

From Leicester Business School, De Montfort University

# MBA Housing

by Distance Learning



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Receive cutting-edge, industry relevant education in housing from the  
Centre for Comparative Housing (CCHR) at DMU

Gain Chartered Membership of the Chartered Institute of Housing (CIH)  
upon completion of the programme

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**APPLY NOW**

Start date: 18th September 2015

[www.informadl.com/housing](http://www.informadl.com/housing)

+44 (0)20 7551 9087

[dmu@informa.com](mailto:dmu@informa.com)

Accredited by the  
Chartered Institute  
of Housing



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professional academy



**“I got a great deal out of doing the course and would recommend it to others who need to develop their knowledge on housing strategy”**

MSc Business for Housing graduate, 2014

## Ensuring your learning meets the needs of your employer and future employers

With experience being vital in today's competitive job market, a postgraduate who has professional experience in addition to theoretical knowledge will be highly regarded by employers. At DMU, we provide our students with the highest standard of study so that you are equipped with the skills and experience to progress or change your career. Designed with employability in mind, the MBA Housing is highly relevant in today's competitive marketplace. With continual input from leading employers and professional bodies, we ensure that the course will equip you with the professional skills and practical experience that businesses are looking for.



## Why study by distance learning?

Increasingly we all face more pressures in our business lives. Finding the time to attend courses of any kind can be very difficult and well-meant plans are often put aside indefinitely. Distance learning is the solution to your training needs:

- Enjoy the full benefits of studying for a recognised UK university postgraduate qualification whilst still in full-time employment
- Take control of where and when you learn and decide the rate at which you study
- Retain industry leading course materials for future reference
- Apply your learning, knowledge, skills and expertise to your work straight away and help to further your career
- Network with tutors and like-minded professionals from around the world

With courses being delivered at different levels, distance learning can meet the needs of a truly diverse student body. **High competition for jobs means having additional training and education can be a real advantage, whether you are in the market for a new career or simply want to progress in your existing position.**



## Who should study this programme?

This programme is designed to offer housing professionals in senior, strategic or management roles in the private sector or social housing sector, the opportunity to further develop their understanding and appreciation of management issues and gain a postgraduate housing qualification from the Centre for Comparative Housing Research (CCHR) at DMU.

The course is key for:

- Housing Directors
- Policy and Strategy Managers
- Housing and Neighbourhood Managers

## Why study with Leicester Business School?

Leicester Business School, De Montfort University, is one of the larger providers of business and management education in the UK. Our courses are directly relevant to the business world and we maintain strong links with major professional bodies and employers both in the UK and worldwide. The Centre for Comparative Housing Research (CCHR), located within the Business School's Department of Politics and Public Policy, brings together a unique team who are experienced in delivering high quality consultancy, research and teaching in the field of housing and public policy. The Business School has a proven track record of working with leading employers that spans 30 years and prides itself on taking a highly innovative approach to management education, combining business acumen with academic excellence to achieve real and tangible results. The Business School has been granted professional recognition and accreditation from many leading professional bodies and organisations. These are a recognition of the quality of teaching that the Business School offers and also provides added-value benefits to our students. We are committed to career-orientated teaching and our linkages to professional bodies ensures our courses maintain a contemporary edge demanded by ambitious professionals. We are a truly international Business School with over 60 nationalities represented within the student body. We have developed international partnerships and work with experts in these institutions to enrich our programmes.

**informa**  
professional academy

**Informa Professional Academy** works in partnership with leading academic bodies to assist in the provision of highly specialised and bespoke professional postgraduate distance learning courses. Our strong partnership with De Montfort University has developed over a period of over twenty years and together we offer and deliver high-calibre and well-respected postgraduate courses.

**For more course information call +44 (0)20 7551 9087**



**“The course at DMU came highly recommended, that along with the fact that the tutors and lecturers are subject experts and practitioners”**

N. Hassan, New Horizons - Health & Social Care Provider and MSc Business for Housing student, 2014

## Your Course Tutors Include:

### Professor Jo Richardson

Jo Richardson is Professor of Housing and Social Research and Director of the Centre for Comparative Housing Research (CCHR) at DMU, Leicester, and she is programme leader for the MBA Housing and MSc Housing Studies programme. Jo's research includes an evaluation of asset based community development approaches, examination of conflict resolution in Gypsy and Traveller site management, analysis of the future role of frontline housing workers, funded by the Chartered Institute of Housing, as well as an ESRC knowledge exchange project on boosting affordable housing supply. Previously Jo has worked on projects funded by the Arts and Humanities Research Council and the Joseph Rowntree Foundation. Her key publications include: Richardson and Ryder, A (Eds) (2012) 'Gypsies and Travellers: Empowerment and Inclusion in British Society', Richardson, J (Ed) (2011) 'From Recession to Renewal: the impact of the financial crisis on public services and local government' and Richardson, J (Ed) (2010) 'Housing and the Customer: understanding needs and delivering services'. Jo teaches on the Housing and Social Policy and Delivering Housing modules.  
@socialhousing

### Dr Peter King

Peter is Reader in Social Thought in the Department of Politics and Public Policy. His main research interests include conservative social thought, the future of social housing and welfare reform. He is the author of 16 books including Understanding Housing Finance (Routledge, 2009), Housing Boom and Bust (Routledge, 2010) and The New Politics (Policy Press, 2011). He teaches in the areas of political, social policy and research methods. Peter teaches on the Housing, Markets and the State module.

### David Orton

David is a Principal Lecturer at DMU with teaching expertise and research interests in the fields of strategic management, international management and crisis and business continuity management. His teaching spans more than 15 years and includes; undergraduate, postgraduate and a wide range of national and international corporate clients from both the public and private sector. David also holds visiting lecturer positions at a number of overseas Institutions and has taught widely across the globe. In addition to teaching, David also holds management positions within the Faculty of Business and Law as the Head of International Activities, and Subject Leader for all strategy and management undergraduate programmes. David teaches on the Strategic Management module.



### Martyn Kendrick

Martyn is currently Head of Postgraduate Studies for the Faculty of Business and Law at DMU, and Chair of the Postgraduate International Business/MBA/Marketing Programme Board. He was also previously Director of International Strategy at DMU. Martyn has a specific interest in the areas of International Management and Leadership, Strategic Management, Corporate Social Responsibility, and Relationship Management. He is co-author of the leading textbook, 'Management' (2010) with Professor Richard Daft and Dr Natalia Vershinina published by Cengage. Martyn teaches on the Managing a Professional Services Organisation module.

### Dr Deborah Price

Deborah is a Senior Lecturer in the Department of Human Resource Management, a Chartered Academic Member of the CIPD and the programme leader for the part time and corporate modes of the MA/PGDip Management of Human Resources. She has a background in public sector management in both the NHS and Higher Education. Deborah has published two books: Price, D. (2009) (Ed) 'The Principles and Practices of Change', London, Palgrave Macmillan, and Cameron, S and Price, D. (2009) 'Business Research Methods - a Practical Approach' London, CIPD/McGraw-Hill. Deborah teaches on the Managing Organisational Change module.

**The core DMU team will be joined by external specialist practitioners and guest speakers to provide a varied and highly practice focused Masters Degree Course.**

### Dr Hülya Öztel

Hülya Öztel is a Principal Lecturer at DMU, specialising in strategic management, organisational learning and research methodology. She carried out extensive research and consultancy work in the field of public-private partnership, enterprise development and training in the UK and in France. Hülya obtained a first class honours degree, from Marseilles Business School, France. She has a Masters Degree from Aston Business School, UK and a PhD from Warwick Business School (UK) in 2005. Hülya teaches on the dissertation module.





# MBA Housing Modules

## YEAR 1

September 2015- January 2016

### Strategic Management

- Understanding strategy as the integration and synthesis of all organisational activity in seeking competitive advantage
- Using strategy to provide unique solutions to complex problems
- Identifying vision, scope and position for the organisation
- Strategy as a process of synthesising external adaptation with internal integration
- From strategic planning to strategy execution

January 2016-December 2016

### Housing and Social Policy

- The social economy for housing
- Housing policy and research
- More than housing - Collaboration with public services, e.g. health and education

### Housing, Markets and the State

- The relationships between housing markets, government subsidies and household budgets.
- The role and significance of both public and private sector housing provision
- The role of government in housing, particularly with regard to housing subsidies
- The main trends and themes in the development of contemporary housing policies
- Housing as part of political processes

### Delivering Housing

- Local housing market needs assessment
- Policy making and decision taking in the planning system (complexity, conflict and implementation)
- Alternative and comparative models for delivering housing
- Sustainable development

### Leading a Professional Services Organisation

- The fundamental business partnership model
- Service marketing, branding and reputation
- Managing client services
- Maintaining “Human Capital”
- Designing the optimal organisational structure and culture
- Leadership

## YEAR 2

January 2017-December 2017

Students will study the following modules between January-May

### Corporate Performance Management

- Control theory as a module framework and the strategic setting for organisational control: performance management as the attainment of the vision and the delivery of objectives
- Organisational contexts: commercial and not-for-profit
- Financial v multi-dimensional performance management
- Behavioural qualities of performance targets & behavioural aspects of their management
- Management approaches/philosophies towards performance management

Students will also study the following module and write their dissertation from January-December 2017

### Research Methods and Dissertation

- Independent research skills
- Research designs, data collection and data analysis methods
- Key literature and research strategies
- Apply theoretical knowledge in a practical situation
- Carry out background research into a business and management issue and undertake a sustained piece of work
- Supervised, self-directed study that leads to the production of the dissertation
- Learn through reflection on practice and experience

### Managing Organisational Change

- Drivers for change and the cumulative impact of these
- Existing models of change and their relevance to business practice
- The human side of change and the usefulness of characterising human responses as ‘resistance’
- Change practices and individual capacity to adapt to change





**“The standard of teaching is what sets DMU postgraduate courses apart. The team were knowledgeable and passionate about their subjects and that passion was contagious”**

G. Hawker, Masters graduate, 2014

## Course Syllabus and Structure

The course commences with an optional induction weekend in Leicester which takes place on 18th and 19th September 2015. The programme module teaching then begins with a focus on ‘Strategic Management’ which is the bedrock of MBA study and provides a framework and focus within which to shape the rest of the programme. This is followed by ‘Leading a Professional Services Organisation’, which considers leadership issues within the context of managing a professional practice, and ‘Housing and Social Policy’ which sets the cultural and values framework for the sector. These core modules are then followed by the opportunity to specialise in two housing modules ‘Housing Markets and the State’, which explores the relationship between markets and government and ‘Delivering Housing’, which explores current and future planning for the delivery of private and social housing. The taught modules are completed by a study of ‘Managing Organisational Change’ which is a key feature of organisations operating within today’s volatile environment and ‘Corporate Performance Management’ which considers the process and outcomes of measuring organisational performance via a mix of financial and non-financial metrics. Students will then complete the programme with a housing-related dissertation. The dissertation would have a strong link to academic theory whilst also offering an opportunity to focus on a ‘live’ organisational issue.

The length of the programme is 2 ¼ years. Year 1 runs from September 2015-December 2016 and year 2 runs from January 2017-December 2017. The timetable is as follows:

<b>YEAR 1</b>	<b>Strategic Management</b> (30 credits)	
<b>Term 1</b> September 2015 – January 2016		
<b>Term 2</b> January – May 2016	<b>Housing and Social Policy</b> (15 credits)	
<b>Term 3</b> May – September 2016	<b>Leading a Professional Services Organisation</b> (15 credits) <b>Housing Markets and State</b> (15 credits)	
<b>Term 4</b> September – December 2016	<b>Delivering Housing</b> (15 credits)	
<b>YEAR 2</b>	<b>Corporate Performance Management</b> (15 credits)	<b>Research Methods and Dissertation</b> (60 credits)
<b>Term 5</b> January - April 2017		
<b>Term 6</b> April – August 2017	<b>Managing Organisational Change</b> (15 credits)	
<b>Term 7</b> August – December 2017		

## The Accelerated Route

The accelerated route allows a student to complete the MBA in 15 months. It is primarily designed for those who have the time to devote themselves to full-time study, albeit by the distance learning route. Students will enrol in September 2015 along with the other students on the programme and study the Strategic Management module until the January 2016. Accelerated route students will then undertake to study all of the remaining modules between January and December 2016 alongside the dissertation. This is a highly intensive but rewarding route and successful students will graduate with their MBA at the end of December 2016. (There may not always be dedicated study days for all modules on the accelerated route.)

## Optional Study Days

Students are encouraged to attend a series of optional study days at De Montfort University in Leicester throughout the course. The first study weekend is the Induction Weekend on the 18th and 19th September 2015. The weekend will give students the opportunity to meet tutors and fellow students, discuss the course and establish access to tutors during the coming year. The weekend will also provide students with the opportunity to get to know other students who will be studying the same modules. Four further study days are planned throughout the duration of the programme and these will take place in February, May, September and November.



**For more course information call +44 (0)20 7551 9087**

# Distance Learning MBA

## Frequently Asked Questions about the Distance Learning Programme with Leicester Business School, De Montfort University

### How do I enrol on the course?

Complete the Application Form attached to this brochure and send it to **Richard Morgan, Informa Professional Academy (IIR Ltd.), 4th Floor, Maple House, 149 Tottenham Court Road, London, W1T 7AD, UK Tel: +44 (0)20 7017 4752** together with copies of ALL your relevant certificates and/or transcripts of your academic qualifications, two references, a supporting statement, proof of English language proficiency (if applicable) and a copy of photo ID such as a passport. Alternatively you can scan your application form and all supporting documentation and send it to: **richard.morgan@informa.com**. You can also apply online at: **www.informadl.com/housing**. Your application is then sent to the Admissions Tutor at De Montfort University for consideration and you will be notified in writing by Informa Professional Academy on the outcome of your application.

### What are the standard entry requirements?

To study at postgraduate level you must have one of the following qualifications:

- a degree from a UK university
- a relevant professional qualification
- an equivalent international qualification which indicates an ability to study at postgraduate level

### Who do I contact if I have a query about my entry qualifications, programme content or advanced standing?

If you have any questions concerning your suitability as a potential student or specific concerns regarding the content of the programme please contact:

**Kerry Green, Programme Administrator, Leicester Business School, De Montfort University.**

**E-mail: kgreen@dmu.ac.uk**

**Telephone: +44 (0)116 250 6254**

### How will I access the relevant reading materials?

It is important to realise that the materials provided are not self-contained but point towards the books, articles, cases, statutes and reports which you will need to read. Links are provided via the course website to various on-line resources which De Montfort University subscribe to. It is, nonetheless, important to have access to a good library.

### What does the course cost?

The total course fee for students enrolling in September 2015 is £8,450 and the fee for the Accelerated Route is £8,850. The fee for the Postgraduate Diploma is £5,500 and the fee for the Postgraduate Certificate is £2,750. Fees include the provision of all course materials, tuition costs, access to relevant on-line resources at Leicester Business School, De Montfort University, the Induction Weekend and four further study days. Please note that travel and accommodation costs are not included in the fees and must be covered by the student. Full payment of course fees is required before the start of the course (i.e. by 17th September 2015) or within 30 days of receipt of your invoice, whichever is sooner.

### Do I have to study for the full MBA?

No, you can choose to study for a Postgraduate Certificate (60 credits) or a Postgraduate Diploma (120 credits).

### Are you seeking advanced standing?

Where you have previously studied taught modules at postgraduate level, it may be possible to exempt you from parts of the Masters qualification and you could obtain the MBA by studying fewer modules at a reduced course fee. For more information, please call +44 (0)20 7551 9087 or visit [www.informadl.com/housing](http://www.informadl.com/housing)

### What format do the modules take?

The programme joining pack, handbook and Strategic Management module will be mailed to you by post. You will be able to access the remainder of the course materials through the course website, and you will be provided with access to this once enrolled.

### How will my work be assessed?

All modules, whether core or elective, will be assessed by written assignment. These assignments will offer a mix of practical case study-based work and a consideration of academic theory. Assessments will vary in quantity, word length and focus from module to module with the aim being to contribute to a coherent assessment strategy across the programme as a whole. Very clear assignment briefs will be posted online, including specific assessment criteria and task information. There will be plenty of opportunity to discuss the requirements of assignment briefs as the modules progress.

### How long will I spend studying each module?

People study at different rates, but we estimate that you will need to study around 150 hours per 15 credit module, including time spent on assignments.

### Is there any contact time with the course tutors and participants?

Students are encouraged to attend a series of optional study days in Leicester throughout the course. The first study weekend is the Induction on the 18th and 19th September 2015. The weekend will give students an opportunity to meet tutors and fellow students, discuss the course and establish access to tutors during the coming year. The weekend will also provide students with the opportunity to get to know other students who will be studying the same modules. Four further study days are planned throughout the duration of the programme and these will take place in February, May, September and November.

### Industry links and professional accreditation

The Chartered Institute of Housing Accreditation, at Leicester Business School, works closely with the CIH on a national and regional basis. The Centre works in collaboration with the CIH in designing and delivering postgraduate distance learning programmes. On completion of the programme you will be qualified for Chartered Membership of the Chartered Institute of Housing.

### What is the language on the course?

The course is conducted entirely in English, both verbal and written.

### Can I cancel my application?

Cancellations must be received in writing on or before 17th September 2015. You will receive a full refund less an administrative charge of £200. No refunds will be made in respect of cancellations after this date, and the full fee will be payable.

### Terms and Conditions

For the full course terms and conditions, please check the FAQ section of the course website: [www.informadl.com/housing](http://www.informadl.com/housing)

### Disclaimer

- It may be necessary for reasons beyond the control of the organisers and the university to alter the line-up of authors, tutors, modules or course content, however, every effort will be made to adhere to the published syllabus.
- This course will run subject to reaching a satisfactory intake to the course.
- **All applications are subject to acceptance by Leicester Business School, De Montfort University and are subject to the full terms and conditions of the programme which are available at [www.informadl.com/housing](http://www.informadl.com/housing). De Montfort University and Informa reserve the right to reject any application from any potential student.**

For more course information email: [dmu@informa.com](mailto:dmu@informa.com)

**Closing date for applications:**  
**7th September 2015**

Application for Enrolment onto the  
**MBA Housing**  
Distance Learning Course FKW12353



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professional academy

This form should be completed and returned to:  
**Richard Morgan, Informa Professional Academy (IIR Ltd.),**  
**4th Floor, Maple House, 149 Tottenham Court Road, London, W1T 7AD, UK**  
Alternatively please scan your application form and supporting documents and  
send to: [richard.morgan@informa.com](mailto:richard.morgan@informa.com)  
Or apply online at: [www.informadl.com/housing](http://www.informadl.com/housing)

Please send the following documents with your application form:

- Certificates and/or transcripts of your academic qualifications
- Two references (one should be academic)
- Photo ID

## Applicant's Details

Title Mr/Mrs/Miss/Ms/Dr Surname

Other names

Gender Male/Female Date of birth (day, month, year)

Nationality Country of permanent residence

Permanent home address

Telephone Mobile

Email

Address for correspondence and delivery of course materials (if different from above)

Please supply name and address of where invoice should be sent (if different from above)

## Education (please provide copies of all relevant certificates and qualifications)

Examinations passed (including professional qualifications) and examinations taken for which your results are not yet known:

Institution attended

Date Started Date Finished

Examinations taken and date

Grade

Qualifications obtained

## Employment Experience

Please enter details of industrial and professional experience including employing organisations and positions held (or attach a resume).

## References

Please ask your two referees to provide references on letter-headed paper of the organisations they represent. References should include: your name, DOB and course you are applying for, and should be stamped with the company stamp if possible. At least one reference should be academic. Emailed references are acceptable provided they are from a professional source.

## Supporting Statement

On a separate piece of paper, please tell us why you wish to study this course

For use by  
Admissions Tutor

**Data protection:** The personal information which you provide to us will be held by us on a database. You agree that Informa Professional Academy may share this information with other companies in the Informa group. Occasionally your details may be made available to selected third parties who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers please contact the database manager. For more information about how Informa Professional Academy use the information you provide please see our privacy policy at [www.ibclegal.com/page/privacypolicy](http://www.ibclegal.com/page/privacypolicy). If you do not wish your details to be available to companies in the Informa Group, or selected third parties, please contact the Database Manager, Informa UK Ltd, Maple House, 149 Tottenham Court Road, London, W1T 7AD, UK. Tel: +44 (0)20 7017 7077, fax: +44 (0)20 7017 7828 or email [integrity@iirtld.co.uk](mailto:integrity@iirtld.co.uk).

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Please quote the above VIP code when applying - THIS IS ESSENTIAL TO PROCESS YOUR APPLICATION

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## English Language Proficiency

If English is not your mother tongue, please give details of any English Language courses (e.g. IELTS, TOEFL) that you have taken or detail how long you have been speaking English

## Disability

Please tick which statement below is appropriate to you:

- No, I do NOT have a disability, nor am I aware of any additional support requirements
- Yes, I have a disability. If yes, does your disability mean that you have additional support needs?  Yes  No  
If yes, we will contact you to determine appropriate support for you.

## Criminal Convictions

You must declare if you have a relevant criminal conviction, including violence against the person or drug dealing. If you tick the 'Yes' box, the University may ask you for further details.

- Yes  No

Please note that if you are convicted of a criminal offence while your application form is being processed, you should notify the University immediately.

**Finance** – Fees for each year of the course must be paid before the start of each year or on receipt of your invoice, whichever is sooner. Tick box(es) as appropriate.

- I am taking the full MBA. Fees due are £8,450 (VAT exempt) payable in two yearly instalments of £4,225
- I am taking the Accelerated Route. Fees due are £8,850 (VAT exempt)
- I am taking the Postgraduate Diploma. Fees due are £5,500 (VAT exempt)
- I am taking the Postgraduate Certificate. Fees due are £2,750 (VAT exempt)
- I am seeking advanced standing exemption(s) on the basis of postgraduate modules previously studied
- I am making a private application and do not want you to contact my employer. I will be responsible for paying my own course fees

## Declaration

Please enter your VIP code (if you have one): \_\_\_\_\_

How did you hear about the programme? (Please be as specific as possible) \_\_\_\_\_

### THE PROCESSING OF YOUR APPLICATION WILL BE DELAYED IF YOU DO NOT INCLUDE THIS INFORMATION

I declare that, to the best of my knowledge, the information I have given above is correct in every detail. If enrolled, I agree to abide by the regulations in force at the time. By completing and submitting this registration form, I confirm that I have read and understood the Informa Professional Academy Student Terms and Conditions and I agree to be bound by them. The full course terms and conditions can be found on the FAQ section of the course website: [www.informadl.com/housing](http://www.informadl.com/housing)

Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_