

MSc Business

A MSc programme is made up of 90 ECTS. This is the structure of the modules available.

Non-business graduates take the core 45 ECTS plus concentrations marked with a * and those marked with ** subject to the content of their degree. Modules without a mark are only open to graduates with an undergraduate degree in Business.

Core modules (45 ECTS)

Semester 1: Career Planning & Development (10 ECTS)

Semester 2: Actionable Insights through Research (5 ECTS)

Semester 3: Introduction to Sustainability (5 ECTS) plus Summer Pathway (25 ECTS).

Summer pathway is either Business Consulting Project (25 ECTS); Dissertation (25 ECTS); Placement (25 ECTS -full time mode only) or Specialist Finance Pathway (25 ECTS).

Concentration (20 ECTS) and Optional (25 ECTS across semesters 1 and 2) Modules

Business Analytics Concentration**

Semester 1: Principles of Business Analytics plus 10 ECTS of options from Semester 1 Groups 3 and 4

Semester 2: Analytics Live plus 15 ECTS from Semester 2 Groups 1 and 4

Digital Marketing Concentration**

Semester 1: Digital Campaign Strategy & Management plus 10 ECTS of options from Semester 1 Groups 2 and 3

Semester 2: Marketing Live plus 15 ECTS of options from Semester 2 Groups 1 and 4

Digital Transformation Concentration*

Semester 1: Digital Technology Governance plus 10 ECTS of options from Semester 1 Groups 1 and 3

Semester 2: Disruptive & Emerging Technologies (Semester 2) plus 15 ECTS of options from Semester 2 Groups 1 and 3

Finance Concentration**

Semester 1: Corporate Finance & Valuation plus 10 ECTS of options from Semester 1 Groups 1 and 3

Semester 2: Finance Live plus 15 ECTS of options from Semester 2 Groups 2 and 3

International Business Concentration

Semester 1: International Business plus 10 ECTS of options from Semester 1 Groups 3 and 4

Semester 2: International Business Live plus 15 ECTS of options from Semester 2 Groups 1 and 4

Management Concentration*

Semester 1: People, Organisations & Society and Strategic Management plus 10 ECTS from Semester 2 Group 2

Semester 2: Marketing plus 15 ECTS from Semester 2 Groups 1 and 4

Strategic Marketing Concentration

Semester 1: Digital Marketing Communications and Data-driven marketing plus 10 ECTS from Semester 1 Semester 1 Group 4

Semester 2: Marketing Live plus 15 ECTS from Semester 2 Groups 1 and 4

Strategy Concentration

Semester 1: Strategic Management: Tools & Concepts plus 10 ECTS from Semester 1 Groups 1 and 3

Semester 2: Strategy Live plus 15 ECTS of options from Semester 2 Groups 1 and 4

2023/24 Range of Optional Modules

This is the current set of optional modules available across all concentrations Note that only one module can be taken from each group.

Semester 1.

Group 1 (one of)

Principles of Business Analytics (10 ECTS)**

Digital Business (5 ECTS)*

Applied Financial Econometrics (5 ECTS)**

Group 2 (one of)

International Business (10 ECTS)*

Digital Marketing Communications (5 ECTS)

Group 3 (one of)

Data-Driven Marketing (5 ECTS)

Strategic Management (5 ECTS)

Innovation (5 ECTS)

Asset Pricing & Portfolio Management (10 ECTS)**

Group 4 (one of)

People Organisations and Society (5 ECTS)*

Digital Campaign Strategy & Management (10 ECTS)**

Cross-Cultural Management (5 ECTS)

Strategic Management: Tools & Concepts (10 ECTS)

Corporate Finance & Valuation (10 ECTS)**

Semester 2

Group 1 (one of)

Predictive Analytics (5 ECTS)**

Financial Management (5 ECTS)*

Advanced Derivatives (10 ECTS)**

Managing the MNE (5 ECTS)

Managing Social Media (5 ECTS)

International Sales Management (5 ECTS)

Group 2 (one of)

Actionable Insights through Research (5 ECTS)*

Group 3 (one of)

Marketing (10 ECTS)* – not available to Digital marketing or Strategic Marketing concentrations

Financial Risk Analysis (10 ECTS)**

Group 4 (one of)

Disruptive & Emerging Technologies (10 ECTS)*

Global Operations & Supply Chain Management (10 ECTS)*

Search Marketing, Analytics & Measurement (10 ECTS)

Leadership (10 ECTS)