

MSc programmes in business





Part of our leafy Hull Campus, with the inspiring listed buildings of the Business School – all recently renovated and refurbished – dominating the centre of the photograph.

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Welcome from the Dean



In the midst of challenging times for businesses around the world, it's clear that organisations are looking for professionals who have the capacity to make sense of complex issues in order to make things work better.

This is why our MSc programmes will equip you with specialist skills, advanced knowledge and an appreciation of how these are put into practice in the global business environment – allowing you to fit smoothly into organisations of all kinds and add value from day one.

All our programmes provide opportunities to connect with the world of work, allowing you to gain invaluable insight from practising managers and their organisations, and to demonstrate your capabilities in the workplace.

At the school, you'll engage with our academic staff, high-profile business practitioners and a cohort of participants from across the globe, bringing together a wealth of experiences and insights to challenge and inspire you. You'll also have access to the very latest in business and management thought and practice, state-of-the-art resources and, most importantly, a friendly and supportive international learning environment.

We believe that an MSc from Hull will help you stand out from the crowd, providing you with a distinctive, advanced qualification from a leading UK business school. Your MSc will set you on the path to a successful career in the global business environment and will continue to demonstrate its value as your career progresses and your status grows.

Professor Mike C Jackson
Dean of School

Some of our MSc students outside the Business School.



Stand out from the crowd

Our goal is to equip you with the fundamental skills necessary to gain promotion or to take the first step on the career ladder in a fast-paced international business environment.

We offer a first-class suite of MSc programmes covering all the major areas of business and management – providing you with specialist expertise and the very latest in thought and practice in your chosen subject. All this is complemented by the development of transferable personal and professional skills that will make you a highly employable business professional.

The comprehensive programmes are designed for students from varied backgrounds, so that your first degree or work experience need not necessarily be in the specialist area covered by the MSc.

Those who have not already studied a business subject will gain the core tools to excel in what is a complex global business arena. For those who already have experience of business and management education, taking an MSc at Hull can provide the specialist knowledge required to stand out from the competition.

The programmes are

- MSc Business Management
- MSc Financial Management
- MSc Human Resource Management
- MSc International Business
- MSc Logistics and Supply Chain Management
- MSc Marketing Management
- MSc Advertising and Marketing
- MSc(Econ) Economics and Business
- MSc(Econ) Money, Banking and Finance
- MSc(Econ) Transport Management and Economics

Connected learning

All our MSc programmes respond to the latest trends in the business world, reflecting the needs and requirements of employers and encompassing the most recent academic research.

The aim of each programme is to provide you with the right balance of specialisation, academic knowledge and professional skills. Having access to the diverse and constantly evolving business world will ensure that you develop a well-rounded perspective on how organisations work. The benefit of this will be a solid understanding of how your specialist skills and expertise effectively fit into the wider organisational and international business environments.

Engage with the world of work

You will have a wealth of opportunities to enhance your programme of study and gain invaluable ‘real-world’ experience throughout your time at the Business School.

Our dedicated World of Work team coordinates the company-based projects (see page 5 for more information), promotes job opportunities and arranges events throughout the year to support your career development. For example, the annual World of Work Week features practising managers as guest speakers and delivers business-focused careers advice and practical help for those wanting to work in the UK or overseas.

Personal and professional development

This support does not end on graduation. We encourage all our students to keep in touch with us after they have finished their studies by joining our global community of 19,000 graduates. Many of these graduates work as senior managers in functional areas or as chief executives in organisations across the globe, including Boots, Kuoni Travel, Ernst & Young, Commerzbank and the WWF, the world's leading independent environmental organisation.

Through our alumni association, graduates are invited to take part in the stimulating networking opportunities and management development programmes that we offer, continuing their personal and professional development. They also often come back to present guest lectures or inspire current students with their stories of success.

How your programme works

Programme structure

The academic year at the University of Hull begins with an MSc induction programme in September. The first teaching semester runs until January, and the second from January to the beginning of June.

During that time, you will complete four taught modules worth 20 credits each and four worth 10 credits each. (Four modules are studied and completed in each of the two teaching semesters.)

You will study core modules related to your programme of study, and some programmes offer the opportunity to take optional modules based on your particular interests or career aspirations.

The summer period from June to September is spent working independently, with academic supervision, on the MSc dissertation or project (see below). The 180 credits needed for a Masters degree at Hull are therefore made up of 120 credits of taught modules and a 60-credit dissertation.

Common content

In addition to core modules related to your area of study, all MSc programmes include two common modules to help develop transferable academic and professional skills.

Professional Skills will give you the tools you need to achieve your academic and professional objectives, including personal development planning techniques, communication and presentation skills, and approaches to problem solving.

Research Methods enables the exploration of research paradigms in the context of business and management, providing you with tools and techniques that you can apply to the dissertation or project. You will also consider the practical problems and ethical issues that you may confront in organisational settings.

Dissertation or project

All students also undertake a dissertation or project. This provides the opportunity for you to pursue your interests and strengthen your analytical and critical skills as you undertake a major piece of work. You will be supported by an academic supervisor throughout the dissertation or project period.

The dissertation normally requires primary research and will demonstrate your understanding of appropriate theories and research methodologies as well as critical awareness of issues in the area of your dissertation topic.

Your dissertation can be in the form of a company-based project involving the exploration of a specific organisational issue related to your programme of study. You will put your learning into practice in a real organisation and feed your findings and recommendations back to the company. This allows you to demonstrate that you can make a tangible difference to the success of an organisation – further boosting your employability.

'My MSc course at Hull has provided me with invaluable knowledge, skills and experience which will give me a competitive advantage in the tough graduate job market. The Business School occupies beautiful premises and provides a stimulating and friendly environment for students of all ages and backgrounds.'

Alex Hendrie

MSc Business Management

FastFacts

Duration | 1 year full-time

Attendance | Full-time study which includes lectures, tutorials, seminars, group work and independent study

Entry requirements | Applicants should normally possess a good Honours degree or equivalent, one academic reference and a good command of English (where appropriate, an IELTS score of 6.0 or TOEFL score of 550 or equivalent). For further information please see page 24

Fees | For information on fees please visit www.hull.ac.uk/money. Financial support for our MSc programmes is available through scholarships and bursaries

Location | Hull University Business School, Hull Campus

Contact | For Admissions: +44 (0)1482 466850, pgstudy@hull.ac.uk

For information on the programme: Postgraduate Office, +44 (0)1482 463254, businessmasters@hull.ac.uk

Today's demanding and rapidly changing business world requires managers who can master advanced management techniques in order to deal with the complexities of an interconnected, international business environment.

This MSc will help you become a competent and confident professional by fostering the development of key academic knowledge as well as the necessary practical skills.

Throughout the programme you will gain a comprehensive understanding of how organisations operate. You will adopt a range of strategic and up-to-date perspectives and become proficient in functional areas including marketing, finance, and human resource management. This will significantly enhance your ability to implement change that will benefit the organisation as a whole.

You will also develop the analytical skills to make informed choices and decisions when dealing with a range of management issues, always considering the wider environment in which organisations operate and the social impact of the choices that you make.

You will study

- Principles of Marketing Management
- Managing Finance
- International Business Environment and Strategy
- People Management
- Professional Skills
- Research Methods

You will also

- choose two optional modules from the wide choice available
- engage in a dissertation or project in an area of interest

Principles of Marketing Management focuses on the needs of customers and on providing value, emphasising an integrated, strategic approach. It uses marketing simulations and the marketing plan to enable you to develop analytical skills and marketing strategies.

Managing Finance provides you with crucial financial and management accounting techniques and alternative sources of short- and long-term finance. As a result, you will be able to use and evaluate information which will keep your organisation informed and ahead of the competition.

International Business Environment and Strategy encompasses complex and unpredictable factors, including trade, cultural and legislative barriers. You will analyse the process of globalisation and identify the best market approaches to secure competitive advantage.

People Management draws on your own experiences to develop an understanding of human resource management which has practical relevance, particularly in today's diverse workplace. You will be encouraged to question accepted assumptions about management and explore your own potential.

See page 5 for details of Professional Skills, Research Methods and the dissertation or project.

MSc Financial Management

FastFacts

Duration | 1 year full-time

Attendance | Full-time study which includes lectures, tutorials, seminars, group work and independent study

Entry requirements | Applicants should normally possess a good Honours degree or equivalent, one academic reference and a good command of English (where appropriate, an IELTS score of 6.0 or TOEFL score of 550 or equivalent). For further information please see page 24

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It has become clear that those who have responsibility for financial information can influence management decision making within and outside organisations – and we want to make sure that you have all the tools to help companies make the right choices in challenging economic climates.

This is why our MSc in Financial Management provides a strong grounding in the theory and practices of accounting and finance in the corporate sector. Through this programme you will become adept at analysing financial information, adopting an international perspective as you consider developments in financial management across different cultures.

You will be invited to put yourself in the position of a financial manager within an organisation and investigate practical, real-world examples. You will also explore traditional and contemporary developments in financial practice and draw upon relevant research as a foundation on which to build strategic approaches to financial management.

You will study

- Foundations of Finance
- Corporate Performance Analysis
- Corporate Financial Management
- International Finance and Investments
- Financial Analysis
- Professional Skills
- Research Methods

You will also

- choose one optional module from the wide range available
- undertake a dissertation or project in an area of interest

Foundations of Finance imparts a thorough understanding of key issues in the theory of finance and the use of theory in practical decision making, covering advanced issues that include risk–return relationships, portfolio analysis and risk management.

Corporate Performance Analysis explores how the application of financial and management accounting techniques can result in more efficient allocation of resources and the addition of value. Taking account of sociopolitical and international economic issues, you will examine decisions made by executives in satisfying corporate shareholders.

Corporate Financial Management is concerned with decisions made in an international and often unstable environment. It explores issues related to investment appraisal; bonds and shares; mergers and acquisitions; portfolio theory; and risk management.

International Finance and Investments examines how the principles of corporate finance are applied and the implications of the increasing internationalisation of capital markets. The module explores stock exchanges and other financial markets, investment strategies, risk management and hedging, all in an international context.

Financial Analysis develops skills associated with the interpretation of internal and externally published financial information to inform decision making. It considers the techniques of financial planning and valuation of assets within the organisation.

See page 5 for details of Professional Skills, Research Methods and the dissertation or project.

MSc Human Resource Management

FastFacts

Duration | 1 year full-time

Attendance | Full-time study which includes lectures, tutorials, seminars, group work and independent study

Entry requirements | Applicants should normally possess a good Honours degree or equivalent, one academic reference and a good command of English (where appropriate, an IELTS score of 6.0 or TOEFL score of 550 or equivalent). For further information please see page 24

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Human resource managers across all organisations and sectors are faced with increasingly complex demands arising from within their organisations and from unpredictable external environments.

This is why our programme will provide you with specialist skills and knowledge in human resource management (HRM) as well as an understanding of wider issues, such as internationalisation. Factors including The loosening of restrictions on the movement of labour mean that many employees now work across national borders. Such circumstances demand the capacity from human resource managers to design and implement strategic policies and processes – a skill that you will gain on this programme.

You will also develop the ability to recognise and address ethical dilemmas and corporate social responsibility issues as you progress through the programme, understanding the contribution to organisational success made by effective human resource management.

You will study

- Critical Concepts and Practices of HRM
- Employment Relations
- International Issues in HRM
- Human Resource Development
- Strategic Leadership and Leading Change
- Professional Skills
- Research Methods

You will also

- choose from either Corporate Social Responsibility or Talent Management
- undertake a dissertation or project in an area of interest

Critical Concepts and Practices of HRM explores the development and theory of human resource management, evaluating its practices including human resource planning; recruitment and selection; performance management; and diversity.

Employment Relations are a crucial element of HRM. This module explores theories of employment relations, considering these in relation to strategic human resource management and adopting a comparative international approach.

International Issues in HRM examines international human resource management, looking particularly at the transference of its functions and practices across cultural and national boundaries.

Human Resource Development focuses on theories and practices of learning in organisations, exploring employee development and management learning of individuals and the organisation. It also covers some psychological approaches to learning, drawing on occupational psychology; experiential learning; skills; and social learning theory.

Strategic Leadership and Leading Change looks at the relationship between leadership skills and the development and evolution of organisations. It considers the nature of leadership, focusing on strategic leadership, and how organisations manage the change process in response to internal and external pressures.

Corporate Social Responsibility (CSR) has been brought to the forefront of managerial and societal thinking. This module investigates issues of CSR and the shift in emphasis from business analysis to effective management; also why concerns such as CSR have jumped to the top of the management agenda.

Talent Management highlights the critical importance of identifying and retaining talented employees. It explores the notion of 'talent' and how organisations approach talent management. Gender and diversity issues will be critically explored.

See page 5 for details of Professional Skills, Research Methods and the dissertation or project.

MSc International Business

FastFacts

Duration | 1 year full-time

Attendance | Full-time study which includes lectures, tutorials, seminars, group work and independent study

Entry requirements | Applicants should normally possess a good Honours degree or equivalent, one academic reference and a good command of English (where appropriate, an IELTS score of 6.0 or TOEFL score of 550 or equivalent). For further information please see page 24

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One of the main challenges for managers operating in the international business environment is dealing with its erratic and dynamic nature. This means that managers need to be not only responsive but also confident that they are making the right decisions at the right time. These are skills that you will develop on our MSc in International Business.

On the programme you will explore topics including governance issues, cultural diversity and the additional complexity arising from cross-border transactions, while maintaining a strong strategic focus. You will become adept at formulating competitive strategies and conducting effective research, as you come into contact with current issues and the latest research.

You will study

- International Business Context
- The Region in International Business
- The International Firm and its Strategy
- Global Logistics and Supply Chain Management
- Cross-Cultural Communication
- Professional Skills
- Research Methods

You will also

- choose one optional module from the wide range available
- undertake a dissertation or project in an area of interest

International Business Context focuses on internationalisation as one of the most pervasive forces of change in the business environment, opening up new markets and opportunities. It explores environmental forces and the impact of internationalisation on organisations.

The Region in International Business enhances understanding of regional integration and fosters the ability to evaluate its importance in shaping strategy. This is assessed in the context of globalisation using the European Union, the world's biggest market, as a point of comparison.

The International Firm and its Strategy explores how firms large and small respond to the challenges posed by increasing internationalisation and examines the method and direction of international strategies, from offensive and defensive positions.

Global Logistics and Supply Chain Management investigates the international dimensions of transport, procurement and distribution as well as legal, financial and security aspects. You will develop a sound understanding of the regulation of international supply networks and other complex logistics problems.

Cross-Cultural Communication will prepare you to interact and manage successfully in global business environments. It addresses aspects of language, discourse and writing, and communications solutions in a multicultural setting.

See page 5 for details of Professional Skills, Research Methods and the dissertation or project.

MSc Logistics and Supply Chain Management

FastFacts

Duration | 1 year full-time

Attendance | Full-time study which includes lectures, tutorials, seminars, group work and independent study

Entry requirements | Applicants should normally possess a good Honours degree or equivalent, one academic reference and a good command of English (where appropriate, an IELTS score of 6.0 or TOEFL score of 550 or equivalent). For further information please see page 24

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Whether a local company or a multinational firm, no organisation can afford to ignore the state of its supply chain, particularly when faced with increasing competition from global markets.

A robust and resilient supply chain can deliver cost savings and efficiencies across an organisation, which is why this programme will enable you to develop a deep understanding of the management, planning and coordination of supply chains.

Through the programme you will become familiar with the tools and techniques necessary to develop effective and efficient supply chains which deliver higher levels of value for the end user and facilitate sustainable business growth. You will explore current theory and research, seeing how this informs practice, and develop innovative solutions to real-life logistics and supply chain problems.

You will also benefit from the vast expertise and resources of our Logistics Institute, a world-class facility based at the Business School.

You will study

- Principles of Logistics and Supply Chain Management
- Supply Chain Planning and Control
- Logistics Technology
- Global Logistics and Supply Chain Management
- Professional Skills
- Research Methods

You will also

- choose two optional modules from the wide range available
- undertake a dissertation or project in an area of interest

Principles of Logistics and Supply Chain Management introduces fundamental principles of the discipline, including supply chain integration, customer value, lead times and lean and agile principles. Those with experience of the sector will gain fresh insights from current thinking in the field.

Supply Chain Planning and Control focuses on analytical, modelling and measurement methods in supply chain management, using industry-standard software. You will gain knowledge and practical experience of these tools and their use in optimising the movement of goods and information.

Logistics Technology evaluates contemporary technologies such as RFID (radio frequency identification) and AIDC (automatic identification and data capture) in the context of logistics applications and responsiveness. Jointly taught by the Department of Engineering, the module provides insight into the wider business implications of IT and other emerging technologies.

Global Logistics and Supply Chain Management investigates the international dimensions of transport, procurement and distribution as well as legal, financial and security aspects. You will develop in-depth understanding of the regulation of international supply networks and other complex logistics problems.

See page 5 for details of Professional Skills, Research Methods and the dissertation or project.

MSc Marketing Management

FastFacts

Duration | 1 year full-time

Attendance | Full-time study which includes lectures, tutorials, seminars, group work and independent study

Entry requirements | Applicants should normally possess a good Honours degree or equivalent, one academic reference and a good command of English (where appropriate, an IELTS score of 6.0 or TOEFL score of 550 or equivalent). For further information please see page 24

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Marketing managers are facing the challenge of reaching a global audience which is increasingly aware of marketing 'techniques' and is becoming more selective about where and how limited resources are spent.

This is why our MSc will provide you with the tools to plan effectively and strategically in this dynamic, international environment, alongside a thorough grounding in all of the key marketing skill areas (for example, market research, business strategy and consumer behaviour).

You will be introduced to the main theories and perspectives of marketing, and to their value and limitations in use, along with proposed alternatives. The programme also explores the role of marketing within the organisation and how different national contexts may impact what we think of as universal marketing principles.

You will study

- International Business Environment and Strategy
- Market Research
- Principles of Marketing Management
- Integrated Marketing Communications
- International Marketing
- Buyer Behaviour
- Professional Skills
- Research Methods

You will also undertake a dissertation or project in an area of interest.

International Business Environment and Strategy encompasses complex and unpredictable factors, including trade, cultural and legislative barriers. You will analyse the process of globalisation and identify the best market approaches to secure competitive advantage.

Market Research accepts that marketing information is central to marketing decision making and reviews various research methods and approaches. It also explores how data from different sources may provide elements of a marketing information system.

Principles of Marketing Management focuses on the needs of customers and on providing value, emphasising an integrated, strategic approach. It uses marketing simulations and the marketing plan to enable you to develop analytical skills and marketing strategies.

Integrated Marketing Communications examines the nature, role and importance of marketing communications and promotion management in the light of their behavioural foundations. You will consider internal and external communications as well as new channels in the communications mix.

International Marketing explores the process of extending domestic operations into a different national market. It examines the merits of standardised and adapted marketing solutions in global marketing and the impact of national culture on marketing operations.

Buyer Behaviour builds an understanding of how consumers and organisations make purchasing decisions, investigating influences such as culture, social class, perceptions and attitudes.

See page 5 for details of Professional Skills, Research Methods and the dissertation or project.

MSc Advertising and Marketing

FastFacts

Duration | 1 year full-time

Attendance | Full-time study which includes lectures, tutorials, seminars, group work and independent study

Entry requirements | Applicants should normally possess a good Honours degree or equivalent, one academic reference and a good command of English (where appropriate, an IELTS score of 6.0 or TOEFL score of 550 or equivalent). For further information please see page 24

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It has never been more important to ensure that advertising and marketing budgets are used wisely and have the greatest effect, given today's challenging economic conditions.

This programme will provide you with the skills to choose, design, implement and evaluate creative message strategies for different target audiences and to select the appropriate media channels to communicate such messages for best impact.

With a firm grounding in general marketing principles, you will be uniquely placed to ensure that potential tensions between the creative and the practical are overcome to produce innovative solutions that meet budgets and timescales.

You will study

- Advertising and Media
- Public Relations and Organisational Communications
- Principles of Marketing Management
- Integrated Marketing Communications
- International Marketing
- Buyer Behaviour
- Professional Skills
- Research Methods

You will also undertake a dissertation or project in an area of interest.

Advertising and Media explores cutting-edge promotional practices in the context of campaign design and the role of the media. You will look at the planning and implementation of campaigns in order to analyse the effects of marketing and the influence of media messages.

Public Relations and Organisational Communications covers key aspects of organisational identity; image and reputation management; media relations; crisis management; and internal and external communication.

Principles of Marketing Management focuses on the needs of customers and on providing value, emphasising an integrated, strategic approach. It uses marketing simulations and the marketing plan to enable you to develop analytical skills and marketing strategies.

Integrated Marketing Communications examines the nature, role and importance of marketing communications and promotion management in the light of their behavioural foundations. You will consider internal and external communications as well as new channels in the communications mix.

International Marketing explores the process of extending domestic operations into a different national market. It examines the merits of standardised and adapted marketing solutions in global marketing and the impact of national culture on marketing operations.

Buyer Behaviour builds an understanding of how consumers and organisations make purchasing decisions, investigating influences such as culture, social class, perceptions and attitudes.

See page 5 for details of Professional Skills, Research Methods and the dissertation or project.

MSc(Econ) Economics and Business

FastFacts

Duration | 1 year full-time

Attendance | Full-time study which includes lectures, tutorials, seminars, group work and independent study

Entry requirements | Applicants should normally possess a good Honours degree or equivalent, one academic reference and a good command of English (where appropriate, an IELTS score of 6.0 or TOEFL score of 550 or equivalent). For further information please see page 24

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Location | Hull University Business School, Hull Campus

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The global economic landscape has changed beyond recognition in a startlingly short space of time. It has been projected that the world economy will shrink by 2.6% in 2009, and the economic climate is being compared to conditions not seen since the Great Depression.

It is therefore crucial that future business economists are prepared with not only the right economic training to make informed choices, but also an appreciation of how important it is to consider wider external environments throughout the decision-making process. This is the kind of training that you will receive on our MSc in Economics and Business.

You will acquire economic skills relevant to business through the study of quantitative methods and the economic analysis of business data, developing expertise which is highly sought-after in the competitive business arena. Alongside key skills, this programme fosters an analytical approach which you can apply to a vast range of business issues, making you a more well-rounded business professional.

You will study

- Economics for Business
- Statistical Analysis of Economic Data
- Current Issues in Business Economics
- International Business Environment and Strategy
- Professional Skills
- Research Methods

You will also

- choose two optional modules from the wide range available
- undertake a dissertation or project in an area of interest

Economics for Business provides you with an economic 'toolkit' for business management. This includes key concepts in microeconomics and macroeconomics – opportunity cost; strategic thinking; equilibrium and disequilibrium; alternative economic models; and predicting the economic effects of government policies.

Statistical Analysis of Economic Data develops the quantitative skills needed by the business economist. It illustrates how to model a market and to find relationships within data, focusing on the tools of econometrics that predict and forecast economic variables.

Current Issues in Business Economics draws on topical subjects to demonstrate how economics is applied in real business scenarios. Typically, the module will cover three or four contemporary issues, such as competition policy, financing businesses, economic regulation or international trade.

International Business Environment and Strategy encompasses complex and unpredictable factors, including trade, cultural and legislative barriers. You will analyse the process of globalisation and identify the best market approaches to secure competitive advantage.

See page 5 for details of Professional Skills, Research Methods and the dissertation or project.

MSc(Econ) Money, Banking and Finance

FastFacts

Duration | 1 year full-time

Attendance | Full-time study which includes lectures, tutorials, seminars, group work and independent study

Entry requirements | Applicants should normally possess a good Honours degree or equivalent, one academic reference and a good command of English (where appropriate, an IELTS score of 6.0 or TOEFL score of 550 or equivalent). For further information please see page 24

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The global financial crisis which hit the world economy in 2008 brought into sharp relief the importance of corporate and international finance, especially the banking sector, to the functioning of economies and markets around the globe.

To help you make a positive impact in this critical area, the MSc(Econ) in Money, Banking and Finance delivers an understanding of how these sectors work and why they matter – providing you with invaluable training for a career in money, banking or finance.

The programme is designed for graduates from any discipline with a strong interest in the foundations of money, banking and finance who wish to acquire analytical skills necessary to pursue a career in the financial sector. It also caters for those who seek a general career in business or public service, but who want to know more about how the finance sector operates and how it assists business and government.

You will study

- Economics for Business
- Risk Management
- Money and Banking
- Econometrics for Finance
- International Finance and Investments
- Professional Skills
- Research Methods

You will also

- choose from either Monetary Policy or Real Estate Investment
- undertake a dissertation or project in an area of interest

Economics for Business provides you with an economic ‘toolkit’ for business management. This includes key concepts in microeconomics and macroeconomics – opportunity cost; strategic thinking; equilibrium and disequilibrium; alternative economic models; and predicting the economic effects of government policies.

Risk Management delivers a broad understanding of the fundamentals of uncertainty and risk, covering different types of risk, such as market, operational and credit risk. It introduces underlying theories of risk and some of the complex tools used by today’s experts.

Money and Banking develops understanding of financial intermediation in various forms, as banks serve both lenders and buyers. Critically analysing the economic theory of bank intermediation, the operation of financial regulation and the role of central banks in the financial sector, it also fosters an understanding of monetary aggregates and monetary transmission.

Econometrics for Finance fosters the quantitative skills needed to analyse issues of finance and banking. Rich in data, the module explores time-series methods, other statistical techniques and specialist computer software that can be used for financial analysis.

International Finance and Investments examines how the principles of corporate finance are applied and the implications of the increasing internationalisation of capital markets. The module explores stock exchanges and other financial markets, investment strategies, risk management and hedging, all in an international context.

Real Estate Investment imparts a systematic and coherent understanding of the processes, vehicles and performance of real estate investments, in the context of modern investment science as it relates to dynamic decision making in uncertain conditions.

Monetary Policy explores how and why the government or the central bank tries to manage variables such as the money supply and interest rates in order to target variables such as inflation and economic growth.

See page 5 for details of Professional Skills, Research Methods and the dissertation or project.



MSc graduate Marta Gonzalez.



MSc graduate Adam Schilke.

MSc(Econ) Transport Management and Economics

FastFacts

Duration | 1 year full-time

Attendance | Full-time study which includes lectures, tutorials, seminars, group work and independent study

Entry requirements | Applicants should normally possess a good Honours degree or equivalent, one academic reference and a good command of English (where appropriate, an IELTS score of 6.0 or TOEFL score of 550 or equivalent). For further information please see page 24

Fees | For information on fees please visit www.hull.ac.uk/money. Financial support for our MSc programmes is available through scholarships and bursaries

Location | Hull University Business School, Hull Campus

Contact | For Admissions: +44 (0)1482 466850, pgstudy@hull.ac.uk

For information on the programme: Postgraduate Office, +44 (0)1482 463254, businessmasters@hull.ac.uk

Transport is a sector experiencing global growth while at the same time facing challenging environmental concerns. This has resulted in the need for efficient and effective management, regulation, and policy formation and implementation.

With this in mind, the MSc in Transport Management and Economics enables you to develop into a highly sought-after professional who understands and can manage the complexities in this sector.

It imparts an understanding of concepts and policy relating to transport management and provides economic tools and techniques to effectively analyse and improve systems and structures. In this way it fosters an ability to develop transportation infrastructures that are efficient, cost-effective and sustainable.

Throughout this programme you will draw on the school's established research strengths and resources in economics and logistics, including our state-of-the-art Logistics Institute.

You will study

- Transport Economics and Policy
- Transport Management
- Economics for Business
- Principles of Logistics and Supply Chain Management
- Sustainable Logistics
- Professional Skills
- Research Methods

You will also

- choose two optional modules from the wide range available
- undertake a dissertation or project in an area of interest

Transport Economics and Policy explores the demand for transport and how it can be modelled, particularly within the contemporary setting. You will look at the effects of different transport undertakings and networks, as well as government policy and regulation.

Transport Management focuses on how the industry is managed, particularly within the context of sustainable transport systems. Applications of technology, industry structure and modal characteristics will all be explained in the context of passenger transport and freight.

Economics for Business provides you with an economic 'toolkit' for business management. This includes key concepts in microeconomics and macroeconomics – opportunity cost; strategic thinking; equilibrium and disequilibrium; alternative economic models; and predicting the economic effects of government policies.

Principles of Logistics and Supply Chain Management introduces fundamental principles of the discipline, including supply chain integration, customer value, lead times and lean and agile principles. Those with experience of the sector will gain fresh insights from current thinking in the field.

Sustainable Logistics combines theory and practice with ethical and environmental issues, drawing on contemporary case studies to help you evaluate the sustainability of various logistics operations. You will make informed judgements about how legislation and management practices can limit the environmental impact of logistics operations.

See page 5 for details of Professional Skills, Research Methods and the dissertation or project.

'To study at Masters level in one of the best-known business schools makes me proud, and it is something that I would certainly recommend. It has opened my mind to communications, and it arouses my curiosity about other branches of my profession.'

Marta Gonzalez

Support

At Hull, you will be part of a vibrant and international learning community. You will benefit from the experiences and insights of fellow students from around the world, as well as engaging with a global body of staff. An induction programme at the start of the first semester will give you the chance to get to know the teaching team and your fellow participants.

You will be encouraged to engage and interact with the programme material and develop new ways of working, as you take part in group discussions, problem-solving exercises and presentations.

To support you through your course and prepare you for assignments and examinations, we provide extensive learning materials and unlimited access to an excellent library, broadband-enabled PCs and e-journals.

All MSc students are also assigned a personal supervisor who is a source of pastoral care, information and links to other support services in the University.

The Business School

Hull University Business School provides a stimulating environment in which fundamental issues within international business and management are studied, developed and used to influence practice.

Independent assessment and accreditation confirms our commitment to achieving the very highest standards in all that we do. In addition to AMBA and EQUIS accreditation – making us a leading business school – our doctoral training programme has received recognition from the Economic and Social Research Council (ESRC). The Quality Assurance Agency has assessed our teaching and learning as excellent and, following the 2008 Research Assessment Exercise, 85% of research returned by the school was classed as of an international standard, with over half of that judged to be 'world-leading' or 'internationally excellent'.

We are also proud to be one of the first academic institutions to sign up to the Principles for Responsible Management Education (PRME) and an active part of the European Academy of Business in Society (EABIS). Being part of these organisations strengthens our commitment to developing understanding of corporate social responsibility, and you will benefit from an awareness of this crucial aspect of management practice.

The school is housed in four inspiring listed buildings which have been sympathetically renovated to allow the seamless integration of first-class modern facilities, including dedicated computer suites, a 500-seat lecture theatre and a fair-trade cafe. Our postgraduate students further benefit from our world-class Logistics Institute and the University's vast library collections and electronic information resources, as well as access to extensive, modern ICT facilities.

Further information can be found at www.hull.ac.uk/hubs.

The University of Hull

The University of Hull, England's 14th-oldest university, is a centre of excellence in teaching and research and has a reputation as one of Britain's friendliest universities. It has active links to industry and commerce and to the local community as well as an international reputation.

The University is proud to be included in the THES-QS World University Rankings' top 500 and to be a member of the GU8 consortium, a group of 10 universities from across the world which was formed to foster collaboration in logistics, maritime affairs, business, technology and education through student exchange and the adoption of common curricula.

Hull has twice been ranked among the top eight universities in Britain by the International Student Barometer, a comparative study tracking international students' opinions of education abroad.

More information on the University can be found at www.hull.ac.uk



*Students and staff enjoy the Derwent Cafe
at the heart of the Business School.*



$Sales = b_0 + b_1 Adv.$
 $Y_2 = b_0 + b_1 X$

One of the several well-equipped teaching rooms dedicated to our postgraduate students.

Research at Hull University Business School

The school is dedicated to the production and dissemination of internationally influential business, economics and management research, all of which influences and underpins our programmes of study. Through our research we make a significant contribution to Hull's reputation as one of the UK's leading research-engaged universities, committed to supporting an active and vigorous research community and fostering interdisciplinary collaborations.

Our world-class academics, including 17 full professors, play major roles in the international academic community. Their research, disseminated through books and leading peer-reviewed international journals, generates and advances new knowledge and ideas; inspires new ways of working; underpins new teaching content and methods; and supports strong relationships with universities, businesses and institutions both regionally and internationally.

Research at the school is organised through six centres of excellence.

Centre for Economic Policy provides a focus for research in applied economics, emphasising economic policy.

Centre for International Accounting and Finance undertakes applied and international work on financial reporting, as well as accounting for intellectual capital, accounting education, real estate and entrepreneurial finance.

University of Hull Logistics Institute focuses on excellence in global logistics and supply chain management.

Centre for Management and Organisational Learning is concerned with the understanding, critique and improvement of learning processes for managers and organisations.

Centre for Marketing, Communications and International Strategy focuses on the strategic use of integrated marketing communications as well as other applied research in marketing and international strategy.

Centre for Systems Studies is an international focal point for research in the theory and practice of systems thinking, organisational cybernetics and complexity theory.

Research degrees

The Business School offers research degrees in the areas addressed by its six research centres at the levels of PhD/MPhil and MRes.

Doctor of Philosophy and Master of Philosophy (PhD/MPhil) is a three-year full-time (or occasionally five-year part-time) programme. Successful applicants to the PhD are first registered on an MPhil and are then expected to upgrade from MPhil to PhD through an Upgrade Seminar (comprising a 10,000-word research report and presentation) within 12 months of their initial registration. Exceptionally, students may continue on the MPhil, which is, in total, a two-year full-time programme (three years part-time).

Master of Research (MRes) is a one-year foundation programme that provides an ideal preparation for students who wish to study for a PhD but whose first degree or Masters degree did not contain a sufficient research-training element. The programme of study includes modules on research philosophy, quantitative and qualitative research techniques, generic research skills, interview skills, survey methodologies and appropriate subject-related options. Successful completion allows progression to the PhD/MPhil programme.

Both are high-quality programmes recognised by the Economic and Social Research Council (ESRC). Further information is available at www.esrc.ac.uk.

For more information on research degrees at Hull University Business School, please visit www.hull.ac.uk/hubs.

'I chose to study at Hull University Business School because of its student satisfaction and teaching quality ratings, and it didn't take me long to realise that I'd made the best choice. The modules aroused my intellectual curiosity, and I not only learned about business in a global perspective but also developed the skills to make a difference in my local environment. Today, I see myself as a fulfilled candidate equipped to compete and excel in my chosen career.'

Adutwumwaa Kumah

About the city of Hull

Hull combines the very best of an urban waterfront location with a rich heritage. Recent developments at the heart of Hull, such as the £160 million St Stephen's retail and leisure complex, have transformed the city into a thriving destination with an exhilarating mix of culture, shopping and nightlife.

The Deep, a stunning marine visitor attraction; the superb KC Stadium – home to our Premiership football club and sell-out concerts; and the nationally renowned Hull Truck Theatre ensure that there is always something going on in Hull. The fascinating history of the city can be explored through its Museums Quarter, and the Ferens Art Gallery boasts a diverse collection of traditional and contemporary work.

Because of its location at the gateway to Europe, multinational organisations choose to base their operations in Hull and the region. In addition to being one of Europe's busiest port complexes and a manufacturing hub, the region is also home to the healthcare giants Smith & Nephew, Reckitt Benckiser and Seven Seas, as well as BP, Kimberly-Clark and BAE Systems.

The University is located in the most cosmopolitan part of the city. Leafy streets lead on to Newland and Princes Avenues, where a wealth of local and speciality shops, cafes, bars and restaurants can be found only 10 minutes' walk from the University. On a summer's day this bohemian quarter of Hull is the perfect place to while away an hour or two with friends, taking in the relaxed atmosphere and sharing a meal from the wide choice of cuisines on offer.

Location

The Hull Campus is only minutes away from beautiful open countryside, and approximately an hour's drive from historic York. The cities of Sheffield, Leeds, Manchester and Nottingham are also easily accessible by rail or road; and the direct train service from Hull to London takes around 2.5 hours. Hull is served by international airports at Manchester, Leeds and Humberside and by overnight ferries to Europe.

Accommodation

There are various accommodation choices, including residences owned, managed or directed by the University. The University's Accommodation Office can provide advice as to the right accommodation for you, as well as access to privately owned houses, flats and rooms.

Accommodation which is owned, managed or directed by the University is guaranteed for all unaccompanied overseas students, and further information on this can be found on the University's website at www.hull.ac.uk/accom.

Cost of living

The cost of living in Hull is lower than almost anywhere in Britain (indeed, some 30–40% less than in London) and significantly lower than in comparable university cities. This means that accommodation and food are generally more affordable. Also, the location of our campuses and residences means that daily travelling costs are low (or non-existent), and that shopping for food, clothes and other everyday items is within easy walking distance.



Admissions criteria

To be eligible for admission, applicants should normally possess

- a good Honours degree or equivalent
- a good command of English: if English is not your first language and you have not studied in English within the last two years, you will need to have an IELTS score of 6.0 or TOEFL score of 550 (or 79 for the internet-based test)
- one academic reference

How to apply

You should complete a postgraduate application form and submit this along with

- your degree transcript
- an IELTS or TOEFL certificate (if appropriate)
- your academic reference

An application pack may be obtained from

Admissions Office
University of Hull
Hull, HU6 7RX, UK
E pgstudy@hull.ac.uk

or downloaded through the University website at www.hull.ac.uk through the link to 'Admissions'.

Scholarships and fees

The Business School offers a number of scholarships and bursaries to UK/EU and international MSc students each year, and bursaries to University of Hull graduates taking an MSc. Further details can be found at www2.hull.ac.uk/hubsmoney.aspx.

Contact us

Information about applying for MSc programmes, tuition fees, and scholarships and bursaries can also be found on the MSc pages of the Business School website at www.hull.ac.uk/hubs.

If you wish to discuss any aspect of your application, please contact

Postgraduate Office
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Hull, HU6 7RX, UK
T +44 (0)1482 463254
F +44 (0)1482 463370
E businessmasters@hull.ac.uk
www.hull.ac.uk/hubs



*Look to a successful future with
an MSc from Hull University
Business School. We'll help you
see where your specialist subject
fits into the global business
environment – which means that
you will develop the skills and
connected perspective which are
at the heart of everything we do
and which today's organisations
expect.*

Admissions Service
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