

The place of useful learning

Strathclyde Business School

Postgraduate Prospectus

2021 entry



University of
Strathclyde
Glasgow

Strathclyde Business School

Founded in 1948, Strathclyde Business School is an enterprising and pioneering organisation within a leading international technological university.



Strathclyde Business School has held triple accreditation from the three main business school accreditation bodies – AMBA, EQUIS and AACSB – since 2004. We were the first business school in Scotland to achieve triple accreditation.

We have a reputation for research excellence. We develop theory-led, policy-relevant research through collaboration with industry, government, business and the third sector. Our industry-facing research centres of excellence, which work with industry partners, include the Fraser of Allander Institute, the Scottish Centre for Employment Research, the Strathclyde Institute for

Operations Management and the Centre for Financial Regulation and Innovation. Based on the REF (Research Excellence Framework) 2014 GPA scores, the Times Higher Education ranked us No 1 in Scotland and in the top 10 business schools in the UK for our research.

Our departments and programmes hold internationally-recognised industry accreditations. Our departments are accredited by expert professional bodies such as CIMA, ICAS and CIPD.

Strathclyde is also the first business school in Scotland to be awarded the Small Business Charter Award. This award recognises our world-leading

support for scaling Scottish firms through innovation, internationalism and leadership.

Strathclyde Business School is a signatory of the UN's Principles for Responsible Management Education. This commits us to supporting the transformation of management education, research and thought leadership by developing learning communities and promoting awareness of the UN's Sustainable Development Goals.

Contact
SBS Student Recruitment and Marketing Unit
t: +44 (0)141 553 6116/6105/6117
e: sbs.admissions@strath.ac.uk

Research Degrees

RESEARCH DEGREES

MRes, MPhil, PhD, DBA

Research degrees (MRes, MPhil and PhD) are offered in all of our academic departments, so departmental sections outline key research themes.

PhD

A PhD is both a training ground for future researchers and a process intended to produce a coherent and well-reasoned contribution to knowledge in a particular discipline or field of inquiry. As such, you should expect it will take you to the limits of your current knowledge and beyond, into uncertain, and potentially challenging new territory.

Your PhD study includes some taught elements. At Strathclyde Business School we offer a Postgraduate Certificate in Research Methodology for Business and Management, which includes a minimum of 60 credits of research training.

Researcher development support

In addition, you are encouraged to access various other training and development opportunities such as those offered by the Strathclyde Researcher Development Programme. Each department in the School also offers its own programme of researcher development, including support for attendance at relevant conferences.

PhD candidates work independently, but with guidance from supervisors who have expertise in knowledge domains relevant to your programme of study. Two or more supervisors are appointed by the University and are responsible for establishing regular contact and keeping you informed about requirements for progress and completion of the PhD degree. At least one supervisor will be an academic member of staff in the Business School. Supervisors normally operate as a team, providing guidance about the nature of research and the standards expected.

PhDs are examined by a 'viva voce' a face-to-face examination where an external examiner, appointed by the University, alongside an internal examiner from Strathclyde will question you on the research undertaken.

The minimum period of study for full-time PhD candidates is normally 36 months (P/T 48 months), during which you are expected to be working on their research for at least 35 hours per week except for reasonable periods of holiday, which should be agreed in advance with supervisors.

Master of Philosophy (MPhil)

The Master of Philosophy (MPhil)* degree is a Masters degree by research. Like the PhD you would have two supervisors nominated by the University and would undertake some Research Methods training. The minimum study period for MPhil is 12 months.

Doctor of Business Administration (DBA)

The Doctor of Business Administration (DBA) is a research degree designed to develop business professionals skilled in solving business problems. Your focus will be on applying academic theories, methods and models to solve problems of practice. Research projects undertaken during the DBA programme aim to understand and explore how organisations work and how management is practised.

- learn how to analyse complex situations and problems
- acquire skills in conceptual and reflexive thinking
- develop knowledge of the design, implementation and monitoring of research interventions

Research Methodology in Business & Management (MRes)

The Research Methodology in Business & Management* provides research training that corresponds with research education guidelines set by the Economic and Social Research Council and the Engineering and Physical Sciences Research Council. It can be taken as a stand-alone qualification or as a foundation course for a PhD in business & management. All registered MPhil and PhD students within Strathclyde Business School must complete the PgCert element as their mandatory 60 credits of research methods training. The minimum study period for MRes is 12 months.

Contact for Research Degrees

e: sbs-pgrsupport@strath.ac.uk

*Scottish and EU students on eligible Research Masters courses are able to apply for the postgraduate tuition fee loan from the Scottish Government of up to £5,500 and the living cost loan support of up to £4,500.

Only free-standing Research Masters will be eligible. Strathclyde students studying an MRes or MPhil would be eligible, but not individuals who are studying these courses as a component of a PhD. Full-time courses must be no longer than two years in duration.

Research Methodology in Business & Management

MRes/PgDip/PgCert

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Suitable as a foundation course for a PhD in business and management

Study full-time or part-time

Choose from classes across the Business School

Research training following ESRC and EPSRC guidelines

COURSE STRUCTURE

Compulsory and Optional Classes

- Research Philosophy
- Research Methods
- Introduction to Quantitative Methods: Survey Design and Analysis
- Advanced Quantitative/Qualitative Methods
- Research Colloquium
- Writing and Presenting Research
- Choice of classes from across the Business School

Masters Dissertation

Masters students submit a dissertation of around 20,000 words.

PROGRAMME DURATION

MRes: 12 months full-time

PgDip: 9 months full-time

PgCert: 4 months full-time

The course is offered on a full-time or part-time basis. Classes run for two to five consecutive days once a month from October to May. Students studying part-time will be able to complete their programme over two academic years.

ENTRY REQUIREMENTS

Masters degree or a first- or upper second-class Honours degree, or overseas equivalent, in business and management.

Contact for Research Degrees

e: sbs-pgrsupport@strath.ac.uk

Department of Accounting & Finance

RESEARCH DEGREES

MRes, MPhil, PhD

Contact for Research Degrees

Accounting: Dr Julia Smith

t: +44 (0)141 548 4958

e: julia.smith@strath.ac.uk

Finance: Dr Chandra Thapa

t: +44 (0)141 548 3891

e: chandra.thapa@strath.ac.uk

TAUGHT COURSES

Finance

International Accounting & Finance

International Banking & Finance

Investment & Finance

Finance & Management

Financial Technology (FinTech)

Economics & Finance (in collaboration with the Department of Economics, see pg 182)

Quantitative Finance (in collaboration with the Departments of Mathematics & Statistics and Computer & Information Sciences)

Contact for Taught Courses

SBS Student Recruitment and Marketing Unit

t: +44 (0)141 553 6116/6105/6117

e: sbs.admissions@strath.ac.uk

MSc Finance and MSc Investment & Finance have been accepted into the Chartered Financial Analyst (CFA) Institute University Recognition Program. This status is granted to institutions whose degree programme(s) incorporate at least 70% of the CFA Program Candidate Body of Knowledge (CBOK), and which provide students with a solid grounding in the CBOK and positions them well to sit for the CFA exams.

Research Areas

We cover all areas of accounting and finance, with particular expertise in corporate finance, treasury management, derivative markets, bond markets, portfolio performance, volatility in financial markets, international banking, critical accounting, management accounting, social, environmental and public sector accounting, issues relating to privatisation and regulation of utilities, development finance and small business finance and accounting.

Our research activities are supported by subscription to an extensive set of comprehensive databases, internal workshops, seminar series and financial support for conference participation.

Accounting

Research topics include:

- economic, political and social impact of accounting on our everyday lives
- financial reporting standard for smaller entities
- assessment of environmental risk in the financial sector

Finance

Research topics include:

- investment strategies
- corporate finance
- risk management
- corporate governance
- financial econometrics

Facilities for Research Students

You have access to the Datastream (global economic, financial and accounting data) which includes IBES earnings forecasts, SDC Platinum, Thomson One, Compustat, Execucomp, CRSP (Centre for Research in Securities Pricing), London Business School Share Price Database data and Bloomberg.

ENTRY REQUIREMENTS FOR RESEARCH DEGREES

PhD in Accounting: Honours degree and Masters degree in accounting (or equivalent). Qualified and part-qualified accountants with first degree in social sciences or humanities are also encouraged to apply.

PhD in Finance: Masters degree or equivalent, particularly in finance, economics, accounting or mathematics.

January 2021 start date available.
Visit www.strath.ac.uk for full details.

Finance

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Accredited by the Chartered Institute of Management Accountants

Develop understanding of financial theory and analysis

Learn about financial markets and institutions

COURSE STRUCTURE

Compulsory Classes

- Principles of Finance
- Accounting and Financial Analysis
- Quantitative Methods for Finance
- International Financial Markets and Banking
- Advanced Corporate Finance and Applications
- Derivatives and Treasury Management

Optional Classes (two to be chosen)

- Portfolio Theory and Management
- Empirical Methods in Finance
- Behavioural Finance
- Management Accounting
- Financial Modelling for Excel
- Fixed Income Analysis
- Equity Analysis

Two research projects – supported by an academic supervisor, you will work on a series of research projects. Topics can be chosen from the broad range of issues covered on the programme. You will be assessed on your ability to select and apply relevant theory and research methods.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in accounting, economics, business studies or a subject area with a strong quantitative component.

The programme requires no prior knowledge of finance.

January 2021 start date available.
Visit www.strath.ac.uk for full details.

International Accounting & Finance

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Accredited by the Chartered Institute of Management Accountants

Gain awareness of international accounting standards

Study financial management and securities markets

Learn to apply analytical techniques in practice

COURSE STRUCTURE

Compulsory Classes

- Principles of Finance
- Accounting and Financial Analysis
- Quantitative Methods for Finance
- International Financial Markets and Banking
- Advanced Corporate Finance and Applications
- Advanced Accounting
- Management Accounting

Optional Classes (one to be chosen)

- Portfolio Theory and Management
- Empirical Methods in Finance
- International Accounting
- Financial Modelling for Excel
- Fixed Income Analysis
- Equity Analysis

Two research projects – supported by an academic supervisor, you will work on a series of research projects. Topics can be chosen from the broad range of issues covered on the programme. You will be assessed on your ability to select and apply relevant theory and research methods.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in accounting, economics, business studies, maths, statistics or computing.

International Banking & Finance

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Accredited by the Chartered Institute of Management Accountants

Understand financial theory and analysis

Learn about financial markets and institutions

Use accounting information in financial decision-making

COURSE STRUCTURE

Compulsory Classes

- Principles of Finance
- Accounting and Financial Analysis
- Quantitative Methods for Finance
- International Financial Markets and Banking
- Topics in Corporate Finance
- Financial Management for Banks
- Derivatives and Treasury Management
- Risk Management for Banks

Optional Classes (one to be chosen)

- Portfolio Theory and Management
- Empirical Methods in Finance
- Management Accounting
- Behavioural Finance
- Financial Modelling for Excel
- Fixed Income Analysis
- Equity Analysis

Two research projects – supported by an academic supervisor, you will work on a series of research projects. Topics can be chosen from the broad range of issues covered on the programme. You will be assessed on your ability to select and apply relevant theory and research methods.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in accounting, economics, business studies or a subject area with a strong quantitative component.

The programme requires no prior knowledge of finance or banking.

Investment & Finance

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Accredited by the Chartered Institute of Management Accountants

Gain understanding of derivatives

Learn to develop investment strategies

Understand quantitative analysis used in finance

COURSE STRUCTURE

Compulsory Classes

- Principles of Finance
- Accounting and Financial Analysis
- Quantitative Methods for Finance
- International Financial Markets and Banking
- Topics in Corporate Finance
- Derivatives and Treasury Management
- Portfolio Theory and Management
- Fixed Income Analysis

Optional Classes (one to be chosen)

- Empirical Methods in Finance
- Behavioural Finance
- Financial Modelling for Excel
- Equity Analysis

Two research projects — supported by an academic supervisor, you will work on a series of research projects. Topics can be chosen from the broad range of issues covered on the programme. You will be assessed on your ability to select and apply relevant theory and research methods.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in accounting, economics, business studies or a subject area with a strong quantitative component. Applications are also considered from those with appropriate professional qualifications and relevant practical experience.

Finance & Management

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Gain knowledge of financial and management principles

Understand how organisations work

Develop technical and analytical skills

Opportunity to study at Toulouse Business School

Undertake a project in each subject area

COURSE STRUCTURE

The programme is offered jointly by the Department of Accounting & Finance and the MBA Unit.

Compulsory Classes

- Principles of Finance
- Accounting and Financial Analysis
- International Financial Markets and Banking
- Professional Management Practice

Optional Classes (minimum of one to be chosen)

Finance

- Behavioural Finance
- Topics in Corporate Finance
- Derivatives
- Fixed Income Analysis
- Equity Analysis

Management (minimum of one to be chosen)

- Global Operations Strategy
- Project Management
- Managing in Europe (at Toulouse Business School, France)
- New Venture Creation
- Brand Management & Strategy
- Blockchain in Technology Services
- Strategic Financial Management
- Service Operations Simulation
- Marketing Management

Masters Project

Students will be required to undertake two research projects, one in Finance and one in Management.

DURATION OF PROGRAMME

12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in economics, accounting, business studies, maths, statistics, computing, related subjects, or an equivalent professional qualification.

Financial Technology (FinTech)

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

- Combine the study of theory with intensive practice and industrial engagement.
- Understanding how the use of technology improves the efficiency of financial transactions
- Opportunity to undertake client-based project

COURSE STRUCTURE

The programme is offered jointly by the Departments of Accounting & Finance and Management Science.

Compulsory Classes

- Principles of Finance
- Programming for Financial Technology
- Quantitative Business Analysis
- Big Data Fundamentals
- Business Analytics
- Business Information Systems
- Risk Management for Banks
- Becoming an Effective Technology Analyst
- Fixed Income Analysis

Optional Classes (choose one from each subject area)

Accounting & Finance

- Portfolio Theory and Management
- Derivatives
- Financial Management for Banks

Management Science

- Stochastic Modelling for Analytics
- Business Simulation Modelling
- Risk Analysis and Management

Computer Science

- Big Data Tools and Techniques
- Fundamentals of Machine Learning for Data Analytics

Masters Project

Students complete a FinTech-focused research project.

DURATION OF PROGRAMME

MSc: 12 months full-time; 24 months part-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in accounting, economics, business studies, or a subject area with a strong quantitative component. No prior knowledge of finance required.

Quantitative Finance

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Prepare for a career in financial engineering and risk management, hedge fund manager or financial analyst

Understand numerical methods in finance

Study programming for financial applications

Undertake an industrial-based project

COURSE STRUCTURE

This one-year cross-faculty programme draws on expert input from three departments – Accounting & Finance, Mathematics & Statistics, and Computer & Information Sciences

Compulsory Classes

- Foundations of Mathematical and Statistical Finance
- Principles of Finance
- International Financial Markets and Banking
- Big Data Technologies

Optional Classes (one to be chosen from each list)

List A

- Behavioural Finance
- Portfolio Theory and Management
- Derivatives and Treasury Management
- Fixed Income Analysis
- Equity Analysis

List B

- Database and Web Systems Development
- Machine Learning for Data Analytics
- Evolutionary Computation for Finance

List B

- Financial Stochastic Processes
- Financial Econometrics
- Networks in Finance

DURATION OF PROGRAMME

12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in engineering, science subjects (physics, chemistry, computing science), business subjects (business studies, accounting, economics); mathematical training to A Level or equivalent standard.

Applications are also welcome from those with appropriate professional qualifications, or those who can demonstrate relevant practical experience.

Department of Economics

RESEARCH DEGREES

MRes, MPhil, PhD

Contact for Research Degrees

t: +44 (0)141 548 4326
e: pgecon@strath.ac.uk

TAUGHT COURSES

Applied Economics
Economics & Finance (in collaboration with the Department of Accounting & Finance)
Global Energy Management

Contact for Taught Courses

SBS Student Recruitment and Marketing Unit
t: +44 (0)141 553 6116/6105/6117
e: sbs.admissions@strath.ac.uk

The Department, home to the Fraser of Allander Institute (FAI) and Strathclyde's Applied Economics Centre for Doctoral Training (CDT), is one of the leading UK centres for internationally recognised policy and business-relevant economics research. We have a diverse mix of staff, with collaborators throughout the UK and overseas, involved in both fundamental academic research and commissioned projects for businesses and policymakers.

The Department is an active participant in the Scottish Graduate Programme in Economics and the Scottish Graduate School of Social Science. We are members of the Scottish Institute for Research in Economics, and are a founding partner in the Economic Statistics Centre of Excellence for the UK Office for National Statistics (ONS). Our research activity is supported by a diverse range of prestigious funders, including the ESRC, the EPSRC, the Scottish Government, the ONS, the UK Energy Research Centre, and the Scottish Funding Council.

The FAI, for more than 40 years, has been Scotland's authority on economic policy and the Scottish economy. Our students have a variety of opportunities to engage with the FAI, including MSc summer projects with businesses, work placements in the Institute and a vibrant practitioner seminar series.

Through our Applied Economics CDT, we seek appropriately qualified PhD applicants whose proposed research is closely aligned with our focus on applied policy-relevant economics. Our research students are supported to not only achieve excellence in rigorous research but also to reach beyond the confines of academia through collaboration and engagement with stakeholders.

Research Areas

Applied Microeconomics

Our research analyses the market behaviours of consumers and businesses. Research areas include a range of applications in industrial organisation, international trade theory and policy, public economics, health economics, labour economics, and strategic behaviour in markets.

Applied Econometrics

We apply statistical and mathematical theories to economics to test ideas and forecast regional, national and global trends. Research includes big data methods in macroeconomics, multiple imputation methods for cross-country panel data, and a range of applications of time series and spatial econometrics.

Applied Macroeconomics

We examine how economies perform and evolve at national level, with a particular focus on real-world challenges facing policymakers and business. We are engaged in macroeconomic modelling of the UK and Scottish economies, nowcasting the economy, developing new ways of measuring of the modern economy, labour market analysis and macroeconomic policy evaluation.

Energy and Environment

We explore the relationships between economic activity and the environment, recognising their interrelationships. We are engaged in work on economic-environmental accounting and modelling, the economic contribution of energy activities and policies, and the consequences of environmental change.

ENTRY REQUIREMENTS FOR RESEARCH DEGREES

PhD and MPhil – a strong first degree in economics, or a degree in which economics was a major part, and a Masters degree in economics that includes core classes in Microeconomics, Macroeconomics, Econometrics, a range of other relevant classes and a dissertation.

DBA – MBA degree from an AMBA-accredited institution or a Masters degree containing a significant amount of Economics. You will also have a significant amount of work experience as a manager or consultant and we expect you to continue in a senior practice role throughout the programme. Ongoing support from your employer is also required.

Applied Economics

MSc/PgDip/PgCert/Modular
(full-time, part-time)

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Gain skills in data analysis and economic modelling

Learn to apply economic techniques to real-world problems in business and policy

Develop ability to interpret and understand key economic and financial statistics and information

COURSE STRUCTURE

Compulsory Classes

- Fundamentals of Microeconomics
- Fundamentals of Macroeconomics
- Professional Development for Economists
- Analysis of Economic Data
- Economic Appraisal and Economic Modelling
- Topics in Public Economics
- International Macroeconomics

Optional Classes (four to be chosen – two may be substituted with classes offered elsewhere in the Business School and the School of Government and Public Policy) Optional classes offered in Economics normally include:

- International Development
- Games of Strategy
- Environmental Economics
- Energy Economics
- International Trade
- Economics of Inequality and Inclusive Growth
- Regional Policy Development
- Health Economy Policy

Your summer project topic can be chosen from any of the areas/issues covered on the programme. This is your opportunity to develop a substantive piece of applied work on a topic that is of particular interest to you, with supervision provided by an appropriate member of staff. It's also a key opportunity to put into practice what you have learned during your MSc studies.

Each year, we offer a number of opportunities for you to undertake your summer project in partnership with leading companies and public sector institutions.

DURATION OF PROGRAMME

12 months full-time; 24 months part-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent in any subject.

Economics & Finance

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Enhance your knowledge and skills in a range of economic, finance, analysis and quantitative methods

Learn to analyse, understand and explain complex economic and financial issues

Develop specialised skills through choice of options

COURSE STRUCTURE

The programme is jointly offered by the Department of Economics and the Department of Accounting & Finance.

Compulsory Classes

- Fundamentals of Macroeconomics
- Fundamentals of Microeconomics
- Analysis of Economic Data
- International Macroeconomics
- Professional Development for Economists
- Principles of Finance
- Accounting and Financial Analysis

Plus either

- Advanced Corporate Finance and Applications OR Derivatives and Treasury Management OR
- Topics in Corporate Finance, and Derivatives

Optional Classes

Students will be able to choose one class offered across the Departments of Economics and Accounting & Finance.

Summer Project

The MSc is completed by producing a piece of research in the summer term. You will have the choice to undertake a substantive piece of applied work on a topic that is of particular interest to you, with supervision provided by an appropriate member of staff in Economics, or to undertake shorter empirical projects in Finance during the summer months. These choices let you apply the skills and learning you have developed during the course of your taught classes.

DURATION OF PROGRAMME

12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in economics, finance, business studies and management science. Applications are also welcome from candidates with strong career experience in a relevant field.

Global Energy Management

MSc (full-time, part-time)

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Acquire in-depth knowledge of global energy systems

Benefit from practical training in the management of energy-related issues

Gain practical insights from leading energy experts

Accredited by the Energy Institute

COURSE STRUCTURE

Compulsory Classes

- Global Energy Issues, Industries and Markets
- Global Energy Technologies, Impacts and Implementation
- Global Energy Policy and Politics
- Global Energy Forum
- Energy Economics

At least one of the following:

- Fundamentals of Microeconomics
- Fundamentals of Macroeconomics
- Topics in Public Economics
- International Macroeconomics

Optional Classes

Choose from classes available in the Business School, Faculty of Engineering and the Faculty of Humanities & Social Sciences.

Summer Project

The summer project can take two forms – the research route and the industrial route. Both routes help you gain more problem-focused experience of relevance to the energy sector. In addition, both routes will enable and require you to apply knowledge gained on the course.

DURATION OF PROGRAMME

12 months full-time; 24 months part-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent in any subject. Applications are also welcome from candidates with significant high-calibre industry or government experience.

Hunter Centre for Entrepreneurship

RESEARCH DEGREES

MRes, MPhil, PhD

Contact for Research Degrees

Director of Doctoral Research
Dr Samuel Mwaura
t: +44 (0)141 548 4848
e: samuel.mwaura@strath.ac.uk

TAUGHT COURSES

Entrepreneurship, Innovation & Technology
Entrepreneurship Studies
Project Management & Innovation

Contact for Taught Courses

SBS Student Recruitment and Marketing Unit
t: +44 (0)141 553 6116/6105/6117
e: sbs.admissions@strath.ac.uk

The Hunter Centre for Entrepreneurship is a research-oriented academic department with a focus on developing a better understanding of how entrepreneurs and their organisations can more successfully create new value for business and society. Research is conducted by nationally and internationally-recognised experts in high-growth, international, corporate, technology, family, rural, social and female entrepreneurship.

We are at the heart of the Global Entrepreneurship Monitor (GEM) research programme, an annual assessment of levels of entrepreneurial activity in dozens of economies. The Centre has played a significant role in the international organisation of GEM since 2000 and is responsible for the Country Report for Scotland and, jointly with Aston Business School, the UK Report.

Researchers participate in a range of projects which are funded by the EU (business start-up, technology commercialisation, and growth rates), as well as funding councils in Norway (enterprise diversity, farm-based innovation, and family business succession) and in New Zealand (social entrepreneurship).

The Centre's international research impact is also evidenced through invited reviews for and editorial contributions to internationally-ranked entrepreneurship research journals, including the *Journal of Business Venturing*, *Entrepreneurship Theory and Practice*, *Small Business Economics*, and the *International Small Business Journal*.

Academic staff and PhD students regularly present their work at international conferences such as the Babson Kauffman Entrepreneurship Research Conference, the ECSB Research in Entrepreneurship and Small Business conference, the European Academy of Management conference and the US Academy of Management conference.

The international character of the Centre is also reflected in the heritage of many of our academic staff (Germany, Greece, Italy, Kenya, France, Turkey, Kazakhstan and India) and of our PhD students (Oman, Egypt, Nigeria, Singapore, Canada, China Switzerland, Pakistan, US, Turkey, Greece, Poland, India, Croatia, Columbia, South Africa, Germany, Russia and Thailand)

Our academic staff and PhD students regularly engage in university research exchanges in the US, Germany, France and New Zealand and also enjoy visiting posts (Norway, France, Finland, New Zealand).

Research Themes

- Enterprise policy, education and economic development
- Growing innovative enterprises
- Global and international entrepreneurship
- Entrepreneurial management and leadership
- Enterprise and diversity
- Social enterprise, CSR and philanthropy
- Strategy and innovation practice
- Family business and enterprising households
- Entrepreneurial networking, social capital and society
- Entrepreneurial finance
- Entrepreneurship and the collaborative economy

Entrepreneurship, Innovation & Technology

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Combine theoretical knowledge with practical skills

Study a practical, career-focused programme

Undertake a virtual incubation project to develop an innovative business opportunity

COURSE STRUCTURE

Compulsory Classes

- Creativity & Innovation Development
- Data Lab
- Introduction to Entrepreneurial Finance
- Issues & Trends in Entrepreneurship, Innovation & Technology
- Strategic Innovation Management
- Advanced Entrepreneurial Finance
- Entrepreneurial Management and Leadership
- Internationalisation & Growth Lab
- New Venture Creation
- Sales Lab
- Mindset Lab
- Social Entrepreneurship

Virtual Incubator Project

You work on a real-world innovation challenge. Using an innovative virtual platform, participants will collaborate with the UK ecosystem and go through a stage-gate model of developing and pitching their solution to potential investors.

DURATION OF PROGRAMME

12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in any subject.

Entrepreneurship Studies

MRes

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Designed for those who want a stronger research-based qualification, with the option to continue onto a PhD in Entrepreneurship.

A research methods class will help you prepare to undertake a comprehensive piece of field-based research.

Learn about cutting edge research problems and research methods in this dynamic discipline.

By the end of the programme, you'll possess both the area-specific knowledge and research training needed to succeed in academic research, consultancy and policy in entrepreneurial settings.

COURSE STRUCTURE

Compulsory Classes

- Creativity and Opportunity Recognition
- Issues and Trends in Entrepreneurship
- Entrepreneurial Management and Leadership
- Mindset Lab
- Data Lab
- Advanced Entrepreneurial Finance
- Social Entrepreneurship
- Research Methods in Entrepreneurship

Dissertation

The dissertation allows you to pursue an area of specific interest, providing scope of original thought, research and presentation. Successful completion presents the opportunity to apply to the competitive PhD programme in the Hunter Centre for Entrepreneurship.

DURATION OF PROGRAMME

MRes 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in any subject.

Project Management & Innovation

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Develop the skills to manage complex technology and innovation projects

Be prepared for a career in industries ranging from manufacturing and services to the public sector

Opportunity to work on a live issue for a business client

COURSE STRUCTURE

Compulsory Classes

- Professional Management Practice
- Commercial Management in Projects
- Technology and Organisational Change
- Leadership for Change and Innovation
- Managerial Accounting
- Programme and Project Management
- Managing Innovation
- Business Operations
- Project Portfolio Management
- Project Methodology
- Business Strategy
- Consultancy in Practice

Optional Classes (two to be chosen)

- Global Operations Strategy
- Project Management
- Managing in Europe (at Toulouse Business School, France)
- New Venture Creation
- Brand Management & Strategy
- Blockchain in Technology Services
- Strategic Financial Management
- Service Operations Simulation
- International Trade Theory and Policy
- Managing Talent and Succession Planning
- Family Enterprise

Project

The project provides the opportunity to apply your learning to a practical situation with an organisation.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in any subject.

Department of Management Science

RESEARCH DEGREES

MRes, MPhil, PhD, DBA

Contact for Research Degrees

Dr Ashwin Arulsevan
t: +44 (0) 141 548 4923
e: mansci-admin@strath.ac.uk

TAUGHT COURSES

Business Analysis & Consulting
Business Analysis & Consulting (online)
Data Analytics
Data Analytics (online)
Global Master in Industrial Management 4.0
International Master in Project Management
Operational Research (online)
Supply Chain & Logistics Management/Procurement Management/Sustainability Management (offered jointly with the Department of Design, Manufacture & Engineering Management) (see page 53)

Contact for Taught Courses

SBS Student Recruitment and Marketing Unit
t: +44 (0)141 553 6116/6105/6117
e: sbs.admissions@strath.ac.uk

The Department of Management Science is one of the leading Operational Research (OR) departments in the UK. Research interests of staff span the spectrum of management science activity. Many are internationally-known – through their academic output and applied work with government and business organisations. Through applied research and consultancy, staff collaborate with major organisations on new ways of dealing with complex decisions.

We engage in a range of methodological approaches to research including both qualitative and quantitative methods. Our interests are in providing holistic decision support and developing approaches to problem structuring, model development, data analysis, model inference and decision support.

We develop our methods to meet the needs of users with a variety of applications. In the UK, we work with 15 universities and collaborate internationally with academics from 45 universities. Currently, we are working on funded research projects with academics from each of the other departments within Strathclyde Business School, as well as the Engineering and Science faculties.

Research Areas

Health Systems

The health systems research cluster is interested in the applications of management science in healthcare organisation and delivery. Our work has close links with health economics, optimisation, operations management and demography. On-going projects include health technology assessment and programme evaluation, healthcare performance targets and variations in practice, process improvement for hospital services, pharmacy automation, process improvement for hospital services, and radiation treatment planning.

Optimisation

The optimisation group is developing theory and solution methods for challenging optimisation problems stemming from various applications. Current projects cover network optimisation: telecommunication networks and evacuation modelling, production planning in manufacturing, optimisation for transportation and energy markets, offshore windfarm installation logistics optimisation, and optimisation in radiation treatment planning.

Risk and Uncertainty

Our interest in risk relates to decision-making under uncertainty. We are engaged in all aspects of the decision support process from problem structuring through data analysis and model building to recommendations. We work closely with industry, applying methods primarily from statistics, probability and decision analysis, to real-world problems.

Knowledge

Our research group covers a wide range of knowledge modelling. We explore the fundamentals of knowledge, problems, creativity, intuition, levels of expertise, risk, perception of risk, and subjective probabilities. We do most of our work in applied contexts, structuring problems and modelling expert knowledge in order to support decision-makers and decision-takers in their organisations. Our research also served as basis for developing a number of software packages used for knowledge modelling.

Operations Management and Supply Chain Management

Our interest in operations and supply chain management covers a wide range of topics, including operations strategy, service operations management, innovation in operation, project management, performance measurement, enterprise resource planning, logistics optimisation and supply chain risk modelling.

Business Analysis & Consulting

MSc/PgDip (full-time, part-time)

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Gain practical, evaluative and analytical skills

Learn how to use business models to develop strategy for organisations

Opportunity to undertake a three-week work placement

Work on a project for a leading organisation

COURSE STRUCTURE

Compulsory Classes

- Foundations of Operational Research and Business Analysis
- Quantitative Business Analysis
- Managing Business Operations
- Spreadsheet Modelling and Demand Forecasting
- Strategy Modelling and Management
- Becoming an Effective Business Analyst

Optional Classes (three to be chosen)

- Business Simulation Methods
- Risk Analysis and Management
- Business Information Systems
- Performance Measurement and Management
- Business Analytics

Work Placement

The apprenticeship scheme offers the opportunity to compete for a three-week placement in a private or public sector organisation.

Dissertation

MSc students undertake a three-month project, typically for an external organisation.

DURATION OF PROGRAMME

MSc: 12 months full-time; 24 months part-time
PgDip: 9 months full-time; 21 months part-time

ENTRY REQUIREMENTS

MSc: Minimum second-class honours degree or overseas equivalent, in business, economics, engineering or the social sciences. Applications from those with other degrees are welcome.

PgDip: Minimum of a Pass degree, or equivalent, in an appropriate subject. Subject to performance students may transfer from the Diploma course to the MSc course.

Business Analysis & Consulting (online)

MSc/PgDip/PgCert (part-time distance learning)

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Gain practical, evaluative and analytical skills

Learn how to use business models to develop strategy for organisations

Benefit from a flexible distance learning study model to suit your work schedule

COURSE STRUCTURE

The programme contains three stages. Successful progression will lead towards completion of the MSc. To proceed to the Postgraduate Diploma you need to be in appropriate employment.

- PgCert (stage 1)
- PgDip (stage 2)
- MSc – project (stage 3)

Compulsory Classes

PgCert

- Foundations of Operational Research and Business Analysis
- Quantitative Business Analysis
- Managing Business Operations
- Spreadsheet Modelling and Demand Forecasting
- Strategy Modelling and Management

PgDip

- Becoming an Effective Business Analyst

Optional Classes (one for PgCert; two for PgDip)

- Business Simulation Methods
- Risk Analysis and Management
- Business Information Systems
- Performance Measurement and Management

Project

To complete the course, you'll be expected to undertake a project. The project will be integrated with your employment. You'll have individual personal mentoring to guide you in reflection and learning.

DURATION OF PROGRAMME

PgCert (stage 1): minimum 12 months part-time
PgDip (stage 2): minimum 12 months part-time
MSc (stage 3): maximum 6 months part-time

ENTRY REQUIREMENTS

PgCert: Minimum Pass degree or non-UK equivalent, in business, economics, engineering or social sciences. We also encourage applications from other degrees. Admittance is to the PgCert (stage 1) only.



The in-class experience with the lecturer and course content here is amazing. While looking for jobs right now I can say that the skills I have developed while studying the Data Analytics course are what is in demand currently in the market.”

Abdul Rehman,
MSc Data Analytics

Data Analytics

MSc (full-time, part-time)

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Gain a comprehensive skill set and expertise through input from three contributing departments

Use data analytics techniques within business contexts to become rounded problem-solvers

COURSE STRUCTURE

Compulsory Classes

- Big Data Fundamentals
- Big Data Tools and Techniques
- Data Analytics in R
- Business and Decision Modelling
- Optimisation for Analytics
- Data Analytics in Practice

Optional Classes (choose from at least two departments)

Computer Science

- Database Fundamentals
- Evolutionary Computation for Finance 1 & 2
- Fundamentals of Machine Learning for Data Analytics

Mathematics & Statistics

- Financial Econometrics
- Bayesian Spatial Statistics
- Mathematical Introduction to Networks

Management Science

- Stochastic Modelling for Analytics
- Business Simulation Modelling
- Risk Analysis and Management
- Business Information Systems

Dissertation

MSc students undertake a three-month project, either as a research project or for an external organisation.

DURATION OF PROGRAMME

MSc: 12 months full-time; 24 months part-time

ENTRY REQUIREMENTS

MSc: Minimum second-class honours degree or overseas equivalent, the natural sciences, engineering, or economics/finance. Degrees in other areas are welcome.

Data Analytics (online)

PgCert (part-time distance learning)

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Gain a comprehensive skill set and expertise through input from three contributing departments

Use data analytics techniques within business contexts to become rounded problem-solvers

Benefit from a flexible distance learning study model

COURSE STRUCTURE

Compulsory Classes

- Big Data Fundamentals
- Big Data Tools and Techniques
- Data Analytics in R
- Business and Decision Modelling
- Optimisation for Analytics

DURATION OF PROGRAMME

PgCert: 12 months part-time

ENTRY REQUIREMENTS

PgCert: Minimum Pass degree, or non-UK equivalent, in mathematics, the natural sciences, engineering, or economics/finance. Applications from those with other degrees are also encouraged if you have demonstrated a good grasp of numerical/quantitative subjects.

Global Master in Industrial Management 4.0

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Benefit from international academic experience at three institutions

Gain an understanding of essential business and management skills for industrial management

Bridge the gap between university and industry through tackling industrial problems

COURSE STRUCTURE

The programme is delivered in English in collaboration with the MiP Politecnico di Milano, Milan, Italy.

Semester 1 (September – January: University of Strathclyde)

- Accounting for Engineers
- Marketing Management
- Managing People in Organisations
- Business Strategy
- Risk Analysis and Management
- Business Simulation Methods

Semester 2 (February – July: MiP Politecnico di Milano)

- Operations Management and Improvement in the Digital 4.0 Era
- Industry 4.0 Integrated Operations and Supply Chain Planning
- Quality and Maintenance Management
- Service Management 4.0
- Global Supply Chain Management
- Industrial management consulting

Elective classes delivered online are chosen from Quantitative Business Analysis, Spreadsheet Modelling and Demand Forecasting, Innovation and Commercialisation, and Big Data Fundamentals.

Semester 3 (September – January: International Study)

Students spend semester 1 of their second year at an approved partner institution completing international study

Project (January – March)

Final project work or research project can be based in the UK, Italy or overseas, depending on available opportunities.

DURATION OF PROGRAMME

MSc: 18 months full-time

ENTRY REQUIREMENTS

Bachelor degree (or an equivalent academic degree) of at least three years full-time study (180 ECTS) ideally in a technical or science discipline.

International Master in Project Management

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Gain understanding of project management as a process to deliver change

Examine recent approaches in project management with a cross-sectoral and intercultural perspective

Benefit from the academic expertise of two institutions

COURSE STRUCTURE

The programme is delivered in English in collaboration with the MiP Politecnico di Milano, Milan, Italy.

Semester 1

(September to January – MiP Politecnico di Milano)

- Strategy and Organisation Management
- Project Management Fundamentals
- Innovation Management
- Project Accounting
- Project Finance
- Project Risk Management

Semester 2

(February to June – Strathclyde Business School)

- Project Portfolio Management
- Leadership for Change and Innovation
- Issues and Trends in Entrepreneurship, Innovation and Technology
- Commercial Management
- Strategic Procurement Management
- Consulting in Practice
- Elective choice (20 credits) from the Postgraduate Spring School and the MBA Summer School

During the semester at Strathclyde, you also have the opportunity to attend one elective (non-mandatory) offered on campus or in one of the School's International centres.

Project (July to March)

Final project work or research project can be based in the UK, Italy or overseas, depending on available opportunities.

DURATION OF PROGRAMME

MSc: 18 months full-time

ENTRY REQUIREMENTS

Bachelor degree (or an equivalent academic degree) of at least three years duration and 180 ECTS credits in any discipline. Candidates should have a minimum of second-class Honours degree or equivalent CGPA.

Operational Research (online)

MSc/PgDip/PgCert (part-time distance learning)

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Develop a rigorous understanding of advanced analytical methods

Learn how to play an effective role in providing model-based support to managers for better decisions

Benefit from a flexible distance learning study model to suit your work schedule

COURSE STRUCTURE

The programme contains three stages. Successful progression will lead towards completion of the MSc. To proceed to the Postgraduate Diploma you need to be in appropriate employment.

- PgCert (stage 1)
- PgDip (stage 2)
- MSc – project (stage 3)

Compulsory Classes

PgCert

- Foundations of Operational Research and Business Analysis
- Quantitative Business Analysis
- Managing Business Operations
- Spreadsheet Modelling and Demand Forecasting
- Operational Research Methods

PgDip

- Becoming an Effective OR Modeller

Optional Classes (one for PgCert; two for PgDip)

- Business Simulation Methods
- Risk Analysis and Management
- Business Information Systems
- Advanced OR Modelling with Specialised Software Tools

Project

To complete the course, you'll be expected to undertake a project. The project will be integrated with your employment

DURATION OF PROGRAMME

PgCert (stage 1): minimum 12 months part-time

PgDip (stage 2): minimum 12 months part-time

MSc (stage 3): maximum 6 months part-time

ENTRY REQUIREMENTS

PgCert: Minimum Pass degree or non-UK equivalent, in business, economics, engineering or social sciences. We also encourage applications from other degrees. Admittance is to the PgCert (stage 1) only.

Supply Chain & Logistics Management/Procurement Management/Sustainability Management

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Gain an in-depth understanding of the strategic and operational issues relating to supply chain management

Contribute towards making organisations competitive

Accredited by the Chartered Institute for Procurement & Supply

COURSE STRUCTURE

The programme is delivered in collaboration with the Department of Design, Manufacturing & Engineering Management.

Compulsory Classes

- Strategic Supply Chain Management
- Supply Chain Operations
- Enterprise Resource Planning
- Advanced Project Management
- Case Studies in Supply Chain Management
- People, Organisation and Technology
- Performance Measurement and Management
- Individual Project

Specialist Classes by Theme

- Logistics Management – Management of Total Quality and Continuous Improvement, Lean and Green Logistics, Spreadsheet Modelling and Demand Forecasting
- Procurement Management – Strategic Procurement Management, Spreadsheet Modelling and Demand Forecasting, Organisation Buying Behaviour and Structures
- Sustainability Management – Sustainable Product Design and Manufacturing, Lean and Green Logistics, Remanufacturing

COURSE DURATION

12 months full-time; 24 months part-time

ENTRY REQUIREMENTS

Normally a first-class or second-class honours degree (or international equivalent) in engineering, technology or business-related subject.

Department of Marketing

RESEARCH DEGREES

MRes, MPhil, PhD, DBA

Contact for Research Courses

Christina MacLean

t: +44 (0)141 548 4919

e: christina.macleam@strath.ac.uk

TAUGHT COURSES

Digital Marketing Management

Marketing

Innovation & Marketing Management

International Marketing

Tourism Marketing Management

Contact for Taught Courses

SBS Student Recruitment and Marketing Unit

t: +44 (0)141 553 6116/6105/6117

e: sbs.admissions@strath.ac.uk

The Department of Marketing at Strathclyde is one of the oldest Marketing departments in Europe. It has an international reputation for the quality of its teaching and research. Staff act as advisers and consultants to private and public organisations and also hold senior posts in the Chartered Institute of Marketing, the Market Research Society and other professional associations, as well as national and International companies.

Research Areas

Our academic staff are actively involved in research and have built a strong portfolio of publications in leading journals. Research expertise in the Department includes:

Export marketing and international business

E-business and e-marketing

Customer relationship management

Consumer behaviour

Digital marketing

Sports marketing

International channel management

Innovation and new product/service development

Business-to-business networking and marketing

International sourcing and strategic procurement management

Marketing research

Services marketing

Hospitality and tourism management and marketing

Marketing Management

Marketing Management research has attracted funding from several organisations, and the group's areas of interest include strategic marketing, franchising, strategic alliances, sustainable supply chains,

corporate social responsibility and green consumers, digital marketing, branding, marketing management within the b2b services and tourism contexts and sales management.

Consumer and Social Marketing Research

Our research looks at furthering work on consumer culture theory through exploring consumer tribes/communities and celebrity culture, and cultural approaches towards the understanding of brand culture. Research themes include the impact of poverty on consumption and the implications of consumer disadvantage and consumer poverty for wellbeing and social exclusion, the importance of religion as an influence on consumption, culinary consumption and food cultures, tourism consumption, sustainable consumption and historical approaches to analysing consumption culture within the globalisation discourse.

Researching Business Networking

This programme of research is developing knowledge and management practice regarding business networking and relationship management across a range of industry sectors.

Digital Marketing

A number of staff and doctoral students are working on a series of projects relating to the use of Web 2.0, social networks and new media in the area of marketing. This touches on a number of the other specialist areas of research within the Department such as services marketing, marketing communications and consumer behaviour.

Services Marketing

This research stream focuses on the linkages between corporate culture, performance measurement and service delivery personnel, corporate reputation, service branding, service differentiation and customer satisfaction. Also issues around the service profit chain concept, including customer (value) management, research on satisfaction and loyalty, complaining behaviour, retail marketing and relationship marketing.

Hospitality and Tourism Management

Key areas covered include managerial relevance, human resource issues, tourism marketing and consumer behaviour and critical perspectives. Some projects have contributed to developing Scottish hospitality and tourism, for example, work to foster social inclusion through hospitality to counter marginalisation; and to tourism and transport policy-making through studies of leisure travel behaviour. The team has also been active in developing new methodologies and conceptualisations, for example, development of sociological impressionism.

Digital Marketing Management

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Gain an understanding of digital technologies and their application for business purposes

Learn about digital marketing in practice with hands-on experience of established and emerging digital media

Benefit from the involvement of industry partners

COURSE STRUCTURE

Compulsory Classes

- Cross-Cultural Buyer Behaviour
- Strategic Digital Marketing
- Marketing Research in a Digital Age
- eMarketing in Practice
- Supply Chain Digitalisation
- Contemporary Consumers
- Integrated Marketing Communications
- Leadership for Change and Innovation
- Business Information Systems or another class deemed appropriate by the Department

Digital Transformative Project

You'll work with a business to develop bespoke solutions to their business challenges and create a digital transformative plan which will form the basis of your final project.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in marketing or business. Business-related degrees should include a significant marketing component.

Marketing

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Suitable for non-business graduates who want to pursue a career in this area

Develop an understanding of marketing in relation to individuals and organisations

Undertake an industry marketing project

COURSE STRUCTURE

Compulsory Classes

- Consumer Behaviour
- Strategic Marketing Management
- International Marketing Research
- Brand Management and Strategy
- Dissertation Skills

Optional Classes (four to be chosen)

- Contemporary Consumers
- Customer Management 2: Digital Marketing
- Destination Marketing Management
- Export Marketing
- Integrated Marketing Communications
- International Culture and Heritage Marketing
- International Services Marketing
- Managing Tourism Resources
- Retail Marketing Management
- Sports Marketing in a Global Context

Marketing Works: Applied Marketing Group Project

You work in small groups with a local or national company to tackle a real-life marketing issue.

Dissertation: Individual Research Project

The research project allows you to pursue an area of specific interest, providing scope for original thought, research and presentation.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in a non-marketing discipline. A business degree may be considered, if it does not contain significant marketing components.



I chose Strathclyde for its reputation, its triple-accredited Business School, for being the UK University of the Year and also for the location near the centre of Glasgow, an exciting city which I really love. Moreover, during the application process, everyone was friendly and quick in replying, which confirmed my first impression.”

Camilla Logiudice,
MSc Digital Marketing Management

Innovation & Marketing Management

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Only course in Europe that integrates marketing and engineering in a single course

Understand how technology and innovation open the way to new business opportunities

Opportunity to work on a group project within industry

COURSE STRUCTURE

The programme is offered jointly with the Department of Design, Manufacture & Engineering Management.

Compulsory Classes

- Brand Management and Strategy
- Strategic Marketing Management
- Strategic Technology Management
- Design Management
- Product Costing and Financial Management
- Strategic Procurement Management
- International Marketing Research
- Supply Chain Operations
- Marketing Works Group Project
- Management of Innovation
- Marketing Research

Optional Classes (two from each department to be chosen)

Marketing

- Export Marketing
- International Services Marketing
- B2B and Key Account Management

Design, Manufacture & Engineering Management

- Management of Total Quality and Continuous Improvement
- Design Methods
- Project Management

Marketing Works: Group Project

You work in small groups to tackle a real-life problem for a local or national company.

Dissertation: Individual Research Project

The research project allows you to pursue an area of specific interest, providing scope for original thought, research and presentation.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in business, economics, engineering or science.

International Marketing

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Specialist course reflecting current diversity in global marketing practice

Acquire new skills and enhance your existing experience

Benefit from industry collaboration

Study within a student cohort from across the globe

COURSE STRUCTURE

Compulsory Classes

- Cross-cultural Buyer Behaviour
- Strategic Global Marketing
- International Marketing Research
- Brand Management and Strategy
- Dissertation Skills

Optional Classes (four to be chosen)

- Contemporary Consumers
- Customer Management 2: Digital Marketing
- Destination Marketing Management
- Export Marketing
- Integrated Marketing Communications
- International Culture and Heritage Marketing
- International Services Marketing
- Managing Tourism Resources
- Retail Marketing Management
- Sports Marketing in a Global Context

Marketing Works: Applied Marketing Group Project

You work in small groups with a local or national company to tackle a real-life marketing issue.

Dissertation: Individual Research Project

The research project allows you to pursue an area of specific interest, providing scope for original thought, research and presentation.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in marketing or a business-related degree including a significant marketing element.

Tourism Marketing Management

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Gain insight into the technologically-innovative nature of contemporary marketing in the context of tourism

Benefit from skills-based teaching

Enhance your leadership, teamwork and cross-cultural skills

COURSE STRUCTURE

Compulsory Classes

- Consumer Behaviour
- Strategic Marketing Management
- International Marketing Research
- Brand Management and Strategy
- Destination Marketing Management
- Managing Tourism Resources
- International Services Marketing
- Dissertation Skills

Optional Classes (one to be chosen)

- Contemporary Consumers
- Customer Management 2: Digital Marketing
- Export Marketing
- Integrated Marketing Communications
- International Culture and Heritage Marketing
- Retail Marketing Management
- Sports Marketing in a Global Context

Marketing Works: Applied Marketing Group Project

You work in small groups with a local or national company to tackle a real-life tourism marketing issue.

Dissertation: Individual Research Project

The research project allows you to pursue an area of specific interest, providing scope for original thought, research and presentation.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent in any subject.

MBA and General Management

TAUGHT COURSES

Master of Business Administration (MBA)
Business & Management (MBM)
International Management (MIM)

With over 50 years' experience in developing a ground-breaking MBA programme, Strathclyde Business School is a major innovator in the field of business and management.

The Strathclyde MBA is a generalist degree, intended to develop experienced business people and professionals into business leaders. To be an effective leader, you need a solid overview of business, and that is something that SBS has been offering since it introduced the MBA in 1966.

The Strathclyde MBA is highly experiential and based on collaborative learning. Students share their varied work experiences, knowledge, understanding and skills.

The Strathclyde MBA is a very flexible programme. We offer a variety of study routes, allowing you to choose a programme which suits both your work and/or personal circumstances:

- full-time (12 months intensive study in Glasgow)
- part-time (intensive seminars in Glasgow over two to three years)
- flexible learning (combination of off-campus, self-paced study, interspersed with workshops and seminars: three to five years)
- Strathclyde Executive MBA – International (study your MBA locally in Singapore, Malaysia, Switzerland, Greece, Bahrain, UAE, Oman)

Our selection process is designed to identify talented professionals from a wide range of academic, business and cultural backgrounds who might gain from, and contribute to, our learning community.

As a result, while there are formal requirements for entry, our concern is with the potential of individual candidates, their interpersonal and team working qualities, and the range and nature of their managerial experience.

The general management Masters programmes on offer, namely MBM and MIM, develop the key skills required for a successful career in management. Learning from leading academic experts, you will gain a multicultural and international perspective, and build experience of business by working with industry contacts.

Contact for Taught Courses

SBS Student Recruitment and Marketing Unit
t: +44 (0) 141 553 6116/6105/6117
e: sbs.admissions@strath.ac.uk

January 2021 start date available.
Visit www.strath.ac.uk for full details.

Master of Business Administration

MBA

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Gain an internationally-recognised qualification

Learn in a cross-cultural environment

Study strategy with internationally-acclaimed academics

Develop confidence as a manager and leader

Improve your career prospects or change career direction

Study Themes and Classes

The Reflective Practitioner

- The Learning Manager
- Comparative Corporate Governance
- Entrepreneurial Management and Leadership

Making the Business Work

- Finance and Financial Management
- Financial and Management Accounting
- Operations Management
- Marketing Management
- Analytical Support for Decision-making
- Managing People in Organisations

Strategic Management for Sustainable Success

- Exploring the International Business Environment
- Strategy, Analysis and Evaluation
- Making Strategy
- Information Technology Management

Personal Development

- Strategic Consulting in Practice – you work as part of a team for a client on an organisational issue; the client will have significant input into the evaluation of the class and your team's performance

Elective classes – choose from over 25, including

- The CEO - Challenges & Choices in Delivering Value
- Brand Management & Strategy
- Games of Strategy
- New Venture Creation
- Service Operations & Simulation
- Big Data Fundamentals
- Scenario Planning for Global Challenges
- Digital Transformation & Technological Innovation
- Strategic Financial Management
- Project Management
- Digital

MBA Project

The MBA project provides an opportunity to examine in depth a managerial, organisational or environmental issue of your choice over an extended period of time.

It can be done on an individual basis or as part of a group. The project enables you to put into practice the knowledge and skills you have developed throughout the programme. We have close links with industry and can offer a number of company-sponsored projects many of which can lead to internships.

Professional Development Journey

Career and professional development support is a key part of the MBA, focusing on the skills needed to achieve long-term strategic career enhancement. As well as core job search activities such as CV and LinkedIn profile building and how to excel in interviews, we provide workshops and seminars on a range of personal and management skills, on-campus and online. Every student has access to one-to-one sessions with our Careers and Employability Consultants, as well as our online Career Management site, which offers a wealth of resources available 24/7.

Flexible Study Options

- full-time (12 months intensive study in Glasgow)
- part-time/executive (intensive seminars in Glasgow over two to three years or at the Business School's seven international centres)
- flexible learning (combination of off-campus study combined with intranet tutor support and attendance at intensive seminars in Glasgow, three to six years)

ENTRY REQUIREMENTS

A good first degree is expected and applicants must be at least 24 years old, have a minimum of three years' postgraduate managerial/professional experience and be able to demonstrate career progression.

Applicants who hold non-degree/professional qualifications, are expected to have at least five years' varied management/professional experience with demonstrable career progression.

Candidates with no formal qualifications require extensive and varied managerial/professional experience of 10 years or more, with sustained career progression.

Strong verbal reasoning and numerical abilities are critical for the MBA and we may ask for a GMAT result (min 600).

Candidates will be interviewed.

Contact

t: +44 (0)141 553 6119
e: sbs.admissions@strath.ac.uk

Business & Management

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

The programme is accredited by the Association of MBAs as a Pre-Experience Masters in Management

Experience a broad, yet specific exploration of general management

Develop skills in management theories and practices

COURSE STRUCTURE

Compulsory Classes

- Professional Management Practice
- Analytical Support for Decision-making
- Managing People in Organisations
- Leadership for Change and Innovation
- Managerial Accounting
- Marketing Management
- Business Operations
- Finance and Financial Management
- Business Strategy
- Managing Innovation
- Consultancy in Practice
- Project Methodology

Optional Classes (two to be chosen)

- Global Operations Strategy
- Project Management
- Managing in Europe (at Toulouse Business School, France)
- New Venture Creation
- Brand Management & Strategy
- Blockchain in Technology Services
- Strategic Financial Management
- Service Operations Simulation
- International Trade Theory and Policy
- Managing Talent and Succession Planning
- Family Enterprise

Project

The project provides the opportunity to apply your learning to a practical situation with an organisation.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in a non-business or management-related subject.

International Management

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Develop the knowledge and skills required by international managers and leaders to operate in a global environment

Benefit from a practical focus on managing and leading in various organisational settings

COURSE STRUCTURE

Compulsory Classes

- Professional Management Practice
- Managing Across Cultures
- Managing People in Organisations
- Marketing Management
- Global Business Environment
- Finance and Financial Management
- Project Methodology
- Business Strategy
- International Entrepreneurship
- Consultancy in Practice

Optional Classes (two to be chosen)

- Global Operations Strategy
- Project Management
- Managing in Europe (at Toulouse Business School, France)
- New Venture Creation
- Brand Management & Strategy
- Blockchain in Technology Services
- Strategic Financial Management
- Service Operations Simulation
- International Trade Theory and Policy
- Managing Talent and Succession Planning
- Family Enterprise

Project

The project provides the opportunity to apply your learning to a practical situation with an organisation.

DURATION OF PROGRAMME

MSc: 12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in business or management, or a non-business degree, plus work experience in international trade or business.



The MSc in Business & Management has exceeded my expectations so far – the broad scope of the course keeps it dynamic whilst the variety of teaching methods keep things interesting. The group work assessments have been particularly valuable. Working together with fellow students from different cultures, backgrounds and experiences has really enhanced my understanding of the true workplace environment, teamwork and communication.”

Rebecca O'Toole,
MSc Business & Management

Department of Work, Employment & Organisation

RESEARCH DEGREES

MRes, MPhil, PhD, DBA

Contact for Research Degrees
e:weo-pgr@strath.ac.uk

TAUGHT COURSES

Human Resource Management (full-time/part-time)
International Human Resource Management

Contact for Taught Courses

SBS Student Recruitment and Marketing Unit
t: +44 (0)141 553 6116/6105/6117
e: sbs.admissions@strath.ac.uk

The Department of Work, Employment & Organisation has a broad focus on human resources, organisational behaviour and industrial relations. We undertake research in a range of international and UK public, private and voluntary sector organisations. The Scottish Centre for Employment Research, one of the UK's leading contributors on workplace innovation, sits within the Department, as does the editorship of three leading international journals – *New Technology, Work and Employment*, *Employee Relations*, and the *Human Resource Management Journal*. The Department is a Chartered Institute of Personnel and Development (CIPD) Approved Centre and provides programmes leading to professional membership of CIPD.

Research Areas

Skills, labour power and workplace innovation

Research focuses on how work is organised and the kind of skills required by employers. Current themes include:

- skill ecosystems and occupational change
- skill utilisation, conversion and mismatch
- HR development and training, recruitment and selection
- employability, under-employment
- education, work, career transitions

Regulation and restructuring of employment relations
Changing managerial regimes is a focus of our research, with a particular emphasis on issues such as employee participation and voice, union bargaining strategies and the management of performance and its effects on employee wellbeing. Current projects include:

- global value and commodity chains
- patterns of labour migration
- performance management
- lean working
- new managerial regimes in social care
- work reorganisation control and wellbeing
- union strategies and organising, industrial relations disputes

Labour market disadvantage

Changes in employment and industry restructuring is a new focal point for our research. Project themes include:

- young people and work
- gender, careers and occupational segregation; monitoring of equal opportunities
- precariousness and insecurity
- migrant divisions of labour

New and contested technologies at work

Themes include:

- social media, uses and abuses
- technology, sustainability and green jobs
- technological and organisational change, impacts on occupational boundaries

Work, health and wellbeing

Research includes studies on employee experiences of, and attitudes towards, changing forms of work and management; employee involvement and participation; occupational health and safety; work-life boundaries; and experiences of unemployment and return to work. Current project themes include:

- sickness absence, presenteeism and employer practice
- work intensification, job strain and stress
- shiftwork, occupational safety behaviour and climate
- psychology of risk and trust in high-hazard/safety critical organisations
- ageing workforce, extending working life, health and capability

Human Resource Management

MSc (full-time)

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Combine theory and practice in the study of organisations and the management of work

Suitable for those preparing for a career in HR

Gain professional membership of the Chartered Institute of Personnel and Development

Opportunity to undertake a project placement

COURSE STRUCTURE

Compulsory Classes

- HRM in a Business Context
- Contemporary Employee Relations
- Leading, Managing and Developing People
- People Resourcing
- Critical Issues in HRM
- Employee Reward
- Business Skills

Optional Classes (one to be chosen)

- Labour and Diversity in a Global Context
- Managing HR in Multinationals
- SBS Spring School

Integrated Dissertation and Research Report

The Integrated Dissertation and Research Report provides an opportunity to analyse a live human resources issue in an organisation. This enables you to put into practice the knowledge and skills you have developed throughout the programme. The Department has a network of HR professionals and assistance can be given by the Department to gain access to an organisation. If access to an organisation is unavailable, you will use a case study approach.

DURATION OF PROGRAMME

12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in social science or a business-related subject.

Human Resource Management

MSc/PgDip (part-time)

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Develop an advanced level of knowledge related to HR

Suitable for HR professionals or line managers with people management within their role

Gain professional membership of the Chartered Institute of Personnel and Development

COURSE STRUCTURE

Compulsory Classes (Year 1)

- HRM in a Business Context
- Leading, Managing and Developing People
- People Resourcing

Compulsory Classes (Year 2)

- Critical Issues in HRM
- Employee Reward
- Contemporary Employee Relations

In addition, one optional class is chosen (see left for list).

Management Research Report

PgDip: you complete a 7,000-word Management Research Report, on an HR issue within their place of work.

Integrated Dissertation and Research Report

MSc: you complete an Integrated Dissertation and Research Report, also based on a live human resources issue and usually based within their place of work.

MSc (post-diploma)

Following the Postgraduate Diploma, you may continue to the MSc, participating in a series of research methods workshops and completion of a 15,000-word dissertation.

DURATION OF PROGRAMME

PgDip: 24 months part-time; MSc: 24 months part-time
MSc (post-diploma): additional 12 months part-time

ENTRY REQUIREMENTS

MSc/PgDip: First degree or equivalent, plus HR or management experience; other qualifications may be considered

MSc (post-diploma): PgDip in HRM from Strathclyde or equivalent CIPD-approved qualification from another UK university. Candidates with a CIPD-awarded advanced qualification may also be considered.

International Human Resource Management

MSc

WHY STUDY THIS PROGRAMME AT STRATHCLYDE?

Understand how multinational organisations can best mobilise a culturally-diverse workforce

Prepare for an HR career in global organisations

Gain professional membership of the Chartered Institute of Personnel and Development

Opportunity to undertake a project placement

COURSE STRUCTURE

Compulsory Classes

- HRM in a Business Context
- Global Staffing
- Leading, Managing and Developing People
- Comparative Employment Relations
- Labour and Diversity in a Global Context
- Research Methods for HR Professionals
- Critical Issues in HRM
- Managing HR in Multinationals

Optional Classes (two to be chosen)

- Employee Reward
- People Resourcing
- Employment Issues and the Law
- SBS Spring School

Integrated Dissertation and Research Report

The Integrated Dissertation and Research Report provides an opportunity to analyse a live human resources issue in an organisation. This enables you to put into practice the knowledge and skills you have developed throughout the programme. The Department has a network of HR professionals and assistance can be given by the Department to gain access to an organisation. If access to an organisation is unavailable, you will use a case study approach.

DURATION OF PROGRAMME

12 months full-time

ENTRY REQUIREMENTS

Minimum second-class honours degree or overseas equivalent, in any subject.



Studying Global Energy Management allowed me to analyse various energy markets from a different perspective. The course gave me a well-rounded understanding of the energy industry and my thoughts on future trends – this stood me well I think, particularly in preparing for job interviews.”

Penny Leake,
MSc Global Energy Management

the place of useful learning

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