Trinity Business School

Flexible Executive MBA

Success comes closer with a distance learning blended MBA
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Covid-19 and teaching and learning at Trinity
The 80% online element of the Blended-Learning MBA is unaffected by changes to teaching and learning necessitated by the University’s response to Covid-19. Future Immersion Weeks may be affected; please contact us for up-to-date guidance and information.

Contents
Trinity Business School is renowned as a global leader in transformative business education programmes. Established in 1925, and a pioneer in bringing the MBA to Europe, Trinity Business School’s innovative role in management education and learning makes it one of the top business schools worldwide.

Whether you want to accelerate your route to leadership success, or transition to a new path or venture, our new Flexible Executive MBA provides a world-class educational experience. This intensive and inspirational programme is designed to flex around busy schedules, and our customized platform and state-of-the-art business technology create a dynamic, accessible and highly interactive learning experience. You will engage directly with major corporate stakeholders on live company projects, and cultivate relationships with students from around the world. With four hundred years of heritage and teaching excellence, Trinity College Dublin is Ireland’s pre-eminent university, with a unique network of global alumni.

Make the Flexible Executive MBA at Trinity Business School the next step in your future success.

Dr. Eimear Nolan
Flexible Executive MBA Director
Why Choose a Flexible Executive MBA at Trinity Business School?

Trinity Business School sits at the heart of business. Dublin is a thriving capital city and one of the most dynamic technology and business hubs in Europe. This powerful business network contributes to our programmes and global alumni community.

The deep dive into real-world strategic issues in three major Irish and international companies sets this programme apart from all others. Theory springs to life when you have to create and deliver solutions directly to senior corporate stakeholders.

The programme’s strong international focus attracts students from all parts of the world, and Trinity alumni form a strong and collaborative global network. You also have lifelong access to our career service, bespoke alumni events, and the masterclass series.

A blend of on-campus and online distance learning, this programme is designed specifically for busy professionals. With fortnightly coursework schedules, optional electives and projects, live virtual lectures on playback, and access to the new Business School Tech Hub, customize your MBA to suit you which are also available on playback.

Whether you want to accelerate your path or transition, this intensive, engaging and inspirational programme can open doors and unlock careers all over the world. Ireland’s leading and most prestigious university, Trinity is internationally renowned for excellence in teaching and research.

Gain vital tools to hone your personal leadership style and learn how to make an impact in business. You will develop the self-awareness, business acumen and skills needed to face the challenges of leadership today.
The Programme Outline

Delivered 80% online and 20% on campus, this Blended-Learning MBA is a two-year, part-time journey that has the power to transform the rest of your professional life. You control when and where you engage, knowing that you are receiving the same high-quality Trinity MBA as you would via a traditional classroom-based programme.

Online delivery: 80%

Flex your learning to fit your schedule and needs: 80% of the programme learning materials are delivered through independent learning and guided self-study. Interact with tutors, staff and classmates and manage coursework in a secure online space. Discuss and explore issues with fellow students, post and share comments on articles and case studies, complete exercises, and explore insights in a way that isn’t always feasible in the live-class scenario.

Ease of accessibility is a key feature: course materials (including tutorials, lecture recordings and virtual discussion sessions) are all accessed online, across whatever device suits you best. Our bespoke platform has email and telephone 24/7 tech support.

Online learning session format

Each module is a hybrid of self-paced content and live learning. Assessment at both group and individual level is via online examination, reports, projects, essays, reflection diaries, depending on the specific learning objectives of each module.

→ Introduction: Meet your professor and classmates online. The material to be covered and the module learning outcomes are explained.

→ Preparation: Review recommended reading, links to relevant web resources, or an introductory presentation.

→ Study: The main body of each session generally takes the form of self-paced podcasts and presentations.

→ Apply. Recall. Reflect: Apply theory to practice in your workplace, and review through discussion with your class. Multiple Choice Questions in conjunction with individual feedback are used to gauge outcomes and ensure students are prepared for assessment.

→ Live Learning: Attend a live webinar delivered via Canvas Virtual Learning. This is the final activity of the module.

Immersion Weeks on Campus: 20%

The programme includes an Immersion Week in both years, spent on our historic campus in the centre of Dublin. The Trinity campus is at the heart of Dublin, a friendly and cosmopolitan city. Trinity Business School is housed in a stunning state-of-the-art flagship building, which includes an Innovation & Entrepreneurial hub, a 600 seat auditorium, smart classrooms, and an executive education centre.

Immersion Week is a unique opportunity to blend a rigorous academic programme with exciting cultural, social and professional experiences. You’ll meet fellow students from around the world, the Trinity Business School Faculty and your dedicated Careers Team, network with high performance industry experts, executives and entrepreneurs - and leave energised and inspired!

The Programme Outline

The single most differentiating feature across the Trinity MBA portfolio is the focus on live company projects: an immersive learning experience. using real-world settings. Working in high performance teams, you explore a business issue thoroughly from multiple perspectives and create strategic recommendations drawing on the theories, concepts, frameworks and tools explored in your studies.
Campus Immersion Week
Get to know the Trinity community and your MBA classmates in the first of two campus immersion weeks in Dublin. Kick-start your Blended-Learning journey with a dedicated week of onboarding activity. Learn how to operate successfully, both in teams and remotely. Meet your career support specialists and master the online learning platform. Sample modules include: Navigating Online Learning, Team Building, Wellbeing, Working in Global Virtual Teams, Personal and Professional Development, Careers and Support.

Online
Cover a critical mass of learning with ten core modules delivered online. Gain core knowledge in functional business areas such as Marketing, HR and Finance; take a deep dive into Corporate Ethics and Sustainability, two topics that are vital for modern management; and develop your personal leadership style. Year one is designed to build the strategic framework which you will then apply to the Company Projects in Year 2.

The first year of your studies are dedicated to core modules providing you the opportunity to explore current thinking in areas such as Leading in a Climate emergency, Leading Business Analytics and AI, and Managing People in Organizations. Our customized platform and state-of-the-art business technology ensure you receive a dynamic and highly interactive learning experience that allows you to tailor your education around other demands in your life.

Eimear Nolan — MBA Director

“Leaders must make an impact in their organisation and the wider environment to be successful. Our job, is to hold a framework for students to explore different leadership philosophies and concepts through their own lens to enable them to consciously think about the impact of the decisions they are making.”

Melissa Sawyer — Leadership & Professional Development

Year One

- One campus immersion week
- Ten modules online

Michaelmas Term | Hilary Term | Trinity Term
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SEPTEMBER – DECEMBER | JANUARY – APRIL | MAY – AUGUST
Accounting & Financial Management | Business Ethics & Corporate Social Responsibility | Operations Strategy
Managing People in Organisations | Marketing | Leadership & Professional Development
Strategic Management | Economics for Global Markets | Leadership & Climate Emergency
Leading Business Analytics & AI

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### Year Two

- **One campus immersion week**
- **Three unique company projects**
- **Four elective modules online**

#### Immersion Week
The second campus immersion week in Dublin gets Year 2 off to an energising start.

#### Elective Modules
Tailor your degree to best suit your career ambitions and plans with four elective modules chosen from:

- International Business
- Entrepreneurships and New Venture Creation
- Strategic Technology Management
- International Finance
- Cross-Cultural Management
- Entrepreneurship Finance

The key feature of this programme is nested in project-based learning, therefore year two of your study is dedicated to completing company projects, with the opportunity to bring your own Independent study company project to the team. These projects are complemented by a range of exciting elective modules.

#### Real-World Project
These three projects require a significant level of independent research, and allow you to showcase the skills and knowledge you have developed.

##### A Transformational Change & Strategic Company Project
Working with your team remotely, you are assigned a multinational company or leading domestic player, and tasked to deliver a comprehensive strategic audit of the industry, problem analysis and a blueprint for change, using this structure:

1. Industry & Competitor Analysis
2. Company Analysis & Issue Identification
3. Strategic Issue Analysis
4. Blueprint for Change

#### Optional Elective: Independent Project
Students may be sponsored by a company or their employer to bring a real business issue for analysis. Projects can range from consultancy assignments to theoretical analyses.

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**The Scaling Project & Social Entrepreneurship Project**
Work with a small or medium sized enterprise (SME) on a scaling or growth related task of importance to the company’s management team. You will:

- Conduct a live and ‘flash’ consulting project with an SME dealing with a complex scaling issue.
- Identify, diagnose and offer strategic recommendations.
- Work on a real scaling issue to design and deliver value added solutions for the company.

**Social Enterprise & Social Entrepreneurship Project**
Work with an enterprise focused on a social mission, such as an NGO or a Foundation with a specific social mission and purpose. You will:

- Investigate a business-related issue with the social enterprise.
- Apply a solution to the problem that takes into account the social mission of the enterprise.
- Produce a working report and presentation to the organisation to address that challenge.

**Optional project:** In lieu of the Social Enterprise Project we can also accommodate individual projects, if your company or employer has a business issue to address and research.
As Ireland’s leading MBA programme, employers from all industries recruit our graduates. The New York Times ranked Trinity in the top 150 global universities in terms of universities’ employers rated most highly. Trinity has a range of professional expertise in-house to help students and alumni rise above the rest and achieve their goals.

Supporting Success for Life

MBA Career Support Team
Develop and shape your future success with the MBA Career Support team. Access information, support and guidance in workshops and tailored individual career sessions from our in-house experts. The team will work with you to explore career options, prepare effectively for your next career move, and make informed career decisions. Career Support can be fully accessed online.

Lifelong Career Service and Alumni Network
Unlock success with Trinity’s dedicated Career Development Team. As a Trinity MBA alumnus, you will have lifelong access to this valuable service. The team will work with you to explore tour options, prepare effectively for your next career move, and make informed career decisions.

Sample workshops available to Blended-Learning MBA students include:

- **PERSONALISED CAREER MEETING**
  Focused on developing your SMART Career Plan and pursuing your personal career ambition.

- **HR PROFESSIONALS PANEL — MBA ALUMNI**
  Guidance from fellow MBA Alumni working in recruitment and HR on marketing yourself.

- **INTERVIEWING WORKSHOP**
  Explore a competency-based interview structure and interview preparation.

- **SALARY BENCHMARKING**
  How to effectively benchmark and negotiate salaries in order to make informed decisions.

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**The Company**
Aramark is a global conglomerate with an annual turnover of $14.6 billion. They employ over 270,000 people in 19 countries and operate in a high volume, low net margin industry. Revenue can be broken into three channels: food and support services (North America), food and support services (international) and uniforms (global). The Northern European headquarters are located in Dublin and this is where the Trinity MBA team was deployed.

“It was an immensely rewarding experience to be a part of the MBA consultancy team that delivered a blueprint to Aramark (Irish division) for possible new market entry. By applying different business analytical methods including stakeholder, risk and cost-benefit analysis, it really brought in class learning to life.”

Lopamudra Sasmal

**The Project**
After completing the initial stages of the project, including industry and competitor analysis, it was agreed with management to explore Aramark’s potential entry and expansion into the Irish healthcare market. The team investigated the scope and scale of the healthcare market in Ireland and looked at demographic trends globally. Their task was then to develop a deep understanding of Irish specific healthcare segments, identify the competitors and finally create a high-level value proposition for Aramark to deploy and win new business. Supported by quantitative and qualitative data and interviews with key senior healthcare officials, the team identified the most profitable subsector of the market to enter as well as the potentially profitable clients.

**The Impact**
The challenges faced within the healthcare sector are numerous and changing demographics result in new complexities in patient care. The MBA team were able to deliver a blueprint for change and apply their insight and skills to clearly define Aramark’s Year Two: Case Study

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The Importance of Global Reach

With an excellent global network of alumni, business partners, and faculty, and an international reputation for excellence and innovation, Trinity Business School is a highly sought-after educational experience by students from all over the world.

MBA Alumni
- Argentina
- Australia
- Brazil
- Bulgaria
- Belarus
- China
- Costa Rica
- Canada
- Cyprus
- Egypt
- Ghana
- Germany
- Hungary
- India
- Iceland
- Ireland
- Japan
- France
- Italy
- Kenya
- Kuwait
- Malaysia
- Lithuania
- Mexico
- Nigeria
- Poland
- Pakistan
- Spain
- South Africa
- Russia
- Tunisia
- Taiwan
- UAE
- UK
- Ukraine
- United States
- Sweden
- Venezuela

Trinity College
founded 1592

140,000 global
Trinity alumni

101st in the world
QS UNIVERSITY WORLD RANKING

140,000 global
Trinity alumni
Application Process

We take a holistic approach to assessing applications. In addition to your professional experience and academic credentials, we want to learn more about your ambitions and goals.

Current entry requirements are:

- Bachelor’s degree or equivalent;
- Minimum three years professional or managerial work experience;
- Preferred minimum GMAT Executive Assessment score of 140/200;
- Evidence of English proficiency, if English is not your native language.

Scholarships

Self-financing candidates are advised to apply for scholarship by downloading the form from the Fees and Scholarship section of the Trinity MBA website and uploading the completed form to their online application: tcd.ie/business/mba

Tuition Fees

Flexible Executive MBA
€17,900 per year

How to Apply

Complete the online application form, attach your supporting documentation and answer three short essay questions.

Documents required include:

- Current CV or resume.
- Copies of your completed transcripts or professional qualifications.
- Two supporting references or contact details for two supporting references we may contact.
- Completed essay questions within the application form.
- GMAT or GRE results if you have completed the test.
- Proof of English (for non-native English applicants).
- Any other relevant evidence.

The GMAT Executive Assessment examines the data driven and real world skills which will be required on the EMBA programme as well as the work place. For more information visit www.gmac.com/executive-assessment.

Contact Details

Please contact us for further details or send your CV to review pre-application.
- +353 1 896 4867
- thetrinitymba@tcd.ie

We take a holistic approach to assessing applications. In addition to your professional experience and academic credentials, we want to learn more about your ambitions and goals.