

Postgraduate Programmes at Newport Business School

University
of Wales,
Newport

Prifysgol
Cymru,
Casnewydd



Approved Centre



Public Sector Accountancy
College of the Year 2012



About Newport Business School

Newport Business School offers a range of business subjects such as Accounting and Marketing, at Undergraduate, Postgraduate and Professional level. The School has an outstanding record of student achievement with consistently high results in the National Student Survey. The School also has pass rates above the national average and award winning lecturers in a number of subjects. Many of the courses within the School are professionally accredited by The Chartered Institute of Marketing and the Association of Chartered Certified Accountants.

Newport Business School is part of the Faculty of Arts & Business, which is based at the City Campus and brings together staff and students from the creative and arts based subjects, with those studying business.

The collaboration between these disciplines, bringing creativity to business and entrepreneurial thinking to our creative areas, is reflected in the building design – award-winning architecture with open spaces to allow for sharing of ideas and easy access to staff and other academic areas.

The Faculty houses three Schools: Newport Business School, the School of Design, Engineering, Fashion & Technology, and most of the School of Film, Photography and Digital Media. The Schools offer a wide range of courses ranging from short courses and Foundation degrees, to Masters level and PhD study.

Postgraduate Business Programmes at Newport

We offer courses in Human Resources (HR), Project Management, Marketing, and Accounting.

We also offer an MBA with named pathways and many Professional programmes in Accounting and Marketing. If you would like to find out more about these visit www.newport.ac.uk or call our Information Centre for further information on **01633 432432**.

Human Resources (HR)

What we offer:

- Postgraduate Diploma in HRM
- MSc Human Resource Management

Why choose to study HR at Postgraduate level at Newport?

- Greatly enhances your career development prospects with qualifications recognised by local and national employers
- Taught by a teaching team with significant industry experience in the private and public sector
- Build up a unique knowledge of HR management concepts and their application
- Further develop your network with other HR managers and leaders
- Experience an exciting, stimulating learning environment at our City Campus

Course structure:

Semester 1 – full-time (Year 1 part-time)	Human Resource Management in Context (15 credits)	Leading, Managing and Developing People (15 credits)
	Knowledge Management and Organisational Learning (15 credits)	Developing Skills for Business Leadership (15 credits)
Semester 2 – full-time (Year 2 part-time)	Employment Law (15 credits)	Managing Employment Relations (15 credits)
	Reward Management (15 credits)	Investigating a Business Issue from a Human Resources Perspective (15 credits) Research Techniques
Semester 3 – full-time (Year 3 part-time)	Dissertation /Business Research Project (60 credits)*	

(Note, if you choose to study the Postgraduate Diploma you will study Parts 1 & 2 of the course outline above)

About HR at Newport

The Postgraduate Diploma in HRM provides an opportunity for students to gain both a postgraduate level qualification as well as gaining a CIPD corporate membership grade. The programme offers a 120 credit award which is fully in line with the CIPD's new advanced level diploma requirements. On successful completion of the programme you will gain the University of Wales Postgraduate Diploma in HRM and consequently can upgrade your CIPD membership to Chartered Membership.

On completion of the Postgraduate Diploma in HRM you may choose to continue your studies and gain an MSc HRM award, which is achieved through the completion of your supervised 20,000 word dissertation.

Your student experience

The learning environment at Newport aims to ensure that learning is both stimulating and demanding. Our student feedback is very positive:

"The inclusion of Employment Law in the Postgraduate Diploma was really useful. I felt that it gave me the knowledge I needed to be able to apply for a promotion."

"The MSc is challenging, but I'm thoroughly enjoying it and feel that its giving me the recognition and confidence I need to further my career within HR."

MSc Project Management

Why Choose to study Project Management at Newport?

- Boost your career chances in project management
- Manage a range of projects whilst studying at Newport
- Study in a stimulating business focused learning space
- Reveal your project manager potential and further develop the confidence to use it
- Study at an accredited Association of Project Managers centre

About Project Management at Newport

This challenging and rewarding course is designed to give you:

- An appreciation of the fundamental concepts, principles and best practices needed for effective project and programme management
- An awareness of the roles, responsibilities and competencies of those involved in dynamic project-based environments, and how this relates to effective leadership of projects, programmes and change initiatives

- An understanding of the techniques and methodological factors that can be used for selecting, defining, planning, initiating, controlling, monitoring and delivering projects
- Knowledge of the concepts, issues and analytical tools that underpin effective people management, financial control, legislative and resource control decisions in project-based environments
- Enhancement of lifelong learning skills and personal development to be able to work with self-direction and originality and to contribute to business and society at large
- A particular emphasis on project environments that bring together resources, skills, technology and ideas to deliver business benefits or achieve business objectives, operating within the multiple project constraints of scope, budget, time and quality requirements.

The programme is designed for students who have a first degree in any discipline seeking to develop a career in a project-based role or environment, and is also designed to enhance the necessary applied research skills of those who wish to pursue advanced research study.

Your student experience

The course will be taught in classes held over afternoons and one evening, and occasional workshops (typically 9 hours per week full-time, 3 or 6 hours per week flexible part-time, plus short 'bite-size' blocks as appropriate). In addition, extensive use will be made of technology-enhanced learning, providing links to wider learning resources and materials provided by the professional bodies and research community.

You will attend local events available through student membership of the Association for Project Management (APM) that has a South West and Wales branch; Project Management Institute (PMI) which has several UK chapters; British Computer Society (BCS) Project Management Specialist Group (PROMS-G) that operates nationally and Chartered Management Institute (CMI) events that are often held in Newport.

Course structure:

Semester 1 – full time (Year 1 part-time)	People Leadership and Management (20 credits)	Legislative and Professional Issues (20 credits)
	Accounting and Financial Control (20 credits)	Managing of Knowledge
Semester 2 – full-time (Year 2 part-time)	Strategic Leadership and Business Transformation (20 credits)	Managing Projects and Programmes (20 credits)
	Marketing Futures (20 credits)	Professional Practice and Research Methods
Semester 3 – full-time (Year 3 part-time)	Dissertation /Business Research Project (60 credits)	

MSc Strategic Marketing

Why study Strategic Marketing?

- An opportunity to release your career potential in marketing
- Strengthen your career prospects in SME and corporate business marketing
- The chance to work on live business projects with local business leaders and managers
- Invigorate your understanding of strategic marketing in a dynamic business world
- Embark on a thought provoking study of strategic marketing
- Study at a world acknowledged centre of marketing expertise

Why Choose MSc Strategic Marketing at Newport?

The MSc Strategic Marketing programme is designed to be a value added offer for individuals who hold the CIM Chartered Postgraduate Diploma in Marketing (typically part-time students), as well as full-time students who wish to pursue a career in marketing and obtain a postgraduate marketing qualification. The course is designed to provide students with greatly improved employment prospects, providing its graduates with the opportunity to offer actual and prospective employers increased value in their roles. Graduates of the MSc Strategic Marketing programme are more able to differentiate themselves from others when applying for positions and promotions.

The tutor team are well-respected professionals who have years of practitioner and teaching experience across a wide range of business sectors and have close ties with the Chartered Institute of Marketing: in other words this course is founded on

a strong platform of good practice with a blended learning approach which enhances the student experience. The course will progress you through to the entrepreneurial aspect of business. Businesses will be looking to employ 'investments' rather than 'costs' in the future and with this in mind, the ability to identify new markets, deliver insightful strategies and implement these. This will differentiate those graduates who 'can do'.

Your student experience

As a student on this course you will be expected to capitalise on, and reflect on your current and prior experiences: The MSc Strategic Marketing programme creates opportunities for students to reflect on their knowledge, experience and practice through a process of peer interaction. This will lead to you being able to modify and develop your own, and others' business practices. Assignments can include immediate application of knowledge and skills within organisations, which helps you bring your studies to life.

Course structure:

Semester 1 – full-time (Year 1 part-time)	People Leadership and Management (20 credits)	Strategic Marketing (20 credits)
	Accounting and Financial Control (20 credits)	Managing Knowledge
Semester 2 – full-time (Year 2 part-time)	Marketing Action research (20 credits)*	Marketing Impact Project (20 credits)*
	Marketing Futures (20 credits)	Professional Practice and Research Methods*
Semester 3 – full-time (Year 3 part-time)	Dissertation / Action Research Project (60 credits)*	

* Direct entry modules for part time APA'd CIM PPD students

MA/MSc Digital Marketing

Why study Digital Marketing?

- Capture and apply up to the minute thinking in digital marketing
- Advance your career in an ever-changing digital business world
- Unleash your potential in the virtual world of digital marketing
- Study in an energising learning space with like-minded professionals

Why Choose the MA/MSc Digital Marketing Programme?

The MA/MSc Digital Marketing programme will offer you the prospect of continuing life-long learning and professional development, enabling you to face the dynamic and technologically innovative nature of contemporary marketing within the profit or the not for profit sectors.

The course is also designed to be a value added offer for individuals who hold the CIM Chartered Postgraduate Diploma in Marketing or for those

graduates within marketing, business or computing/ICT related subjects, and offers progression for Chartered Marketers looking to develop their skills in this growth area of Marketing.

If you wish to study for the MA you will choose the Design modules in Year 2 (see course structure). If you wish to study the MSc you will study Accounting and Financial Control, and Strategic Entrepreneurial Marketing.

Your Student Experience

Given the dynamic nature of digital marketing and its environment, lectures and workshops will be delivered by industry practitioners as well as the experienced teaching team within Newport Business School.

In terms of employability, you will participate in the Managing Professional Practice module, and a live project implementation or action learning project will be carried out for at least one of the diploma stage modules. These will help you in your current role, or help you to secure a position in the future.

A range of transferable skills and attributes will be developed as you study. These have been clearly identified to be effective in a changing world of work and to help develop your career.

Course structure:

Semester 1 – full-time (Year 1 part-time)	Digital Marketing Principles (20 credits)	Strategic Marketing or Strategic Entrepreneurial Marketing (20 credits)
	Managing Projects and Programmes (20 credits)	Managing Knowledge
Semester 2 – full-time (Year 2 part-time)	Strategic Digital Marketing (20 credits)	Accounting and Financial Control or Design Policy (20 credits)
	Strategic Entrepreneurial Marketing or Design for Entrepreneurship (20 credits)	Managing Professional Practice and Research Methods
Semester 3 – full-time (Year 3 part-time)	Dissertation /Action Research Project (60 credits)	

MSc Accounting

This course has 2 pathways: MSc Accounting and Finance or MSc Accounting & Financial Management. There is also a 'fast-track' programme available for CCAB qualified accountants.

Why study MSc Accounting?

- Study at a world renowned centre of accounting and finance expertise, named PQ Magazine 'Public Sector Accountancy College of the Year' in 2010 and 2012
- Energise your career in accounting and finance

- Create your own in depth vocational expertise of accounting and finance practice

- Construct your own network of like minded accounting and finance professionals

To find out more visit www.newport.ac.uk/accounting or call our Information Centre on 01633 432432 to request an Accounting brochure.

What next?

Selection and Admission Requirements for all our Postgraduate Business Programmes

For admission to postgraduate programmes, applicants would normally need to have either:

- An undergraduate honours degree from a recognised/accredited university with a minimum 2.2 classification, or equivalent
- Relevant work experience
- Pass in a recognised Pre-master's or Master's Qualifying Programme

The University standard for international and postgraduate admission policy will apply.

Students will need one of the following:

- The British Council's International English Language Testing Service (IELTS) with a score of 6.0 or more, with no less than 5.5 in each band
- TOEFL (Test of English as a Foreign Language) iBT with a score of 79 or more
- Pearson PTE Academic test
- Password Plus

The postgraduate programmes at Newport Business School are offered on a full-time and part-time basis with two intakes per year: September and February. The typical duration if you enter the programme on a full-time basis in September or February is one academic year (three trimesters), or by completing the programme module by module it will take you between two and five years studying flexibly on a part-time basis.

Location and Facilities

All of these programmes are located at our City Campus.

To find out about course fees, timetables or for any other questions please contact us:

T: 01633 432432

E: uic@newport.ac.uk

Visit us

We run Information evenings during the year – please visit www.newport.ac.uk/visitus to find out the latest dates, and to book your place.

www.newport.ac.uk