



Look Deeper
Aim Higher
Go Further

**Management and Marketing
Masters Programmes**

Makers of business leaders



Durham
Business School

Look Deeper

Durham Business School is a multi-disciplinary school, proud of its reputation for developing well-rounded business leaders, managers and marketers. We achieve this by making sure that our education is always relevant and focused on encouraging you to discover new perspectives, see things differently and challenge the status quo.

We also aim to develop the competencies you need to contribute to and benefit from lifelong learning – equipping you to look deeper at developing innovative solutions to any business challenge.

Aim Higher

The Durham Experience offers much more than a Masters degree. As well as an environment and the stimulation to excel, we'll give you an edge in a competitive market. You'll also benefit from the support to enter your chosen career with confidence and become a candidate that employers need.

If you're passionate about learning, we'll provide the opportunities you need to engage in your chosen programme and develop your skills from day one. Naturally, we'll inspire and support you, but ultimately it'll be your own ambition and ability that will ensure success.

Go Further

Strong managers see situations from different perspectives, challenge current orthodoxy and continue to learn through reflecting on experience – all key themes in our programmes. Our overall aim is to help you to develop as a person, citizen and contributor to business, by learning to identify new challenges and use a wide range of techniques to work with others, identify options and plan courses of action. Developing research-led teaching and building on best practice in management education, we aim to enhance your employability, open new doors and provide you with the skills to continue learning throughout your life.



Why study a
Masters at Durham
Business School?

At a Glance

- Enhance your chances of **career success** with a university consistently ranked among the top twenty-five in the world for graduate employability (QS World Ranking, 2010)
- Part of **England's third oldest university**, ranked 3rd place overall in the Sunday Times University Guide 2012, we offer an international reputation for excellence
- One of an elite group of institutions worldwide with **triple accreditation** (AACSB, AMBA and EQUIS)
- **Strong collegiate system** increases access to social activities, pastoral support, clubs and societies
- Support of the entire learning community, from an **approachable academic team** to helpful students and experienced alumni
- A **research-led environment** where active researchers and passionate subject matter experts relate their knowledge of the field to the core topics covered
- Exposure to different cultures and a multicultural cohort offer the chance to **view challenges from different perspectives**, build networks and develop the skills you need to best tackle a range of real world issues
- A **broad choice of programmes** that stimulate, inspire and ultimately challenge you to think differently, apply theory to practice and **learn through investigation**
- 'Learning by doing' approach develops **entrepreneurial flair** and a strong foundation on which to base your career
- Students also learn from the **real world of business**, with guest speakers, practical workshops and a culture of **bringing theory to life through real cases**

A Durham Masters degree will help you gain a competitive edge. Here, you'll join an innovative and practical programme of study, delivered by one of the world's leading research-led universities. Nurturing an inclusive, friendly approach alongside an internationally renowned faculty, our environment encourages you to see fresh perspectives, ask the right questions and probe that much deeper for the answers.

With unparalleled business credentials, high profile collaborations, global networks and a multinational student cohort, we open doors for you to build relationships across cultural and organisational boundaries, whilst developing the confidence, skills and insight you need to become a global leader.



“Our rigorous, innovative and practical curriculum will help you develop the knowledge and skills you need to become a global business leader. We’re committed to helping you achieve your personal and career goals and look forward to sharing the experience with you.”

Professor Rob Dixon
Dean, Durham Business School

Founded in 1965, Durham Business School is one of the longest established business schools in the UK. We're also considered to be one of the best, consistently ranking among the world's most highly regarded business schools. From our earliest beginnings we've established an international reputation for our innovative approach to business education and enterprise development, as well as for the excellence of our programmes.

Durham Business School is one of an elite group of institutions worldwide who are accredited by all three major bodies – AACSB, AMBA and EQUIS. This achievement is testament to the quality of our teaching and provides the extra assurance that our programmes are rigorously tested and proven to be of the high quality demanded by today's professionals.

A History of Excellence



Locations

Management Masters – These are delivered at our Durham City campus, at the heart of one of Europe’s most beautiful cities. Over a thousand years old, few locations can match Durham’s dramatic setting on a rocky horseshoe bend in the River Wear. The great Norman Cathedral and Castle (which is part of Durham University) form a world heritage site, recognised by UNESCO as one of the most exceptional historic and architectural features on the planet.

Marketing Masters – These are delivered at our modern Queen’s Campus in Stockton, where you’ll find a diverse, cosmopolitan community, state-of-the-art facilities and a prestigious waterfront setting by the River Tees. Offering an all-round university experience and newly developed academic, sporting and social facilities, the contemporary setting of our Queen’s Campus reflects our modern approach to learning.

“We have employed many Durham Business School graduates who exhibit the natural energy, creativity and values that we look for in our employees.”

Ernst & Young

Our Masters in Management is ranked 12th in the UK in the Financial Times Masters in Management Ranking 2011.

Supporting your Studies

We recognise that when you join a Masters programme, you make a significant personal commitment. That's why, here at Durham Business School, we are dedicated to helping you achieve your personal and career goals.

We provide high levels of support to help you focus on your studies and make the most of your experience. We actively encourage feedback from our alumni and students, and are dedicated to continuously enhancing our systems to ensure that your studies are as enjoyable as possible.

Our dedicated IT service, library and administrative departments mirror your needs. Whilst our vast experience ensures that we can pre-empt and meet many of your requirements.

Masters for All



Masters for All

By attracting graduates from a variety of disciplines, we're fulfilling our aim of developing the next generation of responsible global leaders. Recruiting students from all over the world, Durham offers a truly international experience, as well as a rare insight into a wide range of different perspectives, cultures and business styles.

You'll find the experience challenging yet highly rewarding. Our programmes are specially designed to combine theoretical, conceptual and practical aspects of the subject area to enable you to launch or progress your career, or go on to future study at MPhil and/or PhD level.



“At KPMG we place great emphasis on looking for very bright individuals with the impact and communication skills to build strong client relationships. Finding the intellectual skills is relatively easy but finding the right combination of skills is far more difficult. Fortunately we find them in large numbers at Durham.”

Nicola Brooks
Recruitment Marketing, KPMG



Management isn't easy. It has even been argued that in 10 years time many of us will be doing jobs that don't exist today – making the MSc Management more relevant than ever in a fast-changing and challenging world.

MSc Management

Our MSc in Management provides a framework for critically analysing the nature, processes and practices of management. You will explore what it is to become a manager tackling the challenges of knowing what to do and how to make things happen. Our aim is to help you develop the knowledge and skills that will help you and your organisation be successful.

Choose to follow a generalist route or select a specialist path in one of six areas:

- **Consulting and Organisational Change**
- **Entrepreneurship**
- **Human Resource Management**
- **Innovation, Technology and Operations Management**
- **International Business**
- **Finance**

Specialist Paths:

Consulting and Organisational Change

This programme is designed to help you gain a full understanding of the concepts underlying consulting and organisational change. Its aim is to help you develop the skills for planning and delivering change that form critical elements of the role of a manager or a consultant.

Entrepreneurship

The core focus of this programme is to enable you to launch, develop or invest in successful new ventures on a global level, or incorporate entrepreneurial thinking into the management of existing organisations.

Management Programmes



Human Resource Management

This provides the opportunity to explore a range of critical issues related to the management of people – a vital aspect of managing any organisation. It's particularly relevant if you've an interest in this area or want to explore a career in human resource management.

Innovation, Technology and Operations Management

Innovation is the successful application of ideas to create value. In this programme, you will learn about innovation and its exploitation through technology and operations management.

International Business

In an evolving world, business is becoming increasingly international. This programme helps you to develop knowledge and skills that are relevant to the challenges faced by organisations operating in a challenging and rapidly moving global context.

Finance

An understanding of financial management is essential for any manager. This programme equips you with knowledge related to managing the financial aspects of an organisation, from approaches to investment appraisal and decision making to financing the business.

“We place great emphasis on the talents of graduates to keep us at the forefront of the industry, and we have a number of Durham Business School graduates in management positions across several key functions.”

Paul Doona
HR Advisor
Sunderland Plant, Nissan



We see management as “the act of getting people together to accomplish desired goals and objectives”. We take the view that “we all need to be leaders and managers. We all need to influence others through our ideas, words and actions. We also need to get work done (ourselves) and through others on a day-to-day basis.”* Which is why in our MSc Management programmes, you'll gain insight into the disciplines of business and management whilst exploring what it is to become a manager.

* Quotes: 'Reinventing Management' by Julian Birkinshaw.



Structure of Management Programmes

Structure of Management Programmes

Each of the Management programmes has been developed to cater for a range of learning styles and research interests. As well as studying a number of core modules, you'll choose one to three out of the many elective modules. Your studies will then culminate with a dissertation on a relevant subject of your choice.

Core and Elective Modules

Our programmes are constantly developing with modules changing as the programme evolves. Core modules vary by programme and currently include:

Strategy
Organisational Behaviour
Dissertation with Research Methods
Business Economics & Accounting
Operations & Supply Chain Management
Strategic Marketing Management

For details of current core and elective modules, please visit www.dur.ac.uk/dbs/degrees/ma/programmes/management-modules/

Dissertation with Research Methods

Your dissertation is the ideal opportunity for independent study to investigate a subject in greater depth. Discover a range of case studies online at www.dur.ac.uk/dbs/degrees/ma/full-time/case_studies



To give a flavour of just how much our students gain from the experience, hear from Anika, a recent graduate:

“I completed a dissertation on Change Management at Avis, who sponsored my research project. Through internal meetings, interviews and focus groups, I conducted a study on the external environment and internal factors, including a SWOT analysis and change management diagnostic framework to raise the performance of the business. I would highly recommend this approach, as the practical learning experience has been critical in my future successes. If you’re a DBS graduate who’s open to change, a consulting career can open up doors. It helps to develop critical logic and strategic planning skills, and provide real life exposure to the business environment across different industries that extends well beyond the realm of the classroom.”

Anika Mascarenhas
HR Consultant
(Change Management)

Management Masters timings:

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
Term 1 - Core Modules plus 1 specialist module for each route																Graduation
			Term 2 - Specialist modules for each route													
							Term 3 - Dissertation									



Marketing Programmes

“The intellectual strengths and business acumen of Durham graduates are very well suited to the challenges we face.”

Katy Fox
Campus Marketing Manager
UK & Ireland, Shell

“Durham graduates possess the right combination of skills, attributes and academic excellence we look for.”

Laura Mountney
Graduate Recruitment Manager
PA Consulting Group



Effective marketing is often the key contributing factor to sustainable success and the difference between successful companies and those which fail to thrive. As such, there is a continual need for well qualified, competent Marketing Managers who can work in fast-moving international environments and use marketing strategies and techniques to develop the competitive advantage of their organisations.

Our marketing programmes have been specifically designed to equip you with essential business knowledge, marketing expertise and the personal skills you'll need to impact on businesses in today's increasingly competitive and global environment.

You'll gain a good understanding of the concepts and systems underlying marketing practice and develop skills for the diagnosis and implementation of marketing management and research processes.



Chartered Institute of Marketing

Durham Business School is a professional development partner of the Chartered Institute of Marketing (CIM) and both the MSc Marketing programmes are accredited by the institute. All MSc Marketing Management and MSc Strategic Marketing students automatically become affiliate members of the CIM when they join the programme.

MSc Marketing Management

Designed to meet the needs of non-business graduates who have not previously specialised in marketing, this programme will prepare you for a career in marketing and develop your knowledge of other business functions.

MSc Strategic Marketing

This is the ideal programme for marketing and business graduates who wish to learn, research and practice marketing in a global context. With significant academic or work-based marketing experience, you'll enrich and build on your existing knowledge through research-led teaching and marketing in practice - ultimately gaining the expertise to pursue a successful high-level marketing career or go on to further research study.

Dissertation

Both programmes culminate in a dissertation on a topic chosen by you. This independent piece of research provides an opportunity to conduct an in-depth investigation, at an advanced level, of a relevant issue in marketing. It's a very rewarding part of the learning experience and will be overseen by a faculty supervisor with relevant experience.

Marketing Programmes timings:

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Term 1 - Core Modules															Graduation
			Term 2 - Core modules												
							Term 3 - Dissertation								



Career & Professional Development

The academic programmes provide many opportunities to develop vital professional skills that will enhance your employability including:

- Communication and presentation
- Creative ways of working
- Solving complex problems
- Learning by reflecting on experience

We offer many facilities, services and resources all complementing the academic content of the course to help you realise your aspirations and achieve your career goals.

Skills Development

We run a series of specialist sessions for our Masters students to develop their key skills and enhance their employability.

Typically these cover such topics as:

- Influential communication and working in the global environment
- Building high performing teams
- How to be an effective networker
- Delivering impactful presentations
- Time and energy management
- Creative problem solving & decision making
- Writing successful applications, interview skills and assessment centres
- Exploring the employment market


Further online support is available via our DUO system which provides up-to-date career guidance and access to a wealth of resources. Many students also take advantage of the foreign language courses provided by the University and we offer excellent support for students to develop their written communication skills through the English Language Centre.

Skills for Enterprise Creation

We run a series of specialist workshops focused on enterprise creation. From these sessions many students have gone on to study New Venture Creation and take part in University Dragon's Den and Blueprint competitions, where student teams pitch their business ideas.

Durham Speaker Series

We're proud to run an extensive schedule of guest speaker events every year that provide an insight into real world experiences and current practices from some of the foremost names in business. These events keep your learning relevant and up-to-date and provide opportunities to network with leading thinkers, senior business leaders, staff and alumni.



Proud of our reputation for producing highly employable graduates, we place your career and professional development at the heart of our programmes – making it an integral part of the Durham Experience.

International Opportunities

Time abroad can not only provide you with an insight into the life, culture, language and business of another country, it can create new contacts and help you stand out when seeking employment.

So, as part of your programme, you have the option to enhance your study experience by taking part in an International Study Tour to a European destination, such as Geneva. This can broaden your experience by enabling you to travel to another country to meet business leaders from a wide range of organisations. These optional tours are self-funded and take place at the beginning of the Easter vacation (March/April) each year.

Agora – Our Alumni Network

When you enrol, you'll become a member of Agora, our alumni association. This global network sits at the heart of the Durham Experience and can facilitate friendships and business connections, as you join with around 11,000 Durham MA, MBA, MSc, PhD and DBA graduates in over 100 countries.

By tapping into the Agora online community, you'll be able to network with our alumni and business partners to explore new opportunities, search for classmates, establish a base of professional contacts and access resources that can help you to fulfil your career aspirations. To learn more, visit www.agora.org.uk

“Durham graduates are successful as they have excellent academic track records and have proved that they can excel in a number of areas. They have excellent communication skills and commercial awareness, they show a strong commitment to achieving their goals and have a proven aptitude for problem solving.”

Hannah Williams
Manager at Deloitte



Supporting
your Studies



We support you to make the most of your learning experience. So, not only are our academics highly accessible, we offer excellent facilities, the latest IT equipment, and guidance on everything from finance and funding to accommodation and living in the UK.

Durham University Online

DUO is our virtual learning environment – an integrated online solution to manage and improve your learning. It offers facilities to structure learning content, such as web pages, lecture notes, interactive applications and audio and video clips.

IT Facilities

You'll find the very latest IT equipment and services you'd expect from a leading business school. These include a helpdesk, access to networked computers with core software, high speed printers and interactive learning materials. You'll also be able to connect your laptop to points on campus or use our wireless network.

Library

Our libraries on the Durham City campus and Queen's Campus in Stockton have an extensive range of business and finance materials, and access to diverse learning resources such as:

- A specialist collection of business, finance and management books
- Over 10,000 journals and databases online
- Dissertations – Masters, Doctoral and MBA
- A complete collection of DBS working papers, and holdings from other UK and internationally renowned business schools
- A reference collection of major business directories and other paper-based resources

International Students

We offer a warm welcome to postgraduate students from all over the world. If you'd like to join our growing number of overseas students, our International Office can help. A handbook is also available containing practical advice on issues from immigration procedures to studying in Britain.

Find out more at

www.durham.ac.uk/international.office

Collegiate System

Colleges are a vital element of life here and offer you the chance to mix with students from other departments in sports and social settings. Discover more about your options at

www.durham.ac.uk/colleges

Social Life

Outside of your studies, we offer great social, sports and leisure facilities, so you can enjoy every aspect of student life in a vibrant and inspiring environment.

Accommodation

At both of our campuses we offer a range of reasonably priced university accommodation. We can also help you find local private accommodation if you prefer.

Fees and Finance

For details of current tuition fees please visit

www.durham.ac.uk/dbs/degrees

Funding

We have some funding available for postgraduate study. To find out more visit

www.durham.ac.uk/postgraduate/finance



Entry Requirements

All Management Masters

New and recent graduates with the equivalent of a UK first or upper second class honours degree in any subject or discipline.

MSc Marketing Management

New and recent graduates with the equivalent of a UK first or upper second class honours degree in a subject not related to marketing.

MSc Strategic Marketing

New and recent graduates with the equivalent of a UK first or upper second class honours degree in marketing, business or a management-related subject with a significant marketing content.

International Students

You'll need evidence of competence in written and spoken English (IELTS overall score of 7.0 with no element under 6.0, or TOEFL IBT score of 100 with no element under 25) if your first language is not English. If your scores fall slightly short, or if you'd like to advance your English skills, pre-sessional English language courses are run by Durham University Language Centre. To learn more visit www.durham.ac.uk/englishlanguagecentre



“We have seen real business improvements from sponsoring our employees through postgraduate qualifications. We’d happily recommend the Business School as their courses provide excellent theoretical knowledge and prepare students to apply the theory in practice.”

Graham Philpott
Graduate Liaison Executive
Siemens plc

How to Apply

We strongly advise you to apply as soon as possible, particularly if you require University accommodation. Please find out more about our application details and apply online at www.durham.ac.uk/dbs/degrees/ma/full/time/applying



For those with mobile devices, we have included a QR code which links directly to the application page of our website.

Contact Us

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Masters please do not hesitate to contact us:

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