

# BUSINESS AND MANAGEMENT

**We equip our students with the skills to act as global citizens, capable of addressing the needs of society.**

We hold the prestigious AACSB accreditation, placing us in the top 6% of business schools worldwide. It is the longest-standing, most recognised form of accreditation that an institution can earn, which signifies our commitment to excellence in business education.

As a member of the Chartered Association for Business Schools (CABS), our academics deliver an industry focused curriculum and we were awarded the Small Business Charter for engagement with local and regional enterprise.

We are advanced signatory of Principles for Responsible Management Education (PRME), which are core to everything we do.

## 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.

## 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](https://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

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

**FT**

Full-time course

**PT**

Part-time course



SMALL  
BUSINESS  
CHARTER



AACSB  
ACCREDITED



CHARTERED ASSOCIATION  
OF BUSINESS SCHOOLS



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

# INTERNATIONAL BUSINESS



**Campus based**  
**MSc, PG Dip, PG Cert**

**This course will help you to understand how international business is conducted, with a focus on developing the managerial skills needed to succeed in the global business world.**

You will develop problem-solving and critical-thinking skills within the context of trading across national boundaries and within different business settings. By the end of the course, you will have an expansive knowledge of how organisations operate across economies, currencies, and regulatory frameworks. You will also become an expert in engaging with stakeholders from different cultures and working effectively in a multi-location team.

The course covers core and contemporary international management subjects, including strategy, digitalisation, and entrepreneurship. It also emphasises ethical and environmental issues, which are increasingly important within the global business environment.

You will increase your awareness of existing and new trading blocs and their impact on businesses and managers, as well as learning the latest analytical and strategic tools needed to analyse international business environments.

## CORE MODULES

- Flying Start Leadership Programme
- Managing an International Organisation
- Global e-business
- International Accounting for Managers
- Business in Europe and the Emerging Markets
- Responsible Business
- Managing Entrepreneurial and Family Businesses
- Business Start-Up and Growth
- Independent Project

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

## CAREER PROSPECTS

Our International Business graduates have 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).

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.

**Course Starts: September and January**



# HUMAN RESOURCE MANAGEMENT



**Campus based**  
**MSc, PG Dip, PG Cert**

**Our accredited MSc Human Resource Management course is practice-oriented and provides you with core human resource management theory and examines the people issues that organisations face.**

The course focuses on developing practical skills for a successful career in human resources (HR). You will be introduced to the business context that HR contributes to and be given the opportunity to choose from a selection of specialist HR topics, covering the essential knowledge areas of the Chartered Institute of Personnel and Development (CIPD) profession map.

In the final semester, you will undertake a consultancy case study, acting as a HR consultant to fictional companies, while solving realistic HR problems and working with HR practitioners.

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, Equity, Diversity and Inclusion
- Employment Relations
- Resourcing and Talent Management
- Advances in HRM
- Consultancy Case Study

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

## CAREER PROSPECTS

Our graduates have gone onto roles such as HR specialists, business partners, development consultants, recruitment specialists, talent managers and management trainers.

They can be found in central and local governments, as well as corporations such as NatWest Group, Royal Bank of Scotland, Microsoft, Heineken and Deloitte.



Our CIPD accreditation ensures you will study materials which are current and industry led. It 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**

**You will learn about the practice and theory of marketing, and investigate current trends and issues in areas such as responsible marketing, consumer behaviour, brand creation, digital marketing and multichannel 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 the 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're ranked 1st in Scotland and 2nd in the UK  
for Marketing and Public Relations**  
The Guardian University Guide 2023

**CIM**

Accredited Degree

As part of the course, our students have worked on consultancy projects to tackle real world problems with a range of organisations including the National Wallace Monument, Waterski Scotland, Strathearn Strategic Consulting, Stirling Albion Football Club, Scottish Biomedical, Snowsports Scotland, EASA Training Ltd, and Stirling Art.

## CORE MODULES

- Flying Start Leadership Programme
- Responsible Marketing Management
- Consumer Behaviour
- Digital Marketing
- Strategic Marketing Practice
- Omnichannel Marketing
- Data Analysis Techniques in Marketing
- Marketing and Retail Consultancy Project

## 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 and Nestle.

**Course Starts: September**



**Student Consultancy Project**

# 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.**

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

Tailored to 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 the opportunity to participate in consultancy projects with industry. This will enhance your learning experience as you apply the 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.

## CORE MODULES

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

## CAREER PROSPECTS

You may go onto roles in areas such as strategic planning; sustainability analytics; customer insight; marketing analytics; or finance, pricing or technical analytics.

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

The average salary for a Marketing Analytics Manager is £51,450 per year in the UK in 2024 (glassdoor.co.uk).

**Course Starts: September and January**



**Student Consultancy Project**

# DIGITAL MARKETING AND BRAND MANAGEMENT



**Campus based**  
**MSc, PG Dip, PG Cert**

**Our Masters in Digital Marketing and Brand Management combines the principles of digital 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 theory and its practical application in digital marketing and strategic branding. You will collaborate with a wide variety of organisations including not-for-profit, third sector, as well as small and medium-sized enterprises.

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



Accredited Degree

Our MSc Digital 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.

## CORE MODULES

- Flying Start Leadership Programme
- Brand Management in the Digital Age
- Digital Marketing
- Text Analytics for Marketing
- Consumer and User Experience
- Data Analysis Techniques in Marketing
- Marketing and Retail Consultancy Project

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

## CAREER PROSPECTS

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 £43,286 in 2024. Typical roles for graduates with this qualification include Digital Marketing Manager, Brand Manager, Digital Marketing Specialist, Marketing Executive, Digital Project Coordinator, Brand Marketing Executive, Product Marketing Manager, Social Media Manager, Content Manager or Consultant.

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

**Course Starts: September**



**Student Consultancy Project**

# 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 business and management, accounting and finance, marketing, operations management, and human resource management.

Our MBA covers responsible leadership, sustainable strategy and how to effectively manage limited resources with maximum impact.

You will have a chance to go on 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 from the public, private or non-profit sector. This allows you to apply the knowledge and skills from your MBA to 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
- Strategic and Operational HRM
- Responsible Marketing Management
- Strategy, Pricing and Competition
- Operations Management
- 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 have 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**



**Student Consultancy Project**



# MASTER OF RESEARCH BUSINESS AND MANAGEMENT



**Campus based**  
**MRes, PG Dip, PG Cert**

**Our MRes Business and Management is a specialist taught degree that will provide you with the skills to conduct high-quality research, preparing you to study at a PhD level or take on research-based roles in business and the public sector.**

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.

The course is accredited by the Economic and Social Research Council (ESRC) and the Scottish Graduate School of Social Science for the training of PhD students.

It 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 studies how people behave and how that influences economic, political, commercial, and social decision-making.**

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 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.

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.

## 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

This course 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.

Our graduates occupy senior roles in the Behavioural Insights Team, national governments, regulatory bodies, large corporations, charities and consultancy firms.

**Course Starts: September**



**Student Consultancy Project**

# BUSINESS ANALYTICS



**Campus based**  
**MSc, PG Dip, PG Cert**

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

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.

We will help you to engage with artificial intelligence (AI), 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.

You will also have an opportunity to work on a real-world project with 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
- Independent 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**



**Student Consultancy Project**

# 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. You will gain a thorough understanding of the industrial and scientific relevance of advanced analytics and their application in strategic and operational decision-making. The flexible design of the course allows you to specialise in data science with finance, marketing or management.

We work closely with The Data Lab, an internationally leading research and innovation centre in data science. You will 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 work-based projects to advance your career, including a three-month consultancy project over the summer, as an alternative to traditional dissertation.

## CORE MODULES

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

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

## CAREER PROSPECTS

Demand for employees with data analytics skills is projected to grow rapidly 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.



The average salary for a Data Scientist in the UK is £53,006 per year in 2024, higher than the IT average (glassdoor.co.uk).

**Course Starts: September and January**



**Student Consultancy Project**

# 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 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 throughout.

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. Students can also apply to put learning into practice on a global internship in the summer, delivered by the Pagoda Project.

We have strong links with the private, public sector and not-for-profit organisations. We 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.

## CORE MODULES

- Flying Start Leadership Programme
- Strategy and the Competitive Environment
- Global Perspectives on Human Resource Management and Leadership Communication
- Marketing Management
- International Accounting for Managers
- Operations Management
- Strategy, Pricing and Competition
- Innovation Management
- Independent Project

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

## CAREER PROSPECTS

Our graduates have 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**



**Student Consultancy Project**