

Advanced Management Programme (AMP)

MANCHESTER
1824

The University of Manchester
Alliance Manchester Business School

Frequently Asked Questions - Questions Your Manager May Ask

1. Why should our organisation invest in this programme?

The Alliance Manchester Business School Advanced Management Programme is designed to strengthen the practical leadership capabilities organisations need to navigate today's increasingly complex and uncertain environment. Participants develop skills in strategic leadership, innovation, governance, financial leadership, stakeholder management, critical thinking and data-informed decision-making, while applying their learning directly within their own workplace throughout the programme.

2. How will the organisation benefit while I am studying?

Unlike many executive programmes, the AMP is designed around immediate workplace application. All module assignments are workplace-based, allowing participants to apply new knowledge and leadership approaches to real organisational challenges as they learn. The year-long capstone project also focuses on solving a significant organisational problem or implementing an innovation, creating tangible value throughout the programme rather than only after completion.

3. Will studying interfere with my work responsibilities?

No. The programme is specifically designed for busy working professionals. It is delivered fully online through asynchronous learning, allowing participants to study at times that suit their work commitments. The expected study commitment is approximately **7 hours per week**, enabling participants to continue fulfilling their professional responsibilities while studying.

4. Why should we choose this programme over other leadership programmes?

Many leadership and management programmes were designed for a world that no longer exists. The Alliance Manchester Business School Advanced Management Programme has been developed for today's environment of uncertainty, rapid technological change, increasing complexity and constant disruption. It combines internationally recognised academic excellence with practical workplace application, ensuring participants develop capabilities that can be used immediately within their organisations.

5. Is the programme internationally recognised?

Yes. The programme is academically led and certified by Alliance Manchester Business School, part of the University of Manchester, one of the world's leading universities. Alliance Manchester Business School holds the prestigious triple accreditation (AACSB, AMBA and EQUIS) achieved by only a small proportion of business schools worldwide. The online learning experience has also been independently quality assured by Quality Matters (USA), achieving an exceptional score of 107 out of 110.

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6. Why is the programme so affordable compared with similar international executive programmes?

Through the partnership between Alliance Manchester Business School and the Foundation for Professional Development, together with a limited number of partial bursary-supported places, internationally recognised executive education has been made significantly more accessible. This reflects a deliberate commitment to widening access—not a compromise on academic quality. Comparable international executive programmes often cost substantially more.

7. How will the learning be assessed?

The programme does not rely on traditional examinations. Instead, participants complete practical workplace-based assignments and a year-long capstone leadership implementation project. Assessment focuses on applying learning to real organisational challenges and demonstrating leadership growth through a portfolio of evidence, ensuring that the organisation benefits from the participant's learning throughout the programme.

8. How does the programme approach the use of Artificial Intelligence (AI)?

The Advanced Management Programme recognises that Artificial Intelligence is rapidly transforming how organisations operate and how leaders make decisions. Rather than discouraging the use of AI, the programme encourages participants to use AI tools responsibly to enhance analysis, planning, problem-solving and decision-making.

Participants are expected to combine AI-assisted insights with critical thinking, ethical judgement and professional experience. Because the programme is workplace-based, this approach helps participants develop practical skills in using AI as a strategic leadership tool while maintaining accountability for the quality and integrity of their work.

For sponsoring organisations, this means participants develop not only stronger leadership capability but also greater confidence in applying emerging technologies responsibly within the workplace.

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