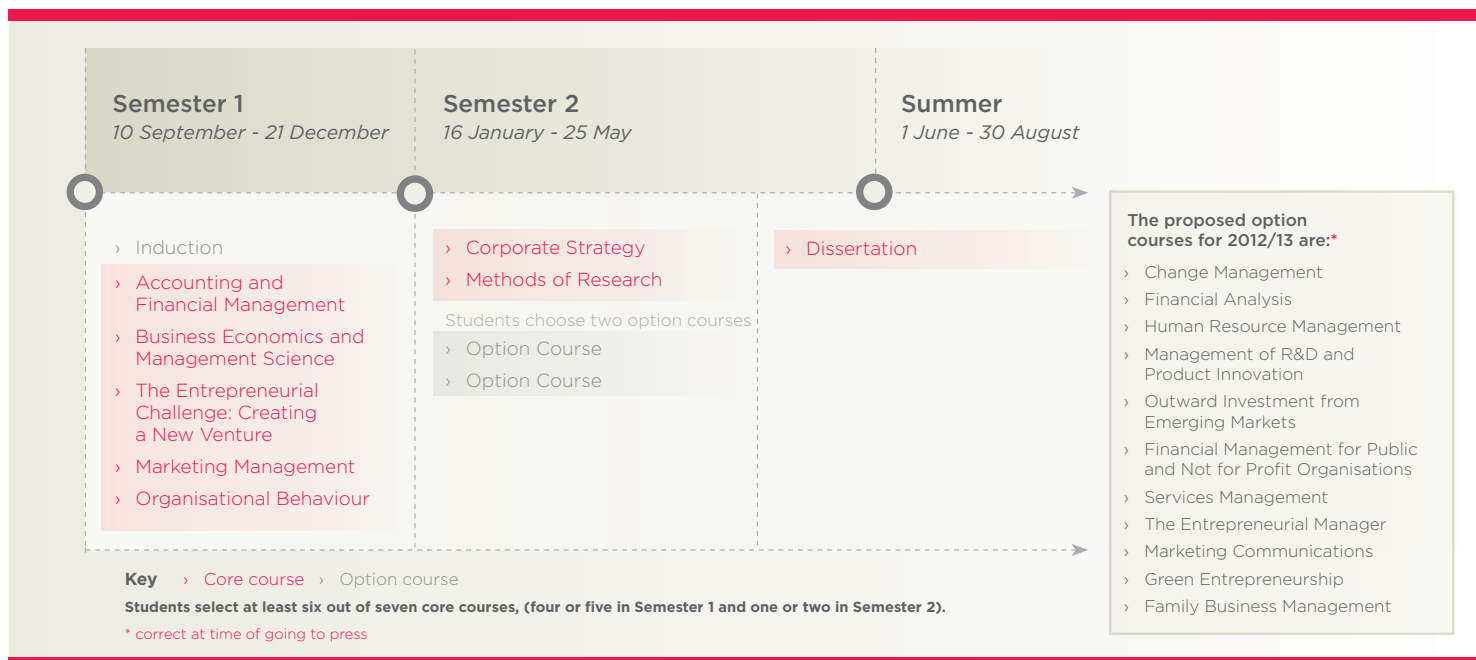


MSc in Management

Programme Structure



Details of core courses

Organisational Behaviour

Organisations are collections of individuals, where each individual is allocated a set of tasks aimed at facilitating the attainment of the organisation's goals. Designing those tasks and motivating organisational members to perform them well is a fundamental responsibility of all managers. Organisations are also structural configurations, and decisions on the location of jobs and people within the organisation's structures are commonly linked with successful organisational performance. The management of people and organisational processes are clearly strategic issues. This course aims to provide students with an understanding of the complex processes of social interaction that organisations represent.

Accounting and Financial Management

This is an introductory course on accounting and finance with a particular emphasis on understanding accounting information and financial management. Its objective is to provide the accounting and financial background desirable for any intending business manager, and an introduction to those analytical tools necessary to understand the financial management of an organisation and the interrelationship between the organisation's accounting results, financing and valuation. Specifically we focus on the following topics: the accounting process, basic accounting statements and their interpretation, capital investment decisions, firm valuation, cost of capital, dividend policy and capital structure.

Business Economics and Management Science

The objectives of the course are to give students both knowledge and understanding of selected key concepts in business economics and management science and the

knowledge to understand when these concepts may be useful to make decisions. The basic skills to implement these techniques will also be developed. The knowledge and skills developed in this course are essential for an understanding of very important factors which impinge substantially on business decisions and for making decisions to optimise profit when faced with particular constraints: the manager's basic problem. This knowledge and these skills are not taught elsewhere in the course and complement other courses. They will provide deeper understanding of some of the concepts discussed elsewhere and will develop particular ways of thinking and of analysing decisions which will complement those covered in other courses.

Marketing Management

The purpose of this course is to provide students with an introduction to marketing both as an academic discipline and as a managerial activity. Academically, the objective of the course is to provide a grounding in the core theories, concepts and frameworks that have been developed to understand and explain marketing phenomena, and to offer the opportunity for critical reflection on these. In terms of a managerial activity, the course aims to furnish students with an appreciation of, and critical reflection on, the concepts, frameworks, tools and techniques that can be employed in the management of marketing activities. The course is also designed to act as a broad-based introduction to marketing in preparation for specialist marketing options offered later in the programme. It assumes no prior studies or training in marketing.

Corporate Strategy

Corporate Strategy is concerned with what a business is trying to achieve and how it will try to do so. This course

integrates other knowledge from both your previous learning and experience and your other courses on the MSc programme with these concerns. These questions we ask in strategy often appear simple, but the answers can be very complex. Similarly, the concepts that we use often appear very straightforward, but they are, in practice, difficult to apply. There is rarely a right answer, but there are often many unconvincing and unpersuasive ones. As someone who we hope will be engaging in persuading others about what the strategy of an organization should be, you will need to have a view, and an argument that will persuade others. By the end of this course, you should be able to engage in such an argument, and do it well.

The Entrepreneurial Challenge: Creating a New Venture

The aim of the course is to enhance participants' understanding of the role of the entrepreneur in the new venture creation process and develop their capabilities to recognise, assess and articulate new venture opportunities; to understand the resources required to underpin venture development and growth; and know from where and how to access these resources. The course also seeks to help participants to develop a greater awareness of their personal goals, motivations, strengths and limitations in the context of venture creation and growth, particularly in the context of forming new ventures or joining a new young venture.

Methods of Research

This course is divided into three parts: 'undertaking postgraduate research' 'qualitative analysis' and 'quantitative analysis'. It is designed to provide students with an overview of the scholarly conventions on research in social sciences in general, and management studies in particular, and the role of qualitative and quantitative research in such research. It also aims to provide students with the practical skills in designing their research projects for their dissertations.

Dissertation

The student will conduct a piece of original research over the summer block. Various types of dissertation are acceptable. A dissertation may be a critical review of literature or a piece of empirical research or both. Examples of the aims of the dissertation are: to give the student the opportunity to practise and gain confidence in the use of skills which s/he has acquired in the preceding courses; to provide an opportunity to study a particular topic in depth.