



# School of Business and Management

## Postgraduate Studies



ROYAL  
HOLLOWAY  
UNIVERSITY  
OF LONDON

# Business and Management

We are an intellectually rigorous, research-led and AACSB-accredited School of Business and Management, highly ambitious for the success of our students and staff. We support today's graduates to become tomorrow's business leaders, by offering a truly international learning experience to reflect the global nature of modern business.

## Profile

Our first-class reputation for internationally excellent and cutting-edge research, coupled with the extensive industry experience of our academics from around the world, feeds directly into our postgraduate degrees.

Our degrees combine academic knowledge with practical insights into international business, providing you with knowledge, skills and expertise to progress your career.






Business and Management students on their presentation day

## Courses

MA Consumption, Culture and Marketing  
MA Marketing  
MSc Accounting and Financial Management  
MSc Business Analytics  
MSc Digital Innovation and Analytics  
MSc Digital Marketing  
MSc Entrepreneurship and Innovation  
MSc Entrepreneurship and Innovation with a Year in Business  
MSc Human Resource Management  
MSc International Business Management

MSc International Business Management (Marketing)  
MSc International Business Management (Strategy and Leadership)  
MSc Logistics and Supply Chain Management  
MSc Sustainability and Management  
MPhil/PhD

## Follow us

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“I really liked the community feeling when I arrived here, as it was on a really nice campus and it felt like a very close-knit community. I also enjoyed meeting people from all over the world because our cohort was so diverse!

The fundamental skills I learned during my time at Royal Holloway are invaluable to me, particularly teamwork, public speaking and leadership. All of those skills are things that I use on a daily basis and have helped me so much to succeed.”

**Nishka**

MSc Human Resource Management



**Tuition fees 2023/24**

See website for more details

**More course information and contacts**  
[royalholloway.ac.uk/courses](https://royalholloway.ac.uk/courses)

**More department information**  
[royalholloway.ac.uk/management](https://royalholloway.ac.uk/management)

## **MA Consumption, Culture and Marketing**

### **Egham campus, FT, 12 months**

This is an interdisciplinary degree course that draws together content and teaching from both marketing and sociology. It is aimed at individuals who want to think intellectually about the world, enjoy being challenged and are curious about business practice.

#### **Example modules**

- Consumers and brands
- Consumption research methods
- Marketing communications
- Arts marketing

## **MA Marketing**

### **Egham campus, FT, 12 months**

This degree caters for those with a keen interest in developing an intellectual understanding of the theories underpinning marketing concepts and processes. You will build a sound knowledge and understanding of the contemporary issues relating to marketing, consumers and culture. This is a research-led course, based on contemporary theory and case material.

#### **Example modules**

- Marketing – a critical introduction
- Consumers and brands
- Introduction to marketing concepts
- Digital media marketing
- Marketing communications

## **MSc Accounting and Financial Management**

### **Egham campus, FT, 12 months**

This course develops your understanding of the theory and practice of accounting and financial management. You will study financial accounting, management accounting, financial management and other important topics in accounting and finance.

#### **Example modules**

- Financial accounting and reporting
- Foundations of financial management
- Management accounting for decision-making
- Topics in finance and investment management
- Sustainability and accounting

## **MSc Business Analytics**

### **Egham campus, FT, 12 months**

New for 2023, this course provides students with cutting edge and high demand digital skills from industry leading software systems, to make real-world analytical business decisions.

You will develop several areas including research, writing, story-telling, problem solving, teamwork, to help bring interpreted data to life, to provide solutions to modern-day business problems.

#### **Example modules**

- Business intelligence and data analytics
- Machine learning and predictive analytics
- Data-driven storytelling: Marketing
- Business problem solving: Curiosity pod
- Cloud computing for business

## **MSc Digital Innovation and Analytics**

### **Egham campus, FT, 12 months**

This course will equip you with an in-depth understanding of how to integrate digital technologies such as mobile computing, enterprise systems, social media, and data analytics tools to innovate business practices.

#### **Example modules**

- Business intelligence and data analytics
- Consultancy in the digital era
- Digital business and innovation
- Leading online collaborations
- Social media and digital platforms

## **MSc Digital Marketing**

### **Central London, FT, 12 months**

Study our dedicated digital marketing degree course in the centre of London. You will gain a broad perspective of digital marketing, from digital branding and advertising to the consumer journey and metrics. The course teaches you how to create and analyse digital strategies, to make informed tactical and strategic decisions.

#### **Example modules**

- Digital brand storytelling
- Digital consumer in online culture
- Advertising in a digital era
- Search and metrics

## **MSc Entrepreneurship and Innovation**

### **Egham campus, FT, 12 months (with additional 12 months for Year in Business option)**

This degree course provides you with an in-depth understanding of entrepreneurship and innovation research, an appreciation of the impact of entrepreneurship and innovation and the processes and practices at every level. You will look at contemporary issues such as family business management, entrepreneurship and consultancy, and social entrepreneurship.

### Example modules

- Venture creation and financial planning
- Entrepreneurial marketing
- Family and small business management
- Business ethics and social entrepreneurship

### MSc Human Resource Management

#### Egham campus, FT, 12 months

This degree course will provide you with a rigorous analytical approach and overview of the major areas of human resources and employment relations policy.

You will examine how organisations learn, exchange knowledge and compete in a globalising knowledge-based economy. The course will also enable you to improve your social, communication and presentation skills.

### Example modules

- Principles of human resource management
- Organisational learning, knowledge and work
- Human resource management in global contexts
- Strategic human resource management
- Comparative human resource management

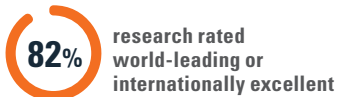
### MSc International Business Management

#### Egham campus, FT, 12 months

This course will provide you with a comprehensive understanding of organisations, their management and the environment in which they operate, and knowledge of how international marketing and information and operation management fit into the organisation and running of a company or multi-company corporation.

### Example modules

- Operation management
- Economics, finance and accounting
- Strategy and ethics in international business management
- Digital business and marketing



(Research Excellence Framework 2021)



INTERNATIONAL  
COHORT



### MSc International Business Management (Marketing)

#### Egham campus, FT, 12 months

This course is an intensive and rewarding programme, for ambitious and self-motivated individuals. It is ideal if you wish to pursue a postgraduate degree in general management and marketing with an international orientation and will prepare you to enter the competitive world of work.

### Example modules

- Marketing communications
- Economics, finance and accounting
- Strategy and ethics in international business management
- Digital business and marketing



The School of Business and Management's building

## MSc International Management (Strategy and Leadership)

### Egham campus, FT, 12 months

This new International Business Management pathway will allow you to gain a comprehensive and integrated knowledge and understanding of organisations, their management, approach to leadership and the environment in which they operate.

#### Example modules

- Leadership and business transformation
- Economics, finance and accounting
- Strategy and ethics in international business management
- Digital business and marketing

## MSc Logistics and Supply Chain Management

### Central London, FT, 12 months

Accredited by The Chartered Institute of Logistics and Transport and taught in central London, this

course will provide you with the knowledge and skills in logistics and supply chain management needed to make a significant contribution in an international marketplace. Advised by leaders from industry, this contemporary course equips you with the tools necessary to make future supply chains more sustainable, resilient and responsive in an increasingly digital and unpredictable world.

#### Example modules

- International logistics and supply chain strategy
- Digital supply chains
- Transport and network design
- Customer service and omni channel retailing
- Circular economy and sustainable supply chains

## MSc Sustainability and Management

This course is taught in partnership with the Department of Geography.



“The MSc Logistics and Supply Chain Management course has been both enjoyable and intellectually stimulating, with modules designed around modern business practises and industry challenges. Utilising traditional academic methodologies within industry focused topics and assessments, I feel equipped to enter the industry and challenge traditional approaches as I start my career.”

#### Alex

MSc Logistics and Supply Chain Management



MSc Digital Marketing students on a field trip to Tate Modern, London

### Research opportunities

We undertake agenda-setting research on management and organisation theory, policy and practice, addressing pressing cultural, social, economic and business challenges. We frequently collaborate with industrial and commercial research partners, as well as academic colleagues at other institutions (both in the UK and internationally) and in other departments at Royal Holloway.

Our research centres:

- Centre for Critical and Historical Research on Organisation and Society (CHRONOS)
- Digital Organisation and Society Research Centre (DOS)
- Centre for Research Into Sustainability (CRIS)

Our research theme groups include:

- Intercultural and international perspectives on management
- Knowledge and organisational learning
- Working life

This brochure was published in Autumn 2022 and the information given was correct at that time. It is intended primarily for those considering admission to Royal Holloway, University of London as postgraduate students in 2023/24. Occasionally it may be necessary for the University to vary the content and delivery of degree courses so we advise all applicants to refer to the website prior to making any application. Full terms and conditions of admission can be found at [royalholloway.ac.uk/admissionspolicy](http://royalholloway.ac.uk/admissionspolicy)

### Your future career

Our postgraduate business and management degrees can help grow your employability for success throughout your chosen career. Accredited by the Association to Advance Collegiate Schools of Business (AACSB), this means your qualification is recognised in industry, giving you a competitive edge when applying for jobs.

As well as employability-focused teaching, we also have dedicated support through our Careers Services including CV support, interview training and one-to-one consultations.



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