



This course is eligible for Master's loan funding

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Start date

16 September 2024
27 January 2025

Duration

1 year full-time

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About the course

Reasons to study

1. You'll have the opportunity to gain an additional professional qualification from the CMI which is highly valued by employers.
2. You'll develop a market-oriented, customer-driven approach to marketing strategies which is transferable into a variety marketing roles.
3. Study at an AACSB International accredited Business School. Globally, less than 6% of institutions offering business degrees achieve this accreditation.

A Masters in Management offers a wide and flexible range of options and is an excellent opportunity for those from a variety of backgrounds to acquire awareness and insight into professional management principles and practice.

This course aims to prepare you for a career in a variety of management and marketing roles. You will have the opportunity to develop knowledge on the role of customer insights and enhanced customer engagement focusing on direct and relationship marketing and their implementation, with emphasis on a market-oriented, customer driven approach to marketing strategies.

● About the course
(<https://courses.hud.ac.uk/full-time/postgraduate/management-with-marketing-msc#about>)

Course detail

Entry requirements ●

(<https://courses.hud.ac.uk/full-time/postgraduate/management-with-marketing-msc#entry>)

The course will equip you with the knowledge of key management areas such as marketing, finance, people management and strategy, applying real world business case studies to develop your professional and leadership skills. Designed to enable you to tailor the course to your own personal and career interests, there are a number of option modules available.

Course detail

You will study the following modules:

Core Modules

✓ Fundamentals of Management

The Fundamentals of Management module focuses on the fundamentals of why organisations exist and what organisations 'do'. You'll cover core aspects of the management of a company such as strategic decision making, marketing, accounting and finance, operations and human resource management. The module provides an opportunity to develop a high-level overview of the landscape of organisations and learn about the skills required by managers in modern organisations.

✓ Strategic Marketing Management

The business world has become increasingly unpredictable and liable to change rapidly, meaning that companies are having to grasp the changes and adapt efficiently and effectively in order to better connect with the market. As a marketing professional, you will be the forefront of a company in gathering market intelligence and facilitating a market-driven proposition. This module emphasises a market-oriented, customer driven approach to planning and implementing marketing strategies that help achieve organisational goals. You'll have the opportunity to develop knowledge and skills to undertake strategic analysis of any given markets, and create, adapt and implement marketing strategies.

✓ Fundamentals of Leadership

The Fundamentals of Leadership module focuses on understanding leadership in organisations. You will have an opportunity to develop an appreciation of the 'softer' side of business such as people management, communication, leadership skills, diversity and performance management. We will encourage you to reflect on developing your own leadership skills and style and developing your own leadership solutions.

✓ The Global Professional

In today's highly mobile and interconnected world of business, you will undoubtedly find yourself working with culturally diverse teams, partnerships and customer bases. It is therefore essential that you are able to offer future employers, colleagues and other stakeholders an adaptable intercultural aware and responsive approach. In the light of that, this module fosters transferable skills fundamental to global employability. Your professional and personal development will be guided through the application of the eight CIPD Behaviours, University of Huddersfield's target Graduate Attributes, and key Intercultural Effectiveness skills and mindsets. As you develop professionally through your subject studies you will increase consciousness of your individual cultural make-up and the impact of this on behaviour, relationships and worldview in order to navigate beyond the borders of your own culture. You will develop a conscious approach to effective global practice, responding positively to difference, and constructing strategies to deal with intercultural workplace encounters.

Your course provides you the option to select from 6 modules which may include:

✓ Intelligent Business Information Systems

This module will review the principles and applications of information systems and business intelligence in different types of businesses and organisations. The role of information systems and business intelligence in modern operations and supply chains will be reviewed and discussed. The most recent advances in technology, their applications and implications in managing businesses will be discussed. Different types of information and enterprise systems and software will be reviewed and discussed in this module. Issues to be considered in the implementation and use of these packages will be highlighted.

Businesses around the globe are becoming more aware of their role in helping to build a more sustainable future. Consequently, this module will aim to provide you with an integrative understanding of the role of business in overcoming the challenges of sustainability. Utilising both theory and practice-based frameworks related to business responsibility, corporate sustainability and sustainable development, you will have the opportunity to identify, and assess the challenges associated with the responsibilities of business. You will also be introduced to the United Nations Sustainable Development Goals (SDGs), with a view towards examining how businesses could collaborate to achieve these.

✓ **Managing Employee Relations**

This module will provide a comprehensive understanding of employment relations perspectives and debates, focusing not just on the theoretical, practical and legislative aspects of this constantly evolving subject area but also to manage employment relations strategies and their outcomes on organisational climate, employees and management. Through critical application of activities, knowledge and behavioural competencies learners this module aims to equip you to strategically manage employment relations practices across broad organisational settings e.g. non-union and union environments, to enable the effective management of the employment relationship.

✓ **Global Business and Human Rights**

As more and new corporate and trading actors emerge onto the global commercial scene, questions as to the relationship between business and human rights increasingly raise profound and intriguing problems of law and policy. This module, alert to historic developments, and drawing on principles of international law, investigates how national, regional and international initiatives to regulate the ever-changing dynamics of financial and cultural globalisation, are affecting respect for human rights in contemporary society. Your study will focus on some of the key dilemmas and opportunities arising from shifts in power dynamics towards non-state actors, enquiring as to how the UN's negotiation and legal frameworks are adapting for the purpose of protecting rights and ensuring the viability of trading networks in the 21st century.

✓ **Emotional Intelligence for the Effective Leader**

EQ (emotional intelligence) is considered to be the 'soft' skill which the sharpest leaders use. This module encourages you to enhance your effectiveness in areas of EQ such as self-awareness, self management, mindset, integrity, maturity, empathy, inter- and intrapersonal intelligences, and physical context. All of this is contextualised within a framework for developing effective relationship management in team work and leadership.

✓ **Management Accounting**

This module aims to provide you with an understanding of key management accounting issues and applied methodologies in contemporary business practice, focusing on the role of management accounting in providing information for operational and strategic decision-making, planning, control and performance management. You will have the opportunity to examine the blend of cost analysis and managerial judgment required to make sound economic decisions and covers topics in cost management, budgetary control, and short and longer term financial decision making, particularly in the manufacturing sector.

Final Project

An opportunity to pursue an area that interests you or which you are passionate about comes in your choice of project. You have a choice of three routes: Research Route, Consultancy Route and New Venture Creation Route (subject to tutor approval).

Research Route

✓ **Research Methods**

This module aims to provide you with foundation concepts of research methods to prepare you to conduct your own research. It will introduce you to different types of research approaches available to researchers, how to formulate good research questions, how to review academic literature in the research process, how to select the appropriate data collection techniques, how to carry out the data analysis and write-up. The module should provide a solid basis for you to develop your skills further in your own research project.

> **Individual Research Project**

Consultancy Route

✓ **Consultancy Skills**

This module prepares you for the Group Consultancy Project. It introduces the theory underpinning the process of consultancy in organisations. The module will analyse various models of consultancy and you will be given an opportunity to explore different stages in the consultancy cycle including: the purpose of consultancy in business context, project scoping and contracting, information gathering, analysis and report, action planning, implementation, review and exiting.

> **Group Consultancy Project**

New Venture Creation (https://courses.hud.ac.uk/full-time/postgraduate/management-with-marketing-msc#about)

Entry requirements ●

(https://courses.hud.ac.uk/full-time/postgraduate/management-with-marketing-msc#entry)

✓ Launch a venture

The module provides you with the opportunity to take the practical steps to initiate a new venture or facilitate growth and innovation in an existing venture. The focus is on developing an understanding of business practicalities through action, reflection and case study. The module encourages you to acquire the knowledge, skills and attitudes for practice, recognising that you may be at different stages and working on different issues at the same time. Supervision and action learning sets provide flexible support to enable self directed learning to facilitate start up and business development initiatives with existing businesses.

✓ New Venture Creation

The module will encourage you to develop your entrepreneurial mind-set, and help you understand the challenges and opportunities of starting and running a new venture. Your entrepreneurial skills and abilities will be guided through the application of different entrepreneurial tools and techniques – as well as practical exercises - that should enable you to assess your own entrepreneurial readiness, while preparing for the risky, uncertain and challenging environment of creating new ventures.

Teaching excellence



Additional information

Exposure to various activities at the University of Huddersfield will enrich your knowledge and skills. An intensive induction pre-course workshop, which will be held in September and January, provides you with an in-depth insight into your course; helps promote an interactive environment between fellow students and meet with your tutors.

Tutors are experts in their field and with many having practical experience in industry and the professions which helps combine your academic knowledge with practical application. Many aspects of teaching and assessment are grounded in real life situations.

Entry requirements

Entry requirements for this course are normally:

- An Honours degree (2:2 or above) in any subject or an equivalent professional qualification.
- Applicants with other professional qualifications and/or experience will be considered individually.
- In exceptional cases students with no appropriate qualifications but relevant work experience, who can demonstrate ability to benefit from postgraduate study, will be considered on an individual basis. Candidates' suitability will be assessed in line with the University's Accreditation of Prior Experiential Learning procedures.
- Students wishing to transfer into the MSc Management suite from other awards or other universities will be considered on an individual basis upon evaluation of the modular credit and learning outcomes already achieved.

If your first language is not English, you will need to meet the minimum requirements of an English Language qualification. The minimum for IELTS is 6.0 overall with no element lower than 5.5, or equivalent. Read more about the University's entry requirements for students outside of the UK on our [Where are you from \(https://www.hud.ac.uk/international/where-are-you-from/\)](https://www.hud.ac.uk/international/where-are-you-from/) information pages.