



Learn Video

Each of the 3 modules in the Build Your Own MBA course begins with a learn element which is comprised of 7 short videos - the total running time of all of the videos in a given module combined is approximately an hour. However, because each video has an average running time of just 8 minutes you should be able to build the course around a busy workload - by dipping in and out of the content whenever you have a moment to spare - either by watching the videos at your own desk or perhaps away from your desk by using any other internet enabled device. You should watch all of the videos in the Learn element of a given module before moving onto the next element in the module which is Apply.

Apply Video

Each of the 3 Modules in the Build Your Own MBA course has an apply element - which follows on from the learn element and which is further broken down into 2 components - workshop and workflow - the workshop components are 30 minute group meetings, during which you will be asked to work with your colleagues applying the MBA concepts that were explained in the preceding Learn element of the course. Worksheets and other resources have been provided to help you with this.

Because it is important that everyone in the workshop has watched the videos in a the learn element in a given module before attending the related workshop - some internal co-ordination will be required and project documentation has been provided in the MBA resources to help you and your colleagues to agree on a timetable for completing the various elements and attending the workshops. Each workshop should consist of between 4 - 8 individuals and should be arranged by the personal responsible for co-ordinating the project for your team or department as set out the project documentation in the MBA Resources.

Then having completed a workshop - you will be asked to access the workflow resources. These explain how you can use the concepts on an ongoing basis - so that they become truly embedded in your day-to-day work. Once you have gone through the workflow resources you should move onto the next element which is Transform.

Transform Video

Each of the 3 Modules in the Build Your Own MBA course has a Transform element which follows on from the Apply element. This consists of a set of resources - that will help you get the best out of your own energies, skills and talents in a way that ties in with the strategies of your organisation. Then on completing the relevant Transform element in a given Module you should move onto the Learn element in the next module and so on.

At the end of the course you will be provided with a personal development diary - which will help you to plan, record and review your ongoing development over the 12 month period that follows the course - ensuring that the MBA concepts become embedded in your day-to-day work.

The content of each of the 3 modules is explained in Video 1.1 of the MBA Resources.