



### **Craig Jones**

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I've been with Ford for 16 years. My background's in engineering but more recently I've moved into business-oriented roles.

In my job you need a lot of business acumen. I felt that I'd learned a lot from being hands on but I wanted a formal qualification to back it up. So I looked into doing an MBA.

Ford has a number of links with universities, including Hertfordshire. But I chose Hertfordshire because I studied my Master's there and because it was tailored to people like me who are holding down a full-time job. I decided to pay for the course myself, rather than through company sponsorship. Ford funded my Master's degree at Hertfordshire, so I wanted to give something back. I feel I can ask for support in other ways through time and materials.

The course has really lived up to my expectations. An MBA is a totally different way of studying compared to a Bachelor's or Master's degree. It encourages you to think differently. There's a much more critical perspective.

I particularly enjoy the strategic management and leadership aspects of the course. What I've learned helps me further understand why we're steered in certain directions at work. I feel that my approach at work is now much more balanced and a lot more evidence based.

The lectures are very stimulating but the onus is on you to do your research. There's a really good mix of people on the course, older, younger, public sector, private sector and some running their own business. That occupational diversity is something you simply wouldn't be exposed to in your day job and is very valuable.