

UNIVERSITY of STIRLING  
**Management  
School**



**REDEFINE**

**WITH A  
MASTERS**

**MSc ECONOMICS FOR BUSINESS AND POLICY**

**REDEFINE AT STIRLING**

# WHY STUDY AN 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. It 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: [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 economist 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

---

## ABOUT THE COURSE

You'll be taught through a combination of lectures, masterclasses, small group sessions, and class presentations on policy and business issues. You'll be asked to actively participate in a selection of divisional seminars and workshops. Emphasis will be given to teamwork.

Assessment takes the form of an exam and coursework in each module. We give particular emphasis to presentations and policy or business report writing.



## COURSE STRUCTURE

### Semester 1

- Microeconomics for Business and Policy
- Understanding and Using Data
- Business Analytics

### Semester 2 compulsory modules

- Macroeconomics for Business and Policy
- Sustainable Business and Policy Analysis in Practice
- Evidence-Based Decision Making

### Semester 2 elective modules

Choose one module from:

- Managing Change
- Project Management

### Semester 3

- Dissertation or consultancy project

## PREPARING BUSINESS LEADERS OF THE FUTURE

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

- Learn more about a diverse range of approaches to learning
- Work as part of a successful team

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.

[prepareforsuccess.org.uk](https://prepareforsuccess.org.uk)



## STRENGTHS

### OUR GLOBAL REPUTATION

We are listed among the best universities in the world. The University of Stirling is ranked 3rd in Scotland and 32nd in the UK in the Times Higher Education Student Experience Survey 2017. We're also 1st in Scotland for welcoming international students (The International Student Barometer 2016).

### 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) 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.



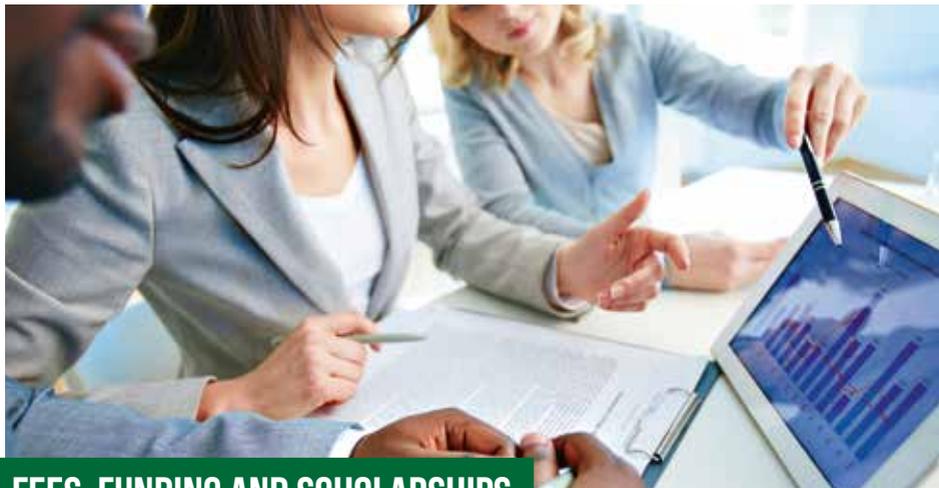
## CAREER OPPORTUNITIES

98% of our postgraduate leavers are in employment or further study within six months of graduating from Stirling (Destinations of Leavers from Higher Education survey 2015/16). 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: [stir.ac.uk/1cp](https://www.stir.ac.uk/1cp)



## FEES, FUNDING AND SCHOLARSHIPS

Fees are reviewed each year and you can pay in full before the course starts in which case you may be eligible for a discount, or by instalments. More on course fees, payment options and scholarships funded by Stirling Management School, the University and external organisations may be found at: [stir.ac.uk/2cp](https://stir.ac.uk/2cp)

### COST OF LIVING

Find out about the cost of living for students at Stirling

Once you successfully complete your course, you'll pay an additional charge for us to confer your degree at graduation. If you graduate in person, you'll also have to pay for the hire of your academic clothing.

For more information on graduation costs, please visit: [stir.ac.uk/1j1](https://stir.ac.uk/1j1)

### STIRLING MANAGEMENT SCHOOL POSTGRADUATE SCHOLARSHIPS

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.

For more information on postgraduate scholarships, please visit: [stir.ac.uk/1j2](https://stir.ac.uk/1j2)

### 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.

Information about scholarships and funding may be found at: [stir.ac.uk/1j5](https://stir.ac.uk/1j5)

### POSTGRADUATE TUITION FEE LOAN

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

### MORE INFORMATION ON SAAS

[stir.ac.uk/23g](https://stir.ac.uk/23g)



## ENTRY 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: [stir.ac.uk/3f](https://stir.ac.uk/3f)

## CONTACT INFORMATION

**Course Director:** Professor Danny Campbell

**Telephone:** UK +44 (0) 1786 467455

**Email:** [economics@stir.ac.uk](mailto:economics@stir.ac.uk)

[stir.ac.uk/management](https://stir.ac.uk/management)

Join our community



@stirmanschool



Photography: For a list of photographers who have contributed to the University of Stirling photo library, contact: [marketingtools@stir.ac.uk](mailto:marketingtools@stir.ac.uk)

This publication can be made available in different formats. Please contact Student Recruitment and Admissions for further information: [recruitment@stir.ac.uk](mailto:recruitment@stir.ac.uk)

The University of Stirling is a charity registered in Scotland, number SC 011159.