

MBA STUDENTS MAXIMISE TEAM WORKING FOR FUTURE SUCCESS



DURHAM UNIVERSITY BUSINESS SCHOOL (DUBS) IS PART OF THE PRESTIGIOUS DURHAM UNIVERSITY. DUBS IS ONE OF THE LONGEST ESTABLISHED BUSINESS SCHOOLS IN THE UK AND OFFERS BUSINESS QUALIFICATIONS RANGING FROM BACHELOR'S DEGREES TO PHDs. THE DUBS MASTER OF BUSINESS ADMINISTRATION (MBA) COURSE IS VERY HIGHLY REGARDED WORLDWIDE. LESS THAN 1% OF THE WORLD'S 3500 BUSINESS SCHOOLS HOLD TRIPLE ACCREDITATION FROM THREE INTERNATIONALLY RECOGNISED QUALITY ASSURANCE MARKS FOR THEIR MBA COURSES – DUBS IS PART OF THAT ELITE GROUP.

CASE STUDY:
DURHAM UNIVERSITY
BUSINESS SCHOOL



THE CHALLENGE

Students at DUBS are strongly academic individuals and the MBA course has a proven track record of developing the business leaders of the future. However DUBS felt that team working and practical skills could be accelerated in each new cohort of students by creating a more supportive atmosphere amongst them, students which would ultimately boost their future senior management careers. The School approached Brathay to design a programme which would develop each individual's confidence, personal effectiveness and team working skills.

THE SOLUTION

Working with DUBS, Brathay developed a two and a half day residential programme at Brathay Hall, to be attended by students at the start of the academic year. Using a variety of personal assessment, coaching and experiential team development activities, the programme is designed to develop core competencies, personal confidence and teamwork. Supporting students to recognise their own strengths, and those of their peers, enables them to work more effectively as a team on course projects and crucially, when entering the boardroom.

OUTCOMES

The practical learning experience assists the MBA students in developing more effective teams for their studies, leading to better results for all students. The Brathay module teaches students how to get the best from themselves and from each other. They have the time and space to reflect on the level of influence they have, and how they react to different situations, building problem solving capability, utilising current coaching practice and understanding personality indicators. The programme uses immersive exercises to develop tangible, real-world skills, equipping them for teamwork and leadership roles in their future careers.

“BRATHAY’S PROGRAMME ENABLES OUR MBA STUDENTS TO UNDERSTAND WHAT THE TEAM CAN ACHIEVE BY WORKING TOGETHER. IT HELPS THEM TO REFLECT ON THE LEVEL OF INFLUENCE THEY HAVE AND HOW THEY CAN DRAW ON THE SKILLS OF THEIR PEERS TO BENEFIT THE WHOLE GROUP.”

Marcia Hoynes
Career Development Manager
