

Worcester Business School



Postgraduate Prospectus

www.worcester.ac.uk

Welcome to Worcester Business School



Mark Richardson
Head of Worcester Business School

We are an ambitious, thriving, dynamic Business School located in the centre of the UK. We champion an interdisciplinary, intercultural and applied approach to business management.

This is reflected in our wide range of integrated postgraduate courses, which draw on the latest developments in marketing, leadership, finance, human resource and business management. We believe strongly in the importance of developing intercultural management skills to meet the challenges of fast-changing global business, so you will be tutored by international scholars who have taught and worked in the UK and worldwide, many of whom still work as consultants to local, national and international organisations. Our postgraduate students come from all over the world too, and represent an important additional dimension to the international business perspectives which we seek to instil.

We are dedicated to producing business leaders and managers who can bring real and lasting improvement to organisations. We will equip you with the necessary skills to excel in your chosen career. Our first-class teaching is informed by innovative applied research, so all our postgraduate courses apply the latest theories to real-world situations. Our courses are highly flexible so you will have the opportunity to choose a programme of study to suit your individual needs and career aspirations.

Our key strength is the inspiring, supportive and nurturing environment which we create. Our strongly student-centred approach and friendly atmosphere means you will feel instantly welcome. You will be part of a study community which will provide you with network and professional enhancement opportunities for life.

I invite you to join Worcester Business School and experience studying at one of the UK's most supportive universities. I look forward to welcoming you in person to our new £15 million Business School development at the centre of Worcester's commercial district.



Mark Richardson
BSc (Hons) MPhil MA MA FCIM
Head of Worcester Business School

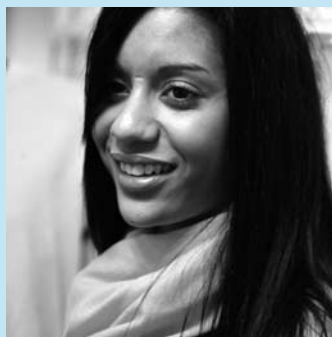
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“Choosing Worcester to continue postgraduate education was the easiest decision I’ve made in my last 3 years.”

Paul Raynes



Dr Joanne Kuzma, Senior Lecturer







The University of Worcester: what makes us special

Inspired for life – reach your potential

As a university we focus on inspiring our students to achieve their potential. Courses are innovative, current and relevant. In an increasingly competitive job market, our postgraduate courses are designed to give you the expertise to excel in your chosen career.

Postgraduate study at Worcester is rewarding and challenging and our staff have a real passion for their subjects with a desire to share their expertise at the highest level. The University has its foundations in strong student support, excellent teaching and courses that are relevant and flexible around students' needs.

Many of our students have gone on to set up their own businesses and some of our student success stories are detailed in this prospectus. We also welcome applications from mature and international students who bring diverse knowledge and perspectives.

The University of Worcester has a first-class reputation for the quality of courses and student experience we provide. We are currently the fastest growing university in the UK. We have invested over £130 million to make sure our students have the best facilities available, as well as outstanding tutors. Business School students will benefit from the new University quarter in Worcester, which will extend the campus from the idyllic setting of St John's along the riverside to the beautiful listed buildings in Worcester's historic centre, all within easy walking distance. Other new features include high-end student accommodation and a unique library and history centre expected to open in 2012.

With the growth and expansion of the University you will feel like you are part of something truly innovative and exciting. At Worcester you really count as a person and are an important part of our community. Our motto is 'We aspire to inspire' and that informs everything we do.

Unique to the University of Worcester:

- Every pollen forecast in the UK comes from the University's National Pollen & Aerobiology Research Unit which has a worldwide reputation for its allergy research
- The Motion & Performance Centre with its mobile laboratory is the very first of its kind in Europe and has been used by a host of Olympic athletes
- Worcester will be the first city in Europe to have a joint public and university library
- The University of Worcester has become the first university in England to achieve a Platinum EcoCampus Award for the whole organisation, and has been recognised for its commitment to continually improving environmental performance

“The University of Worcester offers excellent courses and flexible study options, supported by high quality staff and first-class modern learning resources.”

*Professor David Green
Vice Chancellor and Chief Executive*

“The University of Worcester proved an excellent choice. It has been like a second home and I cannot praise the staff and University enough for their warm welcome and expertise throughout my study.”

Dr Swaroop Sampat-Rawal, PhD graduate

Worcester Business School: **immediate impact, long-term difference**

As a postgraduate student you will be investing in your career development. Our courses are designed to inspire you to achieve your aims.

Our goal is to develop the next generation of highly skilled, highly sought after, informed and creative professionals, able to excel within today's competitive business environment. Organisations need graduates who can make an immediate impact, and our courses are designed to help you do just that.

We passionately believe in our students' progression and are strongly committed to providing a stimulating and nurturing learning environment. With our help, you will develop your ability to define goals, inspire people, make important business decisions, solve problems and respond creatively to change. We seek to develop well-rounded professionals who are instinctively business astute and market responsive; who will be capable of adding value and delivering positive and lasting results.

“Studying with Worcester Business School has been a great experience. One particular skill is the ability to critically evaluate any issue. This I have learnt through various tasks and assignments. I am now ready to enter the job market and make a meaningful contribution.”

*Abdulgafaar Balogun,
Management and Finance MSc*

We offer a holistic approach to business management via a flexibly structured curriculum.

At Worcester Business School we are committed to the importance, at any level of study or career, of being able to adopt a fully informed and holistic approach to business management. Our postgraduate curriculum is designed to ensure that you experience the latest learning and developments across the full range of core business functions set within the current global business context. You will also have the opportunity to select one or more particular business functions (e.g. Finance, Marketing, Human Resource Management, Advertising) and explore more fully how it works in practice. We believe that this holistic and applied approach helps to develop an instinctive intuition for business – a hallmark of successful business leaders and managers.



Professor Howard Cox



Dr Swaroop Sampat-Rawal

“As an international student, the University of Worcester is a good university for me to continue my postgraduate education. The lecturers in the Business School do their utmost to offer us various opportunities. The lectures are diverse and interesting; they also involve case studies, presentations, group work and company visits, which help put my knowledge into practice.”

*Hui Liang,
International Management MSc*

Friendly, supportive and experienced academics

Our staff are international scholars and business professionals who have taught, researched and practised in countries and companies across the world. They include consultants to UK and international companies and governments so you will meet and work with real business managers.

Curriculum-centred research led by Professor Howard Cox informs all our teaching. Whatever career you choose to pursue you will benefit from excellent teaching backed up by innovative research, giving you access to the best and latest developments in commerce and the public sector.

Above all, our students tell us that what they value most is that staff are friendly, accessible and supportive, which means that their learning experience is enjoyable, productive and fulfilling, with each student helped to achieve their full potential.

“The rapid growth and development of our postgraduate provision over the last five years has been significantly enhanced by the wide range of research and scholarship being undertaken in the School. Our highly qualified lecturers are engaged in key areas of research across the business curriculum. This allows the School to make a significant impact both in developing relevant management skills and promoting the transfer of knowledge to the wider world.”

*Professor Howard Cox, PhD, Director of
Research, Worcester Business School*

“The new Business School site comprises a modern complex of buildings carefully designed to suit the needs of aspiring business professionals. It provides the dual benefit of functioning as an integral part of the business community, combined with easy access to the full range of resources and activities available across the wider University campus.”

*Jonathan Slack, Chief Executive of the Association of Business Schools,
Companion of the Chartered Management Institute*

An interdisciplinary global learning environment

Worcester Business School operates as a fully integrated and interdisciplinary unit.

You will meet, study with, and learn from a wide range of academics and business professionals with worldwide expertise who work together to design, deliver and support your programme of study in just the way that a successful, modern business functions.

This mix of disciplines and intercultural academic and professional experience not only results in a uniquely rich and rewarding learning environment, it also adds real value because it enables you to develop cross-cultural competencies giving you a real advantage in today's globalised business world.

“The University of Worcester welcomes people from all walks of life and different backgrounds, allowing diversity to flourish and aid the process of learning. This is a very exciting and beneficial experience.”

Hannah Lackenby, Management and Human Resources MSc

Partnerships

As you would expect, Worcester Business School works in partnership with businesses and educational professionals from around the world and continues to develop its reputation for successful innovation and technology transfer. We have links with leading professional organisations, including the Association of Business Schools, the British Computer Society, the Chartered Institute of Management, the Chartered Institute of Marketing, the Chartered Institute of Personnel and Development, the Chartered Institute of Public Relations, the Institute of Financial Accountants and many more.

Our courses, professional development programmes, research and consultancy are accessed by some of the UK's major organisations as well as many local small and medium-sized businesses. Our consultancy unit (CPW Consulting) with expertise in occupational psychology, business and HR management, delivers effective, practical, and evidence-based solutions to a range of both public and private sector organisations.

We also work in partnership with other universities from around the world to share and continually develop our expertise.



“Relevant courses and investment in first-class facilities... Worcester is flourishing.”

The Sunday Times, 2009



“The Government of Guangxi Province has a long-term partnership with the University of Worcester. As members of the sixth Delegation, we enjoy our study with the Worcester Business School. The School teaches us modern business management theories and skills. The professional and experienced tutors here always help us to make good links between our management practice and academic study. We get a lot of support and studying here will bring a new start to our careers with lifelong results.”

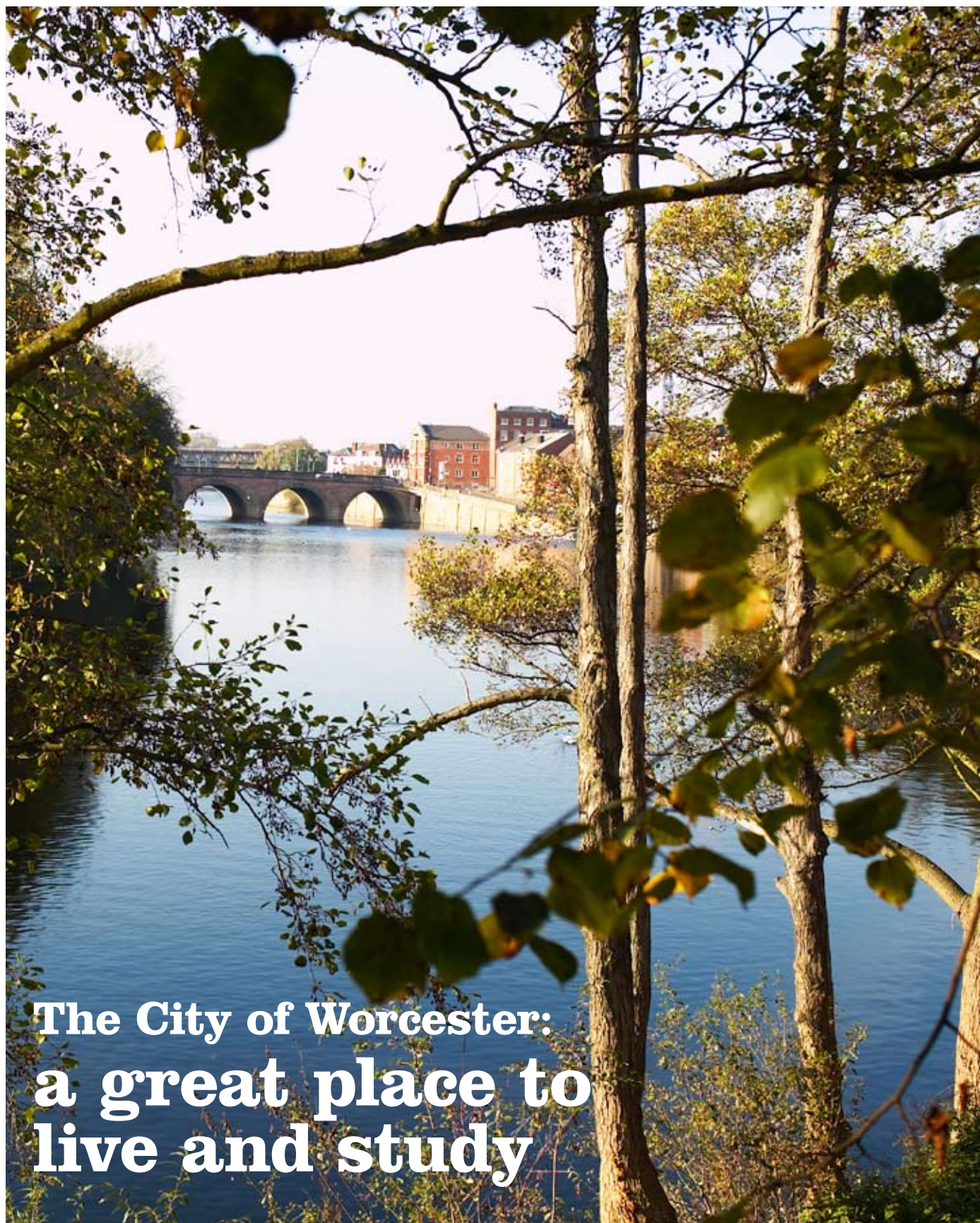
Guangxi Delegation 2007

New £15 million Business School

With significantly increased applications to the University of Worcester over the last few years, we are investing heavily to expand and improve our facilities. Central to this expansion is the stunning new £15 million Business School development at our City Campus in the centre of the historic city of Worcester. It is ideally located with excellent accessibility via road and rail and just a short walk or cycle ride from the University's other sites at Riverside and St John's.

Housed within a beautiful restored Georgian building, the Business School teaching spaces have been designed to reflect a real world business and office environment with open-plan, multi-directional learning areas, interconnected with a boardroom, meeting rooms, offices, reception area, and support services.

This is complemented by a range of state-of-the-art facilities including three computer labs, purpose built games development and networks laboratory and an incubator unit specifically designed to host budding entrepreneurs. These facilities are enhanced by 'next door' location to staff offices, Halls of Residence, social learning and meeting areas, a cafeteria, well-being centre, fitness facilities and quiet contemplative spaces for meditation and relaxation.



**The City of Worcester:
a great place to
live and study**



“Worcester is indeed beautiful, serene and green with a high level of diversity.”

***Abdulgafaar Balogun
Management and
Finance MSc***



Historic city, 21st century living

Whilst there is evidence of Iron Age dwellers in Worcester from as early as 150 BC, the city owes its origins to a Roman settlement on the banks of the River Severn in the first century AD. Today, Worcester is a beautiful riverside city that combines the advantages of a thriving urban centre with the charm of a traditional English town, meaning you will always have plenty to do in your spare time and ample picturesque countryside to explore if you prefer something more relaxing.

Against the backdrop of the magnificent 900-year-old cathedral and the tranquil River Severn, you will find several quaint old English restaurants and bars to eat and socialise in, serving traditional foods, ales and ciders as well as modern cuisine from all over the world.

Culturally, Worcester has lots to offer with theatre and live music at the Swan Theatre and Huntingdon Hall. The city has two multi-screen cinemas and there are several local galleries to explore.

For sports fans Worcester is hard to beat, with a top flight professional basketball team playing on campus, as well as football, rowing, rugby and county cricket, and one of the oldest racecourses in the country.

Surrounding area

Worcester has the advantage of being a safe, medium-sized friendly city within easy reach of larger cities and tourist attractions. You will find everything you need close by, whether you choose to walk, cycle, use our excellent public transport system or drive.

Within an hour by train you can get to Birmingham, and within two hours you can reach London – both direct from Worcester Foregate Street train station, a 3-minute walk from the Business School.

Nearby attractions include Stratford-upon-Avon, home of the theatre and birthplace of Shakespeare; theme parks, wildlife parks, lakes, museums and art galleries, and the famous Malvern Hills – designated an Area of Outstanding Natural Beauty and inspiration for the musical works of the famous composer Sir Edward Elgar, who was born and lived in Worcester.

“The Worcestershire area has always been, and remains, one of the safest places in the country in which to live, study and work. We have very strong links with our communities and with a range of partner agencies, including the University, and are committed to working together to ensure that crime levels stay low.”

***Paul West, Chief Constable
of West Mercia Constabulary and
University of Worcester Governor***

“The academic atmosphere of the University plus the other students and lecturers in my programme are excellent. The lecturers are friendly and I really love the library as it is accessible and easy to use. I would advise any international student to study at the University of Worcester.”

Salih Korkmaz, International Management MSc

Campus Life

The University of Worcester campus provides all the facilities you will need within easy reach. You will find a fully equipped library, computers and a Mac suite available for use, a fully active Students' Union and outstanding sports facilities as well as many attractive green areas where you can relax or work.

Our reputation for offering a supportive, safe and quality learning environment attracts students from all over the world, many of them studying on business courses and adding a rich global dimension to the student experience. With plenty of events throughout the year, there is a real community feel throughout campus.

Our enthusiastic Student Services team is here to help with anything you may need, offering advice on issues from health to finding a job to help fund your studies.

Campus-based facilities:

- A bright, modern library with specialist business publications
- Spacious, well-equipped lecture theatres with Wi-Fi
- Self-access computer suites available 24/7
- A well-stocked campus shop
- Fitness suite
- Students' Union and bar
- Cafés and cafeterias
- Waterstone's bookshop



Student accommodation

Living on campus is a great way to settle into university life, allowing you to concentrate on your studies straight away as well as enjoying the social life in Halls. The benefits of living in Halls include:

- Free membership of the University gym
- Free internet access
- Free bedding
- Free contents insurance
- 24-hour security
- Emergency maintenance

We offer a wide range of award-winning accommodation reserved specifically for postgraduate students, both on and off campus. With recently built Halls you will benefit from the highest standard of student accommodation on offer. We have a wide range of choice in our accommodation, with prices ranging from £73-£121 per week. At the higher end of this range you can expect large rooms with a luxury feel and en suite bathrooms, with plasma screen TVs in the spacious modern kitchens.

All international students are guaranteed a place in University Managed accommodation.

To view an up-to-date list of accommodation on offer please visit www.worcester.ac.uk/accommodation

We have a wide selection of University accommodation to suit all budgets. The Halls have undergone extensive refurbishment and offer a mixture of self-contained flats with individual study bedrooms, shared living spaces and kitchens. If you would like an en suite room, our Platinum and Platinum Plus Halls offer a great selection.

If you're looking to live in the City Centre you can choose from our Platinum Plus City Centre Halls adjacent to the Business School at the City Campus. We also have University managed accommodation at Sansome Hall.

Fern Hall, adjacent to the St John's campus, has been specifically designated for postgraduate students. Brand new in 2008, it consists of three five-bedroom houses and one three-bedroom house with off-road parking. There is one en suite bedroom per house and the rest have shared bathrooms and shower rooms. Each house also has a fully fitted kitchen/dining room and lounge.

All bedrooms have high-speed Internet. Fern Hall is positioned on a quiet side street with a walk through to the St John's Campus providing convenient access.

To find out more see www.worcester.ac.uk/accommodation or email: accommodation@worc.ac.uk or telephone 01905 855300.

If Halls are not for you, the accommodation office can help you find a wide range of private accommodation just a short walk from campus. The good news is we work closely with landlords and the city council to make sure all housing is accredited and of a good standard. There is also the option to live with a family as a lodger for those who want a family feel to their stay here.

Wherever you choose to live, at the University of Worcester we are here to welcome you into our community, and support you throughout your stay and beyond.

The International Student Experience

We have a strong community of international students in the Business School and across the University.

Students from over 50 countries are currently coming to study at Worcester. All our international students are advised by the International Centre from initial enquiry through to social events in induction week. The Business School and the International Centre work closely to advise you throughout your course and can provide:

- Help with visa applications
- Advice on applying for accommodation and scholarships
- Help with language development
- Social events and activities
- Advice on social and welfare issues
- First point of contact if you have any problems

Before applying

Go to www.worcester.ac.uk/international for agents in your country who can answer any queries you may have. Alternatively, contact the International Centre for further information – please call +44 (0)1905 855146 or email international@worc.ac.uk

Great value for money

Reflecting Worcester life in general, a University of Worcester education offers great value for money. With highly competitive living costs combined with course fees that are significantly lower than many other UK institutions, Worcester provides all the benefits of a major city but at greatly reduced expense.

A safe ‘real UK’ environment

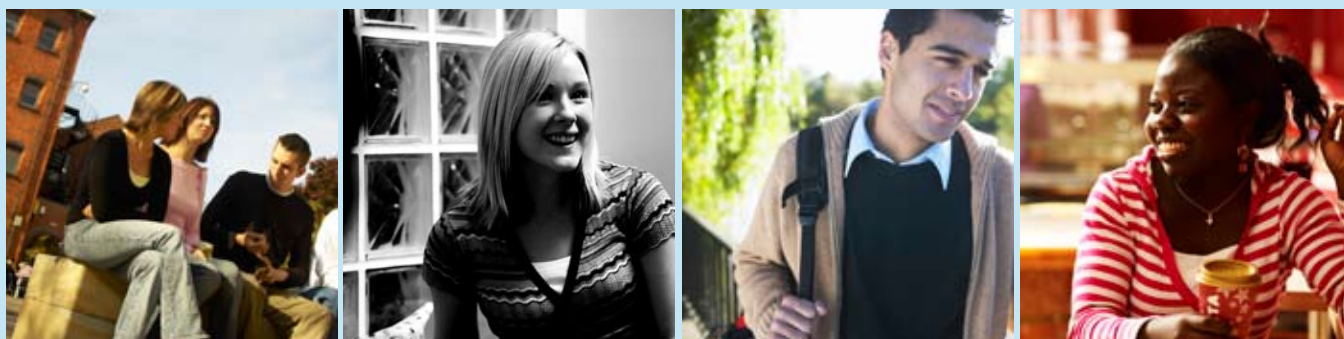
Studying at Worcester will enable you to experience all aspects of UK life because Worcester offers the benefits of being a small but thriving and easily accessible city in beautiful rural surroundings. You will see the real UK in a welcoming and safe environment, which is more difficult to achieve in a big city or heavily populated area. There are many events and trips run by the University, showing off the best the UK has to offer.

Academic Study Skills Development

UK education has a reputation for being amongst the best in the world. Studying at Worcester Business School enables you to benefit from this first-class educational system. You will learn new skills and new ways of thinking and learning. In order to help you reach your full potential, the Business School offers a full achievement package to international students to ensure that you can develop your new academic and study skills to the full.

“I love studying at the University of Worcester. It is a great place to study. The tutors and staff are patient and kind. They do much to help me as an international student, giving me lots of advice and support. I am enjoying my time here.”

Hui Xu, International Management MSc



High-tech language learning

Our Language Centre is open to all staff and students. The Centre offers excellent audio, video, computer and satellite television facilities and courses for students whose native language is not English.

Not quite at postgraduate study level yet?

For students who are working towards studying at postgraduate level, our International Pre-Masters Diploma (IPMD) or Pre-Sessional courses provide a sound introduction to postgraduate study as well as enhancing your language skills in preparation for your Masters degree. For more details see page 21.

International Graduate Profile

"I was one of the former Masters in Management students of the University of Worcester (2003-04) and graduated in 2004; I would recommend the University of Worcester to anyone looking for a first-class study experience in the UK.

Life at the University of Worcester set me up for some of the great challenges in life. The opportunity I was given when I was accepted onto the course resulted in a greater confidence to explore my abilities.

I thoroughly enjoyed my time at the University of Worcester. The rich mix of student backgrounds and the breadth of teaching and research interests among staff make for an immensely stimulating intellectual environment, yet the atmosphere is friendly and informal.

The Business School, with lecturers from around the world, has a truly international feel. Its wide range of academic subjects also gives the student the opportunity to specialise in a chosen field. The support and encouragement I received from academics, administrative staff and other students was incomparable. Gaining a Masters in Management from the University has definitely helped me in my career."

**Rajeev Rajmohan, Founder & Chairman
B-On Group of Companies (www.b-on.in)**

"The University of Worcester provides language development throughout the year which helps me to improve my English speaking ability, academic writing and adjust to English culture. There is an international atmosphere; in my class there are twenty-seven students from ten different countries and I am close friends with all of them. The University of Worcester gives great consideration to international students both academically and socially and I've enjoyed my time here."

Hui Liang, International Management MSc

Postgraduate Portfolio of Courses

Worcester Business School offers a wide range of courses specially designed according to your need. Opposite is an at-a-glance guide to help you select the course which is most suited to your needs and existing qualifications and experience.



| Course title, brief description and link to further details | Prior Qualifications | Prior Work Experience | Duration |
|---|----------------------|-----------------------|----------|
|---|----------------------|-----------------------|----------|

FULL-TIME PROGRAMMES¹ See following pages for full details

| | | | |
|--|---|-----------------------------------|--------------------------------|
| <i>Postgraduate Pre-Sessional Courses</i> – Six or twelve-week short courses for students who need to improve their English before proceeding to postgraduate study | 6.0 IELTS (6 weeks) or 5.5 (12 weeks) | None | 6 or 12 weeks |
| <i>International Pre-Masters Diploma</i> – For students who want to obtain a qualification whilst improving their English before studying for a postgraduate degree in the UK | IELTS 5.0 or 5.5 for fast-track | None | 1 year/1 semester (fast-track) |
| <i>MSc Management Portfolio</i> – Ideal for students wishing to study general business and management. Choose from awards in Management; International Management; Finance and Management; Management and Human Resources; Marketing Management; Marketing and Finance; Marketing and Human Resources; Advertising and Marketing | First or second-class Honours degree. IELTS 6.5 | None | 1 year |
| <i>International MBA</i> – Specially designed for students with some work experience wishing to study full-time for an MBA award | First or second-class Honours degree. IELTS 6.5 | At least 2 years' work experience | 1 year |

PART-TIME EXECUTIVE PROGRAMMES² For further details, please access our website at www.worcester.ac.uk

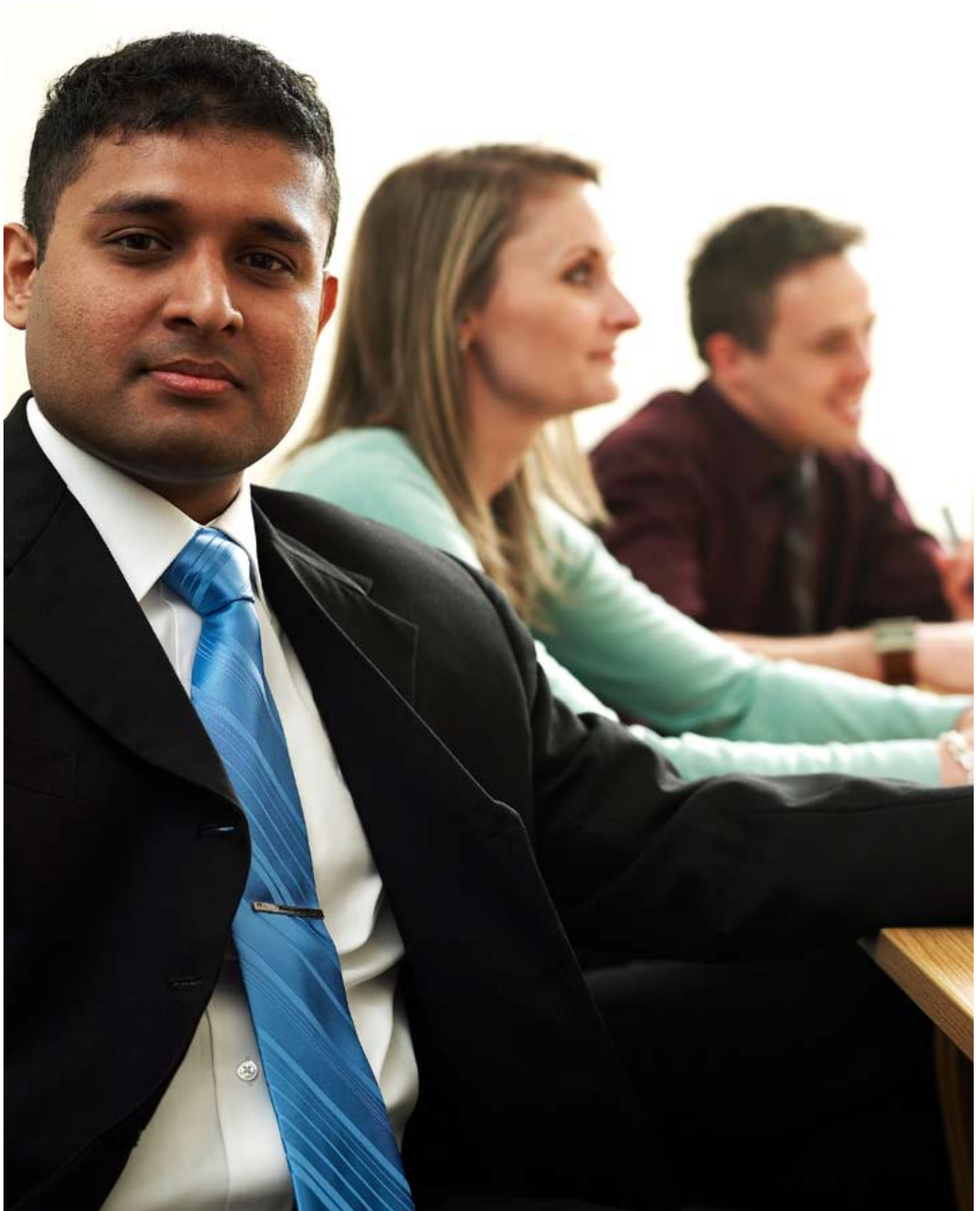
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| <i>MBA</i> – Prepares you to be a skilled and knowledgeable leader who can influence people, offer strategic direction and make good use of financial, human and technical resources | First or second-class Honours degree. IELTS 6.5 | 2 years' management experience | 2/3 years |
| <i>Executive MBA</i> – For senior business leaders seeking to become more effective leaders, change agents and strategists | First or second-class Honours degree. Minimum IELTS 6.5 | 2 years' business/senior management experience | 1-2 years |
| <i>Human Resource Management MA</i> – A CIPD top-up award | (Level 7) CIPD Professional Development IELTS 6.5 | 2 years' management/ (HRM) experience | 1 year |
| <i>Professional Practice MA</i> – A work-based learning award designed for senior managers, technicians and professionals who want to demonstrate excellence in their chosen field | First or second-class Honours degree. IELTS 6.5 | 2 years' management experience | 1-2 years |
| <i>Postgraduate Certificate in Applied Management</i> Accessible learning for recent graduates aspiring to management careers | First or second-class Honours degree. IELTS 6.5 | None | 1 year |

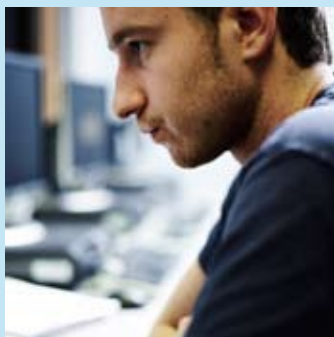
RESEARCH DEGREES For further details, please access our website at www.worcester.ac.uk

| | | |
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| <i>Master of Philosophy (MPhil) or Doctor of Philosophy (PhD)</i> – Worcester Business School invites applications in the following areas: Human Resource Management; Management of Diversity; Time-related Individual Differences; Emotional Intelligence; Training and Development; Industrial Relations; International Business; Corporate Strategy; Business History; Applications of Computer Games | <div>MPhil</div> <div>PhD</div> | <div>Full-time: 2 years</div> <div>Part-time: 4 years</div> <div>Full-time: 3 years</div> <div>Part-time: 6 years</div> |
|--|---------------------------------|---|

¹ May also be available part-time

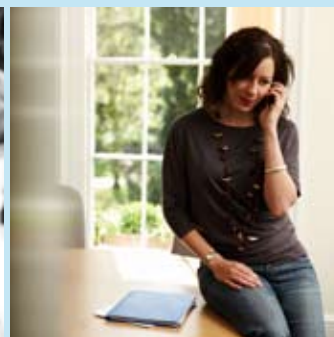
² Due to UK visa regulations, non-UK/EU students are not allowed to study part-time





“The modules on the IPMD have been especially useful as I can apply what I’ve learned here when I get back to China.”

Tang Kai



Full-time Postgraduate Courses

The following pages provide further details of our full-time postgraduate courses. We aim to keep our courses fully up to date, so for the latest details and information about part-time courses, please consult our website at www.worcester.ac.uk

Pre-Masters Courses

There are two types of course available if you need to improve your general and academic English in order to access postgraduate study:

International Pre-Masters Diploma (IPMD)

The International Pre-Masters Diploma is a one year full-time course for students who want to improve their English before studying for a postgraduate degree in the UK. Depending on your language level and educational background, the IPMD can also be completed in one semester as a fast-track course. Successful completion of this course guarantees entry onto a postgraduate programme here at the University of Worcester. The course comprises:

- Modules designed to raise your overall English level quickly
- Training in language, academic writing, speaking, reading and listening
- Training in study and research skills for postgraduate work
- Subject-specific modules in Business Management

In order to apply for this programme you must have an IELTS score of 5.0 for the full-year programme or 5.5 for the one-semester fast-track programme.

Pre-Sessional Language Development Programmes

Pre-Sessional Language Development Programmes are available each summer for students who have an offer from a British University but need to raise their IELTS or equivalent score; want to improve their level of general and academic English; or seek to develop their study skills to succeed in UK Higher Education. Students proceeding to postgraduate study will need an IELTS score of 6.0 to attend the 6-week programme; or an IELTS score of 5.5 for the 12-week course. The programme covers:

- Academic vocabulary extension
- Academic reading skills and strategy
- Listening strategies for lectures and note taking skills
- Grammar practice
- Guidance regarding the avoidance of plagiarism
- Skills in citing and referencing sources
- Presentations
- Seminar style discussions
- Time management strategies
- Recognition and development of preferred learning styles
- Life in Britain today

For more information on either of our Pre-Masters courses, please contact the International Centre on +44(0)1905 855146 or email internat@worc.ac.uk

MSc Courses in Management

Our flexible and dynamic suite of MSc courses in Management is the most popular within our portfolio. You can select from eight award titles:

- Management MSc
- International Management MSc
- Finance and Management MSc
- Management and Human Resources MSc
- Marketing Management MSc
- Marketing and Finance MSc
- Marketing and Human Resources MSc
- Advertising and Marketing MSc

Each of these courses offers an advanced understanding of the management of organisations and the changing external context in which they operate and is an ideal preparation for a career in management. Throughout the course you will work with our leading academics and successful business leaders to apply the latest business concepts and theories to 'real world' settings. You will learn how to improve business and management practice. You will develop skills of critical and creative thinking, problem solving, ethical judgement, information

retrieval, effective oral presentation, teamwork, leadership, research and analysis.

Our student-centred approach emphasises supportive learning and a strong sense of community. You will learn alongside students who share your management career aspirations, so you will learn with, and build, a strong network of global friends.

Each course is typically studied one-year full-time. A framework of core modules ensures that you will access the latest learning and developments across the full range of core business functions set within the current global business context. This will enable you to develop a fully informed and holistic approach to business management. You will also be able to select specialist modules from one or more particular business functions (e.g. Finance, Marketing, Human Resource Management, Advertising) and explore more fully how each works in practice. Your course culminates with a Dissertation designed to extend your learning to suit your own interests and future career plans.

Entry to all courses is available in September each year. Applications for January entry may also be considered subject to availability.

Entry Requirements

- Either a first or second-class Honours degree or equivalent
- If English is not your first language, you will be expected to have reached a sufficient standard on admission to the course (e.g. IELTS 6.5, with a minimum of 6.0 in each element)

Who are these courses for?

Our MSc courses in Management are designed for students who already hold an Honours degree (or equivalent) but who want to progress to obtain a UK postgraduate qualification in management in order to enhance learning and professional preparation to enter a career in management. It is not necessary to have previously specialised in business and/or management at degree level.



“One of my best decisions was to apply to the University of Worcester and become an MSc student. For me this was a dream come true – getting a study place abroad for a subject which truly interests me. This is also a great opportunity to plan a career change, which I was always hoping to do but never had a chance to do before coming here. One of the best things is meeting new friends. This really is a once in a lifetime experience.”

Terhi Manninen, International Management MSc

Management MSc 1 year full-time

This course is ideal for students who wish to study general business and management. With a broad range of modules, the course gives you a thorough understanding of how businesses function and of the complex organisational issues that managers encounter. The course begins with a group of three core modules – Marketing Management, Organisational Leadership & Management and Financial Management – designed to cover key concepts in the critical areas of management decision-making.

In the second semester, you will study a core module in International Business Strategy, plus two specialist modules from a choice of Human Resource Management, Emerging Themes in Marketing and Corporate Financial Management. In addition, you will follow a module in Research Methods, designed to prepare you for your Dissertation.

| | | | |
|------------------------|---------------------------------|---|----------------------|
| Semester A (September) | Marketing Management | Organisational Leadership & Management | Financial Management |
| Semester B (January) | International Business Strategy | <i>TWO modules from:</i> Human Resource Management, Emerging Themes in Marketing, Corporate Financial Management | |
| Summer | Research Methods | Dissertation | |

International Management MSc 1 year full-time

If you are eager to develop a strong international focus, the International Management MSc is appropriate for you. The programme enables you to analyse and understand the theory and practice of today's global business environment and focuses on international management, cross-national differences and global issues in international business.

The course begins with a group of three core modules – Marketing Management, Organisational Leadership & Management

and Financial Management – designed to cover key concepts in the critical areas of management decision-making.

In the second semester, you will study a core module in International Business Strategy, plus two specialist modules from a choice of International Human Resource Management, International Marketing and International Financial Management. In addition, you will follow a module in Research Methods, designed to prepare you for your Dissertation.

| | | | |
|------------------------|---------------------------------|--|----------------------|
| Semester A (September) | Marketing Management | Organisational Leadership & Management | Financial Management |
| Semester B (January) | International Business Strategy | <i>TWO modules from:</i> International Human Resource Management, International Marketing, International Financial Management | |
| Summer | Research Methods | Dissertation | |

Finance and Management MSc 1 year full-time

The Finance and Management MSc combines high level finance knowledge with management skills to meet the demands of today's rapidly changing markets. The course begins with a group of three core modules – Marketing Management, Organisational Leadership & Management and Financial Management – designed to cover key concepts in the critical areas of management decision-making.

In the second semester, you will study a core module in International Business Strategy plus two Finance specialist modules. In addition, you will follow a module in Research Methods, designed to prepare you for your Dissertation.

| | | | |
|------------------------|---------------------------------|--|--------------------------------|
| Semester A (September) | Marketing Management | Organisational Leadership & Management | Financial Management |
| Semester B (January) | International Business Strategy | International Financial Management | Corporate Financial Management |
| Summer | Research Methods | Dissertation | |

Management and Human Resources MSc 1 year full-time

The successful management of people is recognised as fundamental to the success of both business and not-for-profit organisations. The Management and Human Resources MSc develops your understanding of the theories, models and strategies relevant to the management of people.

The course begins with a group of three core modules – Marketing Management, Organisational Leadership & Management

and Financial Management – designed to cover key concepts in the critical areas of management decision-making.

In the second semester, you will study a core module in International Business Strategy, plus two HR specialist modules. In addition, you will follow a module in Research Methods, designed to prepare you for your Dissertation.

| | | | |
|------------------------|---------------------------------|---|---------------------------|
| Semester A (September) | Marketing Management | Organisational Leadership & Management | Financial Management |
| Semester B (January) | International Business Strategy | International Human Resource Management | Human Resource Management |
| Summer | Research Methods | Dissertation | |

Marketing Management MSc 1 year full-time

Marketing is recognised as fundamental to the success of business and non-business organisations alike. The Marketing Management MSc combines marketing theory with critical and analytical approaches to management, equipping you to develop innovative value-adding marketing solutions.

The course begins with a group of three core modules – Marketing Management, Organisational Leadership & Management and Customer Insight – designed to cover key concepts in the critical areas of management decision-making and customer orientation.

In the second semester, you will study three modules – a core module in International Business Strategy, plus two specialist modules from a choice of Emerging Themes in Marketing, International Marketing and Advertising Strategy. In addition, you will follow a module in Research Methods, designed to prepare you for your Dissertation.

| | | | |
|------------------------|---------------------------------|---|------------------|
| Semester A (September) | Marketing Management | Organisational Leadership & Management | Customer Insight |
| Semester B (January) | International Business Strategy | <i>TWO modules from:</i> Emerging Themes in Marketing, International Marketing, Advertising Strategy | |
| Summer | Research Methods | Dissertation | |

Marketing and Finance MSc 1 year full-time

This course enables you to integrate the study of the two key drivers of business success. The Marketing and Finance MSc explores financially astute marketing and customer approaches to management, equipping you to develop profitable and customer focused routes to business growth.

The course begins with a group of three core modules – Marketing Management, Customer Insight and Financial

Management – designed to cover key concepts in the critical areas of marketing and financial decision-making.

In the second semester, you will study three specialist modules – either International Marketing or Emerging Themes in Marketing plus International Financial Management and Corporate Financial Management. In addition, you will follow a module in Research Methods, designed to prepare you for your Dissertation.

| | | | |
|------------------------|---|------------------------------------|--------------------------------|
| Semester A (September) | Marketing Management | Customer Insight | Financial Management |
| Semester B (January) | <i>ONE module from:</i> International Marketing or Emerging Themes in Marketing | International Financial Management | Corporate Financial Management |
| Summer | Research Methods | Dissertation | |

Marketing and Human Resources MSc 1 year full-time

Employees communicate directly with an organisation's customers. The successful management of this process is vital to the establishment of strong customer loyalty and relationships. The Marketing and Human Resources MSc develops a critical and analytical understanding of the dynamics between satisfying key business stakeholders and adopting a relationship marketing approach to business.

The course begins with a group of three core modules – Marketing Management, Organisational Leadership &

Management and Customer Insight – designed to cover key concepts in the critical areas of relationship management.

In the second semester, you will study three specialist modules – you can choose either Advertising Strategy or Emerging Themes in Marketing, plus two specialist HR modules. In addition, you will follow a module in Research Methods, designed to prepare you for your Dissertation.

| | | | |
|------------------------|--|---|---------------------------|
| Semester A (September) | Marketing Management | Organisational Leadership & Management | Customer Insight |
| Semester B (January) | <i>ONE module from:</i> Advertising Strategy or Emerging Themes in Marketing | International Human Resource Management | Human Resource Management |
| Summer | Research Methods | Dissertation | |

Advertising and Marketing MSc 1 year full-time

The Advertising and Marketing MSc will appeal to you if you have aspirations to work in the marketing communications industry or in general marketing. The course recognises the importance of marketing, but takes a more creative approach to business problem solving with a particular focus on how to positively influence customers and thus increase company profits. The course begins with a group of three core modules – Marketing Management, Creative

Communications and Customer Insight – designed to cover key concepts in critical aspects of customer relationship management.

In the second semester, you will study three specialist modules – Advertising Strategy, Advertising Psychology and Emerging Themes in Marketing. In addition, you will follow a module in Research Methods, designed to prepare you for your Dissertation.

| | | | |
|------------------------|----------------------|-------------------------|------------------------------|
| Semester A (September) | Marketing Management | Creative Communications | Customer Insight |
| Semester B (January) | Advertising Strategy | Advertising Psychology | Emerging Themes in Marketing |
| Summer | Research Methods | Dissertation | |

International Business Management MBA

The International MBA is an exciting addition to our portfolio which enables you to build on previous experience of work. It is particularly suitable if you are looking to change your career direction and/or enhance your professional standing. The course adopts a contextualised and applied approach to learning with the aim of enabling you to make an immediate impact and long term difference in your management career. It seeks to inspire you to become a skilled and knowledgeable leader who can influence people, offer strategic direction and make good use of financial, human and technical resources. It will help you develop creative thought and insight and challenge you to stretch your natural abilities whilst also benefiting from your previous work experience. You will be working with our leading academics and successful business leaders to access a mixture of academic expertise combined with real-world professional application.

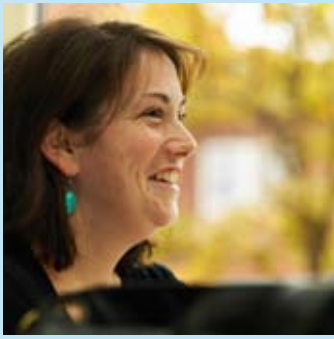
Our student-centred approach emphasises supportive learning and a strong sense of community. You will study alongside students from a diverse range of backgrounds, who share your career enhancement aspirations and have a similar amount of practical experience in the workplace. This provides the added benefit of sharing each other's experiences of different management styles in a range of organisations and international cultures. You will also begin to build a network of future business contacts for when you complete your course.

Entry Requirements

- Either a first or second-class Honours degree or equivalent plus a minimum of 2 years' work experience at an appropriate level
- If English is not your first language, you will be expected to have reached a sufficient standard on admission to the course (e.g. IELTS 6.5, with a minimum of 6.0 in each element)

Who is it for?

The International MBA programme is designed for aspiring middle and senior managers in private, public or voluntary sector organisations from across the world, with at least two years' work experience and a second-class Honours degree (or equivalent). It is not necessary to have previously specialised in business and/or management at degree level.



Modules

The course includes three concept modules – Marketing Management, Organisational Leadership & Management and Financial Management, designed to establish a core foundation of knowledge and international business management theory. The remaining applied modules – International Strategy & Innovation and Emerging Themes in International Business provide the opportunity to apply the latest international business concepts to actual business situations and problems.

This applied approach is further developed through a supervised 10,000-word Dissertation. Your Dissertation will commence following successful completion of the preparatory module in Research Methods, and will involve one-to-one supervised research into a topic of your choice, perhaps based on your own organisation.

MBA in International Business Management 1 year full-time

| | | | |
|---------------------------|---|--|----------------------|
| Semester A (September) | Marketing Management | Organisational Leadership & Management | Financial Management |
| Semester B (January) | International Strategy & Innovation | Emerging Themes in International Business | Research Methods |
| Summer | Dissertation | | |

Useful Information

Fees, Finance & Scholarships

Financial help is available towards your fees. Many students will be able to take advantage of scholarships. Full tuition details and funding opportunities are available on our website at www.worcester.ac.uk

Part-time Job Opportunities

There are many part-time and vacation jobs available in the local area and in Worcester itself. Our on-campus JobPod, the first of its kind at a university, links you to all the latest jobs through a dedicated computer and telephone system.

How to Apply

You can apply direct to the University of Worcester for all postgraduate programmes.

For further information or to receive an application form telephone Registry Admissions on +44 (0)1905 855111 or email: admissions@worc.ac.uk

Equal Opportunities

We have a strong track record of supporting students with disabilities. Dedicated members of staff work to ensure that our equal opportunities policies are maintained across the campus. Applicants are advised to contact the Disability & Dyslexia Service on +44 (0)1905 855531 or email: disability@worc.ac.uk to discuss their individual needs.

Open Days

Open Days are an excellent way to help get a feel for the University, and the city of Worcester and to meet course tutors and students. You can take a tour of the campus and meet with our Admissions team as well as Careers and Student Services. For more details and dates of upcoming open events please visit: www.worcester.ac.uk/opendays

For international students, an open day video can also be found on our website.

Transport Connections

Worcester's location provides easy access to railway stations, Birmingham International Airport and the M5 motorway network. London is only a two-hour journey away.

Contact Us

John Gardener
Admissions Tutor
01905 855357
j.gardener@worc.ac.uk



University Quarter

Worcester Business School is located at the City Campus in the centre of Worcester's commercial district.





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