

MSc Management

Full-time suite of programmes

Bring your own ideas of effective management
to the global boardroom table

ABOUT BIRMINGHAM CITY UNIVERSITY

Birmingham City University is one of the most vibrant universities in the UK. Students are attracted from all backgrounds, from across the region, the UK and the rest of the world – with significant numbers from the Far East, Africa and the Indian subcontinent.

Teaching and learning remain our core business, producing graduates that are ready for the modern workplace. This is achieved by our 'learning by doing' approach which encourages students to get involved in real-life projects and encourages teaching staff to remain engaged with industry by working closely with employers.

ABOUT BIRMINGHAM CITY BUSINESS SCHOOL

Whether you've taken your first steps in a business career, or have a good degree but want to focus your knowledge into a specific field, Birmingham City Business School (BCBS) offers a wide range of flexible full-time and part-time postgraduate courses, research degrees and professional short courses that help you go further.

BCBS is internationally recognised and is carving out a niche reputation as a leading practice based Business School. There are approximately 100 full-time members of academic staff as well as a significant number of associates and visiting professors from industry who contribute to programme delivery – making the academic experience as enriching as possible.

The School has close working relationships with employers and major professional bodies to ensure that programmes are leading edge and delivering graduates able to make a mark in their chosen career.

EMPLOYMENT OPPORTUNITIES

Many students on the MSc Management Programmes have chosen to study at postgraduate level because of a need for higher level qualifications to enter their chosen career, or because they want to change career direction.

The programmes of study will give you the opportunity to develop higher level skills and can increase your marketability to employers. Employers recognise the value of the analytical and research skills developed during the investigation for your dissertation as very useful.

Graduates have obtained employment in management positions or set up their own successful businesses.

Industries in which BCU students are employed in important managerial positions include land management (Kenya), consultancy (UK), manufacturing (China), teaching (India, UK, Sri Lanka), HR (Germany), finance (Canada), research (UK) and insurance (France).



THE MSc MANAGEMENT SUITE OF COURSES

The MSc Management suite of courses consists of a number of core modules. The suite of modules builds the students' expertise of managing in the globalising world, developing skills and techniques to propel the manager into a satisfying career.

The suite, during Stage One, builds the core of universal requirements of management: finance, marketing, and operations as well as the all-important development of you as a practising manager through the Enhancing Business and Management Skills module.

At Stage Two (Diploma), you continue your development into the tools for the 21st century by studying International Strategic Management; teaching you how to exploit the advantages offered by globalisation. No company is complete without innovation, no economy without its entrepreneurs; so we develop skills in your Entrepreneurship and Innovation course: how to develop your ingenuity by starting your own company or applying it to a company already established. Our course has already established entrepreneurs in UK, Kenya, China, Canada, Zimbabwe and India.

You also begin your pathway studies at Stage Two. To bring you the skills that you need to manage in your chosen pathway we work with you to learn the tools and techniques that you will need for team leadership. Those who join us in September can choose from the following pathways, subject to demand. For those who join us in January, you may select either the Finance or the International Business pathway. Students choosing the 12 month full time course starting in September can choose either the International Business pathway, the Marketing pathway or the Finance pathway. If you select the 18 month version, we can only offer the International Business pathway.

All Business Schools are good at teaching about the past: we in BCBS are unique in Stage Three core study of Managing for the Future; exploring what will it bring you; and what your management environment will be.

MSc MANAGEMENT AND MARKETING

Marketing is a very practical study area. No business makes a profit without a customer so studying for the MSc Management and Marketing places you at the very centre of corporate strategy and application. In Stage Two you continue your development of Stage One skills through the study of Brand and Communications. You also study International Marketing Strategy. At Stage Three these combine with a practical topic of Marketing in Practice. You also have the opportunity to become involved in an on-going live research project by gathering data, analysing it and making recommendations. Your research dissertation completes a period of self actualisation in which you solve a major research issue of importance to your discipline.



MODULES

Stage One: Marketing Management, Managerial Finance, People in Organisations, Operations Management, Enhancing Business and Management Skills.

Stage Two: Entrepreneurship and Innovation, International Strategic Management, International Marketing Strategy, Enhancing Business and Management Skills (continuation), Brand and Communications.

Stage Three: Enhancing Business and Management skills (continuation), Managing for the Future, Marketing in Practice, Dissertation.



MSc MANAGEMENT AND FINANCE

At Stage Two you study in depth the Principles of Modern Finance in the modern corporate environment. This Stage also includes the internationalisation of finance regulations and practice as well as its application through the International Financial Strategy Course.

Stage Three enhances your skills in the knowledge of financial management by strengthening your knowledge of the security of a company through its portfolio of financial instruments (Security Analysis and Portfolio Management). An opportunity exists to hone your skills in a live NASDAQ situation demonstrating your capability to companies and other universities alike. You also complete your research dissertation which is an investigation into a topic of interest to you and to a future employer.

MODULES

Stage One: Marketing Management, Managerial Finance, People in Organisations, Operations Management, Enhancing Business and Management Skills.

Stage Two: Entrepreneurship and Innovation, International Strategic Management, Principles of Modern Finance, International Financial Strategy.

Stage Three: Enhancing Business and Management Skills (continuation), Managing for the Future, Security Analysis and Portfolio Management, Dissertation.



MSc MANAGEMENT AND INTERNATIONAL BUSINESS

No company can ignore globalisation. Your International Business pathway enables you to take your place in any company and to advance its situation in the international marketplace.

At Stage Two you embark on your two core modules, International Strategic Management and Entrepreneurship and Innovation which are essential to any global business. You then complete your Stage Two by studying International Operations Management Strategies and International Marketing Strategy.

At Stage Three you take on the mantle of a global manager and study the management issues surrounding multiculturalism through your Cross-Cultural Management Module. Your research dissertation completes the Stage Three study.

MODULES

Stage One: Marketing Management, Managerial Finance, People in Organisations, Operations Management, Enhancing Business and Management Skills

Stage Two: Entrepreneurship and Innovation, International Strategic Management, International Marketing Strategy, International Operations Management Strategies and Enhancing Business and Management Skills (continuation.)

Stage Three: Enhancing Business and Management Skills (continuation), Managing for the Future, Cross Cultural Management, Dissertation.



WHAT NEXT?

- Take a look at our website www.bcu.ac.uk/bcbs and find out more about us and our courses – you may find that some of our courses offer a choice of full- or part-time study and, sometimes, the opportunity to start a course in January/February as well as the traditional September start.
- Visit us – every year the University holds Open Days throughout the year. These give you the opportunity to talk to staff and students in person and have a tour round.
- Visit us virtually by registering for one of our online chat events and joining in the conversation – details of the latest events can be found at www.bcu.ac.uk/pgevents
- Make an application. Applications can be made using the online form. A link to the postgraduate application form is on all course profiles on our website www.bcu.ac.uk/bcbs

ENTRY REQUIREMENTS

The entry requirements for these courses include:

- An honours degree of a British university or equivalent institution (minimum 2:2). For 18-month version, a third-class honours or ordinary degree.
- An equivalent graduate level qualification from an overseas university or equivalent institution (minimum 2:2). For 18-month version, a third-class honours or ordinary degree.
- A pre-master's programme approved by Birmingham City University

Other qualifications will be considered on a case by case basis. Further details on entry requirements may be found on individual course profiles on our website www.bcu.ac.uk/bcbs

SPECIFIC REQUIREMENTS FOR INTERNATIONAL STUDENTS

International students must be able to provide satisfactory evidence of a level of attainment in English Language commensurate with study at Master's level in the University. In most cases, this will be a minimum TOEFL score of 575 or a minimum IELTS score of 6.0 average. A whole section of the University website is dedicated to the needs of international students. Should you want to find out more or complete the International Enquiry form, please visit www.bcu.ac.uk/international.

CONTACT US/FIND OUT MORE

For further course specific information please visit the following websites:

MSc Management and Finance: www.bcu.ac.uk/manfin

MSc Management and Marketing: www.bcu.ac.uk/manmark

MSc Management and International Business: www.bcu.ac.uk/ib

Or contact us directly:

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