

BUSINESS AND MANAGEMENT

At the University of Stirling Management School the principles of responsible and sustainable business, policy and practice are central to everything we do. We equip our students with the skills to act as global citizens, capable of addressing the needs of society.

Our academics deliver an industry-focused curriculum, with a strategic emphasis on engagement with practice. As a member of the Chartered Association for Business Schools, we have strong links with industry and were awarded the Small Business Charter for engagement with local and regional enterprise.

FLYING START LEADERSHIP PROGRAMME

Our Flying Start Leadership Programme, is unique to Stirling, and provides an intensive induction that will develop leadership skills, build networks and enhance employability.

HIGHERED GLOBAL TALENT PORTAL

As a Management School student you will have access to the HigherEd Global Talent Portal where you will find internships, trainee positions, apprenticeships and graduate positions from companies around the world. It helps international students looking for placements at home and local students who want to explore an international experience.

**88% overall student satisfaction for
Business and Management**

Postgraduate Taught Experience Survey
(PTES) 2022

Many of our courses offer multiple start dates, please check course webpages for details.

FT

Full-time course

PT

Part-time course

STUDENT CONSULTANCY PROJECTS



Students seeking to enhance their employability and add value to a business client have the opportunity, on some courses, to undertake a three-month consultancy project over the summer, as an alternative to the traditional dissertation.

For more information, visit: stir.ac.uk/35v

RESEARCH COURSES

Research excellence underpins all we do. As part of our research community, you will contribute innovative, practical and applied solutions to the challenges facing society today.

We offer research options, including PhDs, in the following areas:

- Behavioural Science
- Business and Management
- Marketing and Retailing
- Data Science and Analytics



To find out more about identifying a supervisor and submitting a research proposal, visit: stir.ac.uk/9a

INTERNATIONAL BUSINESS



Campus based
MSc, PG Dip, PG Cert

This Masters course will help you to understand how international business is conducted, with a focus on developing the managerial skills necessary to succeed in our interconnected world.

You will develop problem-solving and critical-thinking skills within the context of trading across national boundaries. By the end of the course, you will understand how organisations operate across economies, currencies and regulatory frameworks. You will also develop skills to help you engage with stakeholders from different cultures and work effectively in a multi-location team.

The course covers core business subjects such as accounting, people management and strategy, in the context of international regulatory frameworks and business practices. It also emphasises ethical, environmental and sustainability issues, which are increasingly important within the global business environment.

The consultancy project will allow you to work with an organisation to investigate a 'real-world' issue, giving you the opportunity to make professional connections and enhance your transferrable business skills.

We hold 92% overall student satisfaction rating for MSc International Business in the Postgraduate Taught Experience Survey (PTES) 2022.

We have partnered with the University of Porto and Budapest Business School to offer you the chance to gain two Masters degrees by undertaking additional study in either Porto in Portugal or Budapest in Hungary. There are scholarships available which reduce course fees at Porto, along with a number of funded free places at Budapest Business School.

CORE MODULES

- Flying Start Leadership Programme
- Managing an International Organisation
- International Marketing Management
- Global Perspective in People Management
- International Accounting for Managers
- Business in Europe and the Emerging Economies
- Dissertation or Consultancy Project

[Check course web page for optional modules](#)

CAREER PROSPECTS

Our International Business graduates have forged successful careers in the public, private and voluntary sectors around the world, with employers including The World Wildlife Fund (WWF), Lufthansa, Royal Bank of Scotland (RBS), and Procter and Gamble (P&G).

With the knowledge and skills that are sought-after by organisations with global operations, you will be equipped to take on demanding leadership roles in general business areas or in the specialist areas of marketing and human resources.

Course Starts: September and January



HUMAN RESOURCE MANAGEMENT



Campus based
MSc, PG Dip, PG Cert

Our accredited MSc Human Resource Management (HRM) course is practice-oriented and provides the opportunity to develop the essential skills needed by human resource management practitioners in the workplace.

Our Masters provides you with core human resource management theory and examines the key people issues that organisations face. The course is accredited by the Chartered Institute of Personnel and Development (CIPD).

You will be introduced to the key concepts and practices in HRM, the practical skills needed by HRM professionals, and the business context that HR contributes to. You will also be given the opportunity to choose from a selection of specialist HR topics, followed by a consultancy case study where you will have the opportunity to act as an HR consultant to fictional companies with realistic HR problems to solve.

To study with us you do not need to have previous work or study experience in the field of Human Resource Management.

CORE MODULES

- Flying Start Leadership Programme
- Strategic and Operational HRM
- Professional Skills and Analytics
- The Business Context
- Equality, Diversity and Inclusion
- Employment Relations
- Resourcing and Talent Management
- Advances in HRM
- Consultancy Case Study

[Check course web page for optional modules](#)

CAREER PROSPECTS

Many career opportunities will be opened to you, including roles such as HR specialists, business partners, development consultants, recruitment specialists, talent managers and management trainers. Our graduates have gone on to work with employers as diverse as central and local governments and multinational corporations.



Our CIPD accreditation ensures you will study materials which are current and industry led. It also gives you access to apply for student membership of the CIPD so you can attend networking events, including the annual student conference and professional CIPD events.

Course Starts: September



MARKETING



Campus based
MSc, PG Dip, PG Cert

Study with one of the leading marketing research centres in the UK and gain a theoretical and practical understanding of marketing and its role within organisations.

You will learn about current trends in areas such as brand identity creation, digital, youth marketing, multi-channel marketing and sport marketing.

The course is accredited by the Chartered Institute of Marketing (CIM), the world's largest professional marketing body, and provides credit toward the CIM Professional Diploma in Marketing. Upon successful completion, you will only need to complete two modules with CIM to gain the Diploma.

With strong links to industry and the opportunity to undertake a consultancy-style marketing project with an organisation as part of your studies, Stirling's marketing students have excellent career prospects.

We are ranked 2nd in Scotland, top 20 in the UK for Marketing. (The Complete University Guide 2023).



Accredited Degree

Our students have worked on consultancy projects with organisations such as the National Wallace Monument, Waterski Scotland, Strathearn Strategic Consulting, Stirling Albion Football Club, Scottish Biomedical, Snowsports Scotland, EASA Training Ltd, and Stirling Art.

They have also benefitted from site visits to external organisations such as ASDA Supermarket and New Lanark Visitor Centre.

CORE MODULES

- Flying Start Leadership Programme
- Responsible Marketing Management
- Strategic Marketing Practice
- Marketing Communications and the Consumer
- Professional Skills in Marketing
- Data Analysis Techniques in Marketing
- Consultancy Project

[Check course web page for optional modules](#)

CAREER PROSPECTS

Typical roles for graduates with this qualification include Marketing Manager, Brand Manager, Brand Marketing Executive, Product Marketing Manager or Consultant.

Our graduates have gone on to work with well-known brands and organisations across the world, such as Yves Saint Laurent, Unilever, Karma Medical Products, National Education Association Nestle.

Course Starts: September



MARKETING ANALYTICS



Campus based
MSc, PG Dip, PG Cert

Our Marketing Analytics course is designed to equip you with essential cross-disciplinary knowledge and training in systems analysis, quantitative methods and data science to help you transform big data into a powerful marketing asset for your organisation.

During the course, you will explore the strategic impacts of marketing analytics and manage the business, societal and ethical implications of marketing analytics solutions across organisations and different sectors.

The increase in the collection and analysis of big data — extremely large sets of information, like social media comments or online product reviews — can provide valuable insight into consumer behaviours and preferences. Tailored for those who plan to pursue a career in the field of marketing analytics, as well as those seeking professional development or a career change, our Marketing Analytics course answers the industry demand for skilled pool of graduates who can apply data science to solve marketing challenges.

A key feature of the course is an Industry Partnership and Action Learning approach through consulting projects with industry. This will enhance your learning experience as you apply concepts and theories you have learnt, developing your practical business skills, which will help you to make a difference at the forefront of your profession.

The US Bureau of Labour Statistics is predicting employment of market research analysts to grow 18% from 2019 to 2029, a higher rate than the average for all occupations.

CORE MODULES

- Flying Start Leadership Programme
- Professional Skills in Marketing
- Business Analytics
- Statistics with R
- Text Analytics for Marketing
- Data Analysis Techniques in Marketing
- Machine Learning
- Digital Marketing and Data Technologies
- Consultancy Project

[Check course web page for optional modules](#)

CAREER PROSPECTS

Our extensive network of external organisations across all sectors provides opportunities to build your knowledge, skills, and experience for a successful career in marketing analytics roles.

These may include:

- Strategic Planning or Sustainability Analytics teams
- Customer Insight or Marketing Analytics teams
- Finance, Pricing or other Technical Analytics teams

Our graduates have gone on to work with well-known brands and organisations across the world, including Nokia, Pepsico, eBay, Bloomberg, McCann Erickson, and Google.

Course Starts: September and January



MARKETING AND BRAND MANAGEMENT



Campus based
MSc, PG Dip, PG Cert

Our Masters in Marketing and Brand Management combines the core principles of marketing with the much sought-after skills associated with understanding, shaping and leading a brand.

With the rise of new communication channels, predominantly online, and the ability of consumers to impact on brand reputation, more businesses than ever are identifying value in effective brand management strategies to protect and enhance their brand.

During your studies, you will learn about the practice and theory of sustainable marketing and strategic brand management as well as digital marketing and advertising. Our course also gives you the choice to further explore the role of brands and branding in specialist marketing areas such as supply chain marketing, retailing, and social marketing.

MSc Marketing and Brand Management is accredited by the Chartered Institute of Marketing (CIM), the world's leading professional marketing body, and counts towards the CIM Professional Diploma in Marketing. Our graduates gain exemption from half of the CIM Professional Diploma modules.

The research-led teaching combined with a focus on practical applications is a key strength of this course and you will be taught by top researchers. You will collaborate with a wide variety of organisations including not-for-profit, third sector, and small and medium sized enterprises as theory meets practice.

You will also have the opportunity to gain practical experience by working on a consultancy project with external clients over the summer.

Brand Managers are central to brand protection in many organisations across a wide variety of industries and sectors, with glassdoor.com reporting the average Brand Manager salary in the UK as £48,779 in 2023.

CORE MODULES

- Flying Start Leadership Programme
- Responsible Marketing Management
- Strategic Marketing Practice
- Marketing Communications and the Consumer
- Professional Skills in Marketing
- Data Analysis Techniques in Marketing
- Brand Marketing
- Youth Marketing
- Digital Marketing and Advertising
- Sport Marketing
- Consultancy Project

[Check course web page for optional modules](#)

CAREER PROSPECTS

Career opportunities exist not only in manufacturing and services but also increasingly in public, social and non-profit sectors. Typical roles for graduates with this qualification include Brand Manager, Brand Marketing Executive, Marketing Manager, Product Marketing Manager or Consultant.

Our Marketing graduates have gone on to work with employers including Stirling Council, Yves Saint Laurent, Elsevier, and Eugenides Foundation.



Accredited Degree

Course Starts: September



MASTER OF BUSINESS ADMINISTRATION (MBA)



Campus based
MBA

Accredited by the Chartered Management Institute (CMI), the Stirling Master of Business Administration (MBA) prepares business professionals for senior leadership roles globally.

If you are looking for a step up the career ladder, want to move in a new direction or have plans to start your own business, the Stirling MBA will provide the springboard. This sought-after qualification will give you a thorough understanding of the functional areas of business and management, including accounting and finance, marketing, operations management, and human resource management.

Our MBA places an emphasis on responsible leadership, sustainable strategy and how to effectively manage limited resources with maximum impact. Understanding the practices and processes of business in terms of inclusion, environmental, cultural, social and economic sustainability is central to the course, and this is the first MBA in Scotland to cater to these important agendas.

You will have a chance to go on regular site visits with senior executives and industry experts, as well as an opportunity to undertake a three-month consultancy project with a business or organisation across the public, private and non-profit sectors. This allows you to integrate the knowledge and skills from your MBA to solve a real business challenge. We also have a series of guest lectures and workshops which provide many networking opportunities with potential employers.

CORE MODULES

- Flying Start Leadership Programme
- Strategic and Operational HRM
- Responsible Business
- International Accounting for Managers
- Personal and Professional Development
- Professional Skills
- Strategy and the Competitive Environment
- Business Start-Up and Growth
- Operations Management
- Digital Marketing
- Consultancy Project or Dissertation

[Check course web page for optional modules](#)

CAREER PROSPECTS

The MBA will give you a route to securing a more senior management position and a higher salary. Our graduates have gone on to work in senior management in the public, private and voluntary sectors with employers including HSBC, Citibank International, ExxonMobil, L'Oreal, Adidas, NHS, whilst others started their own business.



Our MBA is accredited by the Chartered Management Institute (CMI) ensuring that you graduate with two qualifications, an MBA and a CMI Level 7 Diploma in Strategic Management and Leadership.

Course Starts: September and January



MASTER OF RESEARCH BUSINESS AND MANAGEMENT



Campus based
MSc, PG Dip, PG Cert

Our MRes in Business and Management is a specialist degree that will prepare you for studying a PhD, by providing you with the skills to carry out high-quality research into business, management, organisations and other related areas.

You will work closely with academic staff, who are internationally recognised research experts with profiles of global standing. When you graduate, you will be a reflective, astute researcher who is aware of the assumptions, strengths and limitations of your research.

Our MRes Business and Management is accredited by the Economic and Social Research Council (ESRC) and the Scottish Graduate School of Social Science for the training of PhD students.

The course is also the generic entry point for the University of Stirling Management School Doctoral Programme. We are a member institution of the ESRC Scottish Doctoral Training Centre that welcomes applications for doctoral studentships in Accounting and Finance, and Business and Management.

CORE MODULES

- Flying Start Leadership Programme
- Fundamentals and Philosophy of Management Research
- Research Methods in Business and Management
- The Evolution of Management and Organisational Research
- Dissertation

[Check course web page for optional modules](#)

CAREER PROSPECTS

This course is ideally suited to you if you want to pursue a career in a research-related field or undertake a PhD. Our graduates have gone on to work as research specialists with organisations including universities, research institutes, policymaking organisations, governments, large corporations and market research consultancies.



SCOTTISH
GRADUATE
SCHOOL OF
SOCIAL
SCIENCE

The MRes Business and Management has a strong practical focus and trains you in the advanced skills necessary for business, management, economic and policy research.

Course Starts: September



BEHAVIOURAL SCIENCE



Campus based
MSc, PG Dip, PG Cert

Behavioural Science seeks to answer key questions about how people behave and how that influences economic, political, commercial, and social decision-making.

Our Masters course will provide you with an in-depth knowledge of the theory and practice of behavioural science, and how this can be applied to social, business and policy-related issues. It will help you answer some of the biggest questions facing society – for example, ‘How can we improve people’s wellbeing?’, ‘How can we help people save more for the future?’, and ‘How can we foster more effective environmental behaviours?’.

The course draws on the expertise of our academic staff in the Stirling Behavioural Science Centre, a globally recognised research hub. By the end of the course, you will be trained to lead behavioural challenge workshops, learn a comprehensive suite of behavioural research methods and gain a deep understanding of how this ‘toolkit’ can be applied to solving problems faced by business and society.

You will also have the opportunity to engage with researchers and practitioners in our seminar series as well as undertake a three-month consultancy project with a business client. Our recent students have worked on projects with Siemens, Tesco Supermarket, Keep Scotland Beautiful, Volunteer Scotland, Iceland’s Cancer Detection Clinic, and the Scottish National Blood Transfusion Service.

We are proud to hold a 100% overall student satisfaction rating for Behavioural Science in the Postgraduate Taught Experience Survey (PTES) 2022.

Course Starts: September



CORE MODULES

- Flying Start Leadership Programme
- Behavioural Economics I: Concepts and Theories
- Psychology of Work
- Statistics with R
- Behavioural Economics II: Business and Policy Applications
- Evidence-based Decision-Making
- Survey Measurement and Analysis
- Dissertation

CAREER PROSPECTS

Our MSc Behavioural Science is designed to help you pursue a career in business, in areas such as implementation of public policy, regulation and policy development, survey research, advertising, consumer and social marketing, and human resource management. Our course meets increasing demands from industry, government and non-governmental organisations (NGOs) for graduates with behavioural skills.

One of our students worked with the Icelandic Cancer Detection Clinic for their course project, to send women reminders for cervical smear tests.

As a result, the number of appointment attendees increased by 5% and the Clinic estimated that this would **save 10-12 lives annually**, showing both the direct and potentially lifesaving real-world impact of behavioural science.

BUSINESS ANALYTICS



Campus based
MSc, PG Dip, PG Cert

Business Analytics allows companies to monitor and improve strategic decision-making. During your studies you will explore business analytics tools, as well as models and methods used by businesses as they deal with business growth, change and disruption.

We will help you to engage with the modern workplaces of artificial intelligence, automation and data exchange. You will add the cross-industry standard protocol for data-mining (CRISP-DM) to your business analytics toolkit and learn how to inform business strategy with innovation, data ethics and sustainability in mind.

This data-focused conversion Masters course has been created in collaboration with The Data Lab, Scotland's Innovation Centre for Data and Artificial Intelligence, developing graduates with specialist knowledge and technical skills required for a successful career involving data driven decision making.

You will also have an opportunity to work on a real-world project with key organisations who are using business analytics for strategic development.



Our Business Analytics course was developed in close partnership with industry to produce the graduates which businesses need. We welcome students from any academic discipline to join this course, where you will learn to use powerful visual programming and scripting tools, such as Orange, R, Power-BI and Python.

CORE MODULES

- Flying Start Leadership Programme
- Business Analytics
- Text Analytics for Business
- Statistics with R
- Personal and Professional Development
- Digital Business and Data Technologies
- Business Consulting
- Machine Learning
- Consultancy Project

CAREER PROSPECTS

You will be able to forge a successful career in roles requiring good understanding of business analytics and data-driven decision-making.

These may include:

- Strategic planning or sustainability analytics teams
- Customer insight or marketing analytics teams
- Finance, pricing or other technical analytics teams
- Process improvement or other technical operations teams
- Data quality management or other data focused teams

Course Starts: September and January



DATA SCIENCE FOR BUSINESS



Campus based
MSc, PG Dip, PG Cert

Our Masters course addresses the shortage of business leaders and managers with a specialist knowledge of data analytics.

When you graduate, you will have a highly sought-after blend of data analytics, business acumen and advanced management skills. Your understanding of the industrial and scientific relevance of advanced analytics and their application in strategic and operational decision-making will be greatly enhanced. As part of your studies, you will also have the opportunity to develop specialist skills by choosing optional modules from computing science or management.

We work closely with The Data Lab, an internationally leading research and innovation centre in data science. This will allow you to benefit from a wide range of learning and networking events that connect leading organisations seeking business analytics skills with students looking for exciting opportunities in this field.

The course offers opportunities for work-based projects to advance your career. You will also have a chance to undertake a three-month consultancy project over the summer, as an alternative to traditional dissertation, working on a 'real-world' issue.



The UK is facing “explosive demand” for data science skills, according to a Burning Glass Technologies analysis commissioned by the Royal Society. The report shows demand for data scientists and data engineers tripled over the past five years, rising 231%, making this a lucrative field for graduates seeking employment. The Royal Society, 2019

CORE MODULES

- Flying Start Leadership Programme
- Business Analytics
- Business Consulting
- Representing and Manipulating Data
- Machine Learning
- Statistics in R
- Personal and Professional Development
- Consultancy Project

[Check course web page for optional modules](#)

CAREER PROSPECTS

Demand for employees with data analytics skills is projected to grow rapidly. Average salaries are higher in these roles than the IT average and the skills shortage will further enhance employment prospects for data-aware graduates. You will gain knowledge and experience to apply in the data analytics roles, including: Business Data Analyst, Business Consultant or Data Manager.

Course Starts: September and January



BUSINESS AND MANAGEMENT



Campus based
MSc, PG Dip, PG Cert

Stirling's Business and Management course is designed to create effective, resilient managers of the future.

This course will provide you with a unique combination of general management theory and the practical skills essential for long-term career success.

This course gives an insight into modern management practice, and an opportunity to develop the functional, creative and operational skills you will need to manage a responsible business.

You will explore the need for managing limited resources effectively, with maximum business impact. This is the ideal Masters if you are looking to take your first steps into management. We cover the major functions of organisations – accounting, marketing, operations, people management and strategy. Finance and economics are integrated through our strategic orientation.

As an alternative to a traditional dissertation, you will have an opportunity to undertake a three-month consultancy project with a business client, working on a 'real-life' issue.

We have strong links with the industry, the public and not-for-profit sectors and were awarded the Small Business Charter for engagement with local and regional enterprise.

You will have an opportunity to gain two Masters degrees by undertaking additional study in Portugal with our partner Porto Business School. There are scholarships available for students studying at Porto to reduce course fees.

CORE MODULES

- Flying Start Leadership Programme
- Responsible Business
- Global Perspectives in People Management
- International Accounting for Managers
- Marketing Management
- Strategy and the Competitive Environment
- Economics, Society and Public Policy
- Operations Management
- Business Consulting
- Multi-Channel Marketing and Retail
- Innovation Management
- Digital Marketing
- Dissertation or Consultancy Project

[Check course web page for optional modules](#)

CAREER PROSPECTS

Our graduates have forged their careers in a range of organisations including IKEA Trading and Parabola Ltd (Consultancy), as well as central government offices and public sector bodies, such as the NHS and universities.

Job roles have included Research Analyst, Relationship Manager, Salesforce Developer, Strategic Planning Manager, Commercial Account Manager, whilst others have enjoyed success as entrepreneurs.

Course Starts: September and January

