REDEFINE WITH A MASTERS
MSc BUSINESS AND MANAGEMENT
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.

"The MSc Business and Management has been specifically designed for students who have ambitions in pursuing careers in management. All modules have a practice based approach and provide key skills augmented by a range of specialist electives. Graduates are very well placed to access graduate training programmes of major employers and the curriculum is constantly developing to reflect changing demands in the work place."

DR TOM FORBES
Course Director
AMBA accreditation
our course is accredited by the Association of MBAs –
the international impartial authority on postgraduate business education

5-star ranking
for teaching, employability, internationalisation, facilities and inclusiveness
(QS World University Rankings 2018)

Expert academic staff
who are known worldwide, respected in their fields and have extensive business and consultancy experience

Stirling’s global research rating
we’re among the top 25 in the UK according to REF 2014

Build your global network
study alongside international students across a range of business disciplines
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
MSc Business and Management (Ghana)
There is a 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.

Postgraduate education at the University of Stirling Management School goes beyond textbooks and lecture rooms by also focusing on professional and personal 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, like effective public speaking, to developing ways to work under pressure in difficult situations and manage conflict.
The MSc Business and Management is a one-year course of 12 taught modules, followed by a three-month dissertation period.

**Semester 1**

**Personal and 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 and 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.

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

**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**

**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.

**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 and 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:**

**Business Analytics**
Develops skills to perform basic quantitative analysis and modelling required in business analysis.

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

**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.

**Elective Modules**
- Innovation Management
- Organisational (mis) Behaviour
- New Venture Creation
- Business Consulting
- Managing Change

For further information on the course content, visit: stir.ac.uk/gj
ON CAMPUS
Taking advantage of Scotland’s outstanding natural scenery, the University of Stirling is an inspiring and peaceful place to study. Postgraduate students can apply for University accommodation and use study areas conducive to working towards successful completion of a Masters 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 Graduate School will support you in making the most of your time at Stirling – ensuring you develop your skills and, crucially, your employability. We have excellent links with major employers in business and industry and our Career Development Centre works closely with students in preparation for the transition to work.

The relationship with students does not stop at graduation. We maintain links with our alumni through international events and social media.

STIRLING MANAGEMENT SCHOOL

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.
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.

If you don’t meet the required criteria for this course, you can complete the Graduate Diploma in Business, Finance and Sport to gain a guaranteed entry onto this Masters degree: [stir.ac.uk/1dm](http://stir.ac.uk/1dm)

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

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**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: [stir.ac.uk/39](http://stir.ac.uk/39)