



Welcome,

We are delighted to invite you to the University of Bradford's mini MBA Virtual Programme. This programme has been designed, and will be delivered, by leading academics in our Triple Crown Accredited School of Management and is a unique opportunity for students to gain insight into the innovative developments taking place in Business. The Academic Lead for the mini MBA is Dr Kamran Mahroof.

The programme will start on **Wednesday 4th November (13:30-14:30)** with an introductory session and will continue with 1 session per week for the following 5 weeks, with the final session occurring on **December 9th**. Each session will cover a different aspect of Business and will include unique academic insights into areas such as Business Analytics, Responsible Management and Digital Marketing.

Below is a short description of each session:

Session	Title	What will session include?
1	Introduction to the Series and Preparing Managers for the future.	This will be an introduction to the overall programme, followed by how an understanding of data analytics, managerial decision making, and AI technologies have become a crucial skill for graduates and employers.
2	Fintech Technology: The Future of Banking?	This session explores what Fintech technology is, its potential and how it is transforming banking. It will also explore how organisations are embracing digital platforms to engage with their customers.
3	Customer Equity in a Digital Age	This session explores how organisations are embracing digital platforms to engage with their customers.
4	Entrepreneurship Workshop	Identify key enterprise skills and develop entrepreneurial thinking whilst gaining an insight into pitching and selling ideas.
5	Business Ethics, Sustainability	There is an increased focus on Business Ethics and sustainability in today's business world. What are a business's ethical duties in relation to its social, economic, and environmental responsibilities?
6	Personal Branding: Personal statement writing, Interview skills and the University of Bradford's Business programmes	The session will bring together the areas covered during the series and introduce strategies to write your UCAS personal statement and how to prepare successfully for interviews. An opportunity to hear about the University's diverse business and management programmes.

All sessions will be interactive, and there will be plenty of opportunity to ask questions to the academics about their subjects and the session content.

Students will be offered a bonus session on December 9th (session 6 above). This session will bring all aspects of the series together and explore Personal Branding; how to write an effective UCAS Personal Statement; and tips on preparing for a successful admissions interview. This will be a 2-hour session.

The University of Bradford has always placed student support at the heart of what we do, and we are constantly looking to create new pathways to support students on their journey into Higher Education. **The University has therefore decided to assist applicants with their future studies and offer an 8 UCAS point reduction** for any student who attends every session and applies to study a programme within the School of Business and Management at the University of Bradford.

If you are a current Year 13 student and wish to be part of this unique offering, please register HERE: https://your.bradford.ac.uk/form/mini_mba_form

Once you have registered, you will then receive an email with a link to each session a few days before the session is due to commence and also a reminder email for each session.

If you have any questions regarding the mini MBA programme, please do email me. We look forward to engaging with you on this exciting and enriching programme.

Kind regards
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Recruitment and Outreach Team
University of Bradford

**University of the Year
for Social Inclusion**

