

BEYOND THE MBA

Electives for alumni

MANCHESTER
1824

The University of Manchester
Alliance Manchester Business School

LEARNING THAT CONTINUES BEYOND THE MBA

As an AMBS MBA alumnus, you can return to the classroom and take credit-bearing MBA electives alongside current MBA cohorts.

Learn alongside today's MBA students and gain fresh perspectives, renewed debate, and meaningful connections. Reconnect with the Manchester MBA community as you build expertise aligned to your goals.

Each elective combines interactive workshops and online learning, delivered across our global centres.

MBA ELECTIVES – FOR JULY

Delivered through a minimum 3-day workshop, supported by online learning, our electives allow you to customise your learning around your interests and professional goals.



Design Thinking, Creativity and Co-creation

(3-day workshop, 2-month course in October-November)

Develop innovation management skills and learn how to foster creativity and intrapreneurship within organisations.



Big Data Analytics

(4-day workshop, 2-month course in July-August)

Learn how organisations use big data tools, techniques and case studies to drive strategy, decision-making and competitive advantage.



Business to Business Marketing

(3-day workshop, July-December)

Explore the realities of B2B marketing, with practical insight into segmentation, targeting and positioning beyond traditional models.



Corporate News and Shareholder Value

(3-day workshop, 2-month course in October-November)

Analyse how corporate announcements affect stock prices and shareholder value using event studies and real-world case examples.



Doing Business in the Middle East

(5-day workshop, 2-month course in the autumn)

Gain insight into the economic, legal and cultural dynamics shaping business in the Middle East.

Not available to UoM Dubai registered students or those based in the MENA region.



Digital Marketing Strategy

(3-day workshop, 2-month course in July-August)

Study digital marketing across B2B and B2C contexts, focusing on social media, search engines and data-driven approaches.



Engaging Human Talent

(2-month course in October-November)

Learn how to attract, develop and engage talent, aligning people strategy with organisational goals.



Entrepreneurship and Innovation Management

(3-day workshop, July-December)

Build skills to manage the entrepreneurial journey, from opportunity recognition to innovative business models.



Fintech, Digital Banking and Blockchain

(2-month course in October-November)

Explore innovation in financial services and complete a hands-on digital banking challenge.



International Business Strategy

(3-day workshop, July-December)

Study how multinational organisations compete globally, considering strategy, resources and cultural impact.



Leading Business Projects

(3-day workshop, July-December)

Develop skills in designing and leading strategic projects aligned with organisational and societal goals.



Negotiation Skills

(3-day workshop, July-December)

Build practical negotiation skills to manage complex business situations with confidence.



Platform Ecosystem Strategy

(3-day workshop, 2-month course in July-August)

Explore how digital platforms are redefining competition and strategic advantage.



Practical Investing

(3-day workshop, July-December)

Gain hands-on investing experience through simulations, role-plays and real-world scenarios.



The Sustainable Change Agenda

(3-day workshop, July-December)

Examine sustainability drivers, metrics and case studies to support responsible business strategies.



Venture Capital and Private Equity (VC and PE)

(3-day workshop, July-December)

Develop practical insight into VC and PE, applying financial concepts to real investment and exit scenarios.

NEXT STEPS

Electives are delivered across Dubai, Hong Kong, Manchester, Shanghai and Singapore, offering opportunities to expand your international network.

Each elective costs £1,000*. This is an introductory price for alumni. Availability varies, and some electives run once per year.

Find out more about Beyond the MBA opportunities.



Register your interest

Electives throughout the year

Our electives run throughout the year, with different options scheduled at various points. Following the closing date for applications to the July 2026 electives, we will be in touch with details of the January 2027 electives.

GLOBAL ALUMNI STUDENT REFERRAL SCHEME

Earn a reward worth up to £300 by recommending the Manchester MBA to someone you know.

The scheme recognises and rewards current students as well as alumni for encouraging and supporting potential Global MBA or Global Executive MBA students to enrol.

Learn more and submit a referral online.

ambs.ac.uk/gmba-refer



GMBAsupport@manchester.ac.uk ambs.ac.uk

*This information is subject to change, however all information is accurate for all elective sign-ups until July 2026.