REDEFINE
YOUR FUTURE
MSc
ECONOMICS FOR BUSINESS AND POLICY
This course will develop your knowledge and analytical skills for a successful career as a business and policy analyst in the public, private or non-profit sectors. You’ll learn about interactions between international institutions, governments and households and develop an appreciation of the insights that economic analysis can bring to business and policy.

You’ll develop skills in decision making and critical analysis. The course also develops your skills in evaluating business performance, management styles, official statistics, public, social and macroeconomic policies and their effect on businesses and households. The course is aimed at students from a variety of backgrounds, including those with no previous training in this area.

Excellent links with industry and policy think tanks build on our strong engagement with businesses, past and current research projects as well as our ties with the Behavioural Science Centre, Centre for Sustainable Practice and Living (CSPL) and The Centre for Constitutional Change.

We work with organisations across the business landscape, from Wood Mackenzie and ScottishPower through to Zero Waste Scotland and the Institute for Fiscal Studies. You’ll get to know the markets and environments these organisations work in through a mix of site visits, guest lectures and your consultancy project developed with public, private and non-profit sector organisations.

The course reflects the applied research and consulting projects of our teaching staff, so you get access to the latest thinking on the most relevant developments in business and policy. These include fiscal policy, unemployment, family, environment, public health, and ageing.

The course has particular emphasis on:

- Current debates at macro and micro level. For example, the impact of Brexit on business, how can we prevent recessions, and how the national living wage can affect businesses and welfare.
- Situations in which markets do not function properly, and justifications for public intervention.
- The role and function of the firm and its relationship with employees and society as a whole.
- Good working knowledge of techniques that support robust business and management analysis, performance and decision making.

For further information on the course content, visit [http://stir.ac.uk/1cp](http://stir.ac.uk/1cp)
Top reasons to study with us

1. **Research led**
   our strong links with industry and think tanks makes our economists postgraduates among the most employable

2. **Real world thinking**
   this course focuses on applying economic thinking to real world business and policy challenges

3. **Upgrade your skills**
   the course is suitable for current private, public and non-profit sectors employees who want to give their career prospects a major boost

4. **Build on existing qualifications**
   gives business, management, psychology and sociology undergraduates further expertise in areas such as data, business and public and social policy analytics
Begin your new course in the best possible way, with our unique Flying Start Leadership programme.

This programme is exclusively for new students about to start one of our postgraduate courses. You’ll take part in activities, workshops and information sessions to help you prepare for the year ahead, and make the most of your time at Stirling.

Take part in the Flying Start Leadership programme and you will:

• Discover more about the exciting period of learning ahead
• Understand what is expected of you in your course
• Get to know the teaching and support staff

Activities range from practical skills – like effective public speaking – to developing ways to work under pressure in difficult situations and manage conflict. It’s also a chance to discover all that the University and the vibrant city of Stirling have to offer, and to make new friends.

Other learning activities to prepare you for study in the UK
Prepare for Success is an interactive web learning tool for international students who are coming to the UK to study.
http://www.prepareforsuccess.org.uk/
OUR GLOBAL REPUTATION

We are ranked among the best universities in the world. Stirling is listed in the Times Higher Education’s ‘Top 200 most international universities in the world’ (2016 Edition), ‘150-under-50’ (2016 Edition), ‘Top 3 Universities for Graduate Employment in the UK’ (HESA, 2016 Edition), and Top 25 UK institutions for Business and Management in the last national audit (REF 2014).

LEADING SCHOLARS IN BUSINESS AND POLICY

You’ll engage with academics who have conducted outstanding research in the field of business and policy. This research feeds directly into the course material.

UNIQUE, PRACTICAL LEARNING

Students will be immersed in the practical aspects of business and policy analysis, acquiring skills, knowledge and expertise by engaging with real-world organisations. These include large companies, small and medium enterprises, the public sector and NGOs.

NETWORKING OPPORTUNITIES

Many of our postgraduate students come from overseas. Studying at Stirling offers an excellent opportunity to establish your own global network of contacts at the outset of your career.

REAL-WORLD EXPERIENCE

You will be given the opportunity to work on consultancy-style projects with external clients and engage with influential networks, such as Healthy Ageing in Scotland (HAGIS), the Behavioural Science Centre (BSC), Centre for Sustainable Practice and Living (CSPL) [link to CSPL] and The Centre for Constitutional Change.

IDEAL ATMOSPHERE FOR A SUSTAINABLE EXPERIENCE

The University of Stirling has one of the most beautiful and green campuses in the world and aims to reduce its carbon emissions by 38% by 2020. It’s also, ‘one of the safest in Britain’, according to The Complete University Ranking, 2017.

“ Where this exciting new course is different from others because it focuses on applying economic thinking to real world business and policy challenges. ”

DR MIRKO MORO

Course Director
Economists are already among the most employable postgraduates and at Stirling we take employability very seriously being ranked as the top University in Scotland for graduate employability, and in the top three in the UK. You will benefit from the excellent links with industry and policy think tanks offering a truly research-led course.

The MSc will prepare students for a broad range of roles, including:

- Business analysts with large organisations in energy, transport, and healthcare sectors
- Officials in regulatory agencies
- Market and data analysts for multinational companies, charities, news and media
- Economists in investment banking and other bank departments
- Officials in international organisations such as the European Union, UNIDO, UNEP
- Economic, investment and management consultancies

- Analysts and Managers in non-profit organisations
- Local government and development agency officials
- Commercial Analysts and Financial Advisers
- Environment and Energy Analysts
- Health managers
- Business and corporate managers
- Research officers in think tanks
- Academic posts, such as research assistants/fellows and lecturers in university and research institutes

For further information on the course content, visit [http://stir.ac.uk/1cp](http://stir.ac.uk/1cp)
Stirling Management School invests in academically talented students, helping them to further their education with one of our degree courses. There are various categories of funding available to support the cost of your studies.

More on postgraduate scholarships.
https://www.stir.ac.uk/management/scholarships-studentships-and-funding/

Other scholarships and funding
You may qualify for University funding as well as funding from government bodies, the European Commission, funding trusts, research councils, industry and employers. Scholarship finder
https://www.stir.ac.uk/scholarships/

Postgraduate Tuition Fee Loan
This course is currently approved for PTFL (Postgraduate Tuition Fee Loan) funding from SAAS.

More information on SAAS
http://www.stir.ac.uk/scholarships/general/saas-postgraduate-loans.html
**ENTRANCE REQUIREMENTS**

You’ll need a minimum of a second class honours degree in any subject, or an equivalent qualification. However, you can still apply if you don’t have these formal qualifications, but bring significant work experience in a relevant area.


For details of English language requirements for this course, visit: [http://stir.ac.uk/3f](http://stir.ac.uk/3f)