

Programme Specification

Award and title: MBA Quality Management

<i>School:</i>	York Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2027-28
<i>in the month(s) of</i>	September, November, January, March, May, July
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	Lincoln University of Business and Management, Dubai
<i>Delivery location:</i>	Lincoln University of Business and Management, Dubai - Online delivery only
<i>Programme/s accredited by:</i>	
<i>Exit awards:</i>	Postgraduate Certificate in Management Postgraduate Diploma in Management
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Subject Benchmark Statement for Business Management (March 2023)
<i>Mode/s of study:</i>	Postgraduate periods of study¹ Full-time (1 year)
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	No
<i>Study abroad opportunities:</i>	No
<i>Opt-in YSJU Placement Year opportunity:</i>	No
<i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i>	No

Introduction and special features

The Master of Business Administration (MBA) Quality Management is a prestigious, internationally recognised qualification designed to accelerate both personal and professional growth. Whether you are an experienced manager aiming to advance your career, or an aspiring leader preparing for senior roles, the York St John University MBA equips you with the knowledge, skills, and practical insight to succeed in dynamic, regional and global business environments. Delivered through a fully online, flexible model, the programme ensures accessibility for professionals across the Middle East and South Asia while providing a practice-oriented approach and a strong foundation in business management.

Throughout the programme, you will explore real world challenges that shape organisations, learning collaboratively by drawing on your own professional experience alongside the diverse perspectives of your peers. Projects and assignments are designed to help you immediately apply business theories, tools, and techniques in professional contexts. The learning experience is enhanced through interactive virtual communities of students and tutors, fostering knowledge exchange and collective problem solving. This

¹ The standard period of study will apply unless otherwise stated

collaborative environment ensures that solutions to complex business issues are rigorously analysed and discussed with expert guidance.

The MBA emphasises the integration of academic research with practical application, encouraging a critical, strategic approach to business and management. You will develop a deep understanding of contemporary organisational challenges and ethical leadership principles, enabling you to make informed decisions that maximise both individual and organisational potential. The programme supports continuous personal and professional development, preparing graduates to operate effectively in culturally diverse and rapidly evolving markets.

A distinctive feature of the programme is its strategically designed induction framework, aimed at enhancing student readiness, retention, and academic success, particularly for those returning to education after a professional break. The induction provides a comprehensive overview of the programme structure, delivery schedule, assessment strategy, and academic expectations, ensuring clarity from the outset. It incorporates structured training on the virtual learning environment (Moodle), academic writing and referencing standards, and detailed guidance on assessment requirements to promote academic confidence and performance. Students are also formally briefed on institutional regulations and policies, including academic misconduct, suspension of studies, mitigating circumstances, and overall academic integrity, reinforcing a culture of professionalism and ethical scholarship. This proactive and structured orientation strengthens student engagement, minimises academic risk, and supports progression through clear alignment with institutional quality assurance standards

Special features of the programme include:

- Development of a versatile skill set relevant to a wide range of industries across the Middle East, South Asia, and globally.
- Emphasis on ethical leadership, responsible management, and decision-making sensitive to regional and international contexts.
- Preparation for effective leadership and management in cross cultural and international business environments.
- Assessments designed to reflect real world organisational challenges and strategic decision-making processes.
- Opportunities to apply theoretical frameworks directly to your own professional experience, supporting critical reflection and growth.
- Engagement with interactive forums and collaborative virtual learning activities enriched by practical expertise.
- Comprehensive personal and academic support tailored to student needs in your region.
- Interaction with industry practitioners, and commercial organisations to enhance professional expertise and employability.

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage. In addition, you must have:

- A Bachelor's degree or equivalent, achieved at Class 2:2 or above, from an approved university or institution
- or
- Possess a High School equivalent and/or a college diploma, along with a minimum of 2 years' corporate work experience, appropriate to enable you to contribute to the programme

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

The overarching aim of the MBA Quality Management is to cultivate your critical understanding of modern business and management challenges while enhancing self-awareness and reflective practice. The programme seeks to equip you with the leadership capabilities, knowledge, and ethical insight necessary to maximise both personal and organisational potential in a global context. It supports the development of responsible, innovative, and ethically minded managers who can operate effectively across diverse professional and international environments.

You will be supported as you:

- Develop a critical awareness and understanding of business in general, and quality management in particular, within organisational contexts globally and in the Middle East and South Asia as well as globally.
- Connect theoretical frameworks in quality management with practical application in creative and innovative ways, reflecting on both the learning process and outcomes.
- Gain insight into the role of managers in promoting sustainability, corporate social responsibility, and ethical decision making, preparing you to act as a responsible and accountable leader.
- Enhance lifelong learning skills and personal development, enabling you to work with autonomy, originality, and self-direction.

Programme learning outcomes

Upon successful completion of the programme students will be able to:

- 7.1 Demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the study of opportunities and challenges of business and quality management
- 7.2 Demonstrate an advanced and critical understanding of concepts, information and techniques informed by knowledge at the forefront of contemporary business quality issues within the context of society
- 7.3 Demonstrate a systematic, integrated and critically aware understanding of business quality management, leadership, and teamwork.
- 7.4 Critically reflect and evaluate management, leadership and team working skills and take a proactive, independent and self-reflective role in working and developing professional relationships
- 7.5 Formulate a critical awareness of current issues in business quality management informed by contemporary research and practice
- 7.6 Demonstrate a deep knowledge and critical understanding of quality organisations, context and response to changes in the global business environment
- 7.7 Extrapolate information critically and creatively utilising appropriate decision-making techniques in order to extract meaning and understanding, solve problems, and identify and evaluate options in a world of uncertainty and imperfect information
- 7.8 Design, conduct, analyse and disseminate an independent research project relevant to quality management

Programme structure

Intake – first module	Code	Level	Semester	Title	Credits	Module status	
						Compulsory (C) or optional (O)	non-compensable (NC) or compensable (X)
September	MBB7066M	7	1	Strategic Leadership and Change	30	C	X
November	MBB7067M	7	1	Global Business Strategy and Development	30	C	X
January	MBB7068M	7	2	Strategic Resource Management	30	C	X
March	MBD7003M	7	2	Business Analytics and Strategic Quality Management	30	C	X
May	MBB7072M	7	All	Capstone Project	60	C	NC

Intake ➔	Sep-26	Nov-26	Jan-27	Mar-27	May-27	Jul-27	Sep-27
Modules ➔	MBB7066M	-	-	-	-	-	-
	MBB7067M	MBB7067M					
	MBB7068M	MBB7068M					
	MBD7003M	MBD7003M	MBD7003M				
	MBB7072M	MBB7066M	MBB7066M	MBB7066M	MBB7066M		
	-	MBB7072M	MBB7067M	MBB7067M	MBB7067M	MBB7067M	
		-	MBB7072M	MBB7068M	MBB7068M	MBB7068M	MBB7068M
			-	MBB7072M	MBD7003M	MBD7003M	MBD7003M
				-	MBB7072M	MBB7066M	MBB7066M
					-	MBB7072M	MBB7067M
						-	MBB7072M

N.B. The programme will have six intakes per year as part of a carousel recruitment model whereby each new cohort of students joins the previous cohort.

Any modules that must be passed for progression or award are indicated in the table above as non-compensable. A non-compensable module is one that must be passed at the relevant level (with a mark of 50 in order to progress).

Learning, teaching and assessment

The MBA Quality Management integrates academic theory with practical application to equip you with the knowledge and skills required to excel in managing complex quality related decisions within an organisation. This approach will enable you to develop as an effective leader capable of addressing the challenges of modern organisations.

Teaching and learning are delivered through a blend of lectures, seminars, tutorials, and workshops designed to encourage active participation and collaboration. Each module is supported by a dedicated Virtual Learning Environment (VLE), where you will engage in online discussions, collaborative projects, and group learning with an internationally diverse cohort. This digital platform supports flexible study, accommodating the needs of working professionals balancing education with demanding careers.

To ensure all learners are equipped to engage fully with postgraduate level study, the programme includes a structured induction period. The induction introduces students to academic study skills and postgraduate conventions through sessions on academic writing and citation, planning and organising work, an introduction to Moodle, and refining presentation skills. This preparatory phase establishes foundational skills for success and supports students who may not have recently engaged in formal education. LUBM's personalised guidance and consistently high satisfaction ratings reflect its commitment to fostering an inclusive and supportive academic community.

Assessment methods mirror practical and realistic organisational practices and challenges. You will be evaluated through a variety of tools, including individual assignments, group projects, presentations, and case study analyses. Opportunities for formative feedback are embedded throughout the programme, enabling you to refine your work and strengthen your professional capabilities. Additionally, study support in academic writing, research methodology, and practical problem solving is provided, enhancing employability and enabling graduates to apply their learning to advance careers in project and operations management across diverse industries.

In alignment with institutional quality assurance standards and the programme's fully online mode of delivery, teaching and learning methods are purposefully designed to maximise engagement, interactivity, and academic rigour within a structured virtual environment. All learning activities are delivered through the Virtual Learning Environment (VLE), with live synchronous sessions conducted via Zoom meetings to ensure consistency, accessibility, and monitored participation. Sessions incorporate structured group discussions, breakout room activities, collaborative problem-solving tasks, polls, and appropriately integrated open-source gamified tools to enhance active engagement and applied learning. Students regularly deliver online presentations and participate in peer-to-peer critique, fostering confidence, critical reflection, and professional communication skills within a digitally mediated academic setting.

Progression and graduation requirements

The University's [regulations](#) for taught postgraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised:

Programme originally approved: July 2026