



THE AGA KHAN UNIVERSITY

GRADUATE SCHOOL OF MEDIA AND COMMUNICATIONS

**EXECUTIVE MASTERS IN MEDIA LEADERSHIP AND INNOVATION
(EMMLI)**

ADMISSION INFORMATION

THE UNIVERSITY

Chartered in 1983, the Aga Khan University (AKU) is an international private university that currently operates in East Africa, South and Central Asia and the United Kingdom.

AKU occupies a pivotal place in the Aga Khan Development Network, a group of development agencies working under the leadership of His Highness the Aga Khan, and contributes in major ways to social development. AKU prioritises higher education and research initiatives relevant to the problems of the societies in which it operates, generally in the developing world.

Through on-going partnerships with prestigious institutions worldwide, AKU brings international expertise to bear upon the establishment and enhancement of its current and future programmes and services. With a growing programme offering, in addition to our existing six campuses spread over three continents, we are planning three new faculties and six graduate schools to deliver a range of educational choices in an environment that respects cultural diversity.

Admission to the Aga Khan University Graduate School of Media and Communications is based on merit and potential for leadership. Merit is assessed by several criteria including scholastic achievements, performance on the AKU Admission Test and an interview.

GRADUATE SCHOOL OF MEDIA AND COMMUNICATIONS

The educational needs of media organisations today are broad ranging. They require relevant and transformational learning experiences that will empower stakeholders to reimagine the media ecosystem, locally and globally. Accordingly, industries are looking to universities to help find solutions that will support media viability into the future. Media are in this situation as a result of rapid globalization, changing economic conditions, the reshaping of political power and the emergence of new technologies, which are weakening journalism and media institutions, locally and globally. These trends are raising concerns about how to save journalism, sustain media businesses and ensure media institutions remain viable.

In response to these challenges and opportunities, the AKU Graduate School of Media and Communications has developed the Executive Masters in Media Leadership and Innovation (EMMLI). EMMLI is geared towards supporting visionary leadership and enhancing media leaders' capacity to discover innovative solutions to current and future problems. The programme has been designed to address the specific leadership and innovation needs of the media and communications industries operating in the complex context of emerging economies, like Kenya, in this era of relentless change and uncertainty. Focusing on local issues but addressing global trends, the Executive Masters in Media Leadership and Innovation is designed to bolster the knowledge, leadership and innovation management skills of current and future media executives in order to ensure media viability.

EXECUTIVE MASTERS IN MEDIA LEADERSHIP AND INNOVATION

The Executive Masters in Media Leadership and Innovation aims to improve media viability by strengthening leadership and promoting innovative solutions to the media's current and future problems by:

- Enhancing business and managerial knowledge of leaders in the media and communications sectors.
- Improving quality and financial sustainability of media and communications firms and start-ups through effective leadership and innovation.
- Building leadership and innovation expertise to respond positively to the specific challenges facing the media and communications sectors in resource-constrained regions in times of unprecedented change.

It is designed to develop media leaders, who can think broadly about their organisation's future and to find innovative and sustainable solutions. Accordingly, the 24-month MBA style programme will develop participants' leadership skills to advance and convey vision and strategy, foster innovation and entrepreneurial skills to commence new businesses or transform firms in response to changing market needs.

This programme is built around four pillars:

- Strategic thinking
- Creative and responsible leadership
- Innovation and constructive change
- Sustainable enterprise

The expected learning outcomes of the programme include:

1. Exhibit enhanced leadership proficiency attained through critical engagement with contemporary discourses in leadership, sustainability and the social responsibility of media organizations.
2. Employ theory and best practices to interpret, and where appropriate, challenge existing leadership and innovation perspectives and actions at individual, organizational and industry levels.
3. Use sophisticated knowledge and insights about the relationship between strategy and environment and the impact of change to lead change in enterprises and/or project and new ventures.
4. Engage in continuous personal and professional development, independence and reflective learning.
5. Creatively and effectively lead change by finding innovative solutions to organizational challenges and developing opportunities.
6. Develop and implement innovative and sustainable business strategies and plans to effectively lead media operations and/or start-ups in the developing world.

PROGRAMME STRUCTURE

This programme will be delivered in the evenings on Fridays and on Saturdays in blended format via our Learning Management System, Moodle. All course materials and activities will be hosted on Moodle.

The teaching and learning methods and strategies utilised in the proposed programme are based on adult-learning principles and will include face-to-face classes on campus, virtual classes and activities, webinars and self-directed learning and practical tutorials and workshops operated to simulate a real work environment.

INFORMATION FOR APPLICANTS

ADMISSIONS TO THE GRADUATE SCHOOL OF MEDIA AND COMMUNICATIONS

The Graduate School of Media and Communications invites middle to senior level managers in media and communications to apply to their Executive Masters in Media Leadership and Innovation Programme.

ELIGIBILITY CRITERIA

A four-year undergraduate degree (or equivalent) from an accredited/recognised university with a minimum CGPA of 3.00 (on a four -point scale). Additionally, a minimum of five years' professional experience in a related field is required; OR

A four-year undergraduate degree (or equivalent) from an accredited university with a minimum CGPA of 2.50 will be considered provided the candidate has a minimum of seven years proven experience in media or a related field.

HOW TO APPLY

Candidates are encouraged to apply online. For assistance in completing the online application, applicants are advised to go through the Frequently Asked Questions (FAQs) or Understand the Online Process on the online application portal.

In situations where the online application is not accessible, candidates are advised to call, email or visit the campus for any support that they need to complete the online application. Physical, email and telephone contact information is provided at the end of this document. Details to complete the application are provided within the online application.

The following information will help in preparing the required documents: *Specifications for uploading documents are provided in the table below*

- a) Completed application form submitted online;
- b) Recent passport size colour photograph on a white background
- c) Copies of official academic transcripts and certificate
- d) Two letters of reference as per the templates provided; one from a professional referee and the other from an academic referee i.e.; someone who has previously taught you.
- e) Current curriculum vitae
- f) Personal statement
- g) Copies of National ID or passport bio data page for non-Kenyan applicants
- h) Proof of payment of application fees

SPECIFICATIONS FOR UPLOADING DOCUMENTS

Document	Uploading Size (should not exceed)	Uploading Format
Passport size colour photograph showing full face (<i>taken within last week to reflect current appearance</i>)	2MB	JPEG
Attested copies of all the required documents; official transcripts, certificates etc.	5 MB each	PDF / JPEG
Proof of application fee paid (<i>see relevant sections for more details</i>)	5 MB	PDF / JPEG

APPLICATION FEE

A non-refundable application fee of Ksh. 5000/- is applicable.

MODE OF PAYMENT

Online Fees Payment

<https://shop.directpay.online/paymybills/AgaKhanUniversity>
 (Please note that for online payments, your invoice number is your ID number)

Mobile Payment (Safaricom M-PESA)

Business Number	657098
Account Number	Enter your name as indicated in the online application profile

Bank Payment

Title	The Aga Khan University
Bank Name	Diamond Trust Bank Limited
Branch	Mwanzi Road Branch, Westlands
Account Numbers: Kenya Shilling Account	0363583001
US Dollar Account	0363583002

Swift Code	DTKEKENA
Bank Code	063
Branch Code	070-Mwanzi Road Branch, Westlands
Bank Address	P.O Box 66845-00800, Nairobi

INTERMEDIARY BANK	STANDARD CHARTERED BANK, NEW YORK 1 MADISON AVENUE, NY 10010, USA SWIFT CODE: SCBLUS33 ABA : 026002561
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NB: Personal cheques are not acceptable.

SUBMITTING AN APPLICATION

The deadline for submitting the application is April 19, 2024.

The online portal will cease to receive applications at 5:00 pm on April 19, 2024.

Please ensure that you have complied with the instructions provided in this information sheet. Candidates will be informed of pending, incomplete documents on the online portal. It remains the responsibility of the candidate to complete the application requirements according to the instructions and time schedule.

Aga Khan University reserves the right to admission; to revoke admission and registration if an application form is discovered to be inaccurate or incomplete or if supporting documents are discovered to be fraudulent. Any candidate who presents a fraudulent document in support of an application for admission may be identified to other universities and colleges.

REPEAT APPLICATIONS

Applicants not successful in their first attempt may apply again with additional information supporting their application.

A fresh application together with necessary documentation must be submitted for a particular admission cycle. The University does not have a policy of automatically carrying forward applications from one cycle to the next.

PROVISIONAL APPLICATIONS

The Aga Khan University will accept provisional applications from candidates who may have documents pending to be submitted including reference letters or transcripts. All such applications will be evaluated for admission on a provisional basis. To process an application for final selection, applicants will be required to submit their (pending) documents in accordance with the minimum eligibility requirements by the date specified by the University. In case pending documents are not submitted within the due date as communicated by the Admissions Officer handling your application, the application will stand cancelled.

It is the candidate's responsibility to ensure that pending documents are uploaded online/ received in the Admission Office according to the published schedule. Notifications are sent to candidates on the online portal.

THE AKU ADMISSION TEST AND LEADERSHIP / INNOVATION CHALLENGE

All applicants are required to submit a leadership and/or innovation challenge as part of their Admission Test in the ***week of April 29, 2024***. Guidelines and the exact date of submission will be shared with shortlisted candidates.

ORAL INTERVIEWS

Each applicant will be notified of their scheduled interview date. Interviews will be conducted virtually for approximately half an hour from the ***week of May 13, 2024***. Applicants should note that interviews are a component of the application process and do not guarantee selection.

CLASSES BEGIN

Classes for the Executive Masters in Media Leadership and Innovation programme will begin in the ***first week of September 2024***. This will be preceded by orientation in the last week of August, 2024.

ADMISSION PROCESS SUMMARY

APPLICATION PROCESS

Submit application in accordance with eligibility requirements of the
Aga Khan University



Shortlisting is done based on the specified admission criteria



AKU-ADMISSION TEST: LEADERSHIP/INNOVATION CHALLENGE



ORAL INTERVIEWS



FINAL SELECTION
Merit list of successful applicants

THE AGA KHAN UNIVERSITY

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