MSc Business and Management
MSc Management and Marketing
MSc Management with New Venture Creation and Innovation

OCTOBER AND JANUARY START DATE AVAILABLE

Be Stirling, BE THE DIFFERENCE
The MSc Business and Management 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. It 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 course 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

1. **Industrial placements**
   - Provide work based experience which will add value to your Degree

2. **5-star ranking**
   - For teaching, employability, internationalisation, facilities and inclusiveness (QS World University Rankings 2020)

3. **Expert academic staff**
   - Who are known worldwide, respected in their fields and have extensive business and consultancy experience

4. **Stirling’s global research rating**
   - We’re among the top 25 in the UK according to REF 2014

5. **Build your global network**
   - Study alongside international students across a range of business disciplines

FOR FURTHER INFORMATION ON COURSE CONTENT VISIT: stir.ac.uk/gj
**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.

“**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)

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**CAREER AND INTERNSHIP OPPORTUNITIES**

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.

The University of Stirling is working with Pagoda Projects to include top quality internships as part of selected postgraduate programmes in 2020/21. Pagoda Projects’ award-winning internship programmes include InternChina, InternVietnam and InternMexico. The University will offer a number of places on 8-week internship programmes in China, Vietnam, Mexico and the UK (Manchester). Students will receive support before, during and after their internships, with most programmes including accommodation, visa processing and comprehensive insurance.

**PREPARING BUSINESS LEADERS OF THE FUTURE**

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.
COURSE STRUCTURE

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

October entry
Core Modules
Flying Start Leadership Programme
Engages postgraduate students in a wide range of activities at the beginning of their course which challenges their perspectives of culture, explores their beliefs and values, builds their self-confidence, and encourages them to share their ideas.

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.

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

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.

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

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

Achieving Business Growth
Provides an understanding of the role of entrepreneurs in the economy and the theoretical grounding for career development.

Strategy and Competitive Advantage
Integrates the ideas and theories discussed in the discipline modules, enabling students to explore the ideas of competitive advantage and 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.

Summer
• Independent Project

Option Modules
One from: Project Management, Managing Change, New Venture Creation, Business Consulting, Brand Marketing, Multichannel Marketing and Retailing
Plus one from: Innovation Management, Managing Entrepreneurial and Family Business, Digital Marketing, Marketing and the Supply Chain

For January entry details visit stir.ac.uk/gj

Degree Pathways
For module details please visit stir.ac.uk/gj

MSc Management and Marketing
The MSc Management and Marketing pathway offers students the opportunity to study the key fundamentals of business and management while developing specific insights into marketing. During the course you will develop the knowledge and skills to strategically analyse and evaluate organisations developing and implementing competitive marketing strategies. This opens up the opportunity to develop a career in marketing at the end of the course.

MSc Management with New Venture Creation and Innovation
The MSc Management with New Venture Creation and Innovation pathway provides an innovative gateway into understanding how a new business is started while providing a grounding in business and management principles. Your understanding of the business environment and the challenges experienced in entrepreneurial contexts will be developed preparing you to innovate and add real value to an employer after you graduate.

POSTGRADUATE STUDY AT STIRLING

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
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 providing life long opportunities to develop your professional network.

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.
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.

If you don’t meet the entry 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/1z4

For details of English language requirements for this course, visit: 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: stir.ac.uk/39

CONTACT INFORMATION

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stir.ac.uk/management

Photography: For a list of photographers who have contributed to the University of Stirling photo library, contact: 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

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