



**BAYES**  
BUSINESS SCHOOL  
CITY, UNIVERSITY OF LONDON

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## Full-time MBA

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2023 | 2024

[ Always learning ]



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Always curious. Always bold.  
Always learning.

Bayes is a leading global business school based in the heart of the City of London. We develop inquisitive professionals who change business for the better. Constantly questioning, adapting to new information, rethinking. We practise what we teach. Bayes Business School. Always learning.

“It is our responsibility to push people to build and not just consume. MBA graduates are people who can think, lead and disrupt from within, be it in start-ups or bigger organisations.”

Professor Costas Andriopoulos, Associate Dean, MBA programme



## The Bayes Full-time MBA: Always bold

Our Full-time MBA is a 12-month exploration of self-discovery, combining intensive and experiential learning that will sharpen your performance, increase your knowledge, skills and self-awareness so you can rise to the challenges of a rapidly changing global business environment.

We invite you to explore leadership through experience as our faculty use their leading research and first-hand industry knowledge in the classroom. The Full-time MBA programme has developed an adventurous range of global electives, creating experiential learning opportunities for our students.

An engrossing mix of lectures, workshops, live projects and leadership expeditions make for an exhilarating and hugely rewarding year. You learn to work outside your comfort zone and grow an understanding of what can be achieved. At the end of this journey you will emerge more capable, confident and most importantly, sought after.

In a single year you will gain first-hand knowledge of the global business landscape. Your professional networks will grow throughout the programme, expanding to incorporate diverse business worlds and international markets.

You will experience working within some of the world's major business centres in Africa, the Americas, Asia, Europe and the UAE. It will be during these experiences that your knowledge will be tested, embedded and refined, in real-world practical applications.

**“The Full-time MBA programme is located in the centre of the global financial and entrepreneurial hub of the City of London, but it also offers opportunities to travel across the globe and learn about different cultures and business environments. It is an intense yet rewarding learning experience that equips you with modern tools and skills to thrive in the demanding and ever-changing business world.”**

Dr Dimitris Paraskevopoulos, Course Director, Full-time MBA

Our Full-time MBA has a reputation for producing graduates with proven business acumen and practical experience. You will be able to manage your career development and inspire others through developing effective leadership skills.

Studying on a one-year programme means there is minimal disruption to your career. You will emerge equipped with all that you need to make your mark and navigate today's competitive and unpredictable modern business world.

### 1ST IN THE UK FOR ENTREPRENEURSHIP

We are the only leading business school that is nestled between the City of London and the evolving entrepreneurial hub of Tech City. This unique location puts you in touch with a world-beating range of contacts and networks. Coupled with our no. 1 ranking in the UK (Poets & Quants World's Best MBA Programmes for Entrepreneurship 2022), there really is no better place to study your MBA if you are looking to pursue your own venture.



**3<sup>RD</sup>** best in London

*Financial Times European Business School ranking 2021*

# London: Your MBA classroom

London is one of the most diverse cities in the world and is a hub for technological innovation and finance. Based in the heart of the UK capital, Bayes students have a wealth of academic and career opportunities on their doorstep.

We're the only leading business school that is nestled between the financial hub of the City of London and Old Street's dynamic Tech City. Students looking for entrepreneurial inspiration and networking opportunities are surrounded with examples ranging from financial giants to innovative start-ups. These businesses input directly into our programmes, as well as sponsoring and employing many of our students and alumni.

When you need a break from studying, you have Whitecross international food market nearby, historic areas like Aldersgate and Bunhill Row to explore, and bustling Finsbury with its shopping, restaurants and bars on your doorstep.

**“The London Symposium has been the epitome of a learning experience for me and my fellow MBA students as we came across so many talented and successful leaders.”**

Purveen Hetamsaria, Full-time MBA (2021)  
Consultant – Finance & Performance, Deloitte UK  
Indian

### LONDON SYMPOSIUM

Every year our London Symposium gives you unique access to the inner workings of top organisations, through a mix of plenary sessions, business briefings, hosted visits and social events. London is home to some of the best and brightest business minds and we encourage you to make the most of the institutions and individuals that populate the capital.

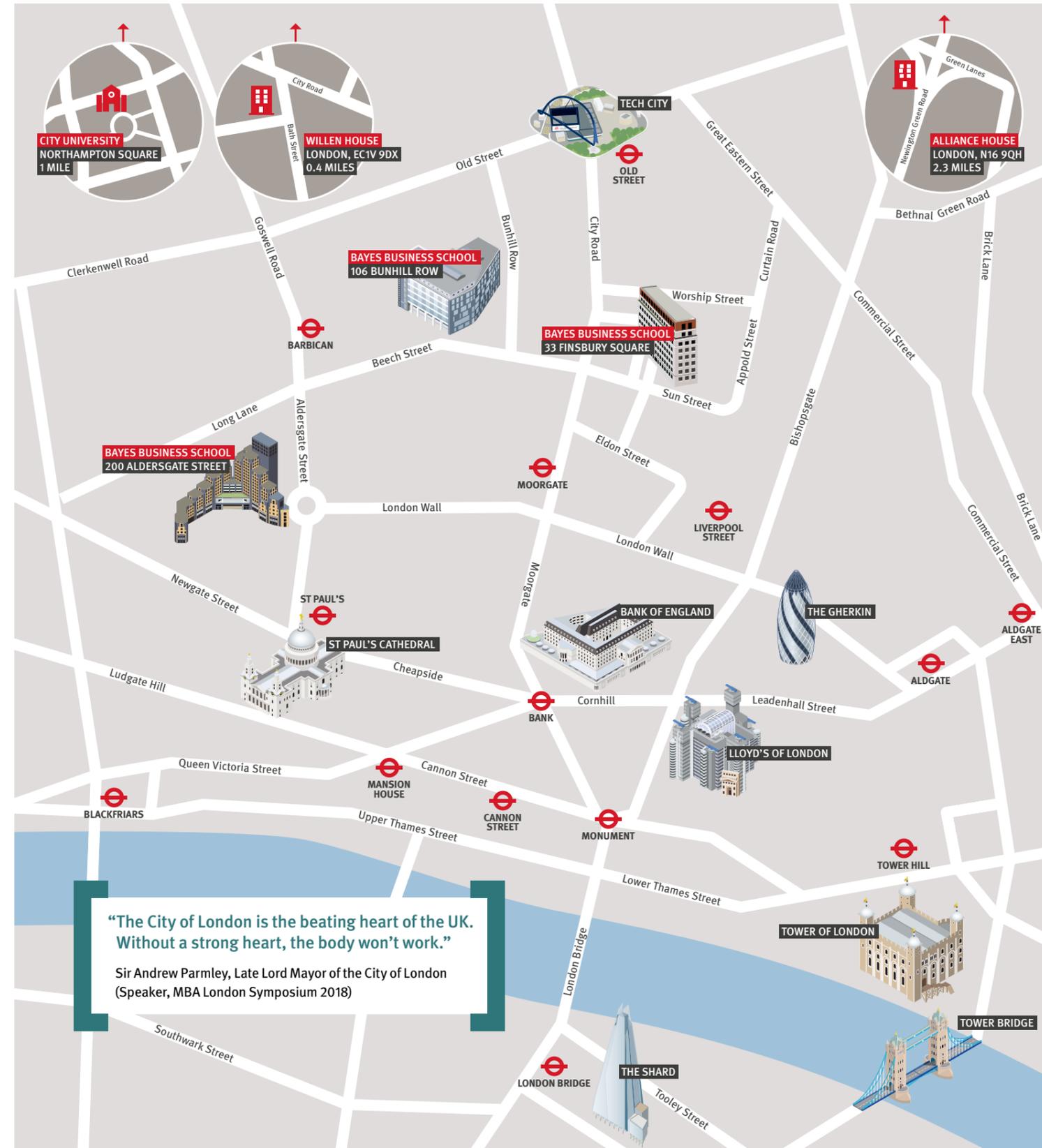
London's resilience in the face of COVID-19 has shown how businesses use new strategies and technologies to survive and thrive. In 2021, the Symposium theme was 'Perseverance & Ingenuity' with insights into how AI, astropreneurship, ESG and cryptocurrency fit into these uncertain times.

### CAPITAL GAINS

Following Brexit and then COVID-19, London has reinforced its status as a multicultural, global city, with campaigns such as 'London Is Open', showing the city's commitment to welcoming international visitors.

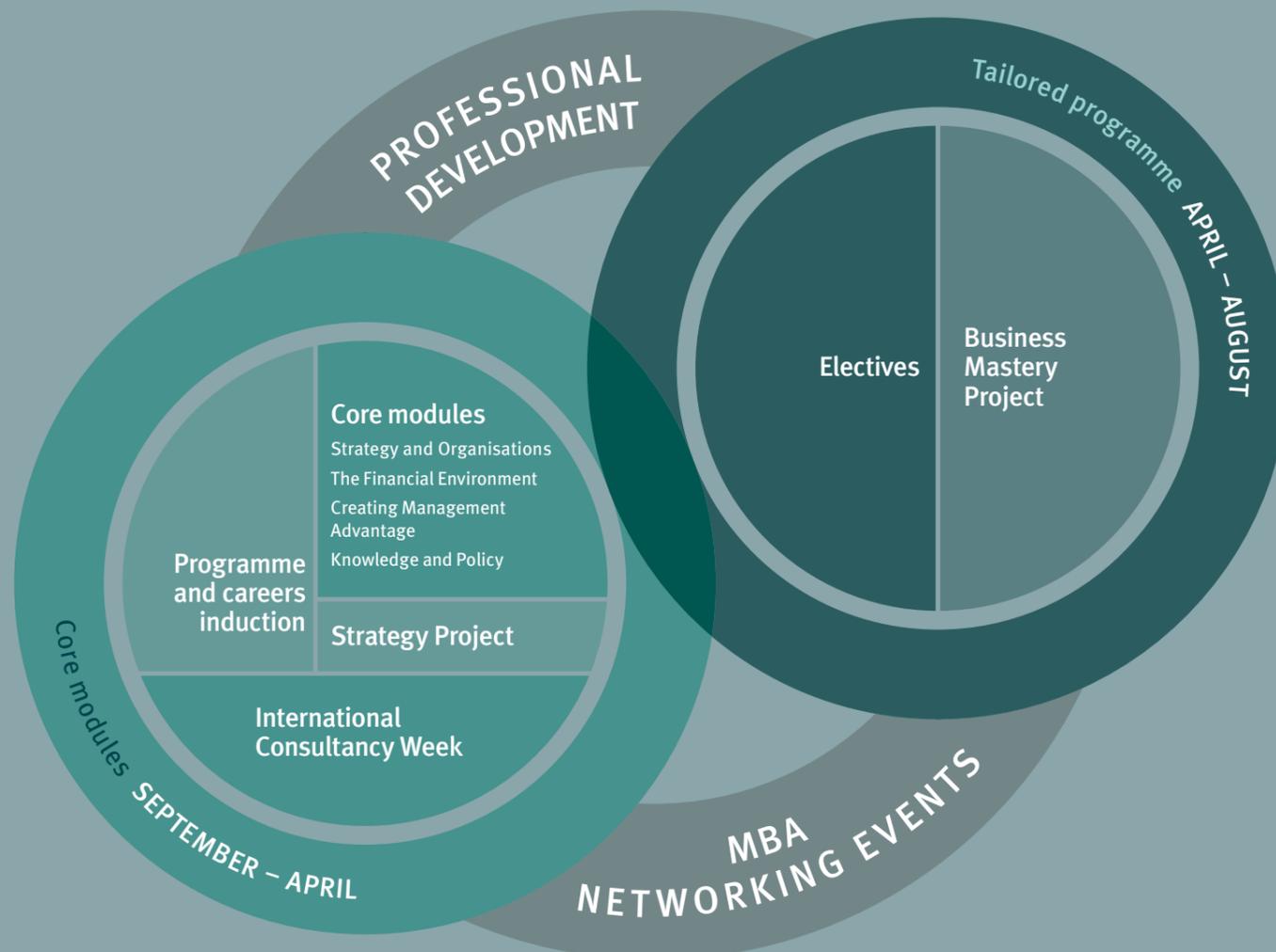
A majority of Fortune 500 companies have chosen to maintain a base in London, while Facebook, Amazon, Google and Apple have established headquarters here since the 2016 Brexit vote. In fact, tech is booming, around and beyond Old Street's 'Silicon Roundabout' – just a short hop from the Bayes campus.

London salaries also significantly outperform other European cities, being the highest outside of Switzerland and Luxembourg.



# Full-time MBA programme overview

- Core modules taught in five week blocks
- Tailor electives based on your preferred specialism
- Choose your electives from either the Full-time MBA programme (daytime electives) or the Executive MBA programme (evening and weekend electives)
- The culmination of the programme is the Business Mastery Project, a major piece of self-managed research
- Engage in the careers and professional development curriculum to support your studies



## Induction, September

Programme and Careers Induction

## Core modules, September – April

- Accounting and Financial Reporting
- Analytics for Business
- Business in the Global Economy
- Corporate Finance
- Corporate Social Responsibility
- Digital Technologies and Business Innovation
- Human Resource Management
- Marketing
- Markets and Investments
- Operations Management
- Organisational Behaviour
- Strategy.

Strategy Project

International Consulting Week

Professional Development Week

## Electives and Business Mastery Project, April – August

### CORPORATE FINANCE

- Advanced Corporate Finance
- Applied Financial Analysis for Managers and Investors
- Mergers and Acquisitions.

### CORPORATE STRATEGY

- Advanced Strategy and Business Models
- Consulting to Management
- Managerial Decision Making
- Managing Strategic Change.

### INNOVATION AND ENTREPRENEURSHIP

- Capturing Value from Innovation: Strategies for Innovative Firms
- Competitive Edge with Digital Technologies
- Innovation and Entrepreneurship
- New Venture Creation.

### INVESTMENT MANAGEMENT

- Behavioural Finance
- Investment Strategy and Practice
- Private Equity.

### MARKETING

- Branding and Advertising
- Digital Marketing and Social Media
- Storytelling in Business.

### INTERNATIONAL ELECTIVES

- China – International Study Tour
- Israel and Palestine – Innovation and Technology Study Tour
- Kenya – Tech for Social Good
- Latin America – Start-ups, Practicing Entrepreneurship
- Norway – Sustainability: Business Challenges and Opportunities
- South Africa – Leading Change in a Complex World
- UAE – Study Tour
- UK – London Symposium
- USA, Las Vegas – Strategic Marketing in Action, Exploring Location Brands
- USA, Silicon Valley – At the Core of Entrepreneurship
- USA, Silicon Valley – Digital Innovation in Action.

Visit [bayercity.ac.uk/ft-mba-programme](https://bayercity.ac.uk/ft-mba-programme) for more information

\*The electives listed are an indication of the range of modules offered and may be subject to change.

# Experiential learning

A transformational experience with a focus on practical application and professional development.

## PROGRAMME STRUCTURE

The structure of your MBA provides the breadth and depth of learning to support career progression.

The first half of your year, from September to April, is broken into four themed blocks each of which contains three core modules. Each block covers a different theme, including Strategy and Organisations, The Financial Environment, Creating Management Advantage and Knowledge and Policy. Each block ends with an integration week.

During this time you also have Professional Development Week, the Strategy Project and International Consultancy Week.

From April to September you will tailor your MBA to suit your needs and interests through a range of elective modules and the Business Mastery Project (BMP).

## INTEGRATION WEEKS

During an integration week you apply your theoretical learning to a sector, country or business with a problem. It's your chance to demonstrate that you have what it takes in a real-life situation.

## THE STRATEGY PROJECT

This is a three-month period where you strategically analyse a company operating in the UK. Working as a team, you will enact the roles of directors, senior managers and strategy consultants.

You will have the opportunity to combine your learning from the core modules along with insights from your own professional experience. In past years – at companies including Harrods, Kodak, Vodaphone UK and Visa Europe – students have:

- Mapped market sizes and values, identified client needs and then built a recommendation for a new product and revenue stream
- Completed a strategic market analysis, exploring potential markets, the competitive landscape and potential value chain
- Presented a revenue forecasting model.

**“The Strategy Project is a collaborative assignment where your team consult for a business client’s senior management on a real strategic challenge such as how to expand internationally or embrace digital transformation. This culminates in a presentation to the client where analytical and problem-solving skills are tested before planning and implementation of effective strategies are called for.”**

Dr Alessandro Giudici, Reader in Strategy

## INTERNATIONAL CONSULTANCY WEEK

A real-life consultancy assignment, typically outside of the UK. Previous destinations have included, Iceland, Ireland and more recently Portugal.

The projects typically focus on business development strategies, or operational challenges in marketing, HR and finance. You have one week to work with the company, abroad, face-to-face and then a further four weeks to develop a set of recommendations.

As well as the chance to work with amazing brands, you get to see how companies operate in different territories – and experience collaborating with a diverse team of MBA peers.

## ELECTIVES

In your third term you can really make the MBA your own. A choice of electives in Strategy, Consulting, Marketing, Entrepreneurship, Finance or Management allow you to tailor your MBA. The international electives enable you to broaden your experience of global markets, cultures and issues.

## BUSINESS MASTERY PROJECT

The final piece of work for your MBA is a Business Mastery Project (BMP) – a self-managed business consultancy that counts substantially towards your final degree.

No two BMPs are the same. If you choose something unrelated to your job or field of expertise, it may open surprising new doors. This is your opportunity to engage directly with an organisation to address a real-world business question or challenge, and then to analyse, evaluate and recommend solutions.

It's an excellent way to deepen expertise, create new networks and career opportunities – while the company may use this as an opportunity to road-test new talent.

You can either source your own project or select a project offered by companies via the Careers and Professional Development Centre. Previous BMPs have tackled fascinating business problems across a range of commercial, industrial, public sector and not-for-profit organisations around the world.

**“For my BMP, I worked with HSBC to help them enhance their cloud strategy to minimise their carbon footprint. The BMP gives you the opportunity to dive deep into your area of interest while providing you with the option to work with industry leaders.”**

Varun Bawa, Full-time MBA (2021)  
M&A Executive, EY Parthenon, London  
Indian



### A global perspective

The Full-time MBA programme immerses you in the global business market through the International Consultancy Week and a choice of international electives.

The International Consultancy Week places students at the heart of a fast-paced growing foreign market, providing them with live projects and a chance to use what they have learned to create viable business solutions. In one week you will be exposed to everything from new business cultures in unfamiliar environments to creative partnerships and business leaders.

Senior managers working in multinationals will actively engage with students to impart working knowledge of the particular issues and trends within the region and industry. It is this international experience that will give you an edge in the competitive job market.

The international electives aim to give you practical insights into how businesses operate within cultural, economic and regulatory environments that are very different around the world.



**“The International Consultancy Week gives MBA students the opportunity to apply the academic theory we learned over the previous four modules in a real-world setting.”**

Umar Mahmood, Full-time MBA (2019)  
Strategy & Investment Advisory  
Pakistani

**“The UAE Study Tour helped me understand how Dubai’s futuristic vision is a reflection of its strong and inspiring leadership.”**

Oliver Yoganathan, Full-time MBA (2020)  
Military Analyst, Serco, Washington DC  
American

\*International electives and International Consultancy Week destinations are subject to change.

## Careers and professional development

**An MBA will transform your career. At Bayes Business School your professional development is built into the curriculum and starts even before you join – with our online Pre-Study Careers Course.**

The Careers team is comprised of highly experienced talent management professionals with backgrounds in recruitment, assessment and selection, occupational psychology, career coaching and leadership development. They come from a diverse range of industry sectors. They use their career and executive coaching qualifications as well as real-world experience of working in talent management to support you through the interconnected key stages of successful career development.

### IT KICK-STARTS WITH CAREERS ORIENTATION

Our initial intensive two weeks of crucial training provide you with the necessary skills and mindset to make the most of your MBA. As well as attending corporate events, you also then get one day a week dedicated to professional development. Here, you can engage in career coaching, attend a career management or professional development workshop, receive one-to-one advice from the Career and Professional Development Team, or take the opportunity to approach alumni and employers.

### PROFESSIONAL DEVELOPMENT WEEK

There's also the MBA Achieving your Potential Week, which will develop your skills so you stand out in a competitive job market. We want you to develop invaluable professional skills that will support you after your MBA and beyond.

### THE CAREERS CURRICULUM

The Careers curriculum focuses on developing the essential skills expected from MBA hires, such as enhancing your interpersonal effectiveness and approach to leadership; putting you in the best position to achieve your desired career outcomes.

The MBA Careers curriculum is formed of the following four integrated key areas:

- One-to-one career coaching and advice
- Career management and employability workshops
- Corporate engagement
- Bayes careers online and resources.

It is designed in partnership with our world-leading trainers, who are experts in the field of career management and have the most up-to-date information about the employment market. Throughout your Full-time MBA, a member of the MBA Careers team will make sure the programme is personalised to your specific ambitions.

You will participate in workshops with a focus on executive presence, networking and team building – the critical skills employers demand from MBA hires. We'll also help you perfect your CV, LinkedIn profile and interview technique aligned to our unique Bayes Careers Leadership Framework, while our career management and professional development workshops will develop invaluable employability skills to support you throughout your career.

Our team build and maintain relationships with employers, aligned to your career aspirations. You will meet with leading global firms, small, medium enterprises and start-ups as well as thought leaders from industries where our MBAs pursue careers.

**“We constantly ask what's changing in the market – how can we ensure our students have the edge? We work closely with employers to inform our Careers programme design so we can make sure our students have the right skills and knowledge to achieve successful careers.”**

Sarah Juillet, Director of Post graduate Careers and Professional Development



## A lifelong career boost

Raymond Liang

*Full-time MBA (2021)*

*Pre-MBA: Manager of Consulting and Solution Sales, Huawei Technologies, Vienna*

*Post-MBA: Senior Industry Executive, Microsoft, Beijing Chinese*

“I could not have secured the position I am in today without the help of the Careers and Professional Development team. They emphasised the importance of networking and this is something that really paid off for me. All of the job offers I received upon graduating were all received through the connections I made whilst at Bayes so this advice was incredibly valuable.

The collaborative nature of the Careers team meant that I worked with the coaches to develop my CV and cover letters as well as participate in mock interviews. The career coaches were incredibly supportive during the job application process.

The workshops they provided, in particular negotiation and presentation skills were probably what I benefited the most from. They taught us that one of the most important parts of leadership is about listening and the power of silence. This is something that has stuck with me and I will continue to use in my current role and for the future.”



## Academic excellence: Bringing practical experience into the classroom

Our faculty includes leading academics, policy makers, entrepreneurs and world-renowned practitioners. Working with the latest insights, imparting best practice and progressing theoretical boundaries, they prepare the next generation of business leaders and entrepreneurs for future challenges.



**5<sup>th</sup>**  
best in the UK for business  
and management research  
(The Research Excellence Framework 2021)



**3<sup>rd</sup>**  
in the UK for Business  
Administration Research  
(Shanghai Ranking's Global Ranking  
of Academic Subjects 2022)

### RESEARCH CENTRES

Our research has a positive impact on the real world of business, practitioners and policymakers. Some of our notable research centres include:

- The M&A Research Centre (MARC), uniquely among major business school, focuses on both the research and practice of M&A
- The Centre for Charity Effectiveness at Bayes Business School (Bayes CCE) is the leading non-profit and philanthropy centre in the UK
- The Costas Grammenos Centre for Shipping, Trade and Finance (STF) facilitates international dialogue between industry, government and academic leaders, and undertakes applied research
- The Digital Leadership Research Centre (DLRC) studies the impact of technological and institutional change on competitive dynamics, firm strategy and firm organisation
- The Centre for Banking Research promotes topical and high calibre academic research in banking.

A team of world-renowned academics contribute to our Full-time MBA. Here we put the spotlight on four of them to give you a sense of the breadth of experience and expertise the full team bring to your MBA.



**Dr Dimitris Paraskevopoulos**

Course Director Full-time MBA and  
Reader in Operations and Supply Chain  
Management

Before joining Bayes, Dimitris was a Senior Lecturer at the School of Management of the University of Bath. Dimitris is a Chemical Engineer from the National Technical University of Athens and holds an MBA and a PhD in Operational Research from the Athens University of Economics and Business, Greece.

Main focus of Dimitris' research is on the development of mathematical models and computationally efficient methods to solve project and production scheduling, timetabling, vehicle routing, location, network design and districting problems.

Dimitris currently teaches Business Analytics and Machine Learning for all MBA programmes at Bayes. Dimitris' innovative teaching secured him several awards the last consecutive years, including a nomination for the Mary Tasker Award, and the opportunity to attend the International Teachers Programme in China 2015-2016 at CEIBS.



**Professor Scott Moeller**

Director M&A Research Centre and  
Professor in the Practice of Finance

Professor in the Practice of Finance, Scott Moeller leads the M&A electives for both the MBA and MSc programmes.

Previously Professor Moeller worked for Deutsche Bank, as Global Head of its corporate venture capital unit, Managing Director of the Investment Bank's Global eBusiness Division and Managing Director for world-wide strategy and new business acquisitions. He has also worked for Morgan Stanley in Germany, Japan and the US and is currently a Non-Executive Director on numerous international boards.



**Professor Laura Empson**

Director of the Centre for Professional  
Service Firms and Subject Group Head for  
Organisational Behaviour

Professor Empson leads the Organisational Behaviour core module.

The Times hailed her book, "Managing the Modern Law Firm" as a "seminal moment in the development of management theory in this sector".

A former investment banker and strategy consultant, she now advises leading professional services firms in the areas of accountancy, law, investment banking, actuaries and management consultancy.

Professor Empson was shortlisted for one of the management sector's most prestigious awards, the Thinkers50 Distinguished Achievement Award for Leadership.



**Dr Aneesh Banerjee**

Course Director Global MBA and  
Lecturer in Management

Dr Banerjee is the Course Director for the online Global MBA programme and teaches topics on Digital Technologies on all the MBA programmes. His teaching has been recognised by a number of awards including the Chancellor's Award (City, University of London's highest award in recognition of excellence in learning and teaching), the City Icons Award that celebrates 125 years of innovation and excellence in teaching, Bayes Business School Learning and Teaching Award and the Student's Union nomination for excellence in teaching.

His research spans topics in Technology and Innovation Management across various industries such as hi-tech, healthcare, and cultural and creative industries. His research has been recognised by the Academy of Management (Nomination for the Carolyn Dexter Award from Technology and Innovation Management Division) and the International Society for Professional Innovation Management (ISPIIM – Top 3 doctoral dissertation award).



46% male  
54% female



26 nationalities



654 average GMAT score



5 years' average work experience

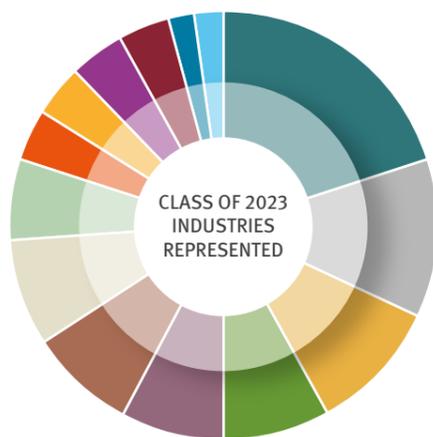
## Today's classmates, tomorrow's innovators

At Bayes, we foster a diverse community which helps ambitious professionals to connect, but also learn from each other.

Students studying the Bayes MBA are hand selected through a rigorous admissions process. Every student adds value to the cohort, bringing unique cultural and professional insights and perspectives to the experience.

"The first few months were some of the most exciting and richest experiences that I've ever had. It offered me the chance to get to know new people from different backgrounds, industries and cultures. Each day was full of new information and surprises."

Felipe Diaz, Full-time MBA (2020)  
Senior Consultant, Enel X and Co-Founder, Wisetechs Chilean



- Finance 20%
- IT/Telecoms 12%
- Retail/FMCG 10%
- Consulting 8%
- Engineering/Manufacturing 8%
- Pharma/Healthcare 8%
- Real Estate 8%
- Professional Services 6%
- Education/Not for Profit 4%
- Hospitality/Tourism 4%
- Marketing/PR 4%
- Media 4%
- Legal 2%
- Supply Chain 2%



### A real perspective

Justine Goldzahl  
Full-time MBA (2020)  
Pre-MBA: Entrepreneur, Your French Artisan, London  
Post-MBA: Senior Associate Fund Manager, Innvotec Ltd, London French

"I decided to do an MBA to upskill and explore the investment sector, so I could help address the female funding gap and help female entrepreneurs to establish and grow businesses.

I really liked the fact that Bayes Business School has such an entrepreneurial atmosphere, which is something that makes it stand apart and fitted with my personality and aspirations. Plus, location-wise, it's ideal as it allows you to be part of the city and take advantage of the conferences and opportunities.

I did my Business Mastery Project (BMP) at fund management company, Innvotec, on the energy storage market as part of the due diligence for a start-up. The BMP became a stepping stone to the next stage of my career. Due to my passion for female entrepreneurs and the gender investment gap, Innvotec were working on a project which was related to both topics and so I was invited to convert my BMP into a full-time role.

The MBA helped me through the process of changing career, enabled me to upskill and transfer skill sets into a different ecosystem and helped me to fulfil my career ambitions."



## Your student experience

This will be an amazing year of education and insight – take full advantage of what the school and the location has to offer. The rich cultural experience of living in London, with almost limitless access to the arts, history and global cuisine, makes Bayes an exciting place to be.

### STUDENT LIFE

We know that employers are always keen to recruit well-rounded graduates who have taken full advantage of School life, so extra-curricular activities are integral to life at Bayes.

### OUTSIDE THE CLASSROOM

Bayes Business School has more than 30 different clubs and societies, running from the Actuarial, Insurance, Risk and Quant Society through the Out at Bayes (LGBTQ+ Society) to the Toastmasters Society. Many are professional and career based, others focus on cultural pursuits or sport.

A full list of clubs is available on the campus groups website.



### CITY, UNIVERSITY OF LONDON

You'll also have full access to City's Student Union, student-run societies and all the recreational facilities provided by City. City's playing fields in North London cater for field sports, while the nearby CitySport facility runs a comprehensive programme of indoor and outdoor sports.

### LONDON LIFE

There are so many reasons why students love studying in London, from the broad career opportunities, the thriving social life and the melting pot of cultures. You have more than 7,000 bars and pubs, cuisines from all over the world and every high street shop you can think of.

As a hotspot of intellectual and cultural stimulation, packed with galleries, museums, libraries and live sport, London is in a league of its own. However, you also have fast-track connections to the rest of the UK, Europe and the world.

It's also one of the greenest capitals in the world with some 3,000 parks and open spaces. Head out to Hampstead Heath, Hyde Park or Regent's Park for a run, views, wildlife or just a bit of peace and quiet.

In short, Bayes is the perfect place to further your academic or professional career – and to open your mind to new possibilities.



“One of the best parts of being a student in London was the range of activities I was able to enjoy outside of the university: museums, shows, concerts, festivals, restaurants, bars, markets, palaces, day trips. I was never bored – there truly is something for everyone!”

Justin Ross, Full-time MBA (2018)  
Operations Director, First Draft, New York City  
American



## Building your networks

Your peers represent the future of international business. You can create a network that will cross borders, industries and cultures. It's a resource that will be yours to tap into for the rest of your career.

Outside of the MBA curriculum, there are a number of networking opportunities throughout the year.

-  **Industry events:** Our links to the financial district and the entrepreneurship scene mean we can hold regular events on campus on current topics with leading professionals.
-  **Careers Beers:** Held twice a year, for our current Full-time, Executive and Modular Executive MBA students, as well as alumni.
-  **Global Women's Leadership Events:** Inspiring speakers to equip and empower women.
-  **The Women in Business Society:** Supporting aspiring women leaders and promotes gender equality, inclusion and diversity in the workplace.
-  **TEDx:** Students have worked with TEDx to host 'Acceleration' focusing on the latest digital trends.

### BAYES EXPERTISE

Our calendar of webinars, podcasts and videos will provide insights, advice and news on business and careers-related topics:

- **Food for Thought:** A weekly webinar series of bite-sized insights from our experts and industry leaders
- **Curious Careers:** bite-sized interviews showcasing the career and professional development opportunities available through Bayes
- **Bayes Perspectives:** masterclasses from Bayes experts looking at the impact of COVID-19.

If you are interested in learning more about the student experience, you can speak to one of our student ambassadors online. [www.bayes.city.ac.uk/mba/ask-a-student](http://www.bayes.city.ac.uk/mba/ask-a-student)

**"My primary reason for setting up the society was to bring students from the business school and the university together. Our shared interest is in pursuing a career within the field of healthcare and the society provides a platform for us to network. Building connections whilst at university plays a crucial role to land a job and having a careers society so closely linked to the field of healthcare also carries special relevance in the midst of this current pandemic. How's it going so far? We've just had our kick-off social where we connected with healthcare alumni and we look forward to having more such events!"**

Kai Li Loh, Full-time MBA (2022)  
President, Bayes Global Healthcare Society  
Malaysian



# Entrepreneurship and innovation

Entrepreneurship is the lifeblood of any economy. Brilliant ideas come about when you have the skills to turn innovation into reality. At Bayes, entrepreneurship is part of our DNA. Our London location in the heart of Tech City means we are surrounded by a cluster of high-tech start-ups. Meanwhile our experienced faculty bring a wealth of real-world experience and expertise to your studies. We do it so well, our Full-time MBA is ranked 1st in the UK for entrepreneurship (Poets & Quants ‘The World’s Best MBA Programs for Entrepreneurship in 2022’).

Our range of innovation and entrepreneurship focused electives blend academic theory and faculty’s real-world entrepreneurial experience to give you the tools and the insights to develop or grow your own business.

## EVENTS AND ACTIVITIES TO KICK-START YOUR BUSINESS

In addition to your MBA, Bayes offers a number of initiatives and workshops for budding entrepreneurs:

- **Bayes Innovate** – This annual conference is one you cannot afford to miss. Exploring entrepreneurship, innovation and creative leadership through a series of talks, workshops and panel discussions from successful entrepreneurs and researchers. It’s also a great opportunity to network.
- **Start-up Camp** – A week of high-octane events to get your business ideas off the ground. Hear a great line-up of speakers and network with the high profile people behind successful start-ups.
- **Start-up Surgeries** – One-to-one coaching, advice and feedback. Our expert team helps you start a new business or scale an existing one.

## SPACE, FUNDING AND PRACTICAL SUPPORT

If you want your business to succeed, we are here to help.

- **Bayes Entrepreneurship Fund** – A £10 million fund that invests in early-stage, high-potential, revenue-generating UK companies. A unique source of seed capital for fledgling businesses.
- **City Launch Lab** – An incubation space for student and graduate entrepreneurs. A three-month accelerator programme with coaching, desk space, networking, investor pitches and shadowing of successful entrepreneurs.
- **CityVentures** – A multifaceted entrepreneurship programme offering start-up support, including events, advice and opportunities to help you secure investment.

“Just before I joined the MBA, someone had mentioned a problem they were having with pet insurance. I researched the industry and saw a lack of innovation ... I began developing the idea with a colleague I met on the MBA, Ed Grimston, who had been in insurance for seven years. The two of us set out to research the industry further and develop a solution.

Bayes offers valuable assistance for entrepreneurs, including a business mentor, who looked at our business idea and gave us guidance on how to formulate it into a more coherent plan. We also reached out to Bayes alumni and Ed’s network from the insurance world. They helped us build our pricing model and provided general advice on the regulations.”

Andrew Leal, Full-time MBA, (2017)  
Founder, Waggel, London, UK  
South African

“I really liked the fact that Bayes has such an entrepreneurial atmosphere, which is something that makes it stand apart and fitted with my personality and aspirations.”

Justine Goldzahl, Full-time MBA (2020),  
Senior Associate Fund Manager, Innvotec Ltd, London,  
French



# Our alumni, your lifelong network

Our thriving global alumni network is your asset. Tap into our successful world-wide community of over 50,000 diverse professionals from varied backgrounds, spanning 160 countries once you join. You'll also be a part of the wider City, University of London network which includes 150,000 graduates globally.

Once you enrol as a Bayes student you will have access our global network of alumni to support your career progression.

Our active online community provides a valuable forum for maintaining established relationships as well as forging new ones.

For more information on alumni services visit [bayes.city.ac.uk/alumni](http://bayes.city.ac.uk/alumni)

Your career continues to benefit from Bayes Business School beyond graduation. Bayes alumni events in the UK and around the world provide unique networking opportunities. A number of alumni Special Interest Groups also exist, allowing professionals in different sectors to exchange ideas and further develop their careers.

### FREE MBA ELECTIVES FOR LIFE

As the demands of work and industry change, you will always need to stay up to date with your professional development. That's why graduation is not the end of your journey at Bayes Business School: our MBA alumni have access to one free elective per year so you benefit from lifelong learning after completing the programme.



## A real perspective

Filippo Capirone

Full-time MBA (2019)

Pre-MBA: Product Manager, Fastweb, Milan

Post-MBA: Consultant, BCG, Milan Italian

"I started my career as an engineer for Vodafone, before joining FastWeb as a product manager. Alongside this role, I decided to launch my own renewables focused company.

I was drawn to the Bayes Full-time MBA because of its high Corporate Strategy ranking. I also liked the central London location: being in the heart of London is a strategic location to study because of the unrivalled access to new businesses and ventures.

My advice to people considering the Full-time MBA is don't be afraid. I firmly believe that no matter what you are looking to do in your career, there is someone in the Bayes MBA community that can help you out, whether they are in your cohort or from a different graduating year."



Among others, our senior alumni include:

1975	1976	1981	1985	1986	1987	1988	1993	1994	2001	2010	2014	2015
Peter Cullum CBE Founder and Non-Executive Director, Global Risk Partners (GRP)	Dr Muhtar Kent Former Chairman and CEO, The Coca-Cola Company	Carol Sergeant CBE Director, Danske Bank	Sima Kamil Deputy Governor, State Bank of Pakistan	Dr Robert Kelly Chairperson of the Board of Directors, Canada Mortgage and Housing Corporation	Liu Mingkang BCT Distinguished Research Fellow of the Institute of Global Economics and Finance, The Chinese University of Hong Kong	Sir Stelios Haji-Ioannou Founder, EasyJet	Carmel McConnell MBE Founder, Magic Breakfast	Angus Forbes Founder of Bankers without Boundaries	Tae-Shin Kwon President and CEO, Korea Economic Research Institute	Isibea Ballance Executive Producer, Adorable Media	James Cartwright Director and Chief of Staff, GSK	Niall MacArthur Founder, EAT
Aram Shishmanian CEO, World Gold Council						Tom Ilube Founder, Crossword Cybersecurity						Johnny Grave CEO, Cricket West Indies

## Who we're looking for

Successful candidates will be of a high academic calibre, have a track record of professional success along with dedication and aptitude to complete a rigorous programme of study. Furthermore, they will demonstrate leadership capabilities, collaboration and a willingness to explore.

The Full-time MBA provides students with the skills, knowledge and confidence to become successful global business leaders of the future. Our students are ambitious professionals with an open mind and a keenness to learn.

### ENTRY CRITERIA:

All applicants to the programme are evaluated on their individual merits. To be considered you will need:

- A minimum of three years full-time professional experience, gained after graduation
- An undergraduate degree or an appropriate equivalent professional qualification. Alternatively, at least six years professional experience

- A well balanced score of at least 600 or above in the Graduate Management Admission Test (GMAT) or the equivalent minimum score in GRE (GMAT preferred)
- A minimum IELTS score of 7.0, for non-native English speakers. (This may be waived in certain circumstances. Contact the Admissions Team for further details).

### THE APPLICATION WILL CONSIST OF:

- A completed online application, including essay questions and supplementary questions
- A one-page CV/resume
- Two references, one of which must be from your current manager or supervisor
- A non-refundable application fee of £100.

### NEXT STEPS WE RECOMMEND:

- Submit your CV to the recruitment team for personalised feedback on your eligibility
- Arrange a chat with a recruitment manager via phone, Skype or Zoom
- Visit the campus and come and sit in on a class
- Speak with a student or an alumnus about their experience.



## Admissions process

We have a number of application rounds throughout the year, please refer to our website for specific details.

Once your application is complete, the admissions panel will review your file and let you have a decision if you have been progressed to an interview. These are conducted in London or via Skype/Zoom with a member of faculty.

The whole process from submitting your complete application to final decision will take on average six weeks.

### GRADUATE LOYALTY DISCOUNT

We are delighted to offer a 10% tuition fee reduction to University of London alumni who achieved 2.1 or above in their undergraduate degree, or a master's degree, and who meet all entry criteria for the MBA. We also waive the £100 application fee for alumni.

## Fees and funding

We want to enable the most deserving students to study at Bayes – whatever their circumstances. The skills they gain will benefit both the business world and the community. All successful candidates are automatically considered for a financial award.

We also offer a number of scholarships, including the Global Women's Leadership Programme (GWLP), an innovative initiative designed to attract and nurture rising female leaders. Find out more on our website.

"The interview process was informed and caring. My final interview was with a senior faculty member, where other schools had me speaking with another member of recruitment. The interviewing Professor offered me invaluable advice on how to choose a school and his inquisitive nature and passion for his subject and education were highly infectious. The whole application process made me feel highly valued – a person rather than an applicant, and a true asset to the future cohort."

Peter Walls, Full-time MBA (2021)  
Customer Success Manager, Braze, London  
British



# MBA programmes portfolio

	FULL-TIME MBA	EVENING EXECUTIVE MBA	MODULAR EXECUTIVE MBA	DUBAI EXECUTIVE MBA	GLOBAL MBA
<b>AIMED AT THOSE</b>	Looking to accelerate career, make a transition or have entrepreneurial aspirations	Looking to progress in seniority, enhance leadership skills or prepare for c-suite level roles	Looking to progress in seniority, enhance leadership skills or prepare for c-suite level roles	Looking to progress in seniority, enhance leadership skills or prepare for c-suite level roles	Looking to progress in seniority, make a transition or enhance leadership skills
<b>FORMAT</b>	Full-time	Delivered twice a week, Tuesday and Thursday evenings	Delivered monthly over 4 days (Friday - Sunday)	Delivered monthly over 4 days (Thursday - Sunday)	Primarily online with two on-campus modules
<b>IDEAL IF</b>	You want to study in London You can take a year out to study full-time	You can commit to weekly evening study in London	You can commit to study, 4 days once a month You are based outside of the UK and can travel to London monthly	You can commit to study, 4 days once a month You have an interest or want to develop your network in the MENA region You can travel to Dubai monthly	You want the flexibility of studying predominantly online
<b>DELIVERY</b>	In person	In person	In person	In person	Online and in person
<b>DURATION</b>	12 months	24 months	24 months	20 months	24 months
<b>STARTS</b>	September	September	March	January	March and September
<b>PROFESSIONAL EXPERIENCE REQUIRED (full-time, post graduation)</b>	3+ years	5+ years	5+ years	4+ years	5+ years

# Contact us

Come speak to us about the programme in person at one of the many events we host and attend throughout the year.



### DROP-IN SESSIONS

It can be difficult to step away during a busy working day. Our drop-in sessions are scheduled conveniently during lunch and at the end of the day. Pre-schedule a 30-minute meeting with our recruitment and admissions team, who are available to give you a snapshot of our programmes and answer specific questions.



### INTERNATIONAL FAIRS

Meet us at an event near you and speak to one of our Recruitment Managers in person.



### MBA IN A DAY

Would you like to experience the life of an MBA student on our London campus? We welcome you to join us for a masterclass taught by our world leading faculty. The Recruitment and Admissions Team are also on hand to give you advice and guidance on the admissions process.



### EVENING INFORMATION SESSION

Join us on campus to find out everything you need to know about the programme, curriculum and the admissions requirements. You will also hear first-hand from our students and alumni about their experiences. Our recruitment team can advise on how our programmes can impact your career and provide details on the application process.



### ONE-TO-ONE CONSULTATIONS

Arrange a meeting in person or virtually with a member of the team to discuss your suitability for the programme. They will provide personalised feedback on your eligibility.



### ONLINE INFORMATION SESSION

Join us from anywhere in the world for our web based information session and Q&A with the recruitment and admissions team.

Our website provides information on all our on campus and international events. [www.bayes.city.ac.uk/mba/events](http://www.bayes.city.ac.uk/mba/events)

Contact our Recruitment and Admissions team with any questions or send your CV if you would like us to assess your suitability for the programme.

We are available to answer your questions on: [bayes-mba@city.ac.uk](mailto:bayes-mba@city.ac.uk)  
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City, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 17 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.



All the information contained within this brochure was correct at the time of going to print.