

POSTGRADUATE DEGREE PROGRAMMES IN

BUSINESS AND MANAGEMENT

BRUNEL BUSINESS SCHOOL



Brunel
UNIVERSITY
L O N D O N



European Business Schools
Ranking 2011



THE QUEEN'S
ANNIVERSARY PRIZES
FOR HIGHER AND FURTHER EDUCATION
2011

www.brunel.ac.uk/bbs



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WELCOME TO BRUNEL BUSINESS SCHOOL!

I would like to welcome you to Brunel Business School, one of Brunel University's largest Schools, and a distinctive research intensive institution that seeks to make a substantial contribution to the body of business and management knowledge. This in turn informs a diverse programme of study offered by the School, which you may soon embark on, leading to employable global citizens. We make every effort to ensure our students receive not only an excellent academic education but also graduate with an outstanding professional advantage through our Employability Programme: Business Life.

I am delighted to tell you that Brunel Business School enjoys excellent academic and corporate recognition and features prominently in many league tables. Evidence of esteem is demonstrated in the following brochure. The School is a dynamic and ambitious environment that fosters and promotes world class learning and excellence in teaching for students in a genuinely multi-cultural, cosmopolitan atmosphere. I hope that you have a wonderful and fulfilling experience with Brunel Business School.

Warmest regards,

PROF ZAHIR IRANI
Head of Brunel Business School





ABOUT BRUNEL BUSINESS SCHOOL

Located in West London, Brunel Business School is one of the largest schools of the Brunel University and home to over 2,200 students and over 100 academic and administrative members of staff and offers a range of programmes covering all the core business and management disciplines at undergraduate, postgraduate and PhD level.

School Rankings and Accreditations:

- The Brunel Business School is ranked in **Top 20 Best Business Schools** in UK according to the Financial Times
- The Brunel Business School is ranked in **Top 75 European Business Schools** according to the Financial Times
- Brunel University is ranked in the **Top 5 in London** for student satisfaction
- The Brunel MBA is one of a distinguished group of MBA programmes worldwide to have achieved accreditation by The Association of MBAs (AMBA), the leading MBA accreditation body
- Brunel University has been awarded one of the most prestigious awards for its ground-breaking research – the Queen's Anniversary Prize for Further and Higher Education
- Our Masters programmes enjoy professional accreditation

Facilities

The School is based in a new flagship Eastern Gateway building, which creates a stunning entrance to the University Campus. The £32m building has state of the art facilities over four floors to house the school's faculty, students and leading edge research activities as well as an Art Gallery and cafeteria. The building is one of many recent investments of the University Campus which houses 15,000 students on a single campus creating an amazing community on the outskirts of London.

Brunel University – London

Brunel University was established in 1966 and is located on a single campus in Uxbridge, on the western outskirts of London, close to Heathrow Airport with excellent links to the centre of London and the rest of the UK. The recent campus masterplan saw over £250 million invested in new buildings, infrastructure and environment. There is an extensive library and computer centre, with an all-encompassing book and

journal collection, 24 hour computer workstations, group study areas and an assistive technology centre for disabled students. The University boasts excellent student facilities, with a stunning atrium leading to dining space, bars, the students' union and various retail outlets. There are also UEFA class football facilities, a competition standard athletics complex and sports and fitness centre. Eighteen halls of residence and a new residential village bring our on-campus accommodation up to 4,751 rooms.



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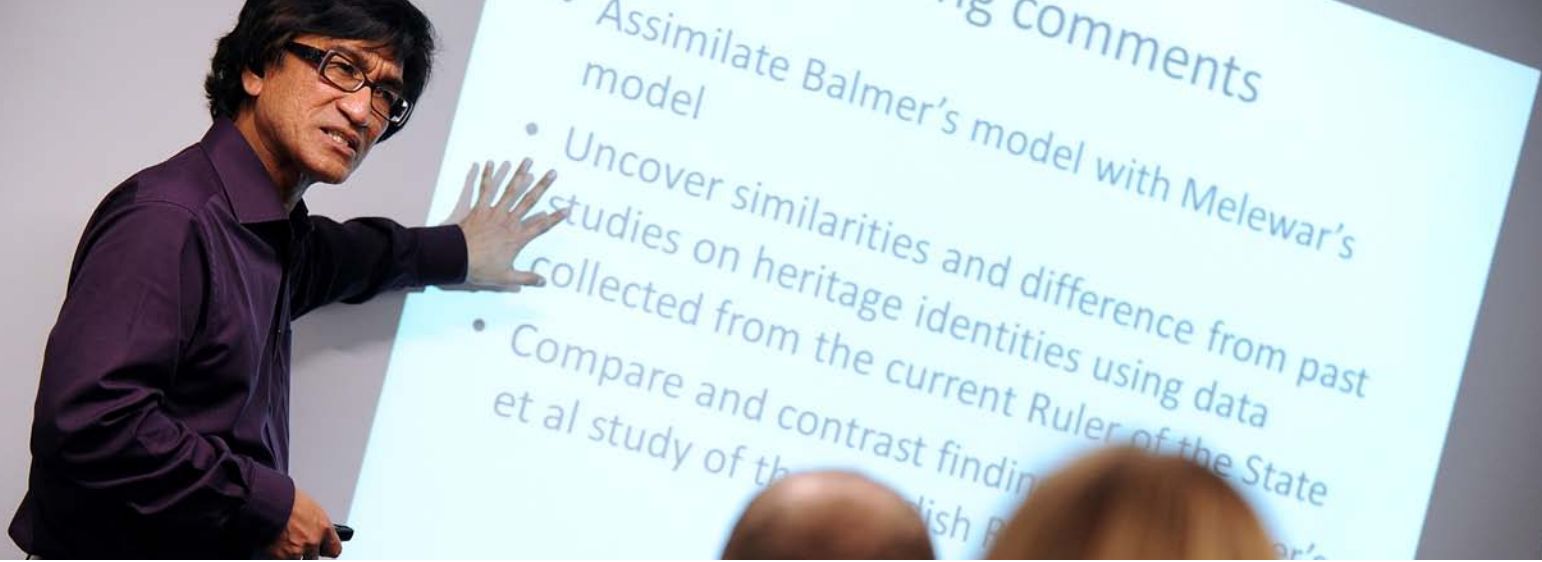




FACILITIES AND SERVICES

Brunel University offers a wide range of facilities and services including:

- Brunel University is **located in Uxbridge** in West London. Uxbridge town centre is packed with more than 300 shops, a multiplex cinema, two shopping malls, dozens of bars and restaurants and a £3 million nightclub which runs a number of very popular student nights.
- Brunel University is a **campus-based university**, so virtually everything you need is within moments of where you live and study.
- The Business School has benefited from the addition of a **new £32 million building**.
- £13 million **indoor and outdoor** sports facilities
- Brunel's **modern facilities**, bars, refectory, shops, café, central atrium and refurbished nightclub are all on campus.
- The **Students' Union** is proud of the diversity of clubs and societies that you can join and even help run.
- The **Library** provides you with studying resources, including: books, journals and audio-visual materials; online databases, eBooks and e-Journals; 1,200 study spaces and nearly 500 PCs.
- Brunel's **halls of residence** provide high quality, modern facilities located on campus.
- **Brunel International** helps international students during every stage of your life and studies at Brunel.
- **Placement and Careers Centre (PCC)** offer careers advice and opportunities.
- **The Job Shop**, part of the PPC, helps hundreds of students to find part-time and vacation work.
- The **Union of Brunel Students (UBS)** facilitates the activities and represents the interests of all students.
- The **Computer Centre and Media Services** enhances student learning and personal development with access to facilities including: PC workstations, a file store, an email account, virtual learning environment, online library databases, the Brunel intranet, and audio visual and media equipment loan service to enhance presentations and projects.
- **Academic Skills Service (ASK)** specialises in teaching you the skills you need to learn independently and thrive academically
- Brunel University offers a variety of **free 20-week foreign language courses** taught by qualified native speakers. Choose from Japanese, Mandarin Chinese, Russian, Polish, Arabic, French, German, Italian and Portuguese.
- **The Meeting House**, a pastoral, spiritual and community building resource provides a dedicated space to slow down, enjoy the peace of the Quiet Room and can offer a listening ear and personal help and advice as well as spiritual support.
- **Medical and counselling services** are available to help all students, no matter what the problem.
- Brunel's **Disability and Dyslexia Service (DDS)** offers a wealth of specialist resources, knowledge and practical support.



RESEARCH-LED TEACHING

Research underpins everything we do at Brunel Business School, and we are also home to six internationally renowned research centres. In the most recent Research Assessment Exercise our research quality was ranked 25th out of 90 UK business schools and 80% of our research output is international standard. Our Researchers are thought leaders and contribute to major research fields and initiatives published in leading international academic journals as well as presenting their work at international conferences and through published works.

Centre for Research into Entrepreneurship, International Business and Innovation in Emerging Markets (CEIBIEM)

In 2010 CEIBIEM was created from the merger of the School's entrepreneurship, sustainability, strategy and emerging markets research centres (BRESE and CIBSEM respectively). The merger created a research group with a unique focus on entrepreneurship, international strategy and innovation in emerging markets. CEIBIEM uses its strength in qualitative analysis to promote the study of the future evolution of business in an international and comparative context to influence to best practice and policy.

Work and Organisation Research Centre (WORC)

Members of WORC undertake applied research into all aspects of performance in the workplace, individual wellbeing and performance, and Human Resources Management in its broadest sense. Using a wide range of quantitative and qualitative research methodologies, our work investigates current and pressing issues in performance at three levels of analysis – the individual, the work team, and the wider organisation. We publish in top tier outlets internationally, advise organisations

in partnership, and seek to generate innovative scientific understanding and professional practice in a diverse set of areas of work performance.

Centre for Research in Marketing (CREAM)

The centre seeks to produce research – especially ground-breaking pioneering research – that not only advances theory but, in addition, has a wide institutional and societal utility. Marketing faculty enjoy an unparalleled international profile in the fields of corporate marketing, corporate identity, and corporate brand management. Our scholars are also known for their scholarship and published output relating to international marketing, B-B marketing, CSR/ethical marketing, and heritage identity among other areas.

Information Systems Evaluation and Integration (ISEing)

ISEing focuses on solutions to management issues, in both private and public sectors, which use business information systems, technology and communication to improve efficiency, effectiveness and performance. Its recent investigations include eGovernment, Information Systems Evaluation, information systems within organisations and eLearning.

Accounting and Auditing Research Centre (AARC)

AARC provides a focus for investigating current issues in corporate financial reporting, assurance and corporate governance in large and small entities. Specialist areas include impact assessments of government policy on the accounting and auditing needs of SMEs and the effect of deregulation on users of their financial statements and the accountancy profession.

Operations and Supply Chain Systems Group (OASIS)

This research centre was created with a mission to undertake rigorous and relevant research into all aspects of Operations Management and Supply Chain Management and related areas. Our work involves taking a combination of operations research, management science, information systems, general management and strategic management knowledge and approaches, in order to evaluate operations and to generate product and service based models and perspectives within and across public and private industry sectors.



In addition to Business School lectures and support services, Brunel University students can benefit from free study skills classes run by the University's Library's Academic Skills (ASK) centre. Topics offered include:-

- Mathematics (algebra, linear algebra, real, complex and vector calculus)
- Numeracy and elementary mathematics
- Statistics and statistical software (SPSS, Excel)
- Academic writing (essays, reports, dissertations, reflective writing)
- Reading and notemaking
- Critical and analytical thinking
- English grammar, punctuation and style
- Qualitative and quantitative research
- Time management and organisation skills
- Presentation and oral communication skills

TEACHING AND LEARNING

Lectures

Lecturers provide a broad overview of key concepts and ideas. They provide a framework from which to carry out more in-depth study. For each module, there will be one lecture a week, therefore students will usually have 10-12 hours a week of lectures.

Workshops

Workshops in the Business School labs give students the opportunity to obtain valuable hands-on experience of industry standard software, computing equipment, business, design and multimedia packages.

One-to-one Sessions with Tutors

You will be assigned a personal tutor who will be available to help with academic or personal issues. You will also receive one-to-one supervision for your major project or research thesis.

Availability of Tutors

Academic staff are available for a number of hours each week for students who need to get advice.

Their availability is displayed on their office doors so that students can make an appointment or drop by to see them if they have any concerns about their studies.

Web-learning and Support

eLearning and knowledge management are now standard ways in which companies communicate with their employees. Students will be expected to participate in email discussion groups and engage with online material using the university's web-based learning facility, u-Link.

Other

There are email discussion groups, research talks on key management issues and presentations by outside speakers. Throughout the course, you will also be expected to undertake group work and individual projects and presentations.

Assessment

Each subject is assessed either by a combination of continuous appraisal and examination or by coursework or examination alone. As a rough guide, the split is approximately 50:50 exam to coursework but the exact ratio varies depending on the modules you select.

WHICH DEGREE IS RIGHT FOR YOU?

1 year Master of Science (MSc) degrees suitable for students without work experience.

PROGRAMME	ENTRY CRITERIA
MSc Management MSc MSc International Business MSc Human Resource Management MSc Human Resources & Employment Relations MSc Marketing MSc Global Supply Chain Management	<p>A good honours degree (min 2.1 or overseas equivalent)</p> <p>Bachelors degree subjects considered include management, business studies or a related social science, or a subject with a significant component of management or critical prose modules. Applicants with other degree subjects or lower pass grades may be considered upon individual merit with significant work experience. IELTS 6.5 or equivalent English language test.</p> <p>The university offers a number of preparation courses including English language courses and Masters Preparation programmes. For details, please visit www.brunel.ac.uk/international.</p>

Degrees directed at students with full-time work experience.

PROGRAMME	ENTRY CRITERIA
MSc Applied Corporate Brand Management	<p>A good honours degree (2.1 or overseas equivalent) + 2 years marketing experience</p> <p>Bachelors degree subjects considered include management, business studies or a related social science, or a subject with a significant component of management or critical prose modules. Applicants with other degree subjects or lower pass grades may be considered upon individual merit with significant work experience. IELTS 6.5 or equivalent English language test.</p> <p>The university offers a number of preparation courses including English language courses and Masters Preparation programmes. For details, please visit www.brunel.ac.uk/international.</p>
The Brunel MBA	<p>A good honours degree (2.1 or overseas equivalent) + 3 years full-time work experience at managerial or professional level.</p> <p>Applicants with lower pass grades may be required to complete a GMAT and/ or Brunel MBA Admissions test. IELTS 6.5 or equivalent English language test.</p> <p>The university offers a number of preparation courses including English language courses and Masters Preparation programmes. For details, please visit www.brunel.ac.uk/international.</p>

Research Degrees

Research degrees in business or management are directed at candidates working towards a full doctorate (PhD) or a unique piece of academic research (MPhil).

PROGRAMME	ENTRY CRITERIA
MPhil (1 year) PhD (1 year) New Route PhD (1 year)	<p>A good honours degree (2.1 or overseas equivalent) and/or a significant amount of academic research</p> <p>Ideally applicants will have successfully completed a masters degree in a related subject. English fluency equivalent to IELTS 6.5 must be achieved at the time of application.</p>



MSc MANAGEMENT

About the Course

The Brunel MSc in Management has been in existence within the University for almost 15 years. It has been ranked by the Financial Times as a leading European Masters in Management programme over the last two academic years.

Students are eligible for a choice of four awards:

- MSc Management (General Management)
- MSc Management (Branding and Marketing)
- MSc Management (Technology and Innovation Management)
- MSc Management (Creative Industries)

The programme possesses considerable strengths, including the existence of a diverse and international mix of faculty and students, research-informed teaching, and practical and professional orientation supportive to students' academic and vocational development.

UK Industrial and Commercial Visits

A programme of campus events and visits linked to core modules and pathway awards to give candidates first-hand experience of UK business and management in practice.

International Study Tour

An opportunity to compete for a place on an overseas study tour – to learn about a specific international market first hand through organization visits and presentations. In 2012 academic year selected students from this programme embarked on an international study tour to Turkey.

MSc Management (Optional) with 14 weeks Work Placement – available from September 2013

The MSc Management (with Professional Practice) incorporates an optional work placement component of 14 weeks allowing students to take their learning outside the classroom and pairs them with companies in the UK.

Alumni Chapters

Learning is for a lifetime: graduate from Brunel Business School and connect to an international alumni network of like-minded professionals with which to share career opportunities and challenges. Our Alumni Chapters regularly organise networking events in regional hubs.

Quick Facts:

Duration: 1 year Full-time

Start date: September

Entry Criteria: See "Which Degree is Right for You?" on page: 7

Assessment: Assignment and Examination

- Choice of unique specialist pathways reflecting distinctive strengths of Brunel University: knowhow, technology, entrepreneurship and research.
- Enhanced emphasis on employability and career development – ranked 8th globally for career progression by the Financial Times.
- UK commercial visits and opportunity to take part in international study tours.
- Ranked 9th in UK and 56th internationally by the Financial Times.
- 14 weeks Work Placement (optional) – from September 2013.

Core Modules

Entrepreneurship

This module focuses on the nature of entrepreneurship and its importance in society. The module examines: i) the person, through the analysis and understanding of the psychological and behavioural characteristics of the entrepreneurs; ii) the process – through the review and analysis of the main approaches to entrepreneurship. In addition, the module shows how entrepreneurship unfolds in a wide range of contexts.

Financial Resources Management

This module critically discusses theories and concepts pertaining to the creation of shareholder value, business and financial planning/management and the challenges of implementing financial strategies in uncertain environments. It also explores approaches to the evaluation of financial statements and how these underpin decision-making in financial management and capital investment.

Business Planning

This module aims to promote an integrative understanding of the challenges and opportunities involved in business planning through practice. You will develop critical thinking through the development of a business plan and reflect on the whole process, the team dynamics and their personal development. In addition, this module examines different business models their underlying strategies and decision making process through a variety of case studies.

Strategic Management

This module enables students to appreciate the issues and challenges that confront managers responsible for strategic management. It introduces students to concepts, topics and methodological approaches and tools relevant to the analysis of the strategic position of the organisation and the development and implementation of strategies and policies, and their major operational implications.

Understanding Business and Management Research Methods

This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

Dissertation

A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting. You will be encouraged include where possible to include real organisation data in your project through any links, interests or during the research progress itself.

MSc Management Pathway Specialisation – choose one + pathway relevant dissertation

MSc Management (General: choose two modules)

- International Business Ethic and Corporate Governance
- Organisational Behaviour
- International Marketing
- Strategic Corporate Brand Management and Consulting
- Creative Contexts
- Media Issues
- Knowledge Management, Social Networks and Innovation
- Technology Management
- Social Entrepreneurship (2013/14)
- New Public Sector Management (2013/14)

MSc Management (Marketing and Brand Management)

- Strategic Corporate Brand Management and Consulting
- International Marketing

MSc Management (Creative Industries)

- Creative Contexts
- Media Issues

MSc Management (Technology and Innovation Management)

- Knowledge Management, Social Networks and Innovation
- Modern Technology Management

MSc Management (Social Enterprise and Not for Profit Management) – from 2013

- Social Entrepreneurship
- Public Sector Management



Sumeet, from India studied for an MSc in International Business



A postgraduate degree seemed a natural way to transition from an engineering background to the myriad of opportunities within the business world. Value for money was an important criterion in selecting a business school, so Brunel's reputation for top-quality research and a respected profile amongst UK public universities was just the right fit for me. Studying at Brunel has been an amazing experience – so much more than the academic study itself – it has also exposed me to people from different cultures and mindsets leaving me with a lasting perspective on the true meaning of diversity, as well as an international network of contacts.



MSc INTERNATIONAL BUSINESS

About the Course

In addition to providing a thorough understanding of the principal business and management functions, this degree explores the particular issues faced by organisations operating across national boundaries or cultures, as well as the processes of globalisation in the 21st century and their implications. Suitable for anyone seeking a successful career in a multinational organisation or in a smaller enterprise operating internationally, this degree will also appeal to anyone interested in undertaking research in either an academic or commercial setting.

Quick Facts:

Duration: 1 year Full-time

Start date: September

Entry Criteria: See "Which Degree is Right for You?" on page: 7

Assessment: Assignment and Examination

- Specialist programme designed for pre-experience students seeking a career in international management/international business.
- Comprehensive understanding of the processes of globalisation in the 21st century and their implications for the business person.
- Tutors are active members of world class Centre for Research Entrepreneurship, International Business and Innovation in Emerging Markets.
- Elective module exploring social network technologies and innovation.

Core Modules

International Business Economics

By the end of this module you will have gained fundamental knowledge of business economics and be able to critically assess the main structures and activities in today's economic market. You will also appreciate how relationships within the international economic system affect business planning, measurement and control, as well as the forces behind globalisation, liberalisation and cross-border business and resource movements.

International Business Strategy

During this module you will explore the sources of competitive advantage and comparative advantage when firms operate in international markets. You will gain an understanding of how to evaluate the key strategic issues facing the multinational enterprise. You will also explore the dynamic inter-relationships between international corporate governance, strategy and innovation.

International Management

You will gain a systematic understanding of the theories and concepts pertaining to the management of organisations operating in the international arena and their challenges: legal, cultural, economic, political, technological and ethical. This module also allows the opportunity to explore managerial behaviours and organisational processes relevant to operating in a competitive global environment.

Organisational Behaviour

This module explores the main theories and key functions of leadership and management and their application, and you will be able to critique these as well as appreciate the contemporary issues facing leaders and managers. You will also be able to critically evaluate characteristics of effective management and how this differentiates from leadership, and discuss and assess relative strengths and limitations of key approaches to developing leaders and managers in organisations.

Understanding Business and Management Research

This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

Dissertation

A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting.

Elective Modules (any one from the following)

Global Diversity Management

This module provides an insight into the key concepts, historical evolution and contemporary practices of global diversity management. You will develop an appreciation for managing diversity in multinational and global organisations in public, private and voluntary sector in partnership with line management and leadership. You will also develop a deep understanding of diversity in the context of organisational change.

International Business Ethics and Corporate Governance

This module focuses on business ethics and corporate governance in the international context. Both areas will be addressed from the perspective of the dual 'business' models of the shareholder and the stakeholder approaches. Further the broader societal impacts of business activities will be considered in-depth. The full range of businesses will be considered – from large corporations through to SMEs. Empirical studies will be used to apply the theoretical resources of moral philosophy, CSR and corporate governance.

Knowledge Management, Social Networks and Innovation

This module explores the intersection between knowledge, social network technologies and innovation. It examines how organisations create, utilise and communicate knowledge in the global knowledge-based economy and the wider social and economic factors affecting knowledge transfer. The module identifies the exploitation of WEB.2.0 which enables social engagement and processes for business development.



Hanjing Li studied MSc Human Resource Management



A year ago I decided to do something about the total lack of job satisfaction inherent in the work I was doing in China. Choosing to study for a Master's in Human Resource Management followed on from that decision. Eventually I would like to work as a careers consultant and so help others avoid the difficulties I have experienced. Brunel supports students in many respects. I am particularly impressed with the orientation programme, the 'in-sessional' English courses and the one-to-one consultations – which have helped me to adapt to cultural and academic differences. So far, I have acquired not only knowledge, but also a new way of learning – I now use my own initiative to conduct independent research and analysis. In addition, I enjoy the tremendous entertainment and sports facilities available on campus.



MSc HUMAN RESOURCE MANAGEMENT

About the Course

With employees now recognised as a key resource, the MSc in Human Resource Management offers students the opportunity to explore in-depth the theoretical and analytical issues in the management of human resources and the role these play in organisational success. Students will examine a full range of HRM approaches, techniques and methodologies. The course is designed for those who wish to become human resource practitioners in academic, consultancy or commercial settings. Graduates of Business School Master's programmes have an excellent record of securing relevant employment. We are currently discussing recognition for this programme with the Chartered Institute of Personnel and Development (CIPD) with the aim to allow graduates to achieve associate status, subject to membership.

Quick Facts:

Duration: 1 year Full-time

Start date: September

Entry Criteria: See "Which Degree is Right for You?" on page: 7

Assessment: Assignment and Examination

- Tutors are leaders in the field of HR and active researchers within the world class Work and Organisation Research Centre (WORC).
- A number of free Associate Memberships to the Chartered Management Institute open to graduates.
- Considers key HR systems and processes from an international perspective with a focus on Corporate Social Responsibility and Global Diversity Management.

Core Modules

Human Resource Management: Contexts, Concepts and Policies

This module develops students' knowledge and understanding of the theory and concepts pertaining to HRM such as the challenges of delivering personnel services in practice; critical approaches to HRM policy development and programme evaluation as well as of policies and practice relating to recruitment/selection, performance review, training, rewards/incentives and staffing information.

International and Comparative Human Resource Management

Over the course of this module, you will explore human resources strategy, practices and limitations for organisations operating across national boundaries and also consider staffing the international firm; recruitment issues and methods; employee development and the 'international manager'. Different national systems of industrial relations/employment relations are reviewed as are the implications of different legal frameworks.

Knowledge Management, Social Networks and Innovation

This module explores the intersection between knowledge, social network technologies and innovation. It examines how organisations create, utilise and communicate knowledge in the global knowledge-based economy and the wider social and economic factors affecting knowledge transfer. The module identifies the exploitation of WEB.2.0 which enables social engagement and processes for business development.

Organisational Behaviour

This module explores the main theories and key functions of leadership and management and their application, and you will be able to critique these as well as appreciate the contemporary issues facing leaders and managers. You will also be able to critically evaluate characteristics of effective management and how this differentiates from leadership, and discuss and assess relative strengths and limitations of key approaches to developing leaders and managers in organisations.

Understanding Business and Management Research Methods

This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

Dissertation

A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting.

Elective Modules (any one from the following)

International Business Ethics and Corporate Governance

This module focuses on business ethics and corporate governance in the international context. Both areas will be addressed from the perspective of the dual 'business' models of the shareholder and the stakeholder approaches. Further the broader societal impacts of business activities will be considered in-depth. The full range of businesses will be considered – from large corporations through to SMEs. Empirical studies will be used to apply the theoretical resources of moral philosophy, CSR and corporate governance.

Global Diversity Management

This module provides an insight into the key concepts, historical evolution and contemporary practices of global diversity management. You will develop an appreciation for managing diversity in multinational and global organisations in public, private and voluntary sector in partnership with line management and leadership. You will also develop a deep understanding of diversity in the context of organisational change.

Strategic Management

This module enables students to appreciate the issues and challenges that confront managers responsible for strategic management. It introduces students to concepts, topics and methodological approaches and tools relevant to the analysis of the strategic position of the organisation and the development and implementation of strategies and policies, and their major operational implications.



Chioma, originally from Nigeria, studied MSc Human Resources and Employment Relations.



After my bachelor's degree, I worked briefly in personnel before embarking on a lucrative career as a Relationship Manager in banking. After a while, the lack of importance attached to staff began to resonate with me and I decided to return to HR, but I didn't want to do so without getting a relevant postgraduate degree behind me. As an international student I've had to deal with the challenges arising from the differences in culture and teaching styles. Fortunately, the lecturers in Brunel understand these challenges and have been very supportive. Opportunities to learn are not just confined to my degree course. The free language courses on offer at Brunel have enabled me to start learning Mandarin.



MSc HUMAN RESOURCES AND EMPLOYMENT RELATIONS

About the Course

This exciting programme will give you a thorough grasp of current theory and practice relating to the management of human resources and employment relations. Whilst the UK is the primary focus for the study of employment relations issues, students also consider the human resource management challenges of organisations operating across national boundaries. The course is designed both for fresh graduates and HR practitioners as well as for anyone planning to undertake research in this area. We are currently discussing recognition for this programme with the Chartered Institute of Personnel and Development (CIPD) with the aim to allow graduates to achieve associate status, subject to membership.

Quick Facts:

Duration: 1 year Full-time

Start date: September

Entry Criteria: See "Which Degree is Right for You?" on page: 7

Assessment: Assignment and Examination

- Explores key role played by employers, employees and their representatives in enhancing effective organizational working.
- Tutors are leaders in the field of HR and active researchers within the world class Work and Organisation Research Centre (WORC).
- A number of free Associate Memberships to the Chartered Management Institute open to graduates.

Core Modules

Human Resource Management: Contexts, Concepts and Policy

This module develops students' knowledge and understanding of the theory and concepts pertaining to HRM such as the challenges of delivering personnel services in practice; critical approaches to HRM policy development and programme evaluation as well as of policies and practice relating to recruitment/selection, performance review, training, rewards/incentives and staffing information.

International and Comparative Human Resource Management

Over the course of this module, you will explore human resources strategy, practices and limitations for organisations operating across national boundaries and also consider staffing the international firm; recruitment issues and methods; employee development and the 'international manager'. Different national systems of industrial relations/employment relations are reviewed as are the implications of different legal frameworks.

Issues in Employment Relations

This module provides the opportunity to review the scope, issues and development of systems of employee relations. The UK is the primary focus but international influences and developments are also explored. The module also considers the potential for conflict in an employment relationship and the processes used to resolve these conflicts. UK employment legislation is considered.

Understanding Business and Management Research

This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

Organisational Behaviour

This module explores the main theories and key functions of leadership and management and their application, and you will be able to critique these as well as appreciate the contemporary issues facing leaders and managers. You will also be able to critically evaluate characteristics of effective management and how this differentiates from leadership, and discuss and assess relative strengths and limitations of key approaches to developing leaders and managers in organisations.

Dissertation

A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting.

Elective Modules (any one from the following)

Strategic Management

This module enables students to appreciate the issues and challenges that confront managers responsible for strategic management. It introduces students to concepts, topics and methodological approaches and tools relevant to the analysis of the strategic position of the organisation and the development and implementation of strategies and policies, and their major operational implications.

Global Diversity Management

This module provides an insight into the key concepts, historical evolution and contemporary practices of global diversity management. You will develop an appreciation for managing diversity in multinational and global organisations in public, private and voluntary sector in partnership with line management and leadership. You will also develop a deep understanding of diversity in the context of organisational change.

International Business Ethics and Corporate Governance

This module focuses on business ethics and corporate governance in the international context. Both areas will be addressed from the perspective of the dual 'business' models of the shareholder and the stakeholder approaches. Further the broader societal impacts of business activities will be considered in-depth. The full range of businesses will be considered – from large corporations through to SMEs. Empirical studies will be used to apply the theoretical resources of moral philosophy, CSR and corporate governance.



Vrushali, originally from India, studied MSc Global Supply Chain Management.



I'd already made up my mind to do a masters in Supply Chain Management before graduating in Automobile Engineering. I was particularly interested in a university with a good reputation that was located in a cosmopolitan city (like Mumbai my home city). Brunel University ticked all the boxes: MSc Global Supply Chain Management offered exactly the right modules and the University has an excellent international reputation with high calibre teaching staff. Added to that the location couldn't be better – just 45 minutes to the centre of one of the best cities in the world. I've not only studied alongside students of different nationalities and different cultures, but of different viewpoints, too. Living on campus has been amazing, especially the sporting facilities, indeed, life at Brunel is one of the most memorable experiences I've had so far in my life.



MSc GLOBAL SUPPLY CHAIN MANAGEMENT

About the Course

The MSc Global Supply Chain Management is an exciting and focussed programme for those considering a career in Supply Chain or Logistics. You will study issues relating to the development of supplier relationships, operations improvement, procurement strategies, inventory control, logistics operations, sustainability, as well as contemporary issues affecting these areas.

Quick Facts:

Duration: 1 year Full-time

Start date: September

Entry Criteria: See "Which Degree is Right for You?" on page: 7

Assessment: Assignment and Examination

- Includes a series of guest lectures, supply chain and procurement conferences, company visits and employability workshops.
- One of only a handful of Supply Chain Masters programmes in the United Kingdom to have received accreditation from the top Supply Chain and Logistics bodies in the UK.
- Successful graduates can apply to become full members of the Chartered Institute of Purchasing and Supply and the Chartered Institute of Logistics and Transport.
- Taught by internationally recognised academics and Industry Practitioners who are active members of world class Operations and Supply Chain Systems Group (OASIS).
- Includes visits to manufacturing and service organisations to bring theory to life.

Core Modules

Logistics and Supply Chain Management

This module offers the chance to explore logistics and supply chain management perspectives in depth. You will gain a sophisticated appreciation of logistics and supply chain management issues including inventory management, transportation and warehousing, retail logistics and relevant information technology. You will also consider the relationship with customer service and gain an understanding of demand-driven and market-driven logistics as well as of the outsourcing of key logistics functions and logistics in a global context.

Procurement Fundamentals

The aim of this module is to explore the role of procurement in both service and manufacturing organisations and to equip students to apply procurement techniques in a range of supply situations. Topics will include a study of the origins and development of purchasing as well as its strategic importance. Students will also gain an enhanced understanding of the impact of environmental factors on the purchasing function, and explore supplier selection models, contract management, purchasing law and ethics.

Business Modelling & Simulation in Supply Chains

Systems modelling is an integral part of any complex decision making process. After studying this module students will have been introduced to a range of modelling and simulation methods, tools and practices to help equip them with the capability to structure and solve supply chain, logistics and operations management problems, and the ability to evaluate different approaches.

Operations and Project Management

During this module you will explore the tools and techniques for managing operations. You will gain a greater awareness and understanding of the strategic issues involved in the way organisations manage their operational activities and facilities – both within and beyond the organisation's boundaries. Students will also gain greater insight into the role of project work as an enabler of organisation performance and improvement.

Global Outsourcing

This module explores the development of outsourcing and analyses the role played by outsourcing organisations, the development of outsourcing tools and the implications of the outsourcing decision for client organisations. In addition, the module explores vendor assessment procedures, the importance of effective procurement strategies and the legal aspects associated with outsourcing.

Understanding Business and Management Research

This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

Dissertation

A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting.

Elective Modules (any one from the following)

Strategic Management

This module enables students to appreciate the issues and challenges that confront managers responsible for strategic management. It introduces students to concepts, topics and methodological approaches and tools relevant to the analysis of the strategic position of the organisation and the development and implementation of strategies and policies, and their major operational implications.

International Business Ethics, Sustainability and Corporate Governance

This module provides students with the chance to consider business ethics, corporate social responsibility and corporate governance in the international context. These issues will be addressed from both the 'business' side and the 'society' side, and for both large corporations and small firms, using a combination of empirical studies and the theoretical resources of moral philosophy.

International Business Strategy

During this module you will explore the sources of competitive advantage and comparative advantage when firms operate in international markets. You will gain an understanding of how to evaluate the key strategic issues facing the multinational enterprise. You will also explore the dynamic inter-relationships between international corporate governance, strategy and innovation.

Knowledge Management, Social networks and innovation

This module explores the intersection between knowledge, social network technologies and innovation. It examines how organisations create, utilise and communicate knowledge in the global knowledge-based economy and the wider social and economic factors affecting knowledge transfer. The module identifies the exploitation of WEB.2.0 which enables social engagement and processes for business development.



Zineb Belmejdoub, originally from Morocco, studied an MSc in Marketing



Having done my first degree at a university near London, I decided that for my Master's I wanted a university that was fairly close to London so I could take advantage of the Capital without the cost and hassle of actually living in the centre. I also knew I wanted a university that was rated highly for its teaching and Brunel fitted the bill perfectly. It's a great place and, with some 4,000 students living on campus, there's a real sense of being part of a community. I chose to do my dissertation on the fraudulent consumer activity known as deshopping, and it was fantastic to have someone who was considered a leading researcher into this type of behaviour as my dissertation supervisor.



MSc MARKETING

About the Course

The MSc in Marketing provides graduates, professionals or consultants with critical insights into marketing and marketing management practices of national and international organisations. This course provides the opportunity to understand traditional and contemporary marketing philosophies and theories adopted by practitioners based on the state of the art knowledge gained from academic research and industrial practices. The programme will develop critical and creative skills, procedural thinking and expertise that enable students to generate, implement and evaluate organisational activities that satisfy the requirements of their employer and the customers.

Quick Facts:

Duration: 1 year Full-time

Start date: September

Entry Criteria: See "Which Degree is Right for You?" on page: 7

Assessment: Assignment and Examination

- Meets the qualification criteria for direct entry to the Chartered Postgraduate Diploma in Marketing and is approved and accredited by the Chartered Institute of Marketing (CIM).
- Taught by internationally recognised academics and Industry Practitioners who are active members of world class Centre for Research in Marketing (CREAM).
- Discussions with subject experts and practitioners who visit us as guest speakers.
- Career talks and presentations.
- Business Planning module applies theory to practice through the creation of an entrepreneurial venture with a business plan and an "elevator pitch".

Core Modules

Strategic Marketing Management

The module presents a strategic approach to marketing management through both theoretical underpinnings and contemporary marketing challenges. It develops understanding of marketing planning and strategy development as well as the factors that influence strategy development.

Marketing Communications

This module critically examines the role, nature and diversity of marketing communications and associated theory and how diverse elements of the communications mix can be coordinated and managed to produce an integrated marketing communications plan. Students will develop insight and understand the process, theory, social impact and ethics of an advertising campaign and will be aware of the role of advertising in the marketing mix.

International Marketing

In this module you will develop a critical understanding of international marketing theory and practice as well as the ability to assess the effectiveness of marketing strategy. The focus of the study is to develop your awareness of the issues facing a business that needs to develop and implement market strategies across a range of international sectors.

Business Planning

This module aims to promote an integrative understanding of the challenges and opportunities involved in business planning through practice. You will develop critical thinking through the development of a business plan and reflect on the whole process, the team dynamics and their personal development. In addition, this module examines different business models their underlying strategies and decision making process through a variety of case studies.

Understanding Business and Management Research

This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

Dissertation

A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting.

Elective Modules (any one from the following)

Global Diversity Management

This module provides an insight into the key concepts, historical evolution and contemporary practices of global diversity management. You will develop an appreciation for managing diversity in multinational and global organisations in public, private and voluntary sector in partnership with line management and leadership. You will also develop a deep understanding of diversity in the context of organisational change.

International Business, Ethics, Sustainability and Corporate Governance

This module provides students with the chance to consider business ethics, corporate social responsibility and corporate governance in the international context. These issues will be addressed from both the 'business' side and the 'society' side, and for both large corporations and small firms, using a combination of empirical studies and the theoretical resources of moral philosophy.

Knowledge Management, Social networks and innovation

This module explores the intersection between knowledge, social network technologies and innovation. It examines how organisations create, utilise and communicate knowledge in the global knowledge-based economy and the wider social and economic factors affecting knowledge transfer. The module identifies the exploitation of WEB.2.0 which enables social engagement and processes for business development.



Mai An Tran, from Canada, studied the MSc in Applied Corporate Brand Management



I did my undergraduate degree in fashion marketing back in Montreal. After that I started working in customer service and I was doing a certificate in advertising at the same time. From there I moved my way up from customer services to sales rep assistant and then became the sales rep for British Columbia for that company.

I enjoy being close to and becoming more knowledgeable about European brands, and that's been very interesting. The first semester is all about the theory and the second semester more about the 'applied' with a lot of good examples given by teachers.

I'm looking forward to the internship that's coming up. I chose this programme because having already worked I think it's a great transition to be able to get the professional practice. You get to study for a certain amount of time and then put what you already know and have learnt into practice – especially useful for me coming from North America, I get to learn something new from the London and the European market.



MSc APPLIED CORPORATE BRAND MANAGEMENT (with optional 14 week Professional Practice)

About the Course

The programme covers issues of branding in blue chip companies, the service industry, banks, petroleum companies, lifestyle organisations, corporate brand heritage, nation and place branding. The core contents of branding are examined at the corporate level rather than at the product level. The academic experts contributing to the programme are prominent world class researchers in the branding field, namely, Professor John Balmer and Professor T C Melewar from Brunel Business School, and Professor Stephen Greyser from Harvard Business School – who is also a Visiting Professor of Corporate Marketing on the programme.

MSc Study with Work Placement – 14 weeks Professional Practice (Optional)

The MSc ACBM (with Professional Practice) incorporates a work placement component of 14 weeks which allows students to take their learning outside the classroom and pairs them with brand companies in the UK.

Quick Facts:

Duration: 1 year Full-time

Start date: September

Entry Criteria: See "Which Degree is Right for You?" on page: 7

Assessment: Assignment and Examination

- Work Placement – 14 weeks Professional Practice (Optional).
- Meets the qualification criteria for the Chartered Postgraduate Diploma in Marketing and is approved and accredited by the Chartered Institute of Marketing (CIM).
- Taught by international leading academics and industry practitioners.
- Discussions with subject experts and practitioner guest speakers and brand consultancies.
- Visits to brand companies and consultancies, to the Design Museum and Branding Museum in London.
- Career talks and presentations.

Core Modules

Corporate Branding Theory

The module aims to provide a critical understanding of corporate branding theory through an examination of key theoretical frameworks. Students will also study the challenges faced by organisations in the context of corporate brand management and consider the factors critical to a successful rebranding exercise. Importantly, you will gain an appreciation of how to improve an organisation's corporate brand management plan.

Strategic Corporate Brand Management and Consulting

This module considers the strategic nature of corporate brand management and its inter-relationships with other business functions. A distinguishing feature of this module is the opportunity of an in depth study – from a very practical perspective – of the roles, activities and approaches adopted by corporate brand consultancies and to benefit from the active involvement of a number of senior brand management professionals in this module's delivery and assessment.

Applied Corporate Branding

The application of corporate branding theory to practice is the main focus of this module. Through the analysis of case studies, you will examine issues such as brand positioning and brand architecture, managing retailers' own brands, managing luxury brands, crafting new branding strategy, building brand equity, brand recovery, corporate rebranding, co-branding and corporate branding and new media. Students will benefit from the feedback of senior branding professionals.

Strategic Corporate Marketing

This module focuses on corporate marketing. It examines the philosophy and management of corporate marketing at the strategic level and considers its historiography. The dimensions of the corporate marketing mix are examined in the context of key, corporate-level constructs/theories relating

to corporate branding, corporate identity; organisational identity, corporate communications; corporate image and reputation.

Marketing Communications

This module critically examines the role, nature and diversity of marketing communications and associated theory and how diverse elements of the communications mix can be co-ordinated and managed to produce an integrated marketing communications plan. Students will develop insight and understand the process, theory, social impact and ethics of an advertising campaign and will be aware of the role of advertising in the marketing mix.

Understanding Business and Management Research

This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

Dissertation

A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation, which should be no more than 12,000 words in length, involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting. Students who have undertaken a work placement will be expected to draw on the experiences they have gained whilst on placement.

Elective Modules (any one from the following)

Global Diversity Management

This module provides an insight into the key concepts, historical evolution and contemporary practices of global diversity management. You will develop an appreciation for managing diversity in multinational and global organisations in public, private and voluntary sector in partnership with line management and leadership. You will also develop a deep understanding of diversity in the context of organisational change.

Knowledge Management, Social Networks and Innovation

This module explores the intersection between knowledge, social network technologies and innovation. It examines how organisations create, utilise and communicate knowledge in

the global knowledge-based economy and the wider social and economic factors affecting knowledge transfer. The module identifies the exploitation of WEB.2.0 which enables social engagement and processes for business development.

International Business Ethics, Sustainability and Corporate Governance

This module provides students with the chance to consider business ethics, corporate social responsibility and corporate governance in the international context. These issues will be addressed from both the 'business' side and the 'society' side, and for both large corporations and small firms, using a combination of empirical studies and the theoretical resources of moral philosophy



As part of their Business Project this year, some of our students were asked by British Airways to identify the necessary steps in designing and supporting their corporate university and fostering the creation of an innovative organizational culture. This indeed represents a very challenging task. This partnership will provide us with the opportunity to learn from British Airways by conducting interviews with some of their most senior managers. At the same time we agreed to provide the British Airways a detailed executive summary and a presentation of our managerial implications for their strategy group.



Dr. Aida Hajro, MBA Lecturer

THE BRUNEL MBA

The MBA Programme from Brunel Business School is an intensive, research-led MBA designed to maximise students' investment in a global executive career. The intensive full time programme is a 1 year course starting annually in late September. The Brunel MBA is very much a practical qualification aimed at meeting the needs of aspiring middle level or senior managers so it is highly appropriate that it is underpinned by Brunel's close links to business. Below are details of just a few recent School initiatives that demonstrate this:

Company Links and Visits

MBA students undertake regular visits to companies in the UK and many companies visit the students on campus as part of the MBA Guest Speaker Series: "Let's Talk Business". The following companies have an on-going relationship with the Brunel MBA and students where our students have had the chance to network and work with representatives from:

- Barclays
- British Airways
- Capital & Counties Properties PLC
- Enterprise Rent-a-Car
- Goldman Sachs
- HSBC
- IBM
- Iraq Energy Institute
- Jaguar
- Johnson and Johnson
- Lloyd Northover
- Microsoft UK
- Oxford Instruments
- Radley Yeldar
- Xerox

International Business Tour

Selected MBA students have the opportunity to embark annually on a Business Tour to one of the main economic hubs in the world, where they learn about the operations of multinational corporations. A recent visit included a weeklong trip to one of the leading BRIC economies: India. Students had a unique opportunity to meet with senior directors of companies such as Cadburys, McDonalds and Merrill Lynch – as well as a number of local social enterprises and SMEs.

MBA Advisory Board

The MBA Advisory Board provides a fresh perspective on the development, relevancy and impact of curriculum for the Brunel MBA so that the programme is properly reflective of commercial organisation and management needs. Furthermore it ensures that MBA graduates are suitably aware of and responsive to industry requirements. The Advisory Board for the MBA Programme includes a mix of well-known and local corporations in the UK:

- British Airways
- Buckinghamshire NHS Trust
- Capital & Counties Properties Plc.
- Hewlett-Packard Ltd
- IBM
- PricewaterhouseCoopers LLP,
- The Walt Disney Company,

Quick Facts:

Duration: 1 year Full-time

Start date: September

Entry Criteria: See "Which Degree is Right for You?" on page: 7

Assessment: Assignment and Examination

- Three management specialisations: General, Healthcare or Aviation
- Fully accredited by the Association of MBAs (AMBA)
- Leadership Masterclass Series (LMS)
- Career Development Programme (CDP) workshops
- Dedicated Career Coaching
- International Study Tour for selected candidates
- Home/EU MBA Scholarships Awards of £5,000

The Brunel MBA: Degree Content

Over the course of your MBA, you will study six core and two elective modules.

Corporate and business finance

You will gain a thorough understanding of the world of finance, the concepts of risk and the cost of capital, as well as the process of financial management in the long and short term. You will also learn the principles of management accounting, and systematic techniques for analysing and evaluating the financial health of an organisation, including the construction and interpretation of financial statements.

Leading people and managing organisations

Good organisations recognise that human capital is a key resource. This module helps you understand the many factors that influence people's behaviour and their effective performance. Through the development of critical thinking and independent judgement, you will gain a better theoretical and practical appreciation of how to motivate, lead, work together, communicate with colleagues, and manage conflicts of interest.

Strategic marketing management

This module will give you a thorough knowledge of the principal marketing concepts and how marketing has evolved as a business discipline with the rapid expansion of new technology. You will learn how to conduct a marketing audit, construct a marketing plan, and evaluate the effectiveness of marketing activities.

Operations management

In this module you will explore the approaches, techniques and tools of managing operations. You will gain a greater awareness of how strategic issues, both within the boundaries of organisations and beyond, affect how operations are planned and controlled. You will also develop a better appreciation of the relationship between performance imperatives and the design of operations or services.

International business

This module considers the many challenges, both instrumental and ethical, of managing complex international organisations across geographical and cultural borders. It will provide an understanding of the mechanisms for entering new markets and emerging economies and the consequent need to cope with global diversity, risk and uncertainty.

Corporate and competitive strategy

This module will introduce the concepts and methodological tools and techniques for analysing an organisation's strategic position. You will gain an appreciation of the complex issues and challenges that face those responsible for the strategic management of organisations in changing and uncertain conditions.

Continued overleaf ►

The Brunel MBA: Degree Content (cont.)

Business Project

Brunel MBA students have the opportunity to undertake their Business Project in a real world context, through a collaboration with multinational companies, SMEs or public sector institutions. To complete your MBA, you will be required to undertake an in-depth study of a business or management issue of particular interest to you. It could be something that you have met in your career to date, a challenge that your organisation currently faces, or an exploration of a subject completely outside of your own experience. You will be expected to conduct extensive

research, analyse your findings and reach your own conclusions. But before you embark on your project, you will receive comprehensive guidance and coaching from the first draft to your completed 12,000 word Business Project.

Elective Pathway Specialisations

The Brunel MBA (General)

Choosing the General Management specialisation as part of the – Brunel MBA can help students to become a better manager all-round – from corporate business finance to international strategy, from harnessing IT technology to marketing. This General Management specialisation is the traditional route for an MBA award and focuses on equipping students with the skills and knowledge to solve contemporary business issues, as well as identifying strengths and weaknesses, maximizing assets and turning them into a more profitable future.

Choose any two modules from the following

- Information Systems in Organisations
- Managing for the Future
- Global Diversity Management
- Healthcare Policy Setting
- Managing Change in Healthcare
- Airport Management and Operations
- Airline Management, Economics and Ethics

The Brunel MBA (Healthcare Management)

Choosing the Healthcare Management specialised modules as part of the Brunel MBA can help students have a more informed output into senior management decision making or consultancy within the industry. Learning on the programme is deeply rooted in the Healthcare industry and enables students to develop managerial skills to handle real-life business situations in the sector. The Brunel MBA (Healthcare Management) award is designed for professionals in strategic health authorities, primary care trusts and hospital administration, and for those working in the growing number of private health contractors, outside suppliers and consultancies.

- Healthcare Policy Setting
- Managing Change in Healthcare

The Brunel MBA (Aviation Management)

Choosing the Aviation Management specialised modules as part of the Brunel MBA can help students have a more informed output into senior management decision making or consultancy within the aviation industry. Learning on the programme is deeply rooted in the Aviation industry and informed by extensive cutting-edge aviation research. The MBA (Aviation Management) award is designed for professionals working for airlines, airports authorities and supply and support services within the aviation sector such as engineers, logistics, catering, cargo, energy, safety, security, IT and travel and tourism. It is supported by our proximity to the world's busiest passenger hub at Heathrow, Brunel's growing reputation in aerospace and environmental research, and our close links with the aviation industry.

- Airport Management and Operations
- Airline Management, Economics and Ethics

Please note that the elective modules are subject to minimum enrolment of 10 students.



RESEARCH DEGREES

A Collaborative Research Environment

Brunel Business School (BBS) offers an exciting, productive and supportive environment for your research study. The central aim is to enable you to undertake valid, justifiable and independent high level research which is rigorous and original. Throughout your research programme, you will be mentored by a first supervisor who will guide you through your research.

BBS consider PhD students as junior members of staff and you will be regarded accordingly with invitations and opportunities to our seminar series, technical courses and conference attendance (subject to criteria) support. We also apply a formal annual monitoring process for PhD candidates to ensure academic progression and development. You will benefit from an international community of research scholars from many countries and access to sophisticated physical and electronic library resources.

You will contribute and participate in the annual PhD Symposium and engage fully with your designated Research Group. BBS offers more than just professional research training through enjoyable social engagement within a collegiate and collaborative intellectual university setting.

MPhil

An MPhil involves the exploration of a research topic in less depth than a PhD and is typically studied over a shorter period (1-year full-time). An MPhil is the first year of PhD study, however, students may choose to register for an MPhil as a stand-alone qualification lasting 1 year.

PhD

The 'traditional' PhD involves an in-depth exploration of a research topic. The degree is awarded to students who demonstrate (through a written thesis and Viva Voce examination) knowledge and understanding of their discipline together with a distinct and original contribution to knowledge within that discipline. Both full-time (over 3-4 years) and part-time (over 4-8 years).

New Route PhD

Brunel is one of a number of leading UK universities, committed to international excellence in postgraduate training that offers the New Route programme. This is an integrated 4-year PhD that combines research with a structured programme of advanced training in discipline-specific and generic skills.

PhD without residence – Ahlia University, Bahrain

The result of a collaboration between Ahlia University in Bahrain and Brunel Business School. Full support and excellent facilities provided by Ahlia University, Bahrain.

Quick Facts:

Duration: See individual programmes for details

Start date: MPhil/PhD: October or March, NewRoute PhD: October only

Entry Criteria: See "Which Degree is Right for You?" on page: 7

- Six Academic Centres of Research Excellence.
- Academic supervision on a wide range of business and management subjects.
- Annual Research Symposium.
- Support for conference and paper submission.



BUSINESS LIFE

Business Life is a unique Employability Programme designed to maximise students' employability by providing an intensive programme of professional workshops and events that run in parallel with academic studies. Students from Brunel Business School will graduate with a unique mix to boost their employability:

- an academic award
- a Professional Portfolio consisting of professional certificates and applicable skills
- a professional network

Employers are no longer looking for graduates with good degrees; they increasingly want to see evidence of relevant work experience and employability skills in addition to academic qualifications. The Business Life programme offers bespoke courses designed to build job-ready and employability skills for Business School students.

In order to enhance the employability of our students the School conducted research with companies and organisations like Bosch, Centrica, FDM Group, GlaxoSmithKline, IBM UK, Intel, Jaguar Land Rover, Matchtech Group, NetApp, Webfusion, Atkinson Associates, HotCourses, Kids2Work, Saloria Architects, VT Partnership, Workzone Professions, BP Collins, Catalyst Housing Group, Grant Thornton, IBB and London Borough of Hillingdon.

They helped us identify the job-ready skills and work tools that make a difference for them when choosing graduates for employment or placements. As part of the Business Life Employability Programme students are able to participate in events and training that help them obtain these job-ready skills and gain recognised certificates and valuable examples of their work which provide Brunel Business School students with real employability advantage.

- **National and International tours**
 - Oxford Mini Factory Tour (MIM's & MSc Supply Chain)
 - International Business Tours (MBA and MSc in Management)
 - UK Industry Visits
- **Networking with companies**
 - Meet the Professional Bodies Event
 - MBA Capstone Event
 - Career Booster Programme: 6 sessions with Guests from Industry
 - Naked Series – Inspiration Career Journeys from Industry Professionals
 - MBA and MSc in Management Showcase Events
 - Meet the Apprentice

- **Employee Best Practice Competencies**

- Auditing your Skills & Presenting your Strengths
- CV Writing Skills
- Time Management & Project Management
- Professional Written Communication Skills
- Preparing for Numeracy: Number crunching for non-number people
- Skills: Job Interviews
- Teambuilding: Myers Briggs Type Indicator
- Bloomberg Aptitude Test (BAT)
- Volunteering & Entrepreneurship
- Presentation Skills
- Introduction & Advanced Sage Accounting
- Critical & Analytical Thinking
- Psychometric Testing
- How to Network

- **National and International Conferences**



PASTORAL CARE: OUR DYNAMIC, UNIQUE AND, ABOVE ALL, EFFECTIVE, STUDENT SUPPORT SYSTEM

The first few weeks of term can often be an anxious time for new students. The Business School fully understand and take account of this, and in addition to university-wide support we have in place internal mechanisms which demonstrate that what we provide to students goes well beyond the standard/norm in the higher education sector. We, as a School, are as interested in supporting our students in their 'personal journeys' as much as we are in their 'academic journeys'. We have a bespoke, transition-focused programme. It is novel and ground breaking in the sector.

Active Learning Opportunities

Students in the Business School have opportunities for engagement with fellow students and their tutors. Students have specific, targeted activities designed to assist them in taking greater responsibility for organising their own work.

BBS Student Support

This support continues throughout a student's studies, until they graduate. Brunel Business School has a unique, dynamic and dedicated team of academic members of staff known as 'BBS Student Support', who are able to offer support and guidance on every single aspect of a student's study, including:

- Personal development, social and non-academic matters
- Academic matters independent of that provided by module leaders
- Academic-related matters
- Progression and concerns with their programme
- Their future career and plans
- When things go wrong (personal problems or illness affecting their studies, difficulties with student life)
- Information on where to get qualified advice and help within the university

BBS Student Support also offers dedicated weekly drop-in sessions, no appointment needed, to meet a tutor on a one-to-one basis. The School has a large, specially trained team of highly supportive and approachable administrative staff in what is known as the 'Academic Programmes Office' (APO). Available five days a week, they are well placed to offer both excellent advice and support.

To conclude, we, in the Business School, understand the symbiotic relationship between 'academic learning' and 'personal learning' within the 'academic process'. We have in place robust, tried-and-tested teaching and support systems which attest to our excellence in helping students develop their 'capacity for success'.



LIFE AS A STUDENT AT BRUNEL UNIVERSITY

The big plus of living in a campus based university is that the majority of your needs are catered for on-site. These include the Library and Computer Centre, academic and teaching buildings, welfare services, catering and social facilities and even the halls of residence. In fact, Brunel has recently invested £250m in improving the University's buildings and infrastructure. Students can take advantage of an extended library building in the new Bannerman Centre, holding a hugely increased book and journal collection, more computer workstations and group study areas, an Assistive Technology Centre for disabled students, and a café. There is also a new refectory complex with dining halls, bars, Students' Union and retail outlets.

Accommodation

The halls of residence at Brunel offer some of the best value in the South of the UK. Unlike a lot of universities,

Brunel can claim to offer a high standard across all of its facilities. What's more, Brunel's halls of residence are all on-campus, meaning you are never more than 10 minutes' away from teaching, sporting and social facilities.

Brunel can proudly boast 34 self-catering halls of residences (31 with en suite facilities) with free access to the Internet and University Network in all rooms. Bedding and linen are provided

for you and cleaned weekly. En suite halls provide over 84% of our available accommodation and are always very popular with our new students.

Rooms in the 'Standard' halls offer a high standard of accommodation at a lower cost to the en suite residences. Rooms in standard halls have a wash basin and share the use of a bath/shower room and toilet facilities. The three standard halls have been recently renovated to ensure all our students have access to high quality accommodation, no matter what your budget. All halls are self-catering, and have large, well-equipped kitchens and are now non-smoking. Finally, Brunel's Accommodation Office and Housing Office can help students find the right place to live, whether you choose to live on- or off-campus. View the accommodation video at: www.brunel.ac.uk/life/accommodation/video

Sport

Brunel's investment of £14 million in a range of world-class sports facilities over the past three years ensures that our sports programmes are as good as any in the university sector and are unrivalled locally. Brunel's sport facilities are supported by Sport England and the Football Foundation. Brunel's Indoor Athletics Centre (IAC), completed in 2005, is the centrepiece of the University's performance sport facilities. The Centre is one of only four High Performance Athletics Centres (HiPACs) in the UK and is the home of the UK Athletics World Class Performance Programme for London

and the South East. Other state-of-the-art facilities include a new sports hall with weights training area and sports science support, netball hall (home to Brunel Hurricanes Super League netball team), squash courts, exercise studio and climbing wall. Brunel has also invested heavily in its outdoor sports facilities which include a 3 G Synthetic Pitch, ideal for football and rugby training and 11 a side football matches, multi-use synthetic surface which is ideal for full sized hockey as well as many other sports and tennis and netball courts.

Brunel is proud to host the following 2012 Olympic Teams





SOCIAL LIFE

University life is not all about hard work and there's plenty to keep you busy. There are lots of different clubs to choose from such as boxing, dance, football, hockey, squash, skydiving and societies (Afro-Caribbean, DJs & MCs, Latin, Hindu, Rock) to join where you can have fun and make new friends. At night time, you will find The Academy, Brunel's nightclub, hosting different music events to suit your taste, ranging from pop and cheesy old skool tunes to the newest R&B, hip hop, rock and commercial dance tracks. There are also comedy nights which have seen the likes of Jimmy Carr, Jo Brand, Ronnie Edwards and others, as well as live music events with acts such as Boy Kill Boy.

Although all your needs are catered for on campus, from time to time, you will probably feel like a change of scene. Uxbridge town is a student-friendly area offering an impressive range of shops, bars, pubs and restaurants. And from Uxbridge, you can take the tube into London; the UK's clubbing capital, and dance the night away at any one of the famous clubs such as Ministry of Sound, Pacha, Turnmills and Fabric. There's also an array of clubs and trendy bars in Soho, Covent Garden and much more!

With too many tourist attractions to list, London is an exciting city, famous for its art galleries, music and sport venues, theatres, museums and shops but what you may not know is that London also offers numerous activities inexpensive enough to be enjoyed by students. Time Out magazine has

full listings of everything. Brunel is also only a short train ride away from both Reading (excellent shopping) and Windsor (both 30-45 minutes from nearby West Drayton main line station). Oxford can also be accessed fairly easily and cheaply by bus.

Services for International Students

- A wide range of support and information is offered for international students by our dedicated team at Brunel International. These include:
 - A pre-departure guide delivered to students prior to arrival at Brunel;
 - A 'Meet and Greet' service from London Heathrow airport;
 - A tailor-made international student orientation programme during the first week of term;
 - A range of day trips to places of interest in the UK;
 - An active International Student Society;
 - The Host Programme, which gives students the opportunity to spend a weekend in the home of a British family, learning about the UK way of life;
 - An eLetter, sent out weekly, outlining social events and cultural information;
 - Support and advice throughout the year from trained support staff;

- The Meeting House, available to different religious groups for worship, prayer meetings and quiet reflection.

For more information email: international@brunel.ac.uk

NSS 2011: Brunel is one of the top 5 Universities in London for student satisfaction



Brunel is the UK's most improved university

for student satisfaction, according to the National Student Survey for 2011. The University climbed 78 places to 45th position out of 141 higher education institutions, ranked by students overall satisfaction rate. Out of the 22 universities in London, Brunel is now in joint fifth position with Imperial College and SOAS.

Vice-Chancellor Professor Chris Jenks said: "The improvements in the National Student Survey are the result of years of hard work by University staff and the Students' Union in listening carefully to students' needs and investing appropriately in our campus, its facilities and additional learning resources. We have a long term plan to create a unique environment in which to deliver an excellent experience for our students."

The NSS is a national survey including all institutions and all subject areas, in which students report on their experiences at university.



EXCELLENT FACILITIES AND SUPPORT SERVICES FOR STUDENTS WITH DISABILITIES AND LEARNING DIFFICULTIES

Brunel provides an accessible and welcoming academic, social and physical environment for students to work in. Brunel has over 800 students at Brunel who are disabled and who work with the University's student services to ensure that they are able to access their course successfully and not be disadvantaged by their disability.

Facilities

Brunel aims to provide a full range of services to ensure that all students' requirements can be met effectively. There is a large team that works with disabled and dyslexic students, as well as a well-equipped Assistive Technology Centre and the new West London Assessment Centre for carrying out students' Needs Assessments.

Support Services

The Disability and Dyslexia Service helps to support students with a range of needs including, but not limited to:

- Dyslexia and other specific learning difficulties;
- Mental health;
- Mobility impairments;
- Sensory impairments;
- Unseen disabilities.

If you decide to study at Brunel and have a disability or specific learning difficulty then it is advised that you let us know (on your application form) and contact our Disability and Dyslexia Service as soon as possible to discuss your needs. This will help the University staff to provide help and support appropriate to your individual requirements.

Accommodation

The campus has a number of rooms which are designed specifically for disabled students, with facilities for wheelchair access and for students with hearing impairments.



SCHOLARSHIP AWARDS

Overseas students may be eligible for Brunel International Scholarships.

The Brunel International Scholarship Programme is an annual award run by the Brunel International office that is open to all international students. The Scholarship Scheme offers regional scholarships of £3000 each, as well as scholarships of £2000 each, which are awarded by the Alumni office for Brunel Alumni. For details, please visit www.brunel.ac.uk/international.

Brunel MBA Scholarships for Home/EU students.

Brunel Business School offers a limited number of MBA scholarships of £5000 to eligible Home/EU applicants to the full-time Brunel MBA. The scholarship will be offered to exceptional candidates who can demonstrate their suitability to become an Ambassador for the programme.

For details, please visit www.brunel.ac.uk/bbs/mba.

HOW TO APPLY

Please submit your application online: www.brunel.ac.uk/bbs.

Your application

When completing your application, you will be asked to submit:

- Online application form
- Two references – from an academic and/or the current or most recent employer
- Academic transcripts – photocopies or as scanned documents; with originals required on registration.
- Proof of English Language proficiency (if applicable)
- A detailed personal statement
- A Curriculum Vitae (where applicable)

Submitting your application

You do not have to complete your application all in one go, you can save as you go along and then return to your application later (but don't forget to press 'SAVE' before logging out of your application). Please remember to press 'SUBMIT' when you have filled in all your details and you are ready to send us your application.

Uploading supporting documents

When you submit your online application, you can upload copies of supporting documents such as references (originals should be on institution letterhead) or English language test results (copies accepted) either as Word documents or as PDF documents.

Processing your application

On receipt of your completed application form, we will aim to contact you by email within two weeks.

Checking the status of your application

Once you have submitted your application, you can check the progress of your application by using Brunel's My Application online facility. You can also contact us about your application:

Home/EU Applicants:
Telephone: +44 (0)1895 265265
E-mail: admissions@brunel.ac.uk

International Applicants:
Telephone: +44 (0)1895 265519
Email: international.admissions@brunel.ac.uk



WHERE IS BRUNEL BUSINESS SCHOOL?

Brunel Business School is situated at Brunel University's single campus at Uxbridge on the western outskirts of London. Its location makes it convenient for central London, Heathrow Airport and the M4, M40 and M25 motorways.

FOR MORE INFORMATION:

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L O N D O N

Every effort has been made to ensure the accuracy of the information in this brochure and the University will take all reasonable action to deliver courses and services in accordance with the descriptions set out in it. A contract is made at the point when an applicant accepts an offer from Brunel, meeting any conditions, and the acceptance is communicated to Brunel or the clearing system acting for Brunel, and this contract is confirmed. All students are required, as a condition of registration, to abide by and submit to the University's statutes, ordinances, regulations and rules, which are published on the University's website (a hard copy is available from the Registry at the Uxbridge address).