



MSc in Leadership Practice

A unique executive degree programme delivered in partnership with the Inspirational Development Group and in association with The Royal Military Academy, Sandhurst.



Is your next generation of leaders ready for the challenges that lie ahead?

Leading in the current environment is challenging – and it's becoming more so every year. Businesses are demanding more from fewer people. Margins are tighter than ever. And yet the expectations of customers, shareholders and employees creep ever higher.

Achieving growth through this critical time demands senior executives who are excellent leaders as much as astute commercial operators. Leaders who can balance short term gains against long term benefits. Leaders who can generate wealth through sustainable, effective and ethical business strategies.

Identifying these future leaders is only the first step, however. The real challenge is in preparing them for the task ahead.

Learn from the best

Over two years of part-time study, they will develop a Board-level perspective on key functions, such as:

- people management
- business development
- financial management
- strategic communications
- operations.

They will explore their personal development as a leader, honing their core leadership skills in motivating and teambuilding, communicating and influencing, problem solving and decision making, leading and managing change.

A unique offering

This is a leadership Masters degree unlike any other. Combining the experience and talents of Cass, a world class business school, with the Inspirational Development Group, an award winning performance management consultancy, it delivers a unique combination of academic and experiential learning. Your people won't just study leadership – they will practice it.

During the programme, they will analyse business functions from the perspective of a leader, rather than a student. They will also study a range of additional issues and concepts essential to modern business leadership, and then apply this combined understanding to develop sustainable, ethical and effective business strategies.

If traditional business teaching is the 'what', the MSc in Leadership Practice is the 'how'.

Aiming high

With much of the programme taught in the inspiring surroundings of the Royal Military Academy Sandhurst, a place that is synonymous with leadership, this Masters degree is for those leaders who will make it to the very pinnacle of their organisations.



An investment in the MSc in Leadership Practice is an investment in the future of your business.

Delivering long term business benefits

After completing the programme, participants will:

- understand global leadership theories and practices
- demonstrate improved communication, negotiation and influencing skills
- have a clear vision of how to inspire and engage their teams
- be more confident and decisive in their decision-making
- be able to think strategically about your business and your markets.

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Programme overview

A part-time 24-month programme divided into four modules:

The challenge of senior leadership

We begin by exploring and developing the 'plain you' that makes for an effective 'senior' leader in a modern corporate business:

- What are the personal values, qualities, skills and knowledge that senior leaders must exhibit?
- How can individual leaders form a collective 'leadership' that can drive a business forward in pursuit of its strategic goals?
- What should senior 'followership' look like?

Who is the MSc in Leadership Practice aimed at?

The programme is aimed at senior managers with five to ten years' experience at functional head level. Acceptance is through a mandatory interview. We look for well-rounded candidates who can demonstrate a focused approach and a clear idea of their career objectives.



Leading people

We will introduce and develop the knowledge and skills they'll need to inform their strategic people management with a sound understanding of first principles:

- What are the personal and professional behaviours that show integrity, respect for others, loyalty, commitment and the moral courage to 'do the right thing on a difficult day'?
- What are the personal and strategic skills required to motivate and build teams, to communicate and influence, to lead and manage corporate change?
- What are the professional interpersonal skills required to coach, mentor and support?

Sustaining and growing the business

We will develop their economic, business and sector understanding order to understand how business priorities create leadership priorities:

- What are the professional skills and tools that inform and enable the formation and implementation of strategic policy and planning?

- How do global and local trends affect our financial management practices including security analysis and portfolio management, mergers and acquisitions and corporate tax planning?
- What are the implications for Corporate Governance models and systems?
- What does an ethical leadership practice that balances commercial necessity with wider social responsibility look like and how does it react to pressure?

Leading Strategic Change

This module will challenge the students to conceive and implement change as an activity that encompasses all the key functions in the business:

- In strategic terms what is the role of Marketing in both driving and enabling change?
- What implications for strategic practice do operational level continual improvement techniques such as LEAN hold?
- What are the classic organisational and personal change models and how can we apply them?
- How can we manage our corporate reputation amid change and uncertainty?

Key Information

Course date: Spring 2013

Cost: £32,000 (includes core text books, executive coaching and mentoring)

Class size: 24

For further information on the MSc in Leadership Practice at Cass Business School, please contact:

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