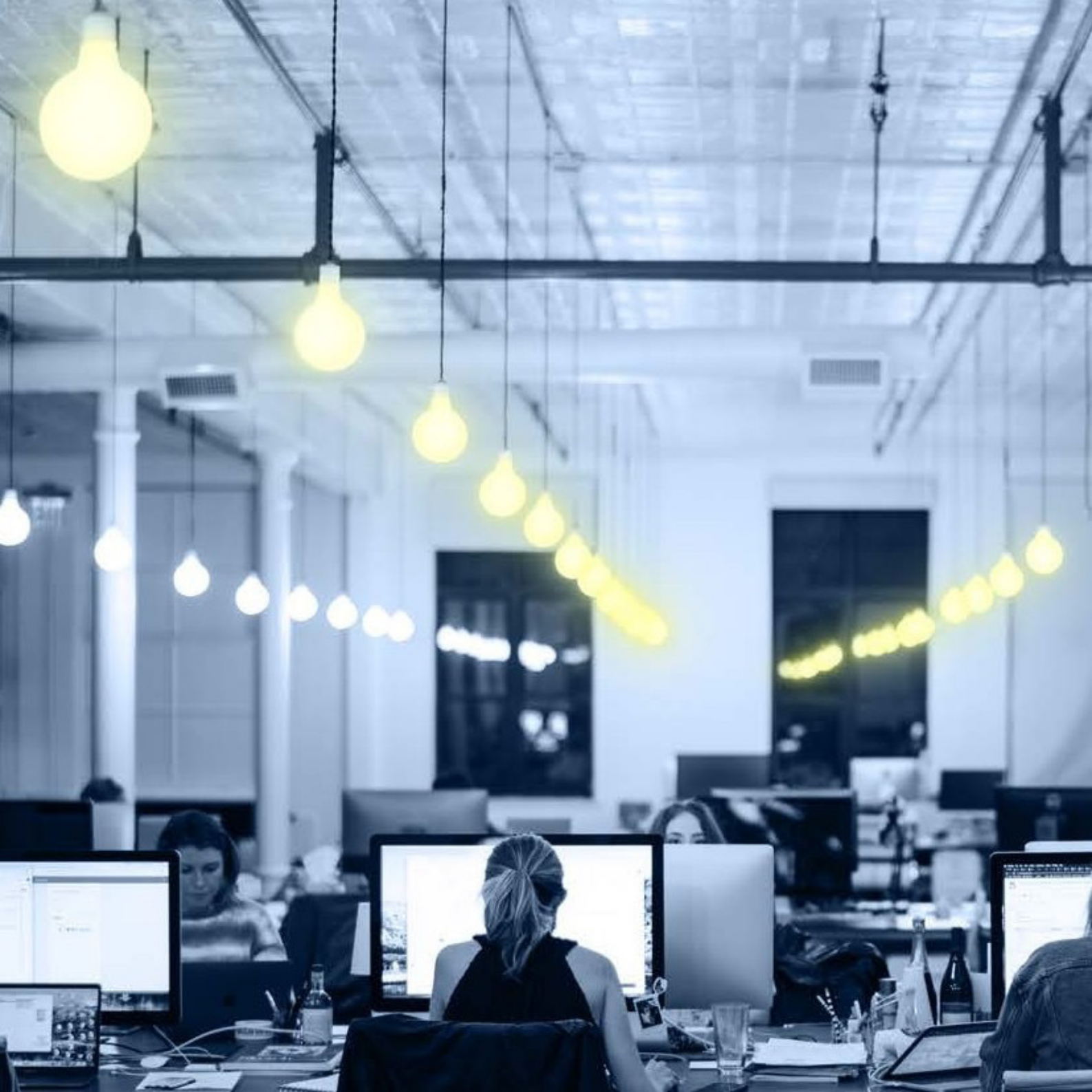
At the School of Business and Management, academic excellence revolves around blended teaching and learning methods in a real-life, problem-based approach.

Through seminars, traditional lectures, labs, workshops and team challenges, students are encouraged to deepen their knowledge in a way that matters once they graduate.

At the same time, fostering a practical approach, students will have the chance to build interpersonal, transferable skills over time and throughout the programme. Employability skills – for example, teamwork, self-management, business and customer awareness, communication, literacy and numeracy – are all integral parts of the programme's teaching and learning strategy to engage students in a broad range of activities.

Mohammed Sulaiman H. Kasbar is a lecturer in accounting and finance within the Business and Management Department. He holds a PhD in Business and Management (Specialty: Accounting and Finance) from Queen Mary University of London and a MSc in Accounting and Finance from De Montfort University. Mohammed has successfully taught numerous modules in the disciplines of accounting (financial & management accounting, and Business Models), finance (company valuation and financial management) and quantitative research methods at many UK HE institutions including Queen Mary University of London, University College London (UCL) and De Montfort University.





FLEXIBLE LEARNING

You can choose between 2 modes of delivery when enrolling , thanks to our **Flexible Learning** which offers a variety of different learning opportunities to suit your needs, commitments, lifestyle and learning style.

Distance learning, giving you the flexibility to fit your study around your personal and work commitments, perfect for a busy lifestyle or when learning on campus is not an option, yet you still want the real-time experience. Study and learn through live online lectures, live webinars, as well as guided independent study delivered via our learning platform. You'll also have access to all the services including the library, student support services and IT.

A hybrid mix of distance learning where you can study and learn through live online lectures, webinars and resources to enhance and facilitate study, as well as a period attended in person in the UK** combining the best of both worlds and the flexibility of distance learning to achieve a study/life balance.

** Subject to visa status and requirements.

YOUR LEARNING ENVIRONMENT

Our E-learning platform provides the right environment to learn flexibly.

Students will be able to login in their virtual classrooms, follow lessons live, interact with peers and professors, and submit coursework all in one place.

We partnered with Kaltura (leading of Education Video Platform) to provide accessible content for all, including captions, screen reader support and accessible controls which enhance engagement and overall the learning experience for those with learning disabilities.

Digital MBA



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PROGRAMME

Digital MBA.

The Programme is designed to prepare and upskill individuals in managerial practices, deepening their work experience through sets of soft and hard competencies and skills.

Through practical lessons and teamwork in simulated business environments, you will achieve a greater understanding of workplace situations, as well as strategies every manager needs to bring forward change and innovation.

WHAT YOU WILL LEARN

The focus of the programmes is on digital, through a multidisciplinary approach, to evaluate the role digital technologies can bring in organisations.

You will be able to deepen your understanding of core disciplines in the management area and apply them to modern strategies and practices to implement digital transformation projects.

Learning outcomes for the Program include:

- A thorough understanding of the core disciplines in the managerial area, with a focus on accounting, finance, managing people and strategy for digital transformation.
- Practical knowledge and experiential learning to deepen technical principles of **digital business**, technology, and the modern methods for data search and retrieval, and how these inform modern organisations.
- Practical analysis of international best practices in identifying opportunities for and applying **digital innovation strategies** and management techniques to gain a competitive advantage in the digital market.
- Learn in a stimulating and engaging environment, to promote personal employability, reflectiveness and self-awareness, through academic experience and a **problem-solving approach**.

MODULES

On successful completion of your studies, you will receive a University of Chichester degree. Through block teaching sessions, the programme aims to shape individuals into effective managers, capable of understanding technologies for their business and lead the organisation through the implementation of digital strategies at a higher level.

TERM 1

Disruptive Change Management

Digital Marketing Tools and Strategies

Applied Research Methods for Digital Business

Digital Transformation and New Business Models

TERM 3

Global Innovation Project

TERM 2

Technology Management

Digital Organisation and Culture

2 optional modules between:

- Data-driven Organisations
- Business Plan and Finance
- Project Management Methodologies
- Tech Tools for Digital Learning
- Tech Entrepreneurship

✓ The assessment strategy includes a variety of assessment, with minimal to no final exams. Projects and writing tasks, group and individual presentations are favoured, to provide you with invaluable skills you can showcase to potential employers.

WHO IS IT FOR?

Everyone interested in a career in Management and Business, with a particular emphasis on innovation and change. The Programme is designed to offer a comprehensive understanding of the major topics, from financial to data, leadership to marketing, while providing core opportunities to broaden your specialism with optional and experiential modules.

If English is not your native language, you will be required to provide proof of your English level.

A minimum of 3 years of work experience at a managerial level is required.



Download full programme here.



Entry requirements can be found on our website.

Entry points have been designed to be flexible:

September 23 – November 23 – January 24 – March 24

For more information, please contact our Admissions team at internationalrecruitment@xcl.ac.uk

Information on tuition fees can be found on our website or at internationalstudents.rome@xcl.ac.uk



Xenophon College London is an Academic Partner of the **University of Chichester**, a Top 30 UK University according to The Guardian 2021.

Courses are validated by the University of Chichester and lead to University of Chichester degrees.

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