





Discover the Global Executive MBA (GEMBA)

The online GEMBA programme is tailored to boost your strategic thinking and managerial skills, leveraging your existing degree and/or work experience. It covers key business areas like financial and strategic management, infused with social responsibility and sustainability principles. With a focus on real-world application, the programme hones your leadership skills in a global business context. This MBA cultivates a deep understanding of diverse business concepts and practices. Its problem-based learning approach, emphasising global perspectives, prepares you to effectively navigate and impact public, private, and non-profit sectors.



Enterprise Zone Status

1 of 20

UK Universities

Herts is proud to be one of only 20 universities awarded Enterprise Zone status for out focus on business, innovation and entrepreneurship.

Personalise Your Global Executive MBA (GEMBA)

Tailor your GEMBA experience and gain a competitive advantage with our newly updated specialisations designed to reflect the most current and topical issues in business and deepen your expertise in key areas shaping today's global landscape. Follow our Al, Algorithmic Marketing, Data Science, or Cyber Security tracks to blend MBA-level business acumen with sought-after technical skills. Or, opt for the Sustainability track, tapping into one of the most pertinent and evolving fields in global business today.

- Algorithmic Marketing
- In the GEMBA with Algorithmic Marketing you will focus on data-driven marketing strategies. You'll learn to analyse large-scale data, use predictive analytics, optimise marketing campaigns, and personalise customer experiences.
- Artificial Intelligence (AI)
- Prepare for the Al-transformed business landscape. The GEMBA with Al equips you to harness Al technologies, navigate data-driven and automated business practices, and leverage Al-driven innovation.



Data Science

Understand the importance of data-driven decision-making with the GEMBA with Data Science. Gain skills in stakeholder analysis, market trend prediction, and organisational performance optimisation, using data science to inform your decisions.

Cyber Security

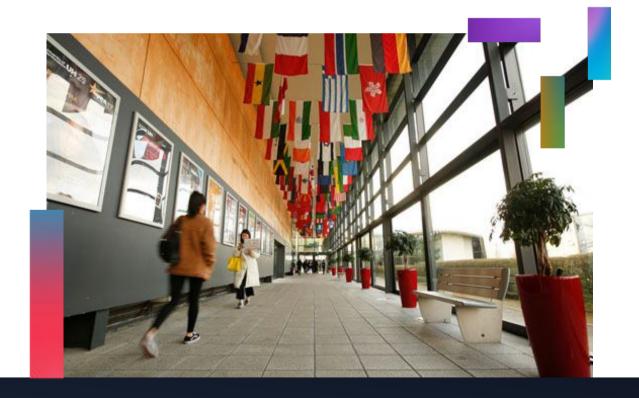
Address the critical need for digital asset protection and cyber threat mitigation. The GEMBA with Cyber Security trains you in cyber security strategy, incident response, risk management, and navigating the digital landscape.

Sustainability

In the GEMBA with Sustainability you will explore sustainable business aligned with the United Nations' Sustainable Development Goals. Focus on ethical decision-making, community relations, and environmentally responsible business practices, learning to develop sustainable business activities.

Study with a Modern UK University Rooted in Industry

At the University of Hertfordshire, we champion a practical and forward-thinking approach to higher education. Home to a dynamic community of 32,000 students from over 140 countries, the University excels in bridging academic study with real-world application. You'll benefit from high-calibre instruction delivered by experts actively engaged in research that resonates beyond academia. With an impressive history of over 70 years, we've established robust industry connections that facilitate a wealth of professional networking opportunities.

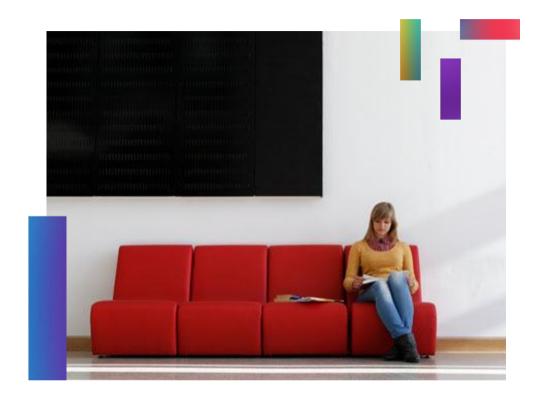




Elevate Your Global Career

The Global Executive MBA (GEMBA) programmes at the University of Hertfordshire are expertly crafted for those seeking to excel in the rapidly evolving global business landscape. Join this course to:

- Master core business concepts and advanced management strategies, ensuring a thorough understanding of global business dynamics.
- Specialise in cutting-edge areas like Al, Algorithmic Marketing, Data Science, Cyber Security, or Sustainability, aligning the GEMBA with your unique goals and background.
- Enhance your career with an industry-focused master's degree delivered by a top 2 UK university for employability.
- Benefit from robust support from enrolment to graduation, including faculty expertise and access to the Student Support Team.
- Apply theory to practice through problem-based learning, gaining multidisciplinary insights and the ability to navigate complex business environments effectively.



Each specialisation on the GEMBA programme is tailored for a diverse range of professionals, from those seeking to shift their career direction to those in early leadership or seasoned executive roles. These programmes are ideal for individuals aspiring to integrate specialised knowledge into more strategic, senior-level positions, as well as those eager to apply their skills from a non-technical role to a general leadership position.



Who are the GEMBA Programmes for?

The GEMBA programmes are designed for ambitious professionals ready to elevate their careers across various sectors. Requiring prior work experience, the programmes' problem-based learning approach relies on students drawing from and sharing their real-world business experiences and challenges. This collaborative environment enriches learning, allowing students to benefit from their class's diverse expertise and perspectives and to apply theoretical concepts to actual case studies and current business scenarios.

- General GEMBA: Perfect for (aspiring) mid-senior management professionals aiming to step into executive roles, specialists seeking to transition into more generalist managerial positions or experienced professionals without formal academic qualifications looking to formalise their expertise.
- Algorithmic Marketing: Ideal for (aspiring) marketing managers, marketing data analysts, and digital strategists who aim to leverage algorithmic tools for advanced go-to-market strategies.
- Artificial Intelligence (AI): Perfect for (aspiring) IT professionals, project managers, and business analysts looking to integrate AI technologies into business operations.
- <u>Data Science</u>: Suited for (aspiring) data scientists, business intelligence analysts, and consultants focusing on data-driven decision-making and market analysis.
- <u>Cyber Security</u>: Designed for (aspiring) IT security professionals, network administrators, and risk management consultants dedicated to safeguarding digital assets.
- Sustainability: Tailored for (aspiring) environmental managers, sustainability consultants, and corporate responsibility officers committed to sustainable business practices.







Skills Development

2nd in the UK

Herts is ranked 2nd for skills development in the Postgraduate Taught Experience Survey (PTES) 2024

Your Career

Embark on the Global Executive MBA (GEMBA) and open doors to transformative career opportunities across various sectors:

General GEMBA

Chief Executive Officer (CEO)

Lead and shape the overall strategic direction of an organisation, making key decisions to drive long-term growth and success.

Chief Operations Officer (COO)

Direct and streamline organisational operations, focusing on efficiency and effectiveness to achieve strategic goals.

Chief Strategy Officer (CSO)

Guide and develop comprehensive business strategies, providing insights to tackle complex challenges and fostering transformative change in top-tier firms.

Algorithmic Marketing

Chief Marketing Officer (CMO)

Lead global marketing initiatives, leveraging algorithmic insights to shape innovative marketing strategies and consumer engagement.

Digital Strategy Director

Drive digital transformation projects, integrating cuttingedge marketing technologies for enhanced digital presence and customer experience.

Marketing Analytics Manager

Analyse market trends and consumer data to inform strategic marketing decisions, optimising campaigns for maximum impact.

Artificial Intelligence (AI)

Al Integration Manager

Manage the implementation of AI technologies across business operations, enhancing efficiency and innovation.

Technology Innovation Director

Drive digital transformation projects, integrating cuttingedge marketing technologies for enhanced digital presence and customer experience.

Business Intelligence Analyst

Utilise Al tools to extract actionable insights from data, informing key business decisions and strategies.



Data Science

Chief Data Officer

Oversee the organisation's data management strategy, ensuring data integrity and leveraging data insights for strategic advantage.

Data Solutions Architect

Design and implement data systems and strategies, enhancing data-driven decision-making processes.

Analytics Team Lead

Guide a team of analysts in interpreting complex data sets, providing crucial insights for business growth and development.

Cyber Security

Chief Information Security Officer (CISO)

Develop and manage comprehensive cybersecurity strategies, protecting the organisation's digital assets and reputation.

Cyber Risk Manager

Assess and mitigate cyber risks, implementing robust security measures and policies.

Information Security Consultant

Advise businesses on best practices in cybersecurity, helping to fortify defences against evolving digital threats.

Sustainability

Head of Sustainability

Lead initiatives that align business practices with sustainability goals, driving ethical and environmentally friendly operations.

Corporate Social Responsibility (CSR) Director

Develop and implement CSR programs, enhancing the company's social impact and brand reputation.

Environmental Compliance Manager

Ensure organisational adherence to environmental regulations, promoting sustainable and responsible business practices.





Research Impact

90% world-leading

90% of our research is rated as 'internationally excellent' or 'worldleading' (Research Excellence Framework 2021)

Study with a Globally Recognised Business Faculty

At Hertfordshire Business School, you're joining one of the UK's leading business faculties, renowned for its innovative, real-world approach to business education. Here, you will engage with research that tackles societal challenges, from climate change to information security, 90% of which is rated as 'internationally excellent' or 'world-leading' (Research Excellence Framework 2021). At the Herts Business School you'll benefit from our strong connections with regional, national, and international businesses, ensuring that your learning is relevant, opportunity-rich, and practice-led – preparing you to meet the challenges and opportunities of the modern business world.

Shared Core Modules

To obtain any of the GEMBA degrees, you are expected to cover a comprehensive 180-credit curriculum designed to provide a deep and multifaceted understanding of global business landscapes. The core modules shared by all 6 programmes are:

1. Leadership in a Global Environment (15 credits)

In this module, you'll delve into leadership and management theories, learning how they inform your skills and attributes, especially within international or multicultural contexts. You'll reflect on your leadership practices and apply these theories to your work environment. The module focuses on enhancing your intellectual, social, and practical skills, encouraging a critical approach to leadership and management challenges. Emphasising critical thinking and personal reflection, it's a journey towards continuous professional development in global leadership.

2. Entrepreneurial Marketing (15 credits)

Gain critical insights into the innovation process for new market opportunities in this comprehensive module. You'll learn how entrepreneurial thinking translates into marketing strategies, exploring market value creation and growth opportunities. The module covers business model development, innovation processes, and strategic marketing planning. Apply your knowledge by developing a digital venture or a product/service project applicable in diverse contexts like B2B, B2C, and non-profit sectors.

3. Financial Analysis for Decision Making (15 credits)

This module sharpens your ability to interpret and evaluate financial information for effective decision-making. Learn the essentials of financial statements, management accounts, and engage in ratio analysis to assess an organisation's financial position. The module covers practical aspects of investment appraisal, including techniques like NPV and IRR, and explores financing options. You'll also understand the financial risks associated with business decisions, enhancing your financial management skills.



4. Organisational Development & Change (15 credits)

In this module, you will focus on the complexities of organisational change, design, and development. You'll critically examine and apply various theories of organisational development, including Lewin's model, processual views, and psychodynamic tools. Learn to use diagnostic tools and intervention strategies for effective change management. The module also delves into organisational design, evaluation models, and ethical practice in decision-making, emphasising a people-centred approach to organisational change.

5. Strategic Management (15 credits)

Gain a better understanding of strategic decision-making in a complex global business environment. Through practical scenarios, including case studies and secondary research, you'll engage with various strategic management approaches and tools. Key topics include strategic purpose, environment analysis, resource analysis, and ethical decision-making. The module also covers aspects of international and corporate strategy, enhancing your skills for effective strategy implementation in a rapidly changing business world.

6. Strategic People Management (15 credits)

Learn to analyse and evaluate various perspectives and approaches in people management and understand how effective talent management contributes to organisational success. You'll develop an appreciation for the core principles and practices of people management, exploring their impact on individuals and organisations. Delve into the strategic aspects and complexities of managing people, examining theoretical models and current debates. The module highlights the significant contribution of human resource management and people management to achieving organisational goals.

7. Research Project (MBA) (60 credits)

This module provides you with the opportunity to conduct an independent research project, aligning with your specific MBA pathway and focusing on a strategic business area of your choice. Here, you'll hone your business research methods, undertaking a deep dive into literature and blending theory with empirical data. This project is your chance to address a specific business problem or delve into a niche area of personal interest, encompassing design, planning, and execution phases. You'll produce a professionally crafted report that not only presents conclusions and recommendations but also showcases your ability to generate new insights and solutions in your chosen area of specialisation.

Additional Modules Available Only on the General GEMBA

1. Digital Marketing in Practice (15 credits)

This module explores the impact of digital technologies on consumer behaviour and marketing strategies to equip students with practical skills in developing, implementing, and evaluating digital marketing campaigns. Through a combination of theoretical and practical learning, students will develop a strategic mindset to adapt to changing digital environments.

2. Business Analytics (15 credits)

This module will equip you with the practical knowledge and confidence to understand how methods and principles of business and data analytics may be applied to actual business practice. An understanding and appreciation of the data and analytical tools are essential to ensure successful and impactful management decision-making.

Additional Modules Available on the GEMBA with Algorithmic Marketing

1. Data Analytics & Data-Driven Decision-Making* (15 credits)

for business and management decision-making. You'll learn to transform business problems into analytical models, mastering various tools and techniques for their resolution. The emphasis is on interpreting results and understanding the complexities and limitations of the solution process. This course not only introduces you to these analytical tools but also integrates the use of appropriate software, enhancing your skills in informed, data-driven business decision-making.

This module equips you with knowledge and understanding of analytical tools essential

*Also available on the GEMBA with Data Science.

2. Fundamentals of Artificial Intelligence* (15 credits)

deep understanding and critical awareness of its principles, techniques, and prevailing issues. You'll delve into various computational and algorithmic approaches within Al, gaining practical experience in applying Al algorithms to solve problems. The course covers a broad spectrum of Al methodologies, including problem-solving, search algorithms, heuristic strategies, optimisation, game theory, decision trees, constraint satisfaction problems, and knowledge-based agents. Alongside these core topics, you'll also discover emerging areas in Al, staying abreast of the latest advancements and approaches in the field.

This module offers a comprehensive exploration of artificial intelligence (AI), fostering a

*Also available on the GEMBA with Al.

Additional Modules Available on the GEMBA with Al

1. Machine Learning Fundamentals (15 credits)

This module introduces you to the diverse world of machine learning, covering various types such as Supervised, Reinforcement, and Unsupervised Learning. You'll explore how these techniques are applied in fields like computer vision and natural language processing. The course simplifies complex concepts, focusing on the evolution of machine learning from basic statistical methods to advanced neural networks. You'll see how machine learning is pivotal in practical applications, impacting areas from computational science to everyday tools like personal assistants and speech recognition systems.

2. Fundamentals of Artificial Intelligence* (15 credits)

*Also available on the GEMBA with Algorithmic Marketing.

These specialisation modules are from the MSc Computer Science programmes, providing a truly interdisciplinary programme of study, bridging the computing and business faculties; allowing you to gain practical and technical skills from computing modules.



Additional Modules Available on the GEMBA with Cyber Security

1. Principles of Digital Forensics (15 credits)

This module introduces you to digital forensics, essential in a variety of investigations, from cybercrime to corporate cases. You'll learn about gathering, examining, and reporting digital evidence. The module covers the evolving technologies in digital forensics, along with legal guidelines and formal methodologies, equipping you with the knowledge for sound evidence retrieval and analysis in this dynamic field.

2. Cyber Security (15 credits)

In this module, you'll delve into the essentials of systems security, gaining an understanding of its principles and techniques. Learn about identifying and managing risks, vulnerabilities, and threats to computer systems. You'll explore key areas like network security, cryptography, and risk assessment, along with the ethical and legal aspects of cyber security. The module offers practical exercises to apply these concepts, equipping you with skills crucial for protecting digital information in today's interconnected world.

Additional Modules Available on the GEMBA with Data Science

1. Data Analytics & Data-Driven Decision-Making* (15 credits)

*Also available on the GEMBA with Algorithmic Marketing.

2. Principles of Data Science (15 credits)

Explore the essential mathematical foundations of data science in this module, learning how to apply key algorithms and statistical techniques to data science challenges. Dive into topics like linear algebra, calculus, and probability, coupled with an introduction to data modelling and computational techniques such as statistical modelling. This course offers a comprehensive grounding in the fundamental skills needed for effective data analysis and problem-solving in data science.



Additional Modules Available on the GEMBA with Sustainability

1. Sustainability in Globo	ı l Contexts (15 credits)	

Delve into global sustainability and sustainable development, examining the influence of stakeholders like NGOs, governments, and international corporations. This module covers key
issues such as income inequality, food security, and poverty, which are aligned with the United Nations Sustainable Development Goals. You'll explore relationships between the Global
North and South and understand the ethical and political aspects of sustainability. Through diverse case studies, you'll gain practical insights into sustainability challenges, forming an
informed perspective relevant to your sector.

2. Sustainability and Organisations (15 credits)

	Explore sustainability in organisational contexts, critically assessing practices against global standards like the United Nations' Sustainable Development Goals. This module encourages
\odot	you to question and reshape organisational beliefs and practices for ethical and sustainable decision-making. Gain insights into societal, environmental, and economic challenges
	relevant to sustainability in your organisation, fostering a drive for impactful change.

Module distribution across the GEMBA programmes	General	Algorithmic Marketing	Al	Cyber Security	Data Science	Sustainability
Digital Marketing in Practice	⊘					
Business Analytics	\odot					
Data Analytics & Data- Driven Decision-Making		\odot			⊘	
Fundamentals of Artificial Intelligence		⊘	\odot			
Machine Learning Fundamentals			\odot			
Principles of Digital Forensics				\odot		
Cyber Security				\odot		
Principles of Data Science					⊘	
Sustainability in Global Contexts						⊘
Sustainability and Organisations						⊘



Assessments

Each module on each of the courses consists of 6 weeks of teaching and formative (non-graded or low stakes) assessments followed by 2 weeks of graded assessments that must be completed within set deadlines.

Formative assessments

Designed to develop and check your understanding on each module, these assessments may include:

- Portfolios
- Quizzes
- Video recordings
- Podcasts
- Participation in debates or discussions
- Teamwork activities
- Reflective writing
- Peer reviews

Graded assessments

Emphasising critical analysis, evaluation, and the integration of learning with practical application, these assessments include:

- Oral or written reports
- Essays
- Time-constrained assessments

Duration

All GEMBA programmes are delivered in a part-time mode allowing you to combine your studies with other work and life commitments. The total duration of the courses is a minimum of 24 months or 2 years for the 180-credit full MBA award.

Exit Options

You cannot complete any of the full GEMBA programmes in less than 2 years, but you may choose to exit your programme with a:

- 1. Postgraduate Diploma after 120 credits and 16 months of study
- 2. Postgraduate Certificate after 60 credits and 8 months of study.

Entry Dates

You can commence your studies when it is convenient to you with multiple entry dates throughout the year.

For the 2025/2026 academic year:

2025 — 15th September, 10th November

2026 — 19th January, 16th March, 25th May, 20th July





Your Online Learning Experience

The University of Hertfordshire's GEMBA programmes deliver a fully online and asynchronous learning experience through Canvas, the University's virtual learning environment. Canvas is your personalised portal, providing you with access to study materials, enabling interactions with tutors and peers, facilitating online discussions, and hosting assessments. It also offers you a wealth of online resources, including eBooks and e-journals.

While the course offers a great deal of flexibility, it is not self-paced. Each module has set start and end dates and includes fixed deadlines for assignment submissions and online tests. This permits a collaborative learning environment where everyone progresses along the course at the same pace. Modules follow directly one after the other with no scheduled breaks in between. This structure balances the flexibility of online learning with the structure needed to successfully navigate your course and complete it in just 2 years.

Technical Requirements

You can study this course anytime and from anywhere in the world but you will need to have access to a suitable desktop computer or laptop and a stable internet connection.

Recommended Study Time Per Week

While we don't expect you to be online all the time, we recommend dedicating approximately 15 to 20 hours per week to your degree and managing that time flexibly according to your own schedule.





Your Degree Certificate

Your degree has the same academic standing as an oncampus full-time degree. As such, your degree certificate is indistinguishable from a campus-based programme, issued directly by UH and makes no mention of 'online' anywhere. Your full transcripts will note the part-time, online mode of study and the results you attained in each module.

Your Graduation

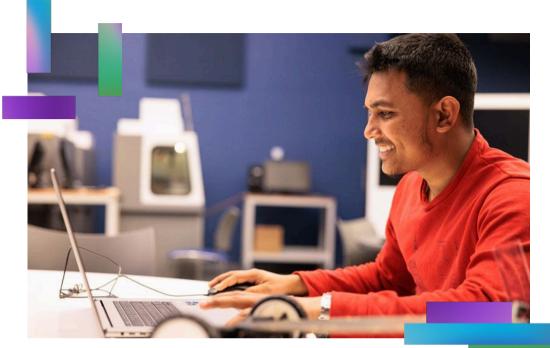
You will have the opportunity to attend your graduation ceremony alongside on-campus students, celebrating your achievement in a memorable and communal setting. Ceremonies are typically held either at the historic Abbey Church of St Albans or at the Weston Auditorium on the de Havilland campus in either September or December.



Dedicated Student Support Online

As an online student at the University of Hertfordshire, you will receive multi-tier support tailored to the unique requirements of distance learning and postgraduate study. You will have access to:

- A programme leader for overarching course guidance and assistance.
- Module leaders who provide guidance with assessment queries and clarifying learning points.
- A dedicated student support advisor who will assist you with managing your schedule and pastoral support.
- Online events, meet and greets, Q&A sessions, study skills orientation, and continuous Canvas platform support.
- <u>Student Wellbeing units</u>, <u>University</u>
 <u>Disability Advisors</u> & Hertfordshire
 Student's Union.





Student Experience

5th in the UK

Herts is ranked 5th of all UK universities in the Postgraduate Taught Experience Survey (PTES 2024)

Career Service

As an online student at the University of Hertfordshire, you will have access to the dedicated <u>Careers and Employment and Enterprise service online</u>, supported by their outstanding jobs portal, HandShake.

They are here to help you to develop your skills and make the best decisions for your future, offering assistance in:

- Searching for work experience opportunities
- Advice and tips on how to create the perfect CV
- Applying for jobs

- Undertaking further study
- Starting your own business



Entry Requirements

- Academic Qualification: A bachelor's degree, equivalent to a UK second-class Honours degree in a business or non-business-related field.
- **Professional Experience**: At least three years professional of experience.
- English Language Proficiency: For international applicants whose first language is not English, an IELTS score of 6.0 (no less than 5.5 in any band), or equivalent is required.

We offer multiple exemptions from the Proof of English Language Proficiency requirement for those who have worked or studied in an English-speaking country or those who have passed an English language test other than IELTS. Please speak to an Enrolment Consultant or work through the <u>online application form</u> to find out if you qualify for an exemption.

Non-standard applicants who do not have a UK equivalent Bachelors (Honours) 2:2 or above but with at least 5 years' relevant professional experience are welcome to apply.

Fees

For the 2025/2026 academic year, the total fee for all GEMBA programmes at the University of Hertfordshire is £12,360. To accommodate different financial situations, the University offers several flexible payment plans:

- Full Payment: Pay the entire fee.
- **Per Module Payment**: Pay the fees due for that modules's credits. The cost per module or 15 credits is £1,030 and you will typically study 30 credits or 2 modules per semester. The final project costs £4,120.
- Instalment Options to break down the semester fee further:
 - Two monthly instalments, with the first covering 75% and the second covering 25% of the semester fee.
 - Three monthly instalments, spread across three months, each covering 50%, 25%, and 25% of the semester fee respectively.
 - Four equal monthly instalments, each covering 25% of the semester fee.

There are no upfront costs related to applying and starting your course. We don't charge an application fee or a deposit. You will get your first notification of fees a few weeks into your first module. There are also no additional costs associated with the programme. You will receive free university access to any required software and learning materials (if applicable).



Funding

All our master's programmes are eligible for government funding in the following countries and territories:

England

You might qualify for a Postgraduate Master's Loan of up to £12,858 provided by the UK Government. For further information, kindly visit Student Finance England.

United States of America (USA)

If you are located in the USA, you might be eligible to apply online for a private Sallie Mae student loan.

Wales

For residents of Wales pursuing a part-time, online master's degree, you might be eligible for Postgraduate Master's Finance, which offers up to £19,255 as a combination of grant and loan. For additional information, please visit <u>Student Finance Wales</u>.

Northern Ireland

Should you be pursuing a part-time, online postgraduate master's degree from Northern Ireland, you might qualify for a Tuition Fee Loan of up to £6,500 to assist with tuition fee expenses. For more information, please visit Student Finance Northern Ireland.

UHOnlineUniversity of Hertfordshire

Application Process

Application is completed through the dedicated portal https://applyonline.herts.ac.uk and typically takes an hour to complete.

The supporting documents required are:

- Your final degree certificate or highest qualification
- The official transcripts or full statement of results for your degree or highest qualification
- · A copy of your passport or ID
- A copy of your CV. Several years of professional work experience is mandatory for all applicants.

International education documents must be translated into English by an official translator. Applicants applying without a Bachelors with Honours 2:2 or above must also supply a professional or academic reference letter.

Personal Statement

As part of your application, you will be requested to submit a 300-500-word essay detailing:

- · why you want to study this course and which specialisation track you have chosen
- · how it fits with your goals and aspirations
- · what your strengths are as a candidate
- · how you plan to cope with the demands of the programme
- how you have planned to manage the approximate time investment of 15 hours per week alongside your professional and personal commitments

Once submitted, your application will be assessed by our admissions team and a decision will usually be made within five working days.

Please speak to an Enrolment Consultant for additional assistance. They will be able to offer personalised support tailored to your unique background and circumstances.

Book a meeting



Regulating Body

University of Hertfordshire programmes are regulated by the Office for Students (OfS) established as the regulator of the English higher education under the provisions of the Higher Education and Research Act 2017 (HERA).



Stay in Touch with **UHOnline**

University of Hertfordshire











This brochure was reviewed in July 2025. It contains information on the Global Executive Master's (GEMBA) online programmes that the University of Hertfordshire ("Herts") intends to run for students planning to start their course in 2025-2026. Herts has made every effort to ensure this information is helpful and accurate. Still, some changes, for example, to courses, facilities, or fees, may become necessary due to legitimate staffing, financial, regulatory, or academic reasons.

Herts will endeavour to keep changes to a minimum and keep applicants informed appropriately. For this reason, it is important that you regularly check the website (https://online.herts.ac.uk) for updates or contact Herts using the contact details contained within this document.

