



The Bradford MBA Reference form

PLEASE RETURN TO: ADMISSIONS OFFICE,
BRADFORD UNIVERSITY SCHOOL OF MANAGEMENT, EMM LANE, BRADFORD, BD9 4JL, UK
Tel +44 (0)1274 234321 Fax +44 (0)1274 234433

POSTGRADUATE DEGREE OF MASTER IN BUSINESS ADMINISTRATION (MBA) CONFIDENTIAL REFERENCE

To be completed by the applicant:

Surname/family name..... UB No (if known)

(including title: Dr, Miss, Mr, Mrs, Ms)

Given name..... Male Female

Programme Full-time Accelerated Full-time Executive Part-time

Distance Learning Executive MBA in Dubai Bradford-Perugia MBA in Italy

Month and year of course commencement

To be completed by the referee:

The person named above is applying for admission to the Bradford MBA programme and has given your name as a referee. We should be grateful if you would complete the reference overleaf and return the form direct to MBA Admissions at the address given at the top of this page. Thank you for your assistance.

About the Bradford MBA

The Bradford MBA aims to equip managers with the essential knowledge and skills of management and to ensure that they can make a significant contribution to management through career-long self-development.

The programme is organised into three stages:

- Stage One Core modules cover the functional disciplines of management and their inter-relatedness. Courses include Business Accounting, Business Economics, Corporate Finance, Managing People, Business Research, Marketing, Strategic Management, Operations Management, and the Personal Development Portfolio.
- Stage Two Building on knowledge and skills acquired in the first stage, participants on all the pathways except the Accelerated Full-time MBA, select four or five electives from a range. Electives give participants the opportunity to follow courses related to their own interests and career development.
- Stage Three Participants undertake an original and in-depth investigation of a specific business management problem, either in-company or as a research-based project. The choice of topic is at the discretion of the participant and is agreed with the School of Management. Assessment is by means of a 12,000 – 15,000 word Management Project.

The Full-time MBA lasts twelve months, starting in September and the Accelerated Full-time MBA lasts 10 months, starting in January. Alternatively, the programme can also be completed in two to six years on an Executive part-time or Distance-learning basis. The Executive Part-time programme enables managers to study in their own time and at their own pace, without leaving their jobs, by attending classes on weekday evenings and occasional weekends. The Distance-learning MBA affords participants an opportunity for independent study, with a weekly commitment of 15-20 hours.

Further information on the Bradford MBA is available on the web at www.bradford.ac.uk/mba

CONFIDENTIAL REFERENCE

1. How long have you known the applicant and in what capacity?

2. How do you assess the applicant's intellectual/academic ability? Comments on academic performance/ results would be appreciated, where applicable.

3. Please comment on the applicant's strengths and weaknesses, particularly as they relate to his/her future career development in management.

4. In comparison with other members of his/her peer group, how would you assess the applicant in the following qualities? Please circle the appropriate point on the scale:

Analytical and conceptual ability	<i>Below average</i>	1	2	3	4	5	<i>Above average</i>
Originality and creativity	<i>Below average</i>	1	2	3	4	5	<i>Above average</i>
Administrative and organisational skills	<i>Below average</i>	1	2	3	4	5	<i>Above average</i>
Social adaptability	<i>Below average</i>	1	2	3	4	5	<i>Above average</i>

5. Any other comments:

Signature of referee: Date:

Name and position:.....

Address:.....

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