



accra
business
school

business education
for global impact

12 Month MBA

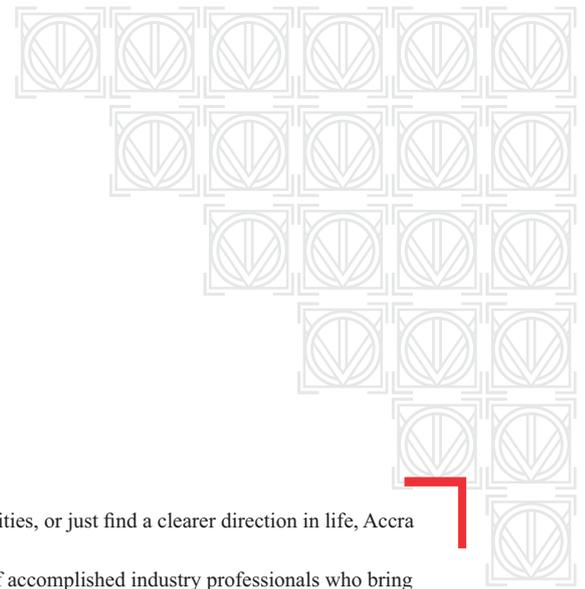
Ghana's most innovative & practical MBA awarded by KNUST



[Learn ■ Leverage ■ Lead]

Accra Business School is a prestigious Christian Business School accredited to offer globally recognized postgraduate, undergraduate and professional programmes. The School is an affiliate of Kwame Nkrumah University of Science and Technology (KNUST) Kumasi, Ghana, Australian Institute of Business (AIB) Adelaide, Australia and the Awards for Training and Higher Education (ATHE), Norwich, UK.

Driven by a business education philosophy based on a simple formula: Business Education plus Business Growth is equal to Democratic Stability (BE + BG = DS), we have in consultation with industry developed a suite of revolutionary business education programmes including MBA, MSc, PGDBA, BSc and professional qualifications that meet the training needs of the 21st Business Leader and the human capital needs of industry.



12 Month MBA

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Whether you're looking to move up in your current company, expand your career opportunities, or just find a clearer direction in life, Accra Business School's 12 Month MBA will help you achieve your goals as easily as possible.

The strength of the MBA programme at Accra Business School relies on a hybrid faculty of accomplished industry professionals who bring industry to the classroom, astute academicians who take the classroom to industry and attended by high caliber individuals who merge the real world of business and the classroom.

Flexible

The degree is designed for maximum flexibility, allowing busy professionals to upgrade their skills and build a powerful network, without disruptions to their commitments at work and at home. Classes are held one full weekend in a month.

Accreditation & Collaboration

This accelerated management degree is a joint undertaking between Accra Business School and Kwame Nkrumah University of Science & Technology (KNUST) and accredited by the National Accreditation Board of Ghana. Accra Business School provides academic direction while Kwame Nkrumah University of Science & Technology (KNUST) Awards the degree.

Affordable

As a social enterprise initiative in education, Accra Business School believes that MBA Education should not be the preserve of the privileged few. Our MBA therefore, is one of the most affordable MBA's in Ghana. Our flexible payment plan also ensures that you pay as you go. Alternatively our Barclays bank students loan arrangement allows salaried workers to learn while Barclays pays.

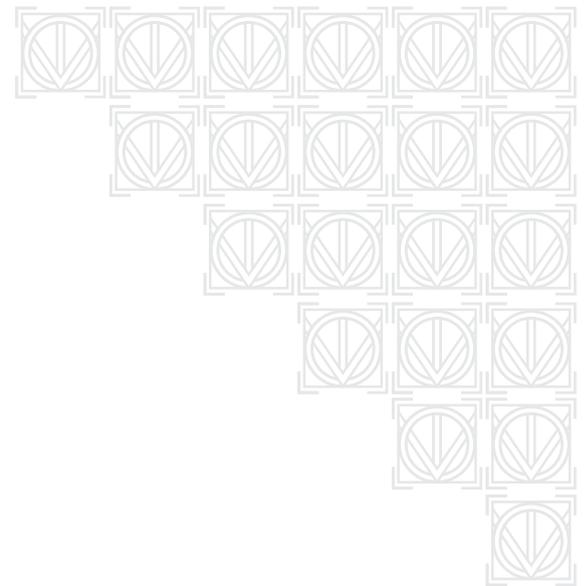
How Accra Business School's 12 Month MBA compares to other MBAs

	12 Month MBA	vs	Other MBAs
Duration	- Fastest MBA in Ghana, while you work - 12 months to complete		Generally between 18 and 36 months to complete
Flexibility	Highly flexible learning approach for working adults		Inflexible learning approach for working adults. More suited for full-time students
Cost	Among the most affordable in Ghana		Too expensive for most Ghanaians
Rankings	Kwame Nkrumah University of Science and Technology (KNUST) the awarding body of this MBA is rank No. 2 in Ghana by UniRANK		Range of rankings and some not ranked at all
Study Model	Study 1 subject per month (perfect for working adults)		Study several subjects per semester (perfect for full-time students)
Practical	Practical delivery and assessments		Generally a heavy focus on just academic theory
Accreditation	Awarded by KNUST and accredited by National Accreditation Board		Suspicious awarding bodies and accreditation agencies
Learning Resources	Cutting edge learning material		Varied quality of learning material
Entry Requirements	Flexible payments terms		Rigid payment terms

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0263 888 555 or 0263 888 666

Leaders' Factory, Spintex Road Accra



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Content:

1. Leadership:

The aim of this subject is to provide a scholarly and in-depth knowledge of the dynamics of leadership. Topics covered include: nature and importance of leadership, leadership traits, behaviours and attitudes, leadership styles, leadership culture, ethical issues, leadership when creating change in organisations.

2. Marketing Management:

This subject discusses the importance and strategic role of marketing in today's globalised business environment. Students learn the importance of pursuing objectives, employing appropriate resources, and investing in the future of an organisation to ensure customer satisfaction. Topics covered include: core marketing concepts; marketing strategy and planning; buying behaviour; role of marketing research; positioning; pricing; product development; placement; foundations of marketing communication.

3. Corporate Governance:

This subject examines the development, concepts, and significance of the concepts and practice of Corporate Governance, and organisational governance within the context of organisational capacity building. Topics covered include: the governance partnership (investors, companies and directors); regulatory frameworks to ensure good governance; theory and principles of corporate governance; director capabilities and responsibilities; corporate social responsibility.

4. Project Management

This subject provides the skills and knowledge required to plan, manage and close projects that achieve the goals and objectives on time, within cost and to the quality required, regardless of the line of business or industry. Topics covered include: project lifecycle; scope management and work breakdown structure; project scheduling using the critical chain approach; project resourcing; project control: managing project quality; planning and managing project risks; performance measurement and managing project teams.

5. Financial Management:

This subject aims to prepare students for effective and efficient planning and management of financial resources in organisations. The subject introduces how a manager can utilise accounting and finance systems in decision making. Topics covered include: balance sheets, income statements, cash flow statements, financial statement analysis, basic cost management concepts, basics of budgeting, working capital and current assets management, managing inventories, time value of money and valuing bonds and shares, risk and return of financial assets, basic capital investment issues, capital structure and financing including the cost of capital.

6. Strategic Management:

This subject provides an in-depth knowledge of the strategic management process and gives an exposure to the concepts and theories of competing in international markets. Topics covered include: strategy development; the external environment; an organisation's competitiveness; generic competitive strategies; competing in international markets; groups of businesses.

Prerequisites: May normally be undertaken only after completing at least four core subjects

7. Strategic Human Resource Management:

This subject is designed to provide understanding of the formal relationship between the employer and the employee and of the techniques and methods aimed at making that relationship more effective so that organisational goals and objectives are achieved. Topics covered include: definition of strategic HRM; the legal environment; workforce planning, recruitment and selection; training and development; performance management; compensation.

8. International Business

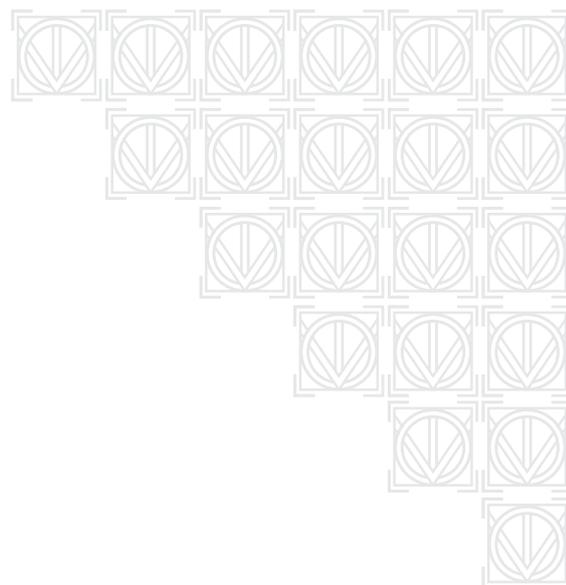
This subject explores how and why countries trade with and invest in each other, and the global monetary system. It examines the strategies and structures of international businesses and assesses the special roles of an international business's various functions. It also provides a critical approach that presents the arguments for and against economic theories, government policies, business strategies, organisational structures, and their managerial implications.

9. Operations Management:

The aim of this subject is to provide an in-depth knowledge of issues critical for the efficient and effective operation of organisations. Topics covered include: the concept of operations and process management; network design and capacity planning; process design; supply chain management; inventory management; resource planning; quality management.

10. Performance and Compensation Management

This subject addresses the role played by performance, compensation and rewards management systems in shaping behavior and performance in the workplace. What managers pay attention to, measure and reward are powerful ingredients for influencing individual, team and organisational performance. Topics include: the nature of performance, processes for measuring and managing performance, principles underpinning the design and implementation of remuneration and reward systems; performance and compensation systems as part of a coherent HRM strategy. Prerequisites: Strategic Human Resource Management.



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11. Entrepreneurship

This course provides advanced understanding of the entrepreneurial mind-set. Entrepreneurs are pioneers, innovators, leaders and inventors. They are catalysts for change who shape the competitive global marketplace and have significant impact on our global economy. Topics covered include: the practice of entrepreneurship, how to foster an innovative work environment in addition to being able to formulate, develop, grow, manage and commercialise ideas through business creation. Capital structure and financing including the cost of capital.

12. Final Project

This subject focuses on designing, conducting and reporting findings from a business research project. The objective of this subject is to undertake a project related to the chosen specialisation. Students will identify an appropriate workplace-based research problem, conduct a small literature review, engage in data collection in the workplace setting, analyse the data and present findings in a formal business research report. Students will be provided with the access to online materials during their last stage prior to the Project start date. **Prerequisites: May be undertaken after completing at least eight MBA subjects**

Intensive Workshops

Rather than delivering each subject over a series of one or two hour classes per term, the 12 Month MBA is offered over three intensive workshop days per month. This allows students to plan their year in advance and accelerates the learning process.

The 12 Month MBA is offered as one subject per month. This means that students need to focus on just one subject at a time, in addition to their usual personal and professional obligations. The fact that the examination is just a month away from the start of each subject has contributed to high completion rates, as the students are continuously motivated.

AN EXAMPLE MONTHLY SEQUENCE

Fri	Sat	Sun	Mon	Tues	Wed	Thurs
Fri	Sat	Sun	Mon	Tues	Wed	Thurs
Fri	Sat	Sun	Mon	Tues	Wed	Thurs
Fri	Sat	Sun	Mon	Tues	Wed	Thurs
Fri	Sat	Sun	Mon	Tues	Wed	Thurs
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Interactive Tutorials	Assignment	Revision Workshop	Examination	Next Subject Interactive Tutorial
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