

MASTERS PORTFOLIO

2022/23



MAKE IT
EDINBURGH



UNIVERSITY OF EDINBURGH
Business School

business-school.ed.ac.uk

OUR MASTERS PORTFOLIO

The Edinburgh Experience

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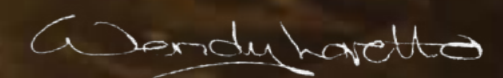
WELCOME

As one of the leading business schools in Europe, at one of the world's best universities, we have achieved an enviably high quality of teaching and research, as well as a natural connection to business. What really sets us apart however, is a willingness to look beyond accepted business thinking, to create debate and spark new ideas.

Edinburgh is a leading international centre for business and finance. It's also a beautiful, inspirational city. And, here in the University of Edinburgh Business School, you have a School that is right at the heart of the city, at the heart of business.

Not only is the Business School part of a University that is ranked 16th in the QS World University Rankings (2022), but it also holds triple accreditation from AACSB, EQUIS and AMBA. Triple accreditation underscores the quality of everything we do from our teaching to our research and has been awarded by three of the most highly regarded business accreditation bodies. In today's challenging business world it is imperative that students equip themselves with the knowledge and skills that are in demand not just today but into the future. We believe our portfolio of Masters are at the forefront of the latest ideas and techniques that will assist the business world.

If you'd like to find out more about the School or our programmes, simply email futurestudents@ed.ac.uk and we will help you with your enquiry. Or, better still, come and visit us yourself. I think you'll be suitably inspired.



Wendy Loretto
Dean of the Business School

A thriving European capital city, Edinburgh blends history, culture and a world-class arts scene with the entrepreneurial energy and fresh thinking you'd expect from the UK's second-largest financial centre. Easy to reach and well connected to Europe and beyond, it's no surprise that for generations creative thinkers have made Edinburgh their home.

EDINBURGH

A CITY WITH SPARK

A capital with character

A UNESCO World Heritage Site, Edinburgh's medieval skyline and Georgian architecture characterise much of the city. Despite its status as a thoroughly contemporary capital, here is a city whose centre is home to a royal palace, an extinct volcano and a truly iconic cliff-top castle.

Bursting with life, Edinburgh boasts four universities, major international arts festivals and a host of galleries, theatres and concert halls. People from all over the world have settled here – a fact celebrated by the strong ethnic flavour of the city's restaurants, bars and cafés.

A walk in the bustling heart of Edinburgh is a walk of contrasts and surprises. Edinburgh brings all the advantages of a major European capital, yet ours is a manageable city whose compact centre rewards exploration.

A country to discover

Within just a few miles of the Business School await East Lothian's beaches, villages and famous golf courses. The town of St Andrews in Fife, the game's birthplace, is less than two hours from Edinburgh.

Further afield, Scotland, authentically one of Europe's last great wildernesses, delights the inquisitive with mountains, lochs, wildlife and seven thousand miles of stunning coastline. Combined, they result in a breathtaking natural backdrop for activities including hiking, mountain biking, surfing and kayaking.

A city with spirit and spark

An entrepreneurial spirit engulfs Edinburgh and is evidenced by a prosperous and diverse economy, leading-edge research and a healthy local, national and international business community. Central to this dynamic mix, the University of Edinburgh Business School offers a learning environment that is every bit as stimulating and progressive.

A pioneering city

At the University of Edinburgh the UK's most powerful computer helps drive a vibrant biosciences sector. The search for renewable energy finds a focus here too, and several global financial institutions – banks, insurance companies, investment houses and brokers – are headquartered in the city. It's the ideal location for the School's unique approach to strategic leadership.

A place of inspiration

With so much innovation, research and collaboration going on, it's natural that the city attracts the world's leading thinkers and business people. The School is perfectly placed to both contribute to first-rate research and thinking, and to connect with those working at the very top of their sectors. Guest speakers regularly present to our students, engage in debate with our faculty and lead our aspiring entrepreneurs by example. It's engagement that has paid dividends; year-on-year the University has inspired and supported a record number of business start-ups.

Edinburgh is a city of influence too; as the seat of the Scottish Parliament the city provides access to the Civil Service, public sector and government organisations.

1M

The city's 500,000 population exceeds one million during the peak of the festival season in August

FOUR FACTS ABOUT EDINBURGH

01

Edinburgh is regularly voted as one of the most desirable places to live and visit

02

Edinburgh's Hogmanay is one of the world's greatest New Year party celebrations

03

A year-round festival city, Edinburgh is home to festivals celebrating theatre, film, books, arts and science

04

Edinburgh is the UK's second largest financial centre and home to the Scottish Parliament

The University of Edinburgh

Granted its Royal Charter in 1583, the University of Edinburgh, of which we are a key part, is one of the oldest in the United Kingdom. More than 200 years ago its central role in the Scottish Enlightenment helped create a bright new reason-based approach to the human condition. Today that legacy inspires a modern, forward-looking institution, world-class academics and more than 40,000 students from across the globe who have chosen to study in Edinburgh.

Facilities for 21st century learning

Throughout the University campus you will find an inspiring mix of historical buildings alongside more contemporary environments that are purpose-built with studying, learning, networking and relaxing in mind. New facilities like our award-winning Edinburgh Centre for Carbon Innovation sees the University joining partners across government, business and communities to help drive policy, innovation and solutions. We are currently converting a historical building in the Quartermile area of the city which will be opening in 2021/22 – Edinburgh Futures Institute. The aim is for the Institute to spark new connections, internally and externally, to bring together people and organisations from across the University and beyond. The Business School has already launched its first Masters that incorporates the interdisciplinary nature of this initiative – the MSc in Finance, Technology, and Policy.

An approach that looks outwards

A global outlook demands established global connections. Across teaching and research activities we work with partners including universities in the USA, Canada, China, Australia and India in fields as diverse as e-science, life and medical sciences, engineering, and arts and culture.

A centre of excellence for teaching, research and innovation

Whether pursuing a degree, a Masters, MBA or PhD, our students are exposed to challenging ideas and inspired thinking. Ranked 16th in the 2022 QS World University Rankings, Edinburgh is home to some of the most influential academics in their fields.

Internationally recognised for first-rate research, development and innovation, the University belongs to the Russell Group of leading UK research-intensive universities. Alongside a commitment to robust academic research is a dedication to enterprise and entrepreneurship.

Writing the future since 1919

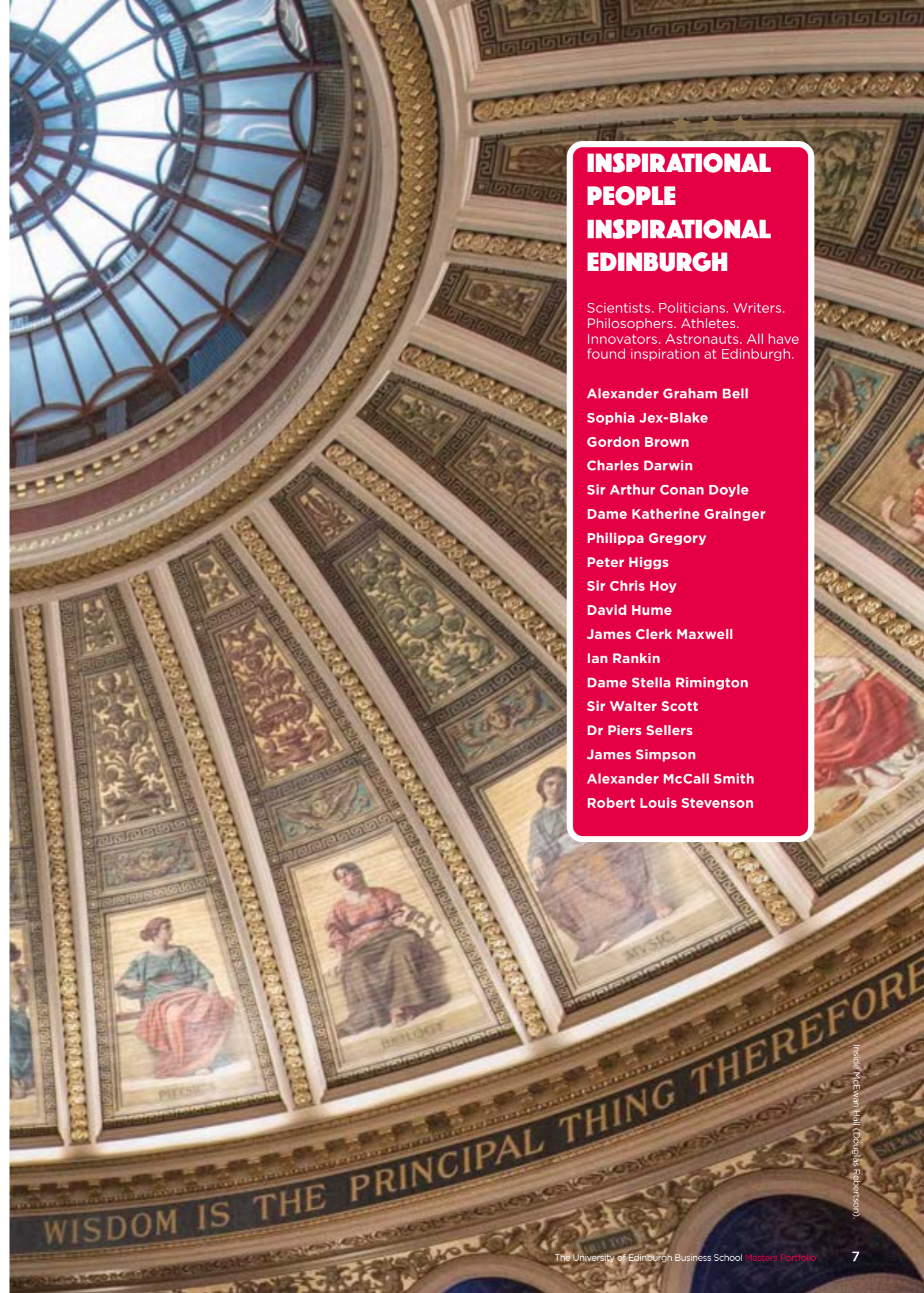
In 1919 our first business graduate Margaret Stevenson Miller walked through our doors. Her unique story shares the same spirit, determination, and business impact of those that followed her.

Read their stories at:
business-school.ed.ac.uk/writingthefuture

INSPIRATIONAL PEOPLE INSPIRATIONAL EDINBURGH

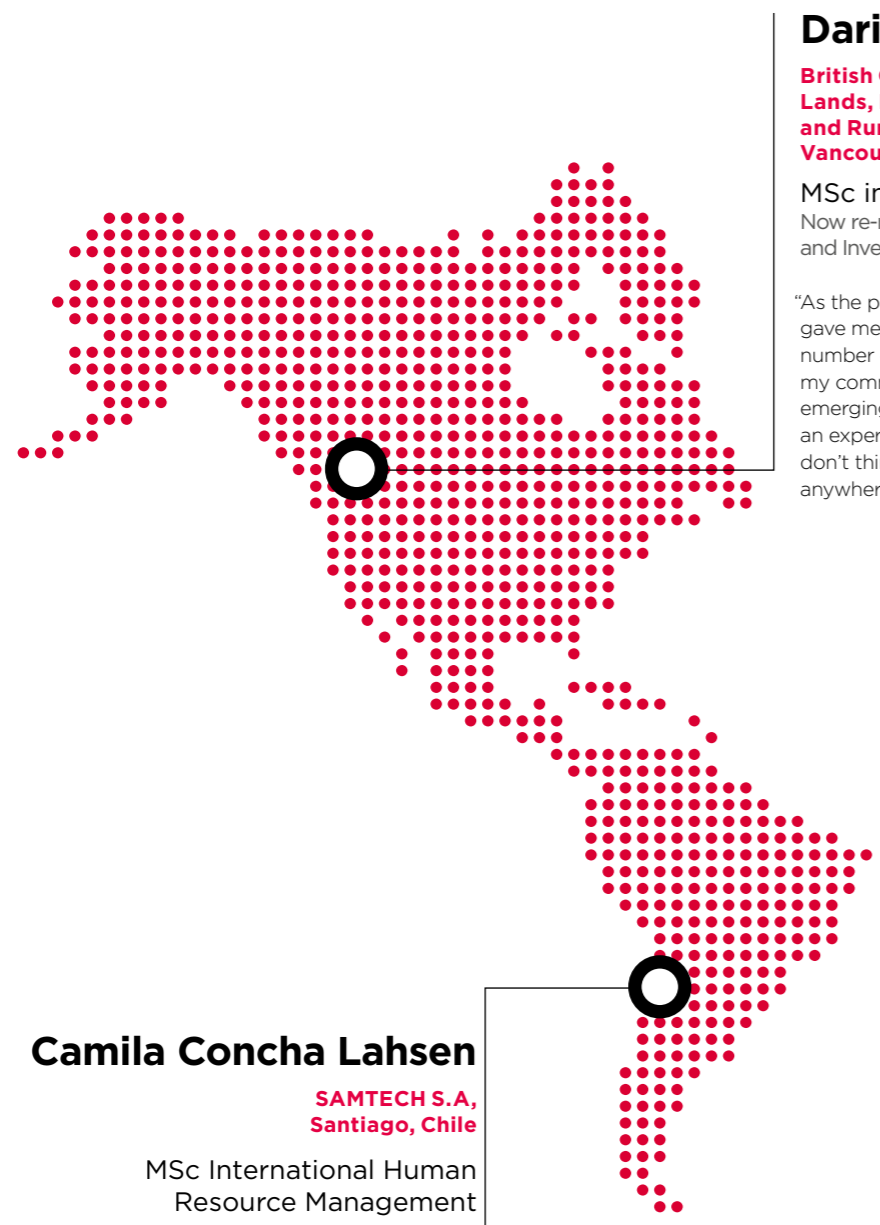
Scientists. Politicians. Writers. Philosophers. Athletes. Innovators. Astronauts. All have found inspiration at Edinburgh.

- Alexander Graham Bell
- Sophia Jex-Blake
- Gordon Brown
- Charles Darwin
- Sir Arthur Conan Doyle
- Dame Katherine Grainger
- Philippa Gregory
- Peter Higgs
- Sir Chris Hoy
- David Hume
- James Clerk Maxwell
- Ian Rankin
- Dame Stella Rimington
- Sir Walter Scott
- Dr Piers Sellers
- James Simpson
- Alexander McCall Smith
- Robert Louis Stevenson



An International Network

Our Business School alumni network is over 18,000 members strong. Our graduates work in a wide variety of destinations across the world so wherever you find yourself working in your future career, we will link you up to a like-minded network of professionals.



Camila Concha Lahsen

**SAMTECH S.A,
Santiago, Chile**

MSc International Human Resource Management

"It wasn't just the subjects or the course content that I studied which prepared me for my career, it was the whole experience. Obviously I had the opportunity to expand my HR knowledge and other technical skills, but this program also helped develop critical soft skills."

Darius Tolkein-Spurr

British Columbia Ministry of Forests, Lands, Natural Resource Operations and Rural Development, Vancouver, BC, Canada

MSc in Carbon Finance
Now re-named Climate Change Finance and Investment MSc

"As the programme is interdisciplinary it gave me a well-rounded knowledge in a number of different areas as well as honing my communication skills. It's also an emerging field and I was able to develop an expertise in carbon accounting that I don't think I would have been able to do anywhere else."



Sophie Riddle

Ruffer LLP, Edinburgh, UK

MSc Management

"All my modules were enjoyable and well organised - I felt I learned so much every day. I gained the knowledge of how to apply what I learned to real life situations thanks to all the practical work we carry out. All the teaching staff are so warm and accommodating and more than happy to help you every step of the way."

Adaora Oragudosi

Freelance Business Analyst, Lagos, Nigeria

MSc Entrepreneurship & Innovation

"I chose MSc Entrepreneurship & Innovation to understand how to turn business ideas into reality. I have learnt a lot - from market research and analysis, to how to get funding and work with investors. I have gained experience with different businesses as I have worked with a start-up, a social enterprise and a large corporation."

Dedi Kusuma Wijaya

Jakarta Provincial Government, Jakarta, Indonesia

MSc Human Resource Management

"My degree provided me with three key features in my career development: a wide understanding of HR theories and practices; the ability to apply critical thinking in daily responsibilities; and the global perspective that enables me to take a more holistic approach in every problem that I come across. Also participating in the Edinburgh Award pushed me outside my comfort zone and encouraged me to independently navigate my personal and professional development."

Effy Yan

E-commerce Executive, Tory Burch, China

MSc Marketing

"The programme provided me with an in-depth insight to marketing and branding. I especially benefited from the digital marketing related lectures, which have really contributed a lot to my career as management trainee."

The Business School

The University of Edinburgh Business School takes its place among the world's leading business schools. Our triple accreditation is testament to our inspirational teaching, game-changing research and diverse engagement with global business.

WELCOME TO OUR TRIPLE ACCREDITED BUSINESS SCHOOL

At the heart of our dynamic School is a faculty of more than 100 specialist academics, a vibrant student population of 2,165 and a suite of valued undergraduate, postgraduate and executive education programmes.

Committed to corporate engagement

Much more than simply a source of knowledge, our School connects our Masters students with local, national and international businesses, innovators and entrepreneurs.

Our commitment to corporate engagement and our strong sector-wide links are evidenced by our sponsored research, our executive education programmes, guest speaker events, student projects and treks.

Revolutionary research

The lifeblood of any major business school, here at Edinburgh we aim for research that sets agendas, leads change and revolutionises future business strategy.

Placing original research and thinking at the core of the MSc curricula, our research clusters are staffed by teams whose work has real influence in business, government and the public sector. We embrace both applied and methodological research and nurture thinking that's brave, bold and provokes debate. Our passion for research has resulted in truly groundbreaking work in finance, credit scoring and public management.

An international impact

Our students, like many of our academics, bring an international background in terms of both nationality and career.

Our 2020/21 Masters intake comprised students from 72 different nationalities. It's a healthy mix that creates a lively sharing of ideas and insights into different cultures.

The diversity we welcome also reflects the global nature of today's businesses. Our MSc programmes get to the core of international business and finance to address key issues of the day.

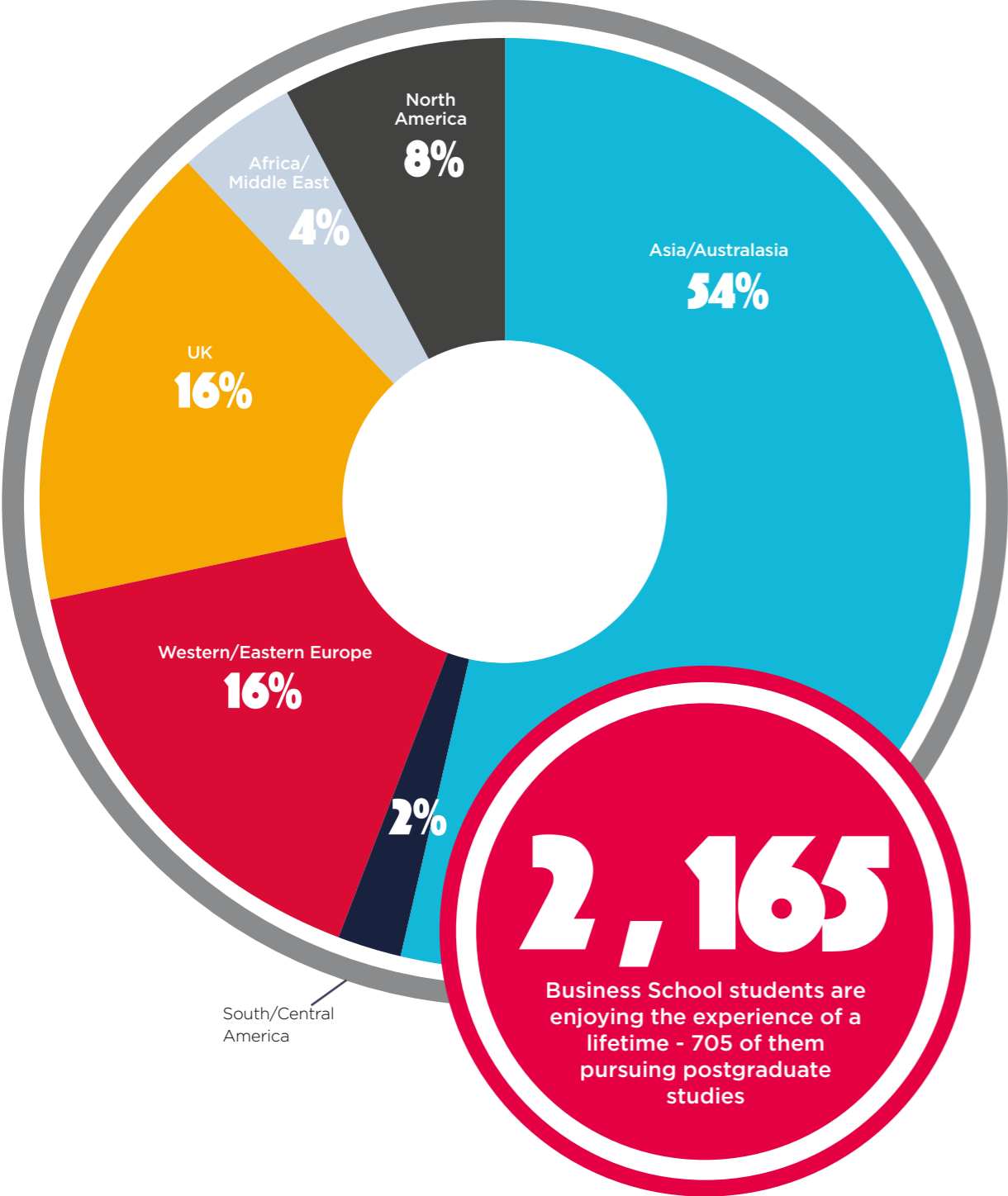
Equipped for ambition

The Business School fosters ambitious plans to continue building on our success and to stand among leading business schools worldwide.

Substantial investments have been made in our facilities and in hiring academic and support staff that can challenge and inspire our students. Our purpose-built school features lecture theatres, a café and The Hub - a well equipped library space offering essential databases, journals and leading financial information services. MSc students enjoy full access to Refinitiv Workspace and Datastream, Bloomberg, S&P Capital IQ, Osiris, CRSP (Centre for Research in Security Prices), Compustat, Boardex and Sustainalytics.



IN 2020/21 OUR PGT STUDENTS JOINED US FROM:



2,165
Business School students are enjoying the experience of a lifetime - 705 of them pursuing postgraduate studies



FIVE FACTS ABOUT OUR SCHOOL COMMUNITY

01

Our MSc programmes in 2020/21 welcomed students from 72 different nations.

02

93% of our School's academic staff hold a PhD

03

Our School aims for research that sets agendas, leads change and revolutionises future business strategy

04

Substantial investment has delivered a bespoke environment built with student and staff needs paramount

05

Our staff are made up of 41 different nationalities.

Some of our students enjoying the Student Ambassador BBQ.

A Masters from Edinburgh

In today's challenging business world it is imperative that individuals equip themselves with the knowledge and skills that are in demand not just today but into the future. With a Masters from the University of Edinburgh you will develop the knowledge and skills required to stand out from the crowd and achieve your goals.

ENJOY A PROFESSIONAL DEVELOPMENT JOURNEY WITH A WORLD CLASS MASTERS

Balancing academic theory, crucial soft skills and the very latest industry practice, our MSc programmes are respected by employers and valued by graduates. Our growing portfolio covers a broad range of general and specialised management disciplines - increasing global employability for both first-time management students and for those seeking a tightly focused in-depth programme.

A commitment to your professional development

Each Masters student undertakes a personal and professional development journey that challenges, engages and prepares them for real-world success. We encourage you to take ownership of your professional development so your experience is tailored and unique. Our supportive faculty will be by your side to develop robust, relevant learning geared to maximising your potential.

Tailored careers support for Masters students

Every on-campus Masters student benefits from quality careers guidance provided by the Business School's Student Development Team and the University's own Careers Service. The Student Development Team exists to help students maximise their potential in the global market. Their activities

are structured around three pillars - skills, opportunities and networks.

Skills

Equipping you with the skills to achieve your development goals and maximise your own potential.

Opportunities

Engaging you with the business community.

Network

Helping you build your confidence in networking and grow your professional network.

Coaching

The School has embraced a coaching culture that is reflected in how we support our students' continuous professional development. Our coaching provision helps you make the most of your potential. It facilitates self-awareness, goal setting, action and reflection to improve performance and ultimately helps you become more successful in your professional and personal life. You can choose to work with one of our qualified coaches as you tailor your own development journey.

Real-world experience

Many of our Masters programmes offer a route to real-world practice via a student project. Each project sees students applying

knowledge and skill, and establishing connections with businesses and sectors. Many of our students use their dissertation to conduct research for a corporate partner.

At the heart of knowledge exchange

Strong industry links give us the latest understanding of global trends and the key skills and attributes employers are prioritising. Our powerful interactions with business places the School at the heart of cutting-edge consultancy, research and recruitment assistance.

Our ties with industry bodies are just as solid, and include relationships with the Chamber of Commerce, Chartered Banker Institute and The Marketing Society. These connections and activities are central to our Masters students' professional development journey.

Adding to this, our guest speaker events offer inspiration, insights to current practices and the opportunity to network within the school and wider business community.

OUR GUEST SPEAKERS

Engaging with the Best in the Business

Students are given the chance to learn from and engage with a number of corporate guest speakers via our Business School and University wide events as well as via programme specific lectures. In addition, this gives students the opportunity to make contact with future potential employers and discover more about potential career paths. Below are just a handful of the names we have welcomed:

Ian Marchant

Formerly CEO, SSE and visiting professor

Angus Cockburn

Chairman, James Fisher Group and visiting professor

Jude Cook

CEO, ShareIn (a fast growing software FinTech)

Sir Brian Souter

Founder, Stagecoach Group

Gillian Docherty

CEO, DataLab

Sir Stephen Gomersall

Group Chairman (Europe), Hitachi and former UK Ambassador in Japan

Sandy Manson

CEO, Chairman and former CEO, Johnston Carmichael

Gillian Gorman Round

Global General Manager, American Crew, CND, Flesh and Gattineau Brands at Revlon Inc.

Lucinda Bruce-Gardyne

Founder of Genius Foods

Keith Anderson

CEO, Scottish Power

Rt Hon Charles Hendry

Former Minister for Energy and Climate Change, UK Government, and Honorary Professor

Benny Higgins

First Minister's Strategic Advisor on the creation of the Scottish National Investment Bank, Former Chief Executive of Tesco Bank, and Honorary Professor

Stephen Ingledew

Executive Chair, FinTech Scotland

Zakia Moulouai

Founder & CEO, Invisible Cities

Sue Bonney

Vice-Chair, UK Head of ESG in the UK, KPMG

Renata Schofield

Head of Sustainability (Procurement), Diageo

Eilidh Mactaggart

CEO, Scottish National Investment Bank

MSc in Accounting and Finance

Our Accounting and Finance MSc is closely aligned with professional practice and is an ideal fit if you are from a quantitative background. This is a programme that will challenge you academically and, through practical applications and case studies, one that will set you up for future roles within Accounting and Finance.

Structure and assessment

Following induction and welcome week, Semester 1 comprises four of the six core courses your MSc is built upon.

In Semester 2 you will take two more core courses as well as one or two specialised, annually reviewed option courses. Learning is achieved via a mix of lectures, set reading, exercises and case studies. Each course component features a combination of formal examination, individual/group assessment and presentations.

Dissertation

Your MSc concludes with a dissertation: a personal piece of work inspired by course learnings and focused on your career ambitions.

Thanks to the School's close industry ties, many students take on a live issue from the accounting and finance sectors. Past topics have included: Introducing IFRS to Accounting; Social and environmental disclosures; Comparable accounting policies; Performance persistence of mutual funds; Director's trading; Management accounting and strategy; Earnings management and What is fair value?

Career progression

Your MSc will equip you for a range of roles. Post-programme careers typically include: international accounting; international regulations; investment and security analysis; portfolio management; corporate finance management accounting and corporate restructuring.

Valued by employers

Recent graduates from our Accounting and Finance MSc have gone on to work for a range of organisations including:

- Accenture
- Aviva
- Bank Of China
- China Citic Bank
- Coca Cola
- Deloitte
- EY
- Revenue Department of Thailand
- Schlumberger
- Ford Motor Company
- HSBC
- KPMG
- PT Telkom Indonesia Tbk (Jakarta)
- PwC
- The Boston Consulting Group

Accreditations

CFA
This MSc participates in the CFA Institute CFA Programme Partner Initiative ('CFA PP') meaning it is judged by the Institute as covering at least 70% of the CFA curriculum.

ACCA
Students on the MSc Accounting and Finance programme benefit from ACCA exemptions from specific papers at the Fundamentals level.

CIMA
The University of Edinburgh is an official University partner of CIMA and as such graduates from our MSc in Accounting and Finance will be able to join CIMA through an accelerated route designed specifically for MBA and Masters in Accounting graduates. This route will allow graduates from the programme to take the CIMA master's gateway assessment.

NB: accreditations are reviewed annually. The above information is correct at July 2021.

For more information on application and entry requirements please see back page or visit our website. business-school.ed.ac.uk/msc/accounting-finance

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|---|---|--------------|--|
| Current Issues in Accounting Advanced Management Accounting Foundations of Finance Theory Statistics for Finance | Advanced International Financial Reporting Research in Corporate Finance Choose 20 credits worth from available option courses. | Dissertation | Auditing in Modern Society (20) Behavioural Finance (10) Corporate Governance (10) Equity Valuation (10) Financial Engineering (20) Quantitative Research Methods in Finance (20) |

LEARNING OUTCOMES

Know and apply accounting and finance theory

Explain and apply international accounting standards

Critically evaluate financial statement information

Evaluate and compare different investments

GRADUATE PROFILE



Kartika Nindya Putri
Revenue Manager for Kraft Heinz Company
MSc in Accounting and Finance

After graduation, I joined the corporate finance function in an FMCG company. With the industry being very fast paced and challenging, I have found that the analytical skills and the ability to adapt to rapidly changing situations which I learnt at the School, have been vital.

The programme combines learning from textbooks with learning from real practice - and this improved my ability to think critically and present ideas in a structured way. Moreover, we had the freedom to tailor the courses based on our own interests.

MSc in Banking and Risk

Our MSc delivers the knowledge, understanding and skills Bank and Financial Institution Managers require to operate effectively and globally. Successful management underpins successful economies and on this programme you will consider the structural, financial, risk, and asset management functions of banks.

Approaching banking as an industry requiring multidisciplinary management, across your MSc you'll encounter an emphasis on what and how managerial decisions are made. Uniquely, your programme will ask you 'what skills do managers in risk functions need to be technically excellent at their job?' Research by the Business School's Credit Research Centre (CRC) provides a strong academic base that's backed by a passionate faculty and the School's impeccable links to industry and guest speakers.

Structure and assessment

In semester 1, you'll be studying five core courses. Semester 2 brings two more core courses and two to three annually reviewed option courses. Learning is achieved through lectures, set reading, exercises and case studies. Each course component uses a combination of formal examination, individual/group assessment and presentations.

Dissertation

Focused on your career plans and inspired by course learning, your dissertation is your own unique piece of work. Thanks to the School's ties with industry, opportunities exist to offer you a live business issue.

Previous dissertation topics have included: Estimating a credit risk model for consumer loans; A critical review of capital adequacy regulations; An evaluation of liquidity risk models; Use of internal credit risk ratings at private banks; Competition in retail banking; How do banks set interest rates?; Determinants of bank profitability; An empirical analysis of bank mergers; An empirical analysis of the popularity of credit risk model estimation techniques; Risk management and corporate governance in banking; Incentives in CEO pay and impacts on risk taking; Credit risk management of commercial loan portfolio; An empirical analysis of bank efficiency; Assessing risk in launching new financial products; Measuring shareholder risk in international banks.

Career progression

Your MSc prepares you for a number of key financial management positions. Post-programme roles have included: Risk Management Consultant; Credit Risk Analyst; Securities/Credit Officer; Banking Regulatory Consultant; Audit/Compliance Analyst; Financial Services Regulatory Advisor; Governance and Risk Officer; Risk Manager (Modelling) and Portfolio Risk Manager.

Valued by employers

Recent graduates from our MSc in Banking and Risk programme have gone on to work for a range of organisations including:

- China Export and Import Bank
- Citibank
- Deloitte
- European Central Bank
- Norwegian Block Exchange AS
- PwC
- EY
- HSBC
- JP Morgan
- LSE
- Moody's Analytics
- S&P Global Ratings
- Wiserfunding
- RBS

Your MSc, Accredited by CBI

Your MSc programme is fully accredited by the Chartered Banker Institute (CBI). Upon graduation, you will be eligible to use the professional designation of Chartered Banker, alongside MCIBS accreditation.

Your automatic Student Membership of the Institute opens the door to exclusive sector events. You'll also be subscribed to CBI's Chartered Banker publication.

LEARNING OUTCOMES

A knowledge of the economic roles and structure of banks in different economies

Knowledge and understanding of the different types of risks that banks face and how to measure them

Knowledge and understanding of company financial statements

Knowledge and understanding of statistical and econometric concepts

Knowledge and understanding of risk models

Knowledge of the economic and financial environments in which banks operate

Detailed knowledge and understanding of credit scoring

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|--|--|---------------------|--|
| <p>Analysis of Corporate Financial Information</p> <p>Financial Intermediation, Markets and Institutions</p> <p>Introduction to Risk Management in Banks</p> <p>Statistics For Finance</p> <p>Working with Data in SAS</p> | <p>Credit Risk Management</p> <p>Econometrics Applications in Banking</p> <p>Choose exactly 30 credits worth of option courses.</p> <p>Please note some restrictions apply. Please refer to website for details.</p> | <p>Dissertation</p> | <p>Data Mining 1 (10)</p> <p>Data Mining 2 (10)</p> <p>Financial Engineering (20)</p> <p>Financial Machine Learning (10)</p> <p>Investment Management (10)</p> <p>The Basel Accords (10)</p> |

GRADUATE PROFILE



Theodoros Stamoulis

Credit Risk Professional at JP Morgan Chase & Co.
MSc in Banking and Risk

I graduated from the University of Edinburgh with an MSc degree in Banking and Risk Management which was completed in August 2017 and I am currently working in JP Morgan Asset Wealth management division in Edinburgh in an international banking environment as a credit risk analyst.

Among the courses I have studied and was assessed were Credit Risk Management, Econometrics Applications in Banking, Risk Management and the Basel Accords, Statistics for Finance, Financial Engineering, Banking Theory and Central Banks, concentrating on major types of Risk such as Operational, Market, and Credit and the skills learned from these modules have given me an excellent foundation for building a career as a Banking professional. I believe the knowledge and skills built up during this time make every Banking and Risk graduate the perfect candidate for a role in the risk division of major investment banks.

Everything I did throughout this year was extremely important but I think the most valuable part was the combination of lectures and learning with extra-curricular activities such as visits to financial institutions, financial conferences and the immediate application of what I have learned into my workplace.

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/banking-risk

MSc in Business Analytics

The management of business has experienced major transformation in recent years as modern information technologies provide firms with enormous amount of data. This massive volume of data combine with computing power enables companies to gain insights, make informed decisions, manage uncertainty and improve business performance. To achieve data-driven insights, firms need professionals equipped with quantitative, technical, and business skills.

Our MSc in Business Analytics plays an important role in responding to this ever-increasing demand for analysts with business insight. In this programme, you will gain a critical understanding of diverse business environments, problems and processes. You will learn how business analytics drives improvement, innovation and entrepreneurial action. Through exposure to live business tasks, you'll be challenged and made ready for this flourishing job market.

Structure and assessment

Through a combination of lectures, supervised discussions and lab sessions, you will learn and understand essential theories and gain hands-on problem-solving experience. You will also develop the skills required to apply state-of-the-art software and analytics tool and technologies to problems faced by business managers.

Dissertation

Your dissertation report on a research project or an extended analysis of a topic.

Whether academic or industry based, it reflects the knowledge, skills and insights you've gained on your course. The subject of your dissertation could pave the path of your future career. Thanks to the School's impressive business links, you could be working on a live issue currently being faced by an organisation. Dissertation work could also result in valuable networking.

Career progression

More and more businesses are recognising the value of data-driven insights, and this highly vocational MSc will open up a variety of career opportunities. You will finish this programme with the specialist knowledge employers are seeking. You'll also benefit from additional skills development opportunities on offer via our Student Development Team such as presentation or interview techniques.

When combined with the key concepts, methods and real-world experience this MSc programme delivers graduates equipped with the skills needed for such job roles as business consultant, business analyst,

metrics & analytics specialist, analytics associate, data analyst, business process analyst, management consulting associate, and operational research consultant.

Valued by employers

Recent graduates from our MSc in Business Analytics have gone on to work for a range of companies including:

- Amazon
- Amey
- Bank of China
- Bayer AG
- Burberry
- EY
- Mercer
- RBS
- Merkle | Argyle
- OPPO
- Ping An Technology (Shenzhen) Co Ltd
- Procter & Gamble
- PwC
- Skyscanner Ltd
- Zurich Insurance

LEARNING OUTCOMES

Understand and critically apply the concepts and methods of business analytics

Identify, model and solve decision problems in different settings

Interpret results and solutions, and identify appropriate action for managerial situations, whether problems or opportunities

Create viable solutions to decision-making problems

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/business-analytics

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|---|---|---------------------|---|
| <p>Predictive Analytics and Modelling of Data</p> <p>Prescriptive Analytics with Mathematical Programming</p> <p>Principles of Data Analytics</p> <p>Python Programming</p> | <p>Select 60 credits in this semester made up of 20-40 credits in Group 1 and 20-40 credits from Group 2.</p> <p>Some restrictions apply so please visit website for details.</p> | <p>Dissertation</p> | <p>GROUP 1</p> <p>Game Theory for Business Analytics (10)</p> <p>Performance Analytics with DEA: Basic Concepts and Methods (10)</p> <p>Soft Computing (10)</p> <p>Web and Social Network Analytics (10)</p> <p>GROUP 2</p> <p>Advanced Data Modelling (10)</p> <p>Industrial Organisation (10)</p> <p>Performance Analytics with DEA: Advanced Concepts and Methods (10)</p> <p>Simulation Modelling and Analysis (10)</p> |

GRADUATE PROFILE



Nandini Tyagi

Graduate Analytical Consultant, Merkle Aquila
MSc Business Analytics

Before I came to study MSc Business Analytics, I had completed my undergrad in Computer Science. With a couple of internships in a somewhat related field I found myself eager to learn data science and so I decided that I wanted to get more specialised before starting full-time in a job. One thing that was clear to me was that I saw myself a bridge between tech and business side and hence wanted to study a technical degree at a business school.

After completing my Masters degree I got a job offer at Merkle Aquila for Graduate Analytical Consultant position. I wanted to work as a consultant as it would give me the opportunity to explore different industries and learn more. I have to say I am happy with my decision, now working for Merkle Aquila.

MSc Business Analytics prepares you to look at data science from a business perspective. The real-world data that we got to work on was extremely useful. Having the opportunity to provide recommendations to some of the biggest businesses in the UK gave me a lot of confidence, which helped me to get my current job as a Consultant.

The most valuable part of the degree is to be given real-world data for analysis and being involved in the whole process of identifying problem statement and providing solution to real clients.

I would advise current students to first not underestimate the learnings you can have from real-life case studies as part of your coursework. The skills you pick up (making presentations, teamwork, communicating your ideas) are useful no matter where you go. Second, I would advise to make most of the facilities at our disposal as students. From attending data science events to participating in competitions/activities make most of these experiences. They allow you to build your network and give a fresh perspective on many subjects!

MSc in Climate Change Finance and Investment

We are proud to have pioneered this programme dedicated to professionals in the field of low carbon finance and investment. Join this MSc and you will be joining a programme with a unique focus on the business opportunities and financial flows driven by society's response to climate change.

It's a response that is expected to drive trillions of dollars of new investment over the coming decades. Delivering this investment will require professionals with a deep understanding of the mechanisms that will regulate new financial flows like renewable investment funds, international climate funds, and carbon markets.

Previously known as Carbon Finance but re-named to better reflect the content of the programme, this MSc will appeal to you if you're a first degree graduate in business, finance, economics, engineering or another social or physical science discipline. Our students also often bring work experience alongside their desire for a new career in low carbon finance or sustainable finance. Ensuring our teaching keeps pace with advances, our MSc is delivered by industry experienced academics, external experts, and practitioners in this field.

Structure and assessment

In Semester 1 you will study six of the programme's nine core courses. Three more follow in Semester 2, including a semester-long Climate Change Consulting Project. Semester 2 also brings two option courses, enabling you to specialise in a key area. Learning is achieved through lectures, set readings, interactive exercises and case studies. The programme uses a combination of individual/group assessment, presentations and formal examination.

Dissertation

Your own personal piece of work, your dissertation is inspired by all of the year's learning and should focus on your career plans.

Past topics have included: Carbon finance in specific sectors, technologies, and countries; Climate finance flows from developed to developing countries; Comparative studies of the efficiency of alternative financing instruments; Analysis of climate-related financial risk; Exploring the relationships between energy finance and climate change finance; new developments in carbon accounting; and policy instruments for carbon/climate/sustainable finance.

Career progression

Your MSc is highly vocational. It will equip you with the knowledge and skills essential for a job in climate change finance and investment. Graduates from the MSc in Climate Change Finance and Investment will typically pursue a career in:

- Carbon credit development
- Low carbon portfolio management
- Renewable energy investment
- Policy or regulatory roles
- Carbon trading
- Carbon consulting
- Carbon accounting
- Climate finance management

Employers typically include: banks, asset management firms, large industrials,

consultancies, regulators, non-governmental organisations (NGOs), and carbon start-ups.

Valued by employers

The School has earned a reputation as a global leader in climate change education.

It's a standing that is strengthened by our strong links with the Centre for Business, Climate Change, and Sustainability and the Edinburgh Centre for Carbon Innovation. We also maintain strong relationships with external organisations such as the Green Investment Group; World Bank; UK Government; Climate Bonds Initiative and the IEA. The result is that leading employers will recognise and rate your MSc. Our Climate Change Finance and Investment graduates over the last few years have secured positions with firms including:

- Climate Bonds Initiative
- Delta Energy & Environment
- Ecoeye Co Ltd
- Forest Carbon
- Institute of Green Investment
- China National Centre for Climate Change
- PWC
- Ricardo Energy & Environment
- Strategy & International Cooperation
- S&P Global Ratings
- United Nations Development Programme
- World Bank

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|--|--|--------------|--|
| Advanced Energy Finance Carbon Accounting Carbon Pricing Climate Policy and Investment Fundamentals of Infrastructure Finance International Climate Finance | Climate Change Consulting Project Climate Risk and Investment Alignment Research Methods for Climate Change Finance Choose 2 option courses | Dissertation | Baseline-and-Credit Methods Behavioural Finance Investment Management Sustainable Finance |

GRADUATE PROFILE



Shovana Talukdar
 Research Associate, Institute of Energy Systems, University of Edinburgh
MSc Carbon Finance

Now known as MSc Climate Change Finance and Investment

Prior to joining the Carbon Finance programme I was working as a Senior Financial Analyst at Time Inc. After graduation I was hired as a Research Associate at the Policy and Innovation Group under the Institute of Energy Systems department, University of Edinburgh. My work currently involves undertaking analytical research in contribution to numerous national, European and international offshore renewable energy projects.

The opportunity to connect and interact with like-minded individuals during the programme instilled in me a deep passion to contribute towards the low carbon energy transition and a sustainable greener future for tomorrow.

Apart from the very interesting modules covered in this programme, we had the opportunity to interact and network with various professionals and consultants from across the industry. Highlights for me include working with Wood Mackenzie as a part of my dissertation, and having the opportunity to work on live carbon consultancy projects with industry professionals.

For me, the opportunity to understand the impact of climate change first hand and the need for financial investments in different parts of the world from different perspectives was valuable. These interesting perspectives came from the very international cohort that I was privileged to be a part of.

LEARNING OUTCOMES

Explain and evaluate the current state of climate change science and key climate change policy initiatives

Explain and apply principles of finance in the energy sector

Describe and critically evaluate the structure and dynamics of the major global, regional and national level carbon markets

Explain and apply practices and procedures of carbon accounting

Describe and evaluate the challenges and opportunities for low-carbon investment

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/climate-change-finance

MSc in Entrepreneurship and Innovation

The impact of technology and globalisation means markets are changing more rapidly than ever. On this vibrant MSc you will gain the skills to innovate, spot opportunities and become an invaluable asset to companies of all sizes. The inclusion of project-based core courses will see you applying your new knowledge and understanding to real-life business challenges organisations are facing.

While start-ups showcase entrepreneurship and innovation in its most obvious sense, these behaviours are also crucial for larger, more established organisations. For these businesses, the effective use of resources supports and grows innovations across product, service, process and management.

This MSc will prepare you for a wide spectrum of career paths. Ideal for both business and non-business graduates, it will enable you to satisfy the demand for smart, entrepreneurial people who can identify and act on opportunities.

Structure and assessment

Following induction and welcome week, in Semester 1 you will study five core courses. In Semester 2 you will study one further core course and then tailor studies to your career ambitions by selecting two or three option courses.

On this MSc you'll learn through lectures, set reading and case study analysis, as well as experientially through consulting projects.

Two of the option courses are project-based giving you the opportunity to address live innovation and entrepreneurship challenges with real life organisations.

Dissertation

The culmination of your MSc, the dissertation brings the year's learning together in one unique piece of work. You can choose a research dissertation, or a dissertation with an acute business focus - for example, a business plan or project. Your work should reflect your career ambitions.

Potential subjects for dissertations could include Strategic entrepreneurship; Business angel finance and early-stage risk capital; Technology commercialisation; Business model innovation; Digital innovation and Entrepreneurial ecosystems.

Career progression

This MSc is ideal if you are motivated by making a difference and impacting on business practice and growth. Across the Master's programme you will develop skills that can be applied to new and established ventures across a range of sectors. This MSc is also a great fit if you're looking to start your own venture now or in the future.

Roles can typically include managing innovation within existing organisations; developing a start-up business; taking over a family business or policy and business development in agencies that support innovation.

Valued by employers

Recent graduates from our Entrepreneurship and Innovation Master's degree have gone on to work for a range of organisations including:

- Accenture
- Amazon Web Services
- Chivas Regal
- Crimson Education
- Daimler AG
- EY
- FDM Group
- GSK
- Health Navigator
- Hewlett Packard
- Tencent
- Mitsubishi UFJ Research & Consulting Co Ltd
- Nature Above
- Natwest
- Nextthink Switzerland
- Nielsen
- Raleigh International
- Roland Berger
- Siemens
- Toyota Motor Corporation

LEARNING OUTCOMES

Key concepts underpinning entrepreneurship and its application in the recognition and exploitation of product/ service/process opportunities

Key concepts underpinning innovation and the issues associated with developing and sustaining innovation within organisations

How to design creative strategies for pursuing, exploiting and further developing new opportunities

Issues associated with securing and managing financial resources in new and established organisations

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|--|---|---|--|
| <p>Entrepreneurial Finance</p> <p>Entrepreneurship and New Venture Creation in Context</p> <p>Introduction to Accounting for Entrepreneurs</p> <p>Managing Innovation in Context</p> <p>Methods of Business Research</p> | <p>Management Consultancy in Practice: Innovation and Entrepreneurship</p> <p>Choose 3 option courses.</p> <p>Some restrictions apply, please refer to website for details.</p> | <p>Dissertation or Business Plan Capstone</p> | <p>Design Thinking</p> <p>Digital Transformation and Digital Business</p> <p>Global Creative Industries</p> <p>Innovation in China: From Emerging Economy to Global Powerhouse</p> <p>Organising for Social Change: Strategy, Governance and Innovation</p> <p>Technology Entrepreneurship and Commercialisation</p> |

GRADUATE PROFILE



Elizabeth Harris

Business Analyst at Accenture
MSc in Entrepreneurship and Innovation

Before the Business School, I was at the School of Social and Political Sciences at Edinburgh studying International Relations. During my studies, I interned and worked for a local charity, EUSA, and an electronics manufacturer. Now, I'm working at Accenture's Global Innovation Centre - The Dock - and bringing together my past experience and learning from my Masters to bring new innovations to Accenture's clients.

As my degree focused on innovation and I'm now in an Innovation Centre, it was very helpful in preparing for my future career. It has helped me to not only learn about the different approaches and considerations, both methodological and commercial, for developing new products and services, but also implementing innovation concepts in our consultancy projects. Additionally, the Masters course and Business School were very helpful in gaining exposure to different companies and how they innovate and use different techniques.

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/entrepreneurship-innovation

MSc in Finance

Combining up-to-the-minute theory with practical application, our MSc in Finance will prepare you for diverse roles. Carefully devised core courses deliver a robust grounding in corporate finance, financial analysis, financial markets, and quantitative analysis. Building upon this learning, in Semester 2 a highly flexible structure enables you to mix different areas of finance or tailor your studies in areas such as corporate, investment, or sustainable finance.

However you focus your studies, you will develop an in-depth, practical knowledge of key financial theories, models and frameworks. Crucially, you will also gain the understanding to confidently apply your new skills to real-world business situations.

Benefit from an array of Finance Expertise

Our programme draws from the expertise and research of our Finance academics in order to give students a flexible and robust education that will allow them to pursue a number of different career options.

Connections that count

The School's long-standing industry links are exemplified by our work in the Credit Research Centre and the Centre for Business, Climate Change and Sustainability.

The MSc in Finance participates in the CFA Institute® CFA Program Partner Initiative ("CFA PP"). This means that the MSc in Finance is judged by the Institute as covering in some way at least 70 per cent of the CFA curriculum. The degree will therefore assist those who choose to study for the CFA qualification.

Structure and assessment

Following a comprehensive induction and welcome week, Semester 1 comprises four of your programme's five core courses. In Semester 2 you will study the remaining core course as well as selecting your option courses. Through your selection you can tailor your studies towards your career interests. Students can select a mix

of option courses from all the available courses.

Dissertation

The culmination of your MSc, the dissertation brings the year's learning together in one unique piece of work. Your choice of topic for the dissertation can reflect your career ambitions if you so wish.

Career progression

You can typically expect to be qualified for positions with investment and commercial banks; market and consumer research centres; fund management firms; energy utilities and consultancies, as well as with public sector departments responsible for the finance sector, energy and climate-change policy

This MSc could lead to a multitude of roles depending on what combination of option courses you choose and whether you focus your efforts in certain areas such as, for example, investment, corporate finance or sustainable finance.

Potential roles are varied and include:

- Equity Analyst
- Fixed Income Analyst
- Private Equity Analyst
- Market Risk Analyst
- Portfolio Manager
- Corporate Banking Executive
- Investment Banking Associate
- Strategy Consulting Associate
- Commodities Analyst
- Energy Consultant

Valued by employers

Prominent names from across the finance sector rate the School's financial teaching. Recent graduates have gone on to work for a range of organisations including:

- Accenture
- Arion Bank
- Barclays
- Coca-Cola
- Continuum Industries
- Emir Oil LLP
- Huawei Technologies
- IBM
- KPMG
- Morgan Stanley
- Tesco Bank
- UBI Banca

For more information on application and entry requirements please see back page or visit our website. business-school.ed.ac.uk/msc/finance

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|--|--|--------------|--|
| Corporate Finance Financial Markets and Investments Financial Statement Analysis Statistics For Finance | Quantitative Research Methods in Finance Select exactly 40 credits worth of option courses. | Dissertation | Behavioural Finance (10) Blockchain, Governance and Policy (10) Corporate Governance (10) Equity Valuation (10) Financial Engineering (20) Investment Management (10) Research in Corporate Finance (20) Sustainable Finance (10) |

LEARNING OUTCOMES

Apply and critically evaluate finance and investment theory with particular reference to the operation of global financial markets

Critically evaluate the financial control of an organisation

Apply and critically evaluate the construction and analysis of portfolios of investments incorporating a range of asset classes

Critically evaluate how key regional and global energy markets are structured and how they work

GRADUATE PROFILE



Oliver Senn
 Analyst, DZ Bank AG
 MSc Finance

After graduating from Edinburgh I was offered an entry position in DZ Bank's debt capital market business, which I was happy to accept. I now cover clients from the SSA sector and provide advice for raising debt in capital markets.

The MSc Finance programme gave me the academic tools and financial knowledge I needed for a career in investment banking. Different people from all over the world not only provided an exciting environment for personal growth but also challenged my views and opinions on many topics beyond the degree.

Looking back at my time in Edinburgh I would always make the same decision again. The academic environment and international cohort gave me the opportunity to build profound financial knowledge and benefit from multiple opportunities for personal development. The Business School provided an environment for developing professional networks both internally amongst academic staff and other students, as well as with professionals from the banking industry.

MSc in Finance, Technology and Policy

Market functions make significant societal impacts. How well financial markets operate influences real-world issues including job creation and credit approval. The first programme of its type in the world, our MSc Finance, Technology and Policy has been developed as an interdisciplinary response to the knowledge gap created by the relentless pace of technological transformation in financial services and markets.

Structure and assessment

Semester 1 comprises five of the eight core courses your MSc is built upon. Semester 2 comprises a further three core courses and a selection of option courses.

Across the programme, learning is achieved via a combination of methods including lectures, seminars, workshops, student presentations and research assignments. Opportunities for experiential learning are offered via projects sponsored by external organisations.

Dissertation

MSc in Finance, Technology and Policy dissertations should demonstrate that students have developed the following:

- a deeper understanding of issues in finance, the economy or industry
- expertise in data analysis, i.e. the use of techniques such as machine learning, econometric analysis, mathematical modelling, economic modelling and forecasting
- a more complete understanding of the key processes in research delivery, such as data acquisition, systematic review and critical analysis of the existing literature.

Career Progression

Graduates from our MSc will be equipped to apply for a broad range of positions. These include posts as product developers or managers in financial technology product-based firms, and fund managers and product development team leads in FI trading/investment desks and back offices.

Further opportunities include roles in market and consumer research enterprises, regulatory agencies and in government ministries and departments. The programme also opens the door to positions in the voluntary sector and to further research at PhD level.

Valued by employers

Graduates from our MSc have gone on to secure jobs with large multinational banks, other financial services firms and high-growth FinTechs. In addition some students have set up their own FinTech firms with support from the University of Edinburgh. Given the growth of the Fintech industry and the move of many financial institutions to embracing the disruptive nature of Fintech, the School is confident that knowledge and skills gained from completing this MSc will place you in an excellent position to advance your career.

Our MSc in Finance, Technology and Policy applies principles of financial economics,

sociology, and practical programming and big data analysis to help students focus on solving real problems and developing the skillsets that are relevant for employers now and in the future. Students can also tailor their degrees to include other relevant aspects of operating within the Fintech space.

Students will have the opportunity to work with industry partners to develop cutting edge solutions to live challenges as part of student consultancy projects sponsored by financial and technology institutions. These course elements open up a host of opportunities from networking with potential employers, applying learnings and being able to include this in job applications, to developing new concepts that could potentially be the basis for starting your own business.

Edinburgh Futures Institute

Although led by the Business School, this programme draws on expert knowledge and research from across a number of disciplines within the University. This allows students to benefit from different approaches and viewpoints on how to tackle complex problems such as the ones being faced globally by the financial markets and financial services firms.

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|---|---|--------------|--|
| Data Value Chains and Constellations Financial Markets and Investment Financial Valuation Principles of Data Analytics Python Programming | Introductory Applied Machine Learning Modern Financial Market Microstructure Perspectives on Financial Innovation: Markets, Technologies and Policies Select 30 credits worth of option courses (either 2 or 3 courses in total) | Dissertation | Behavioural Finance (10) Blockchain and Cryptofinance (10) Blockchain, Governance and Policy (10) Ethics of AI (20) Financial Engineering (20) Financial Machine Learning (10) Financial Machine Learning II (Practical) (10) Investment Management (10) Legal Technology and the Justice System (20) Optimization Methods in Finance (10) Pattern Recognition in Financial Data (20) SAS Programming for Financial Analysis (10) Technology, Entrepreneurship and Commercialisation (10) The Human Factor: Working with Users (10) |

For more information on application and entry requirements please see back page or visit our website. business-school.ed.ac.uk/msc/finance-technology-policy

GRADUATE PROFILE



Mahardhika Prasetyadi Baskoro

Assistant Manager – Risk Management, PT Bank Mandiri
MSc Finance, Technology and Policy

The MSc Finance Technology and Policy programme has helped me to hone my skills and improve my knowledge when encountering the most recent digitized economies in the financial industry.

I work in Risk Management where a deep knowledge of Finance and the most recent technologies are vitally important to improve business processes. By joining this programme, I have gained a deeper understanding in more than just common financial related issues, but also the way we can cope with these by using popular programming techniques such as Python.

For me, the most valuable part of the MSc was when I studied the Financial Valuation courses. It was very interesting to learn the detailed techniques of valuing a company's intrinsic stock price.

I would recommend this programme to other students if they are eager to learn more about how finance and technology can work together.

LEARNING OUTCOMES

Demonstrate an advanced knowledge of key theoretical finance and economic concepts underpinning financial markets

Critically compare, contrast and evaluate the different machine learning techniques in terms of their applicability to solving problems in finance, this can be demonstrated by students using appropriate software to apply techniques to a given set of data

Have an in-depth understanding of the relationships existing among the key global financial systems; for example, how bond yields dictate investment in equity and its derivatives

Conduct valuation of financial instruments and projects within relevant regulatory contexts

Demonstrate an appreciation of the role played by policies in shaping financial services delivery and financial markets

Critically evaluate markets by being able to competently present arguments on the criticisms of the current set up and offer the basis for the development of alternative technology-based markets and financial services products

Demonstrate an appreciation of the social dimensions of technology use in financial markets

MSc in Global Strategy and Sustainability

As a society, we face urgent challenges from the impact of climate emergencies, environmental damage and social inequality. Our new MSc programme equips managers with the skills and knowledge to implement meaningful strategic change across businesses and organisations seeking to achieve environmental and social sustainability.

Structure and assessment

Following induction and welcome week, you will study five core courses across Semester 1 and 2. In Semester 2 you will also have the chance to select between two to three option courses. These are drawn from an extensive, annually reviewed list. Learning is achieved through lectures, class debates, set readings, case studies, and consultancy projects. Assessment methods comprise a combination of formal examination, individual/group assessment and group presentations.

Dissertation

Your MSc concludes with a dissertation informed by your course learnings. The dissertation is an individual research project on topics at the intersection of strategic management, sustainability and corporate responsibility. Dissertations can take the form of a traditional project, a business report – which can be company sponsored – or a joint challenge dissertation in which you investigate issues around an environmental and social challenge with a group of like-minded peers. Course learnings will open variety of dissertation topics.

Career progression

Throughout your MSc, you will be learning

from researchers who are international leaders in their field. In addition to coursework, this programme offers many networking and professional development opportunities through the School's Centre for Business, Climate Change, and Sustainability (B-CCaS) as well as seminar events with industry practitioners, including School and University alumni.

Graduates from this programme will therefore be equipped to apply for a broad range of positions. Examples of roles and areas of work include: Business Strategy Consultant, Sustainability & Environmental Manager or Officer, Sustainability Programme Manager, Sustainability Communications Specialist, Corporate Social Responsibility Manager, Community Development Manager, Business Development Manager, Regulatory Affairs Manager, Supply Chain Manager and Project Manager.

Valued by employers

Graduates across the School's MSc courses regularly secure posts with leading employers. Given that sustainability is now a core strategic issue for many organisations, there is a rapidly growing need for professionals knowledgeable in the theory and practice of management combined with an in-depth

understanding of sustainability issues. The knowledge and skills gained from completing this programme will place you in an excellent position to advance your career.

Group Consultancy Projects

Our MSc in Global Strategy and Sustainability enables students to apply concepts and approaches from the domain of sustainability and social impact to the management and design of business practices and processes. A major feature of this programme is the Sustainability Consultancy Project in which students deal with a real environmental or social sustainability issue faced by a sponsoring business or organisation.

Examples of sustainability and social responsibility consultancy projects include:

- Drivers and types of eco-innovation for environmental sustainability in the wine industry
- Open Social Innovation and Open Collaborative Projects for Societal Change
- A Case Study Analysis of Work Integration Social Enterprises for Rural Development in Kosovo
- The Impact of Sustainability Disclosure on Organisational Performance Among Publicly Listed US Companies
- The Symbiotic Nature of the Almond

A MESSAGE FROM THE PROGRAMME DIRECTOR...

Winston Kwon



The challenge for any business thinking seriously about sustainability and society is to think about change within the context of wider systems change. How do we allocate this burden of systems change and sustainability targets to different industries, sectors and organisations, while contributing to net zero carbon and protecting and strengthening human rights.

We all have basic rights – the right to clean water, the right to an education, the right to be free from poverty, and the right for equality and diversity – both locally and globally. This programme is about learning how we can change and reform business to overcome the challenges of transitioning to a sustainable future.

I welcome you to join us to create a group of like-minded individuals who share a passion for environmental sustainability and social change, and understand the importance of developing new business processes and practices to achieve that change.

The information below gives you an idea of the planned courses and structure of the programme. The exact details of timings for courses across Semester 1 and 2 is likely to be confirmed in April 2022 prior to the programme starting in September 2022.

PROGRAMME STRUCTURE

| SEMESTERS 1 AND 2 | SEMESTER 2 | SUMMER | OPTIONS |
|--|-----------------------------|--------------|---|
| Corporate Responsibility Global Strategy Responsible Management of Digital Innovation Strategic Sustainability Consulting Projects Qualitative Research Methods or Quantitative Research Methods | Select 2 – 3 option courses | Dissertation | Corporate Strategy Developing Knowledge-Based Business Digital Transformation and Digital Business Global Creative Industries Innovation in China: From Emerging Economy to Global Powerhouse Organising for Social Change: Strategy, Governance, and Innovation |

For more information on application and entry requirements please see back page or visit our website.
<https://www.business-school.ed.ac.uk/msc/global-strategy-sustainability>

LEARNING OUTCOMES

Critically and strategically assess existing understanding about a range of issues within the field of business, and its systemic relationship to research-based knowledge of environmental sustainability and social impact

Critically and strategically assess the role of practices, processes, and policies in enabling organisational performance, sustainability, and equity

Critically and strategically assess the challenges and opportunities for developing and implementing these new practices, processes, and policies

MSc in Human Resource Management

The portfolio of Human Resource Management responsibilities is evolving. Our fully accredited MSc is ideal for the next generation of managers – those who will embrace broader policies connected to areas like incentive design, work-life balance and hybrid work. Join this course and you will develop intimate, specialist knowledge of HRM concepts. You will gain the people-management skills crucial to modern business and essential to success across dynamic organisations.

This is a programme that acknowledges the implications of changing economic, financial, demographic and political landscapes. You will be taught by a faculty producing internationally recognised research on topics including recruitment, remuneration, retirement and hybrid work.

Structure and assessment

Following induction and welcome week, you will study four core courses in Semester 1. Semester 2 brings the two remaining core courses, and two option courses that allow you to specialise. Learning is achieved through lectures, set reading, exercises and case studies.

Each course component is assessed using a combination of formal examination, individual/group assessment and presentations.

Dissertation

Your dissertation brings together all your course learning and insights. This is a unique project - a chance to express your

knowledge - and should align with your career ambitions. Thanks to the School's extensive links with industry, it's possible you could base your dissertation on a live company issue.

Previous dissertation topics have included: Bonus schemes and motivation; Diversity in the workplace; Executive pay and performance; The effectiveness of LinkedIn as a recruitment tool; A study of redundancy survivors; Talent management and people analytics in HR; Motivation of knowledge workers; The impact of music on performance; and Rewards and recognition in the public sector.

Career progression

Your MSc will prepare you for a wide range of potential positions across the HRM sector. Roles can include: Careers Advisor; Equality and Diversity Officer; HR Analyst; HR Advisor; HR Compliance Administrator; HR Employee Benefits Manager; HR Generalist; HR Manager; HR Rewards Manager; Recruitment Manager and Reward Analyst.

Valued by employers

Leading employers will recognise and value your Master's degree from the University of Edinburgh. Recent graduates from our HRM Master's degree have gone on to work for a range of organisations including:

- Amazon
- Anheuser-Busch InBev
- FedEx
- McKinsey & Company
- Microsoft
- PayPal
- REED
- UN OCHA
- UNICEF

Your MSc - Accredited by CIPD

The CIPD is the main professional body to accredit and award professional Human Resources qualifications. The CIPD's qualifications are the recognised professional standard for HR and training specialists working across the UK's public, private and charity sectors.

LEARNING OUTCOMES

- Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM
- Demonstrate competence in development and problem-solving in the area of HR Management
- Provide innovative solutions to problems in the fields of HRM
- Be able to identify and appreciate the significance of ethical issues in HR

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|---|---|--------------|--|
| Core Competencies for HR Professionals Human Resource Management in Context Organisational Behaviour Reward Management | Managing Employment Relations Methods of Research in HRM Select exactly 30 credits worth of option courses (between 15 and 30 credits from Group 1 and 0-15 credits from Group 2) | Dissertation | Group 1 Change Management (15) Employment Law (15) Performance Management (15) Group 2 Emerging Markets MNCs: Internationalisation and HRM (15) Global Diversity and Equality Management (15) Global Talent Management (15) |

GRADUATE PROFILE



Vera Schneider Management Consultant at Accenture MSc in Human Resource Management

I was hired by a large consumer goods company for a HR consultancy position regarding a major business and HR transformation. The MSc equipped me perfectly in terms of the underlying theories as well as the state of the art practice and knowledge for that role. I then joined Accenture as a management consultant in the field of talent and organisation, where I am helping to shape the future of HR for world-leading organisations operating in different industries.

Looking back, I would come to the exact same decision when applying for an MSc programme in the field of HR as I benefited personally, academically and especially professionally. Moreover, the programme is CIPD accredited which gives you access to ample resources and an international HR practitioners network.

For me the interaction during group work with people from all kind of personal and academic backgrounds enabled me not only for a deep cultural experience but also allowed me to learn more about myself. Pursuing the programme as an experienced student who has already worked in HR, I very much enjoyed the application of academic knowledge on practical topics such as case studies and real-life examples.

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/human-resource-management

MSc in International Human Resource Management

An organisation's people are often both its most valuable and costly resource. Globalisation, changing demography and shifting economic and political landscapes are imposing new thinking, new opportunities and new practices on effective HR management. It's a genuinely exciting time for this discipline and its practitioners.

Combining practice and theory, our fully accredited Masters concentrates on developing knowledgeable HR professionals who are primed to operate across national borders. With a true international focus, our programme places you at the forefront of research-led education. Thanks to carefully developed core and option courses, you will graduate from this MSc with the confidence and ability to apply learning and knowledge to a variety of real-world international HR issues.

Structure and assessment

Following induction and welcome week, four core courses make up Semester 1. In Semester 2 you'll study two more core courses and, allowing you to specialise, two option courses. Learning is achieved through a combination of lectures, tutorials, presentations, research assignments, and the year-end dissertation. A range of assessments include team presentations, essays and formal degree exams.

Dissertation

Your dissertation unites all of the year's learning in one unique piece of work. Your

chosen subject should have an international HRM focus, and it should reflect your career ambitions. Examples might include topics like Repatriation; Expatriate management and Transfer of HR practices from headquarters to subsidiaries.

Career progression

Your MSc is focused on your employability. It will help you stand out by equipping you with specialist knowledge, insights and practical skills. The specialist knowledge it delivers opens the doors to positions including:

- International Careers Advisor
- Quality and Diversity Officer
- International HR analyst
- Employee Benefits Manager
- Compliance Administrator
- HR Rewards, Personnel, or Recruitment Manager

Valued by employers

Leading employers will recognise and value your Master's degree from the University of Edinburgh. Recent graduates from our International HRM programme have gone on to work for a range of organisations

including:

- Adecco Group
- Deloitte
- GlaxoSmithKline
- NHS
- Proctor & Gamble
- UN
- Virgin Money

Your MSc - Accredited by CIPD

Reflecting its high standards and vocational strength, your MSc is fully accredited by the Chartered Institute of Personnel and Development (CIPD). The CIPD is the main professional body to accredit and award professional Human Resources qualifications. The CIPD's qualifications are the recognised professional standard for HR and training specialists working across the UK's public, private and charity sectors.

LEARNING OUTCOMES

Demonstrate an understanding of key terms, theories/concepts and practices within the field of IHRM

Obtain, through elective courses, an in-depth knowledge of specific IHRM-related theories, skills and practices

Appreciate the implications of increasing globalisation for the management of human resources, with particular reference to IHRM in multinational corporations

Develop an ability to undertake qualitative and quantitative research and apply this knowledge in the context of an independently constructed work (i.e. dissertation)

To be able to identify and appreciate the significance of ethical issues in HR practices and the management of people in the workplace

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|---|--|--------------|--|
| Core Competencies for HR Professionals International HRM Policies and Practices Organisational Behaviour Reward Management | Methods of Research in HRM Multinational Enterprises & Comparative Employment Relations Select exactly 30 credits worth of option courses (between 15 and 30 credits from Group 1 and 0-15 credits from Group 2) | Dissertation | Group 1 Global Talent Management (15) Global Diversity and Equality Management (15) Emerging Market MNCs: Internationalisation and HRM (15) Group 2 Change Management (15) Performance Management (15) |

Border-free business
 International. It's just one word, but it's at the heart of your MSc in International Human Resource Management. This course builds upon the long-standing success of our Human Resource Management MSc to offer a programme with a strong international emphasis and a clear focus on the distinct disciplines of global HR. Course names across the two programmes may be similar but the teaching will be tailored towards an international focus for this particular MSc.

Designed for destinations
 Robust, up-to-the-minute theory and practice equip graduates to work in almost any territory.

Global - just like our graduates
 Students join our School from across the world, establish valuable networks and learn key skills from one another.

GRADUATE PROFILE



Yui Hirabayashi
 Consultant, EY
 MSc in International Human Resource Management

After graduation, I started my first job at EY as a consultant in Tokyo. Since then, I have been working with clients in implementing new global HR policies and HR systems. It is such an exciting opportunity for me to engage in this project, as this is exactly what I wanted to do when I applied to the programme.

Every part of the degree was extremely important, but if I have to choose one, the most valuable part was the mix of learning theories in lectures and applying them into real business contexts. There were a lot of opportunities to apply my learning in seminars, a field trip to Copenhagen, and my dissertation. I especially appreciated that I could work on my dissertation with a company and gain a real understanding of their business context with reference to theories learned on the programme.

If I could go back in time, I would make the same decision to study the International Human Resources Management programme. I gained a once in a lifetime experience that was not only academically and professionally valuable, but also personally valuable too. I highly recommend this programme to the future aspirants in HR field.

For more information on application and entry requirements please see back page or visit our website.

business-school.ed.ac.uk/msc/international-human-resource-management

MSc in Management

Without good management there can be no cohesion, teamwork, direction – or business success. Consistently ranked within the top 10 in the UK by the Financial Times, our MSc blends classic management techniques with contemporary thinking. It is especially beneficial if you're approaching the course from a non-business background such as engineering, sciences, social sciences and the arts.

On this course, ranked in the top 10 in the UK by the Financial Times (2021), an emphasis on practical skills will take you beyond the theory. Via workshops, simulation exercises, teamwork and the application of strategies you'll find yourself at the heart of real-life management challenges. The result is greatly enhanced employability from an MSc packed with the insight, theories and skills successful management depends on.

Key areas you will develop include effective management in an ever-changing business environment, an awareness of how to analyse and resolve contemporary management problems and the ability to acquire, analyse and validate data.

Structure and assessment

Following induction and welcome week, you'll choose four option courses in Semester 1. Semester 2 brings the Methods of Research core course and three option courses which you'll select from an extensive, annually updated list. Learning is achieved through lectures, set reading, exercises and case studies and is assessed by formal examination, individual/group assessment and presentations.

Dissertation

Your MSc concludes with a dissertation. This gathers together all of the year's learning in one personal piece of work. Your dissertation topic is your own choice, but it should reflect your career plans.

Previous topics have included quantitative, qualitative and mixed methods pieces of research such as: The Impact of CSR on Poverty and Corruption: The Case of Mexico; The Effect of Age and Gender Stereotypes on the Experiences of an Ageing Population; A Study of Work-life Conflicts in China: Reasons, Attitudes and Coping Strategies of Chinese Employees; The future of Thai start-ups in Equity Crowdfunding; How Economic and Cultural factors shape the Animation Industry in different regions: A comparative study.

Career progression

Your MSc is focused on enhancing your employability. It is highly regarded by leading employers, with graduates securing positions at a variety of firms including well-known names such as KPMG, McKinsey & Co and Deloitte. Graduates in this programme will typically pursue roles in a wide variety of areas including Management Consulting, Strategy Consulting, Business Development, Finance, Management, Marketing, PR and Project Management.

Valued by employers

An MSc in Management prepares you to make an impact across a variety of businesses and sectors. Recent graduates from our Management programme have gone on to work for a range of organisations including:

- Accenture
- Amazon
- Bank of China

- Colgate-Palmolive
- Daimler AG
- Deloitte
- Deutsche Bank
- EY
- Facebook
- Gartner
- PwC

Group Consultancy Projects

During your MSc you may elect for a course which involves a consultancy project; this involves working closely with companies or businesses as part of a team to assist with a real-life active project. In most cases, the client will ask you to write a report which you will research and develop during the taught component of the course. Furthermore, there is likely to be an opportunity to present your findings back to the business. Topics range from broad, strategic issues to more specialised business matters. Your group will have to work together to produce clear and practical recommendations while meeting deadlines.

Students on our MSc in Management programme also have the opportunity to apply for a partially funded international trek (where government Covid-19 restrictions allow). On the previous trek students travelled to Dublin where they gained first-hand insight from managers in organisations such as Facebook, Oracle and Accenture.

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|---|--|---------------------|--|
| Choose 4 option courses from Semester 1 options list. | Select 1 of the 2 following courses: Qualitative Research Methods Quantitative Research Methods Choose 3 option courses from Semester 2 options list. | Dissertation | <p>Semester 1</p> <ul style="list-style-type: none"> Accounting and Financial Management Corporate Social and Political Responsibility Economics and Business Analytics Marketing Management Organisational Behaviour Service Management <p>Semester 2</p> <ul style="list-style-type: none"> Change Management Corporate Strategy Digital Transformation and Digital Business Financial Analysis Global Creative Industries Global Strategic Management: Issues and Perspectives Human Resource Management Marketing Communications Marketing of Services Organising for Social Change: Strategy, Governance and Innovation Project Management in Business Analysis Technology Entrepreneurship and Commercialisation |

GRADUATE PROFILE



Yu Zhang
Reward Management Professional,
OMV AG
MSc in Management

The degree definitely prepared me to kick-off my career in an international and fast paced organisation. The MSc Management has challenged me to acquire and apply knowledge quickly and deliver results within tight deadlines, which has become useful in my everyday work life. Not only did I gain practical skills through hands-on group projects and business simulations within the programme, but I was also able to build on my skills outside of it. For instance, I was part of the executive committee of a student club "SpeakEasy", facilitating public speaking workshops for fellow students. Also, I was lucky to win a business competition called "Edinburgh Apprentice", where I consulted local businesses, built business strategies and practiced problem solving.

The many extracurricular activities have been incredibly helpful to develop my professional and personal skills for my future career.

Looking back, the most valuable parts of my degree were getting to know so many wonderful people and learning more about myself. This programme has broadened my horizon and challenged me to stretch and go beyond my own limits. In doing so, I also realized that with determination and effort, one can learn and achieve anything, even in a short period of time. This mind-set will accompany me for the rest of my life.

Studying at UEBS is a life-changing experience and the MSc Management programme will equip students with the substantial skills for their future career. It is a challenging and highly rewarding programme with great variety of courses to choose from. I would definitely recommend it to other students.

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/management

LEARNING OUTCOMES

Demonstrate a general knowledge framework and understanding of key functions in management as applied in practice

Obtain through electives in-depth knowledge and understanding in more specific management related areas

Identify and appreciate the ethical issues in management decision areas

Obtain an understanding of how to undertake qualitative and quantitative research and apply this knowledge in the context of a major independent work (e.g. final dissertation)

MSc in Marketing

Marketing professionals are at the heart of the strategic decisions behind successful products and services. From development through production, pricing, distribution and promotion, these decisions impact both customers' needs and company bottom line. Making the right calls requires sound knowledge of marketing fundamentals.

Tailored to graduates from a general business or management-related discipline, our programme will help you develop a career as a critical, reflective marketer. Working towards the development of key skills and knowledge sought by employers, our course offers you the chance to develop in-depth marketing expertise that places both theory and practice at the centre.

Structure and assessment

Your MSc begins with a comprehensive induction and welcome week. This is followed by the four core courses that make up Semester 1. In Semester 2 you will partake in one further core course and then select three option courses from an annually reviewed list. These courses focus on specific areas, allowing you to match your studies to your career goals.

Learning is achieved through lectures, set reading and case studies, and assessed using a combination of formal examination, individual/group assessment and presentations.

Dissertation

Your MSc concludes with a dissertation that unites all of the year's learning in one unique piece of work. Your dissertation subject will typically relate to your interest in an aspect of marketing, an emerging trend or a particular company or sector. Often, topics reflect career plans.

Previous subjects have included: Consumers as supporting actors: a cross-cultural study of film consumption in Brazil and

the UK; An examination of mobile apps in the geotargeting of fashion consumers; A study of body image and consumption behaviour in UK fitness centres; To what extent do loyalty schemes generate brand loyalty for retailers?; Ethical consumption in Greece: quantitative insights into attitudes towards fairtrade products; More than a game: the symbolic consumption and identity construction of football fans in the UK and US; A cross-cultural study of the relationship between brand personality and brand equity amongst grey consumers.

Career progression

Your MSc in Marketing can lead to varied client or agency positions across marketing, branding, digital and public relations.

Typical graduate roles include: Marketing Manager; Agency Account Coordinator/Executive; Product/Brand Manager; Product Development Manager; Brand Strategist; Marketing Communications Coordinator; Media Planner; Marketing Data Analyst; Sales Account Manager; Digital/Social Media Marketing Manager and Public Relations Manager.

Guest Speakers

Our programme attracts a range of talented marketing practitioners and academics who will share their experiences and expertise with you.

In addition to being embedded into individual courses, these guest speakers will engage with you in programme-wide workshops and site visits.

Talks have included subjects such as:

- Social media and digital marketing
- Branding in the alcohol industry
- The use of mobile applications to drive revenue
- Behavioural economics
- Sports marketing
- Digital virtual goods
- Use of data insights in campaign development
- Working in agencies
- Masterclass in pitching
- Rebranding products
- Experiential marketing

Valued by Employers

Your MSc in Marketing will prepare you for a variety of career paths and destinations. Recent graduates from our Marketing Master's degree have gone on to work for a range of organisations including:

- Adobe
- Deliveroo
- Expedia Inc
- Henkel
- Johnson & Johnson
- Louis Vuitton
- MediaCom
- Moët Hennessy
- Nestle
- UN

For more information on application and entry requirements please see back page or visit our website. business-school.ed.ac.uk/msc/marketing

PROGRAMME STRUCTURE

Please note that the following programme structure is provisional for 2022/23 entry. Courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|---|---|--------------|---|
| Consumer Behaviour Marketing Decision Analysis Marketing Research Principles of Marketing Management | Marketing Applications Choose 3 option courses | Dissertation | International Marketing Strategy Marketing Communications Marketing in a Digital World Marketing of Services Understanding Brands |

LEARNING OUTCOMES

- Critically evaluate the key analytical frameworks and tools used in marketing
- Apply key marketing theories, frameworks and tools to solve marketing problems
- Utilise information on a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies
- Exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment
- Critically evaluate the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings
- Evaluate and act upon the ethical and environmental concerns linked to marketing activities

GRADUATE PROFILE



Lars Haitjema

Social Advertising Consultant (Medior) at IPG Mediabrands
MSc in Marketing

The fundamental way my degree has prepared me for my future career is the focus on creating different points of view for every situation and thought process. By challenging everything, I've found myself becoming more creative and able to apply this to my daily duties.

The most valuable part of the degree to me has been the ability to create lifelong connections with people all over the world. Everyone from my year is working somewhere else. Everyone can help each other and offer insights into certain business areas or questions. Furthermore, the university offers such a vast wealth of knowledge through the library, this has helped me achieve immense in depth knowledge of the subjects which still helps me every day.

I met my girlfriend a few months in to the programme. But in all seriousness, my favourite memory of the year must be the graduation ceremony. Everyone was glowing with happiness and pride and we were all celebrating our achievement together.

MSc in Marketing and Business Analysis

Marketing professionals frequently utilise data analysis and predictive modelling to shape key decisions. Increasingly, these activities are seen in areas including customer profiling, data mining and forecasting. Led by a quantitative approach, our MSc will offer you an in-depth study of the marketing and management science disciplines behind these interventions.

This programme is ideal if you are from a general business or management-related field and have some quantitative skills. It delivers a unique learning experience that will see you exploring the theoretical marketing foundations and business modelling approaches at the heart of marketing decisions.

Reflecting this, core and option courses are shared equally between marketing and management science, giving you expertise in both areas. Delivered by the School's renowned Marketing faculty, this programme also benefits from the School's Management Science Group whose expertise and experience informs a number of the courses.

Structure and assessment

Following a comprehensive induction and welcome week you will study four core courses in Semester 1. Enabling you to tailor your MSc, in Semester 2 four or five option courses are chosen from an extensive, annually reviewed list. Learning is achieved through lectures, case study and computer-based tutorials, group work and set readings. Your work will be assessed using a combination of formal examination, individual/group assessment and presentations.

Dissertation

Your MSc concludes with a dissertation. This brings all of your year's learning together in one unique piece of work that should reflect your career plans.

Past topics have included: Sales forecasting in the fast-moving consumer goods industry; Good debt - Bad debt: an investigation into the use of credit scoring techniques in assessing default of customers; The use of simulation in business decision-making: insights from manufacturers and retailers; Does measurement matter? An examination of the use of marketing metrics in small and medium-sized businesses; Data mining in

the clothes industry: a case study on the harvesting of customer data in a national clothing retailer; To what extent can performance measures improve marketing effectiveness in multinational companies? and Distribution decisions: how can decision trees and resource allocation models assist managers? You will also have an opportunity to engage with company-sponsored dissertation projects. Past companies have included: Barnardo's, Mercat Tours, Neurolabs, Mademoiselle Macaron.

Workshops with Practitioners

During your MSc you may participate in workshops which are practitioner focused. Engaging directly with practitioners in this way assists with the real-life application of marketing theory and creates opportunities to contribute to real business challenges.

Past workshops have included:

- Search Engine Optimisation with Mike Rogers, Managing Director at Optimize Search Marketing
- Digital Marketing Strategy with Steve Kemish, Managing Partner at Junction
- Budgeting for Marketers with Tim Hamill, Director at Data Ketchup

Career progression

Your MSc will give you the knowledge and practical skills essential for a range of roles.

Examples include:

Consumer/Market/Social Researcher; Trend Analyst; Data Insight Analyst; Marketing Campaign Analyst; Data Mining Statistician; Business/Marketing Consultant; Credit Analyst; Account Planner; Marketing Communications Manager and Digital Marketing Manager.

Valued by Employers

Your MSc is highly rated by a broad range of recruiters. Recent graduates from our Marketing and Business Analysis MSc have gone on to work for a range of

organisations including:

- Arsenal Football Club
- Carlsberg Group
- Deloitte
- Estee Lauder
- Expedia Group
- Google
- KPMG
- Neue Zürcher Zeitung
- Tesla
- Thomson Reuters

Guest Speakers

The School regularly welcomes industry speakers from a variety of sectors. Guests have included:

- **Sainsbury's Bank** Database Marketing Manager
- **Accenture** Global Head of Strategy
- **AEGON** Head of Strategy
- **First ScotRail** Managing Director
- **Glenmorangie** Operations Director
- **Lloyds TSB** Chief Economist Roche Group CEO
- **Royal Bank of Scotland** Head of Group Analytics
- **Scottish Development International** Operations Director
- **Shell** General Manager of Oil Market Analysis
- **Siemens** Chief Financial Officer
- **Tesco** Chairman
- **VisitScotland** Head of International Marketing
- **Weber Shandwick** Managing Director
- **Wolfson Microelectronics** Co-Founder and Non-Executive Director

Talks have included subjects such as:

- Market analysis for online games
- Digital marketing strategies for a bank
- Risk management methodologies used in public, private and NFP organisations
- Tackling the credit cycle and too big to fail
- New market analysis for an online travel site
- Incentives, models and the credit crunch

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

| SEMESTER 1 | SEMESTER 2 | SUMMER | OPTIONS |
|---|--|----------------------------|---|
| <p>Business Statistics</p> <p>Marketing Decision Analysis</p> <p>Marketing Research</p> <p>Principles of Marketing Management</p> | <p>Choose 30 credits worth of option courses from each group.</p> <p>Please note some restrictions apply so please visit website for details</p> | <p>Dissertation</p> | <p>Group 1</p> <p>International Marketing Strategy (15)</p> <p>Marketing Applications (15)</p> <p>Marketing Communications (15)</p> <p>Marketing in a Digital World (15)</p> <p>Marketing of Services (15)</p> <p>Understanding Brands (15)</p> <p>Group 2</p> <p>Data Mining 1 (10)</p> <p>Data Mining 2 (10)</p> <p>Game Theory for Business Analytics (10)</p> <p>Industrial Organisation (10)</p> <p>Optimisation Models for Marketing Decisions (10)</p> <p>Project Management in Business Analysis (20)</p> <p>Simulation Modelling and Analysis (10)</p> |

LEARNING OUTCOMES

Define, explain and apply the key terms, concepts and theories in marketing and business analysis

Critically evaluate analytical tools and frameworks used in marketing and business analysis

Discuss the challenges facing marketing decision-makers in modern organisations

Collect, analyse and synthesise a range of information sources to inform discussion on topical issues in marketing and business analysis

Explain, apply and evaluate qualitative and quantitative approaches to marketing and business analysis problems

GRADUATE PROFILE



Nehan Imran

Brand Executive, Cheetay Logistics Pvt Ltd.
MSc in Marketing and Business Analysis

What appealed to me the most about Edinburgh's MSc in Marketing and Business Analysis degree was the unique combination of theoretical and practical courses it had to offer.

I am currently working at Cheetay Logistics, Pakistan's fastest growing e-commerce start-up, as a Brand Executive. With the industry being very fast paced and challenging, I have found that the business skills, tactical thinking skills and the analytical skills that I have acquired during my studies have been vital for my growth and achievements. My experience at the Business school has helped me tailor my communication skills to appeal to all cultures and develop the ability to work under pressure in an optimised manner.

For me, the most valuable part of my studies would definitely be working on group projects. I learned so much from everyone in my group, who each came from very different backgrounds and had their own unique styles of working.

I have so many memories that I am so grateful for. From pulling an all-nighter at the library to walking up to Calton Hill at 3 in the morning. Thank you, Edinburgh, for being great. The University of Edinburgh will always be my home away from home

ARE YOU READY FOR THE CHALLENGE?

Finding out more

We encourage you to attend one of our Open Days or make an appointment to come and visit the campus. If you are not able to make it to campus, you also have the opportunity to find out more by meeting us at various Masters Fairs taking place globally either in person or virtually. We also host a number of webinars and Virtual Open Days. Details of forthcoming events and opportunities are posted on our website. We can also arrange one-to-one sessions with our Student Recruitment Manager either via telephone or various phone and video calling apps such as WhatsApp, Skype and Zoom.

Educational and professional experience

Entry requirements

The entry requirement is normally a UK first or 2:1 Honours degree from a University. Our website clarifies international equivalents to the desired UK 2:1/1st Honours degree.

Individual programmes may have slightly different requirements so please visit our website for up-to-date information.

Professional experience requirement

Work experience is not required, although relevant experience may increase your chances of acceptance. Conditional offers can be made whilst you wait for a final degree result/language score result.

English language

You may be required to submit one of the following English Language Tests:

- TOEFL-iBT (including Special Home Edition): total 100 (at least 20 in each module). We do not accept TOEFL MyBest Score to meet our English language requirements
- International English Language Testing System (IELTS): Overall score of 7.0 or above (with a score of at least 6.0 in each section)
- Cambridge English: C2 Proficiency: 185 (at least 169 in each module)
- Cambridge English: C1 Advanced: 185 (at least 169 in each module)
- Trinity Integrated Skills in English (ISE): ISE III (with a pass in all four components)
- PTE (Pearson Test of English): total 70 (at least 59 in each section)

Please visit our website for full details.
business-school.ed.ac.uk



How to Apply

We ask all candidates to complete an online application and a personal statement which should indicate your reasons for applying to the programme. For full details about the application process and deadlines please visit our website. We run a staged admissions process and thereby it is important to check the website for the given deadlines throughout the application cycle. This will also give you the most up-to-date information about requirements. We recommend submitting your application by June in order to allow plenty of time to organise your move to Edinburgh especially if you require a visa. To apply online please visit the specific programme pages at business-school.ed.ac.uk

Fees

Fees for entry are listed on our website under each individual Masters programme.

Scholarships

We offer a range of scholarships. Please visit our website for details.

GET IN TOUCH

+44 (0)131 650 4000

futurestudents@ed.ac.uk



UNIVERSITY OF EDINBURGH
Business School

University of Edinburgh Business School
29 Buccleuch Place, Edinburgh, EH8 9JS, UK

+44 (0)131 650 4000
futurestudents@ed.ac.uk

business-school.ed.ac.uk

