MSc/PG Dip/PG Cert

MSc
Business and Management

University of Stirling Management
I am passionate about helping our students to excel and achieve whatever they wish in their careers. The MSc Business and Management opens access to many graduate trainee programmes. The flexibility of the course suits personal ambitions and the focus on practice is very important. The curriculum is as contemporary, relevant and practical as possible.

Professor George Burt, Course Director

The MSc Business and Management (MBM) from Stirling equips students to be effective and resilient managers in the future. We strive to provide a combination of general management knowledge and development of personal skills and competencies that are essential for long-term career success in the fast-paced commercial world.

Our aim is to create industry leaders. Our comprehensive course modules expose students to boundary-pushing business theories derived from industry-relevant research and provide many opportunities to translate learning into first-class business and management practice.

Delivered by internationally recognised subject experts, who also teach on the University’s prestigious Master of Business Administration degree, the course’s unique combination of modern business education and practical management skills development is highly attractive to potential employers. The MBM is ideally suited to students who want to learn about modern management methods, issues and develop the problem-solving skills required to manage a business in a highly challenging environment.

This MBM prepares graduates from a variety of backgrounds and countries to add value to employers as soon as they start working. Many of the School’s alumni have built careers in global corporations; others enjoy considerable success as entrepreneurs. Some have gone on to PhD studies.
Why study Business and Management at Stirling?

1. International Rankings and Awards
The MSc Business and Management is one of a small number of programmes in the UK with AMBA accreditation, the recognised international standard of quality in postgraduate management education. The University of Stirling Management School also excels in research with a top 25 ranking in the UK for business and management research in the most recent Research Excellence Framework (REF). Many of our academics are acknowledged experts in their field such as Professor David Blanchflower, one of the most cited economists in the world.

2. Innovative content and delivery
The MSc Business and Management is unique in that it focuses attention on the practices, processes and outcomes of managing within a range of contexts, from large multinationals to small enterprises. The curriculum is based on the latest research, shedding new light on established approaches and finding fresh and creative methods of management. A number of our academics have written authoritative text books used in business schools around the world, which means students learn from experts who are at the forefront of knowledge development.

3. Career-relevant learning
MSc Business and Management students will have the chance to enhance their career opportunities by participating in work-based multi-disciplinary projects designed to prepare them for the next step on the career ladder.

Students will work with an external company or organisation tackling a critical business challenge. This will provide an opportunity to integrate and apply the knowledge and skills developed during their Master’s degree. These projects usually last three months, running from May/June to September. Project based work experience allows you to develop your technical, personal and key transferable skills whilst gaining a detailed insight into the dynamics of particular business sectors.

4. Close links with commerce
The University of Stirling Management School has valuable relationships with local, national and international organisations, giving our students the opportunity to experience how theory works in practice. Senior executives from across all sectors engage with our students through inspiring lectures and informative workshops and site visits. We assist students with practical experience, work-based projects and connect them with potential employers.

5. Unrivalled personal and professional development
Our academics are tuned in to the career aspirations and personal growth objectives of our MSc Business and Management students. A personal and professional development module at the start of your course, including our innovative ‘Flying Start Leadership Programme’, enables you to identify your personal goals for the year, develop self-awareness about your strengths and acquire new competencies in a way that is entirely tailored to your individual attributes.
What is Business and Management?

Business and Management explores the theoretical and practical dimensions of organisations and management. Its focus is not restricted to the commercial world, including key concepts and principles applicable across the public, private and voluntary sectors.

It is a multi-disciplinary approach, encompassing the full range of operations in an organisation – from the role of accounting and finance to organisational behaviour and leadership development. Core subject areas equip students to assess the broad business picture as well as deepen knowledge on specialised areas like marketing and logistics. There is a growing emphasis on developing an appreciation of corporate social responsibility, ethical decision-making and managing change.

There is a strong practical dimension to the study of Business and Management. Students learn to master a body of analytical tools and develop critical thinking abilities that will be invaluable in their careers as leaders, managers and entrepreneurs.

At the University of Stirling Management School, this course closely follows the Master of Business Administration curriculum and is ideally suited to individuals who have not yet had work experience. We prepare our students to thrive in dynamic, and often ambiguous, trading and operating conditions.

Career opportunities

There is high demand for professionals with management skills. Employers of our graduates span the world. Our alumni occupy a variety of positions throughout the private, public and voluntary sectors.

Our students are generally very adaptable and have, after graduation, secured roles that include: research analyst, relationship manager, salesforce developer, strategic planning manager and commercial account manager. Our alumni work across all sectors of the economy in management, marketing and advertising, government administration, banking and finance. Organisations ranging from the UK’s National Health Service to management consultancies to HSBC in banking, have recruited our postgraduate students in business and management.

For further information on the course content visit: http://stir.ac.uk/10

“The course has greatly improved my communication and leadership skills. It has increased my confidence and I believe I can transfer these skills to the workplace. The lectures balanced theory and real life and the staff were friendly and always willing to help.”

Catherine Anum, Ghana, 2015
About the course

The MSc Business and Management is a one-year course of 12 taught modules followed by a three-month dissertation period.

Course structure

**Semester 1**

**Personal & Professional Development**
Introduces the concept of reflective practice, raises levels of self-awareness and emotional intelligence and improving existing approaches to inter-cultural team-working.

**Accounting & Finance**
Provides a foundation knowledge and understanding of the principles of accounting and corporate finance.

**Economics**
Covers key economic concepts and theories and demonstrates how these can be useful to managers.

**Operations Management**
Develops understanding of the methods used for planning and management of operations.

**Marketing Management**
Emphasises the role of marketing in developing profitable and sustainable businesses and the interpretation and meaning of marketing management concepts at a strategic level.

**Responsible Business in Society**
Addresses the context and scope of ethical issues in business and critically examines contemporary perspectives on responsible business practice.

**Semester 2**

**Entrepreneurship, Theory & Practice**
Provides an understanding of the role of entrepreneurs in the economy and the theoretical grounding for career development.

**People Management**
Develops the ability to apply knowledge of human resource management to contemporary management, work and organisational challenges.

**Strategic Management**
Integrates the ideas and theories discussed in the discipline modules, enabling students to identify and evaluate potential strategic options to ensure an organisation’s future viability.

**Personal & Professional Development**
Builds on skills introduced in the first semester, including written work, presentation skills and group work, further preparing students to be highly effective in business and management.

**Two of the following:**

**Quantitative Management Techniques**
Develops skills to perform basic quantitative analysis and modelling required in business analysis.

**Project Management Fundamentals**
Introduces students to techniques for project evaluation, planning and controlling.

**Project Management in Context**
Advances ability to apply sophisticated project appraisal techniques such as risk analysis.

**Managing in Emerging Economies**
Develops understanding of how businesses should exploit opportunities created by globalisation.

**Business Improvement**
Addresses some of the major tools and techniques which can be used to evaluate the performance of a business or organisation.
Entrance requirements

You should have a good Honours degree or an equivalent in Arts, Social Science, Engineering, Technology or Business subjects from a university or college recognised by the University of Stirling. If English is not your first language you must provide evidence of your proficiency. For details of English language requirements for this course, visit: http://www.stir.ac.uk/3f

Fees, funding and scholarships

The University of Stirling Management School is committed to investing in academically talented students. There are various categories of funding available to support the cost of your studies at the University of Stirling. Information on some of the most common funding and scholarship opportunities that are available to you can be found here: http://stir.ac.uk/39 or www.stir.ac.uk/scholarships

Preparing business leaders of the future

Postgraduate education at the University of Stirling Management School goes beyond text books and lecture rooms by also focusing on personal and professional development. Our unique Flying Start Leadership programme, at the beginning of the academic year, equips students with the awareness, knowledge and techniques essential for building a successful career. These range from practical skills, such as effective public speaking, to developing ways to work under pressure in difficult situations and manage conflict.
Postgraduate study at Stirling

On Campus
Taking advantage of Scotland’s pristine natural scenery, the University of Stirling is an inspiring and peaceful place to study. Postgraduate students are offered campus accommodation and study areas conducive to working towards successful completion of a Master’s degree.

The University offers extensive indoor and outdoor sports facilities, a shopping precinct and arts centre. We have a large team of librarians and IT specialists available for one-to-one guidance with research skills and use of the University’s high-tech learning environment. Assistive technologies are available for students with disabilities.

Student and alumni support
The University of Stirling Management School will support you in making the most of your time at Stirling – ensuring you develop your skills and, crucially, your employability within a rich academic environment. We have excellent links with major employers in business and industry, and our academic schools and careers service work closely with these to prepare work and professional practice opportunities.

Our relationship with students does not stop at graduation: we maintain and build links with our extensive network of alumni. We facilitate social and networking events for our former students in the UK and elsewhere.
Student satisfaction
The University of Stirling Management School is one of the UK’s leading business schools, consistently achieving high satisfaction ratings in national student surveys. The University of Stirling is among Scotland’s top three universities and the UK’s top 10 in recognised measures of student feedback.

Academic Excellence
We are building our global reputation for academic excellence through a wide range of international research and education delivery partnerships. Stirling Management School has established successful international partnerships in several regions, including Asia and the Middle East. We are exploring additional sustainable overseas partnerships in order to attract the world’s best academics to work with us and the most talented students to enrol on our courses.

Accreditation and affiliation
We are a member of the Association of Business Schools; the European Foundation for Management Development; in partnership with the Chartered Management Institute and are signatories to the Principles for Responsible Management Education.