



EXEED
SOLO



MASTER OF BUSINESS ADMINISTRATION

12
MONTHS

*Subject to Validation and Amendment by **Plymouth Marjon University**

ABOUT EXEED SOLO

Exeed SOLO (Self Online Learning Orbit) is a next-generation self-paced learning platform powered by Exeed College, a global leader in online education. SOLO lets professionals take full control of their career growth. The name SOLO reflects both its structure as a Self Online Learning Orbit and its philosophy: learners study independently, at their own pace, and lead their own learning journey.

SOLO offers mission-focused programs without fixed classes, deadlines, or rigid commitments, allowing professionals to build the skills their careers truly need with industry-aligned content. Through partnerships with elite universities and institutions, it provides Executive Degree Program, Certificate Programs and Short Courses, all designed for self-directed, impactful learning. SOLO also enables learners to earn recognised certifications that strengthen their profiles globally, while placing autonomy at the centre so they can structure learning around their careers, goals, and personal responsibilities.

With a thriving global community of learners from 135+ countries and backed by Exeed College's decade-long legacy of empowering over 15,000 professionals worldwide, Exeed SOLO equips learners to achieve recognised qualifications, gain in-demand skills, and accelerate their growth with a personalised, outcome-driven experience.

SOLO represents the future of professional education: flexible, meaningful, and built for real life, letting professionals truly orbit at their own speed.

WHY EXCEED SOLO



ABOUT PLYMOUTH MARJON UNIVERSITY

Plymouth Marjon University has been a champion for social inclusion for over 180 years. From Foundation degrees and Apprenticeships to Undergraduate and Master's degrees, committed students' study hard to follow their passions in exciting careers. The University offers a wide variety of courses across education and teaching, health and wellbeing, and sport and rehabilitation.

Marjon is a small university with a big personality, from the roaring crowds at sport games to the social and friendly community. Students rank Plymouth Marjon (PMU) highly, as England's Top 2 university for Student Satisfaction and Top 3 in England for Social Inclusion.



RANKING



Top 5 in the UK for Lecturers and Teaching Quality

WhatUni Student Choice Awards 2024



Rated Joint 1st of UK Universities for Academic Support

National Student Survey 2024



No. 2 uni in England for Social Inclusion

Good University Guide 2025



No. 6 university in England for Student Union

National Student Survey 2024



No. 3 in the UK for Teaching Quality

Good University Guide 2025



ABOUT THE PROGRAM

The Marjon's **Master of Business Administration** is a programme of broad, analytical and integrated study of business, leadership and strategic management. It is a career development programme for those working in a variety of organisations, including sole traders, SMEs, national and multi-nationals, and not-for-profit. The programme is forward looking, with a focus on practical leadership and management skills which can be implemented in the workplace



Duration

The **Master of Business Administration** offered by Plymouth Marjon University, is designed as a flexible learning pathway tailored for working professionals. The programme is structured over **12 months**, with the option to **extend up to 24 months** to suit individual learning pace and professional commitments. For learners seeking an accelerated progression, a Fast Track route is available, enabling completion in just **9 months**.



Mode of Learning

The Master of Business Administration from PMU (Plymouth Marjon University) with SOLO is delivered fully **online** for maximum flexibility, letting you study anytime, anywhere. Interactive modules, recorded lectures, and collaborative tools create an engaging experience tailored for working professionals.

MODULE STRUCTURE

Part	Program Outline	UK Credits
A	International Marketing Management	20
	Strategic Management	20
	Strategic Change Management	20
	Accounting For Next-Generation Leaders	20
	Sustainability And Business	20
	Strategic Leadership & HR Practices In Organisations	20
B	Management Project Methods	60
	Strategic Management Project	



MODULE DETAILS

International Marketing Management

Module Description

This module explores knowledge and understanding of contemporary theories and their applications in the research field of international marketing and management and nurtures originality in developing, applying, and implementing ideas in the areas of international management and international marketing.

Learning Outcomes

- Analyse the changing business environment(s) globally and how they pose challenges to marketing management functions in organizations.
- Develop marketing plans with the application of appropriate marketing models, tools, and techniques.
- Evaluate the processes involved in brand management and how they influence consumer behaviour.
- Decide how to launch new products/services in a dynamic global marketplace.

Strategic Management

Module Description

This module is designed to help students understand and evaluate various aspects of strategic management in a global context. The module also serves as an opportunity to develop skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration. Students should be able to synthesize information to make strategic decisions and actions demonstrating awareness of complexity, risk, and uncertainty in a dynamic business environment.

Learning Outcomes

- Critically evaluate the relationship between strategy, stakeholder expectations and organizational performance.
- Evaluate the impact of current and emerging Economic, Political and Cultural factors on the strategic management of an organization.
- Formulate innovative business strategies designed to contribute to the success of an organization.
- Critically assess different leadership styles in developing corporate values, and social responsibilities and managing strategic change.

Strategic Change Management

Module Description

This module delivers comprehensive knowledge of Strategic Change Management, examining the drivers of change, diverse perspectives, and strategies for overcoming resistance. It explores key theories and models, the influence of leadership and human behavior, and the importance of stakeholder management. By completion, students will be prepared to effectively manage, monitor, and evaluate the organizational change process.

Learning Outcomes

- Critically analyze the nature and context of change in organizations.
- Explore the issues and challenges during change management in organizations.
- Critically review the impact of leadership and human behaviour on change management.
- Design a change management process for an organization.

Accounting For Next-Generation Leaders

Module Description

This module aims to provide next-generation leaders with a level of practical understanding that can be used in the workplace by covering a range of key areas in financial accounting, management accounting and finance in general. The module covers analysis and interpretation of financial statements of contemporary firms, cost classification, investment appraisal and budgeting affecting the financial behaviour of an organization.

Learning Outcomes

- Critically analyze financial accounting principles to measure bottom-line impact and develop competitive strategies.
- Critique the relevance and significance of the budgeting process, techniques and methods in driving organizational performance.
- Evaluate financial statements and business performance using ratio analysis.
- Evaluate investment appraisal techniques to support decision-making.

Sustainability And Business

Module Description

This module examines how contemporary organizations must redesign strategies and policies to align with sustainability goals, positioning Corporate Social Awareness (CSA) as a means to address economic, social, and ecological challenges. It explores global sustainability issues and opportunities, highlighting CSA's role in driving innovation across organizations and supply chains, with particular focus on biodiversity and closed-loop strategies.

Learning Outcomes

- Appraise the multiple dimensions of sustainability for businesses in the context of global challenges.
- Critically review, evaluate, and develop sustainability strategies of organizations.
- Critically analyze the strategic alignment of the business functions to sustainability.
- Critically analyze an organization's global sustainability and your contribution to the impact on global sustainability.

Strategic Leadership & HR Practices In Organisations

Module Description

This module clarifies the pivotal role of strategic Human Resource Management (HRM) and leadership in shaping organizational performance and capability. It explores contemporary practices and evolving paradigms across key HRM functions such as recruitment, performance management, and employee development and emphasizes the impact of leadership styles during organizational change initiatives.

Learning Outcomes

- Critically analyze the significance of Strategic Human Resources Management and its changing landscape in organizations.
- Critically discuss the impact of Human Resources Management activities on organizational Performance.
- Evaluate various leadership styles and practices in organizations.
- Plan how to implement change in an organization.

MODULE DETAILS (PART B)

Management Project Methods

Module Description

This module comprises 8-9 sessions of Research Methods, tailored to support students as they undertake an individual Management Project on a topic of their choice with dedicated supervisor guidance. The sessions deliver comprehensive lectures and practical training on every stage of the dissertation process, including literature review, quantitative and qualitative methodologies, and data analysis.

Learning Outcomes

- Identify and critically justify postgraduate research/enquiry techniques appropriate to the chosen business and management context.
- Critically evaluate relevant ethical and operational issues relating to the chosen project.
- Demonstrate the capability to undertake a systematic, analytical and evidence-based approach to a strategic management project.

Strategic Management Project

Module Description

The Strategic Management Project is designed to be highly applicable to the student's own experiences and desired professional trajectory.

ELIGIBILITY

Applicants must have attained the following qualifications:

- Bachelor's Degree from a recognized University.
- Mature Entry Route based on work experience (minimum 8 years of professional work experience).

PROGRAM FEE

USD 8,000

(Connect with our Academic Advisor for more information)

LEARNING MANAGEMENT SYSTEM (LMS)

A Learning Management System (LMS) is your central hub for learning. It organizes and delivers course content, tracks your progress, and keeps you connected with instructors. As part of your program, you'll get LMS access, giving you everything you need for a smooth, supportive, and accessible learning experience.

ADMISSION PROCESS

STEP
01

Apply Online

Submit your online application with a few essential details. This initiates your admission process and helps us match you to the right program.

STEP
02

Profile Review & Advisor Consultation

Our admissions team reviews your profile and verifies your eligibility. You'll connect with an academic advisor to receive personalized guidance

STEP
03

Confirm Enrollment & Start Learning

Finalize your enrollment to officially join the program. You'll receive immediate access to your onboarding and learning toolkit.



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*Exeed SOLO is a fully online platform and a subsidiary of Exeed College, acting as an Online Program Management (OPM) provider. We partner with universities to deliver their degree programs and provide support services, including LMS administration, course delivery, marketing, and student support. Exeed SOLO does not confer degrees; all degrees are awarded solely by our partner universities.