

The Greenland Henley Executive MBA



Managing Your Company from a Global Perspective

Understanding your company from a multidisciplinary and global perspective is central to the Greenland Henley MBA.

You will:

- Achieve a multi – disciplinary business understanding
- Understand the strategic links and relationships within the company, from a general management perspective
- Contribute to the continued growth of your company in various disciplines and in different functions
- Create real business value throughout the programme as your development is closely linked to your sponsoring organisation.

What will the Greenland Henley MBA do for you and what is required from you?

The Greenland Henley MBA is a three-year programme. Divided into three parts consisting of a series of face-to-face workshops. The workshops will be held in Greenland and at Henley Management College, UK. The time required for workshops, readings, learning groups,

assignments and tutoring is approximately 12 hours per week.

The uniqueness of this programme is the interaction with your fellow programme members and your tutors in a model combining virtual classroom learning with face-to-face interaction.



The virtual classroom will make it possible for you to combine work with learning. You can create your own study plan to suit your needs, saving time when applying

your learning to your daily work situation. Working on real life projects throughout the programme will enhance your job performance and your career prospects.



The Greenland/Henley MBA leadership programme will give you:

- A sound basis for general management theory
- Methods for strategic analysis, typically applied in your company
- Practical application of theory in the workplace



Henley Management College

The Henley Greenland MBA and Henley Management College in Partnership

The Greenland Henley MBA is an international business degree, an accredited and highly demanding programme in partnership with Henley Management College, in England situated 55 kilometres outside London. Henley Management

College has achieved three highly recognised international accreditations: AMBA (England), EQUIS (Europe) and AACSB (USA). Henley Management College is an internationally recognised business school allowing you to study while working.



In 2005, Henley Management College has participants from 110 countries, covering every continent. Over 75 percent come from outside the UK, and of those 61 percent come from Europe, 15 percent from Africa and the Middle East, 13 percent from the Americas, and 11 percent from Asia Pacific.

Henley Management College has more than 60 years experience in management development, is well known and respected for its practical approach and integrated elearning environment. Assessment on the Greenland MBA is developmental, designed to promote effective learning. You are required to demonstrate its application to the business issues of your company by means of assignments, projects and presentations.

Henley's integrated eLearning environment will support you throughout the programme. You will have access to the

Henley database, where you will find subject discussion areas, supported by Henley tutors.

Structure and Content

The Greenland /Henley MBA Programme is a general MBA, supplemented with specific topics from your company. Each part

includes a series of face-to face workshops, continual studies, assignments, project work and exams.

Certificate in Management, Part One

The Greenland /Henley MBA programme starts with a foundation module, which focuses on the basics of strategic thinking and introduces management concepts that will be revisited throughout the programme.

Part One includes three subjects: Foundations of Management, Managing Information and Managing People. Each subject is assessed by the submission of one assignment, addressing a particular issue within your company. At the end of part one there will be a written exam, covering all three subjects.

Diploma in Management, Part Two

The three functional areas are: marketing, performance management and finance, presented in an integrated manner, giving you an insight into the connections between these modules. Each subject, Managing Marketing, Managing Perform-

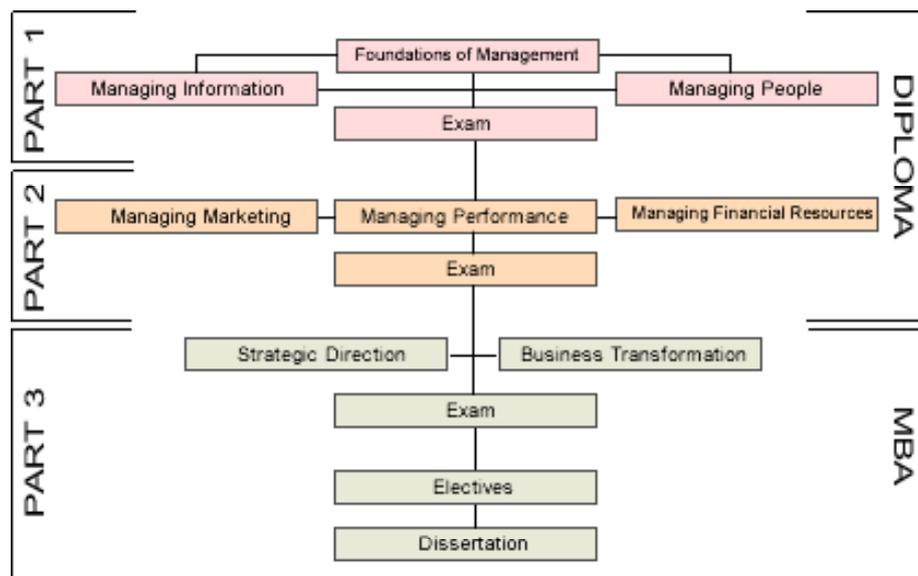
ance and Managing Financial Resources, is assessed by the submission of one assignment, addressing a particular issue in your company. At the end of part two there will be a written exam, covering all three subjects.

MBA degree, Part Three

The core element of this part takes a wholly strategic approach, bringing together your prior learning of parts one and two, focusing on the subjects Strategic Direction and Business Transformation. The output is an “Integrated Strategy Project”, based on your company, supplemented by a written exam.

Participants can choose from a range of Electives, additional written assignments, providing an opportunity for you to consider some leading-edge management topics that are contemporary, multidisciplinary

and complement existing core MBA materials. In addition, a requirement of your MBA programme is that you demonstrate that you are able to undertake a research-based investigation into a significant and specific management issue. This is the dissertation stage of your programme and it provides you with an opportunity to link your own business and management interests with the skills and knowledge that you have developed during your learning on the programme. The dissertation can be a very challenging but rewarding period of your learning journey.



Flexibility

Flexibility also marks the structure of the programme. By successfully completing parts 1, 2 and 3 you will be granted an internationally recognized Certificate, Diploma and MBA respectively. Each

part is taken and paid for separately, and you can have breaks between the parts. If you aim at completing all three parts, you should calculate on a minimum duration of 3 years.

Admission Criteria

To be nominated for the Henley Greenland MBA Programme you need:

- Minimum 3 years of relevant managerial experience
- Minimum 27 years of age
- An undergraduate degree or equivalent professional qualification
- English proficiency, oral and written



Contact us

For more information on the Greenland Henley Executive MBA please contact Stig Rømer Winther, Greenland Tourism and Business Council, on telephone 34 28 20 or by email stig@greenland.com

For information about Henley:

www.henley.dk and
www.henleymc.ac.uk

Greenland Tourism and Business Council

P. O. Box 1615
Hans Egedesvej 29
DK-3900 Nuuk

Telephone: +299 34 28 20
Fax: +299 32 28 77

Email: info@greenland.com
Homepage: www.greenland.com