

# BUSINESS SCHOOL

Full-time  
Postgraduate Degrees 2017











JOHN HENRY BROOKES  
BUILDING

The Headington Campus is home to the award-winning John Henry Brookes Building, which houses a modern library and vibrant learning spaces, as well as a range of key university services.





Our aim is to give our students the confidence to grow as professionals and responsible leaders in the challenging and constantly changing international world of business and management.

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[twitter.com/brookesBS](https://twitter.com/brookesBS)



[linkd.in/brookesbs](https://linkd.in/brookesbs)

All diagrams in this brochure are for illustration purposes only. Please note that all programmes are subject to an Annual Review, which may result in recommendations for changes to programme content, including modules to be offered, prior to September 2017. Prior to accepting any offer of a place, please visit our website [www.business.brookes.ac.uk](http://www.business.brookes.ac.uk) for up-to-date information and read our terms and conditions at [www.brookes.ac.uk/terms-and-conditions](http://www.brookes.ac.uk/terms-and-conditions).

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Oxford Brookes promotes equality of opportunity for all who study, work and visit here. For more details please visit [www.brookes.ac.uk/services/hr/eod](http://www.brookes.ac.uk/services/hr/eod).

# WHY CHOOSE OXFORD BROOKES?

**Oxford Brookes University Business School is a place of inspiration and transformation. Our students embark on a supported journey of learning and self-development which improves their employment prospects and prepares them for a range of rewarding careers.**

## EXCELLENCE IN TEACHING

Oxford Brookes University Business School is renowned for providing the best teaching. The Business School is home to the ASKe Pedagogic Research Centre, which influences learning and teaching practice around the world. Our staff continually innovate to develop new practices that help you to learn more quickly, to understand more deeply, and to apply your knowledge with greater confidence and skill.

## BUILDING CAREERS

Courses at the Business School are designed with a focus on your career and delivered by staff who have deep connections with the business world. Features such as consultancy projects, internships, work placements, visiting speakers and company visits provide you with industry experience, giving you the best foundation for a successful career.

## GLOBALLY FOCUSED

A significant part of every course is the international approach to business education. In an increasingly global market this essential foundation in your international business knowledge boosts your employment opportunities and widens your career options. Our teaching is internationally focused, preparing you for a career in global organisations, and the Business School's diverse international mix means that you'll be sharing ideas with students from more than 90 countries. In addition, you may have the opportunity to go on an international study trip.

## ACCREDITATIONS AND EXEMPTIONS

Oxford Brookes University Business School courses are accredited or recognised by the leading professional bodies within their area. We work with the Chartered Association of Business Schools (CABS) and the European Foundation for Management and Development (EFMD) to ensure continuous improvement.


Our flagship courses are accredited and/or have exemptions from the Association of Chartered Certified Accountants (ACCA), the Association of MBAs (AMBA), the Chartered Management Institute (CMI), the Chartered Institute of Personnel and Development (CIPD), the Chartered Institute of Logistics and Transport (CILT) UK, the Chartered Institute of Marketing (CIM), and the Institute of Direct and Digital Marketing (IDM).

## OXFORD

Built on a rich history as a world famous centre of learning, Oxford is one of the great student cities. One in five people is a student, so the city is geared towards university life. For more information about student life in Oxford, please see pages 8 to 11.







The lecturers are very supportive and helped develop my own thinking process. I also had the opportunity to work with people from different cultures.

**PHUPING MANO**

Country of origin: Thailand

MSc Human Resource Management









**OXFORD**  
a great place to live and study.

One of the most famous centres of education in the world, Oxford offers everything a student could want.





# OXFORD LIFE

Oxford's central location means there are great rail links to the rest of the country as well as direct coach services to London and major airports.



**KIMBERLY NYITRAY** Country of origin: USA  
MSc Business Management

Studying at Oxford Brookes is an incredible opportunity to attain a world-class degree in one of the most culturally rich cities in England.

My favourite part about living in Oxford was discovering all of the hidden gems such as the Grand Café, the first coffee house in England and an ideal place to experience high tea. Throughout your time in Oxford you are sure to stumble across several hidden places. I had a very pleasant experience getting lost in the Bodleian Library where I ended up finding myself in the exact place where they filmed Harry Potter.

## STUDENT LIFE IN OXFORD

Built on a rich history as a world famous centre of learning, Oxford is one of the great student cities. One in five people in the city is a student, so places, events and facilities are all geared towards university life.

As you can imagine, with so many students, Oxford has a vibrant social scene. From buzzing bars to dance-til-dawn clubs, poetry gigs to traditional English pubs, there is something for everyone.

Not forgetting of course, the world famous 'dreaming spires', historic buildings, museums and galleries, as well as a café culture and countless restaurants catering to all tastes.

Oxford has been home to many literary greats, such as CS Lewis, JRR Tolkien and Lewis Carroll.

Find out more about student life in Oxford:

**[www.brookes.ac.uk/  
studying-at-brookes/living](http://www.brookes.ac.uk/studying-at-brookes/living)**

## A CENTRE OF BUSINESS AND LEARNING

Oxford's location in the 'M4 Corridor' – a hub for technology and financial services – makes it an ideal place to study business. It has a growing number of science parks and over 1,400 high-tech firms.

Basing your studies in one of the UK's most economically successful and educationally important regions, provides you with a host of exciting learning opportunities.



## THE BUSINESS SCHOOL LOCATION

During 2017 the Business School is planning to move from the Wheatley Campus to the Headington Campus. This phase of the Headington redevelopment will provide dedicated Business School space, new teaching rooms and social learning spaces.

The Headington Campus is home to the award-winning John Henry Brookes Building, which houses a modern library and a number of other key university services. The campus is closer to the accommodation and only a mile from the excellent amenities and vibrant culture of Oxford. If you intend to start your course in January 2017 most of the taught element of the course is likely to be based at the Wheatley Campus. If you are starting your course in September 2017 you are likely to experience all of your teaching at the Headington Campus. Exact move dates have yet to be finalised.



# CAMPUS LIFE



## PLAY FOOTBALL, KEEP FIT, CLIMB OR DEBATE POLITICS!

Although your first priority will be your studies, there are plenty of opportunities to try exciting new activities.

Brookes Union offers a range of services including advice, support, societies and entertainment.

Brookes Union currently supports more than 80 societies. They are a great way of meeting people and socialising through similar interests. Whether you like sports, music, drama, photography or your interests are environmental, political, cultural or religious, you will find a society with like-minded people. They provide great opportunities for networking and involvement in such things as the Brookes Entrepreneurs Society business plan competition.



## ACCOMMODATION FOR FULL-TIME STUDENTS

The majority of accommodation is in Headington and this is the most popular option for students, with the ease of an inter-campus bus linking the university locations.

There is a range of accommodation consisting of single study-bedrooms, many are ensuite and some are catered. All rooms have wi-fi and access to the university intranet and course materials. There is catered accommodation on the Wheatley Campus.

Self-catering accommodation suitable for independent wheelchair users is available.

For further information, please visit:  
**[www.brookes.ac.uk/accommodation](http://www.brookes.ac.uk/accommodation)**

Get a taste of university life at:



**[www.youtube.com/oxfordbrookesbusiness](http://www.youtube.com/oxfordbrookesbusiness)**


Societies are open to all and not limited to students and staff from specific subjects or departments. Both full and part-time students have access to societies and the university's sports teams, as well as facilities including a climbing wall and fitness suite.

Find out more about Brookes Union on Facebook



**[fb.com/BrookesUnion](https://fb.com/BrookesUnion)**





My plan was to work in a company that will allow me to travel and discover new cultures. I now work at TripAdvisor.

**ISABELLE KUEMATUKANGA**

Country of origin: France

Optimization Consultant, TripAdvisor

MSc International Trade and Logistics



# LAUNCH YOUR CAREER

Oxford Brookes University Business School graduates have a reputation for being extremely employable and go on to enjoy successful careers around the world.



**PETER BELL** Country of origin: UK  
European Audit Manager, Electronic Arts  
MSc International Management and International Relations

The course offered me a fantastic opportunity to build upon my international management skills including leading and managing across cultures, understanding alternative styles of leadership and their theory.

I now work at Electronic Arts as an auditor. I have helped to manage and improve businesses across numerous diverse locations around the world.

Our courses focus on equipping you with the skills, knowledge and experience you need to enhance your career in the global business environment.

## WORK EXPERIENCE

On a number of our courses you have the chance to take on work-based projects and group consultancy projects. You will work on a real-life challenge for a client company and learn to pitch your ideas to senior managers.

## WORK PLACEMENTS AND INTERNSHIPS

Marketing courses offer the option of an 8-month work placement so you can build valuable marketing work experience in an organisation. Internships are also an option for certain master's courses, giving you insight into what it's like to work within a company.

## SKILLS DEVELOPMENT

Our courses help you develop vital skills. From presentations skills to career planning, as well key leadership management skills such as decision-making, problem-solving, team-working and interpersonal skills. The personal development you achieve during your master's degree will greatly enhance your employment prospects.

## NETWORKING OPPORTUNITIES

We have strong links with prestigious employers and organisations locally and nationally which provide opportunities for you to network, gain work experience and see how global business works through the eyes of employers. Guest speakers, company visits and international study trips give you exposure to a range of companies from **BMW, IHG, TK Maxx, Coca Cola, Unilever, PwC** and **Grant Thornton**.

## INTERNATIONAL STUDENTS

There are some opportunities for students to work in the UK after their studies. Visit:

[www.brookes.ac.uk/students/isat/work-options/work-after-studies/](http://www.brookes.ac.uk/students/isat/work-options/work-after-studies/)

## CAREERS CENTRE

The Oxford Brookes Careers Centre has a wealth of resources to support you in reaching your career potential. It offers individual career coaching sessions, help with developing your CV and presentation skills, and a job vacancy service. Visit:

[www.brookescareerscentre.co.uk](http://www.brookescareerscentre.co.uk)

Organisations where students have gone on to work include:

**Accenture**  
**Apple**  
**BASF Group**  
**Deloitte UK**  
**Deutsche Telekom**  
**Facebook**  
**HSBC**  
**Johnson and Johnson**  
**M&C Saatchi**  
**Nestlé**  
**Net-a-porter.com**  
**Proctor & Gamble**  
**Raiffeisen Bank**  
**The United Nations**



“  
This master's  
degree has  
helped me to develop  
solid research and critical  
thinking skills.

**KAROLINA JOZWIAK-ROSINSKA**

Country of origin: Poland

PhD student,

MSc Human Resource Management



# RESEARCH INFORMED TEACHING

You will be taught by research active academics who are experts in their field. Coming from varied backgrounds, they bring a wealth of experience into their teaching, which will offer you new perspectives on business theories and help inform your own research decisions.



## PROFESSOR JANINE DERMODY

Department of Marketing

The big questions in my research revolve around engagement and behaviour change. How can we overcome psychosocial barriers to increase engagement with sustainable consumption? How can we empower more young adults to engage with politics? And how can we engage the public and clinicians with health research?

My research is embedded within my teaching. I use it alongside live case studies and scenarios to expose students to the contentious, challenging and exciting transformation of consumers and their marketing interactions.

## RESEARCH EXPERTISE

Many tutors have industry experience or have carried out research in industry, which will help you to apply the theory you have learnt to real life situations.

## FEATURED RESEARCH PROJECTS

There are many research projects in the Business School that have impact or the potential to have impact in the local or international community. These include:

### Improving the Duckworth-Lewis method – Professional Edition

When employed as a Senior Lecturer at Oxford Brookes, Dr Tony Lewis co-authored an article which reviewed the original Duckworth-Lewis Method, a formula that determines the result of interrupted limited-overs cricket matches. Although sometimes controversial, it is known by millions of cricket fans around the world.

### COMBAT Human Trafficking

COMBAT is a research project that offers unique, practical, step-by-step guidance for tourism businesses to combat trafficking in human beings.

It seeks, in full alignment with the legal and policy framework, to involve all the relevant hospitality and tourism stakeholders in the design of a preventive and remedial training toolkit.

This project is co-funded by the Prevention of and Fight against Crime Programme of the European Union.

### The challenges of engaging with digital citizens

Business School researchers have been working with Oxford City Council and West Oxfordshire District Council with the aim of improving their digital communications. This project aligns with the wider government strategy to 'channel shift' services.

## STUDENT RESEARCH PROJECTS

During your course you will carry out your own research project. This can take the form of a dissertation, work-based project or a consultancy project depending on the course.

You will be matched with an academic with the relevant research expertise. They will provide expert knowledge, one-to-one guidance and regular feedback throughout your project.

Most of our courses offer a specific research methods module. It helps you to frame your research, introduces you to different methods and tools, as well as developing your skills in analysis and data collection.

## DOCTORAL STUDY

If you want to continue with your studies, we offer two routes to doctoral study: an MPhil/PhD programme which can be pursued either full-time or part-time; or the Doctor of Coaching and Mentoring (DCM) programme, a part-time professional doctorate.

For more information about doctoral study at the Business School, please visit:

**[www.business.brookes.ac.uk/research/degrees](http://www.business.brookes.ac.uk/research/degrees)**

# INTERNATIONAL STUDENTS

We welcome students from more than 90 countries onto our postgraduate courses. Our diverse international community will give you a truly global learning experience.

## SUPPORT

We recognise that international students may have particular concerns about studying and living overseas. A network of support services, in addition to the academic support provided by your personal tutor, has been developed to help you.

The International Student Advice Team can advise you on immigration, visas and life in the UK before you arrive and throughout your time at Brookes.

Detailed information on what you need to know before travelling to Oxford Brookes can be found on our International Preparation and Arrival webpages: **[www.brookes.ac.uk/preparation-arrival](http://www.brookes.ac.uk/preparation-arrival)**

You can even meet us before you leave your home country. Staff from Oxford Brookes International and the Business School make regular visits overseas and we encourage you to make contact with us if we are in your country.

You can find out if we are due to come to your country, as well as about specific entry requirements and details of representatives who can help with your application, by visiting: **[www.brookes.ac.uk/international/country-information](http://www.brookes.ac.uk/international/country-information)**

## FREE LANGUAGE COURSES

As an international student we offer you free academic English language support during your studies. This will help you develop the specific language skills needed for academic study as quickly as possible. Please visit:

**[www.brookes.ac.uk/international/support-and-advice/english-language-support](http://www.brookes.ac.uk/international/support-and-advice/english-language-support)**

## ACCOMMODATION

International students are guaranteed university accommodation provided you apply before July. You will be allocated accommodation once you have an unconditional offer. Accommodation for married couples is limited. Catered accommodation is available on the Wheatley Campus but the majority of accommodation can be found on, and adjacent to, the Headington Campus. The Brookes Bus links all the university campuses.

For further information, please visit:

**[www.brookes.ac.uk/accommodation](http://www.brookes.ac.uk/accommodation)**



Oxford Brookes University has a community of over 18,000 students including almost 4,000 postgraduates

## HEALTH CARE

The university offers an on-site medical centre and dental service. As an international student you will be entitled to receive general medical care under the National Health Service (NHS), provided you register with a UK doctor. Care includes free visits to the doctor but there will be charges for medical prescriptions, dental treatment, eye tests and glasses. We advise you to obtain medical insurance for expenses not covered by the NHS.

Some students will need to pay the Immigration Health Surcharge as part of their visa application to cover the cost of using the NHS. For more information:

**[www.brookes.ac.uk/students/isat/visas](http://www.brookes.ac.uk/students/isat/visas)**



The Business School values the academic and cultural contribution international students bring to its postgraduate courses.



**BAHAR CICI** Country of origin: Turkey  
MSc International Management

On my course I took part in the International Consultancy Project. I had the chance to work in a multicultural team on real business issues. I also met with other international students to socialise and attend day trips, sporting events and nights out.

Free language courses are available for full-time students. I took a Mandarin Chinese language course which was really enjoyable.

#### VISA REQUIREMENTS

International students (non-UK/EU) should note that to obtain a visa to study in the UK, you must be enrolled on a full-time degree-level course. Our full-time postgraduate courses meet these visa requirements. For more information about visa requirements:

**[www.brookes.ac.uk/students/isat/visas](http://www.brookes.ac.uk/students/isat/visas)**



#### ENGLISH LANGUAGE REQUIREMENTS

If your first language is not English, you must show the university that your level of English is high enough to study at postgraduate level. In addition to the academic entry qualifications, you must have the following or equivalent qualifications (unless otherwise stated on the specific course pages):

**IELTS: 6.0 overall (with a minimum of 6.0 in reading and writing, and 5.5 in listening and speaking).**

Our Admissions Office can advise you on other acceptable alternatives. If you need support to achieve these requirements, English language courses are available at the university (see page 18).

Our Admissions Office can advise you on other acceptable alternatives. If you need support to achieve these requirements, English language courses are available at the university (see page 18).



#### START IN SEPTEMBER OR JANUARY

All our courses start in September, however, we also offer additional January start dates for certain courses.

For courses taught over two semesters, and then followed by a dissertation or final project(s), you should plan to spend one year in Oxford. If your course offers a work placement, the duration will vary.

# PRE-MASTER'S AND PRE-SESSIONAL ENGLISH COURSES

If you need to improve your English language, subject knowledge or academic study skills to meet the entry requirements for your master's degree, we offer courses to prepare you for successful postgraduate study.



**NANA MARIAM ABUKARI** Country of origin: Ghana

Pre-Master's Certificate followed by MSc Business Management

A change of culture and environment can be a shock. I found that my pre-master's course introduced me to ways in which the UK study environment works. This helped me prepare for the MSc Business Management degree and gave me an idea of what to expect. The pre-master's taught me how to succeed in my postgraduate degree.

## UNIVERSITY ENGLISH

### (PRE-SESSIONAL)

You can take our pre-sessional University English course to improve your English language skills and help you meet the language entry requirements for your master's course. The course will also familiarise you with university life, our study facilities and teaching methods before starting your master's degree.

You can start in September, January, June or July. A University English course can range from 6 to 48 weeks depending on your current English language level. Entry levels are from IELTS 4.5 upwards.

For more information, please email:

**pathways@brookes.ac.uk**

or visit: **www.brookes.ac.uk/**

**international/pathway/english**

## PRE-MASTER'S COURSES

Our pre-master's courses are designed to help you meet the academic and language requirements for postgraduate study. Once you enrol on a pre-master's you are guaranteed to progress to your master's provided you pass with appropriate grades.

You should consider taking a pre-master's if:

- your undergraduate qualifications do not meet the entry requirements for your master's
- you want to improve your academic English and study skills
- you want to build your confidence and become familiar with the British higher education environment before starting your master's degree.

During the course you will take modules to develop your:

- subject knowledge in your chosen academic area
- reading and research skills
- academic writing
- seminar skills

Our pre-master's courses last just one semester (12 week) or two semesters (24 weeks) depending on your needs.

You can enter from just IELTS 5.5 (or equivalent) and we have a one-semester pre-master's designed specifically for native or strong speakers of English.

For more information, please email:

**pathways@brookes.ac.uk** or visit

**www.brookes.ac.uk/international/premasters**



**MOHANARAJ KRISHNASAMY**

Country of origin: Sri Lanka

Pre-Master's Diploma followed by MSc Business Management

The pre-master's teachers are really good, I have to tell you that. We're a small group and we know each other very well. There are good relationships between the teachers and the students. This, I think, is very important.



# POSTGRADUATE COURSES

Whichever master's course you choose, you will gain the practical experience and skills that employers are looking for.



## OUR FULL-TIME POSTGRADUATE COURSES

Business and Management courses	Page 20
Marketing courses	Page 30
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## OUR PART-TIME POSTGRADUATE COURSES

Our full-time master's courses can be studied part-time if you live in the UK or EU.

### OUR PART-TIME COURSES ALSO INCLUDE:

The Oxford Brookes Global MBA – Open to international students

MA/Diploma in Human Resource Management

MA Strategic Management and Leadership

MA/Diploma/Certificate in Coaching and Mentoring Practice

Doctor of Coaching and Mentoring (DCM)

Further information on these courses is available at:

[www.business.brookes.ac.uk/postgraduate/part-time](http://www.business.brookes.ac.uk/postgraduate/part-time)

## WHY STUDY FOR A FULL-TIME MASTER'S DEGREE?

- Increase your employability and develop specialist business knowledge and skills
- Complement your first degree with the business skills you need to turn an existing passion into a rewarding career
- Refocus your career aspirations.

## WHY STUDY FOR A PART-TIME MASTER'S DEGREE?

- Study while continuing with employment, allowing you to put teaching into practice straight away
- Study at a slower pace, allowing flexibility in both your personal and professional life
- Gain professional, industry recognised qualifications.

## HOW TO APPLY

All applications must be made through UCAS Postgraduate. You can apply through UCAS Postgraduate by either selecting the 'apply online' link at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate) or by visiting UCAS Postgraduate directly at [www.ucas.com/postgraduate](http://www.ucas.com/postgraduate).

# BUSINESS AND MANAGEMENT COURSES

These courses help you to stand out from the crowd by developing your managerial, analytical and strategic skills, preparing you for a dynamic international business career.

## OUR BUSINESS AND MANAGEMENT COURSES

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Our full-time master's courses can be studied part-time if you live in the UK or EU.



## HOW TO APPLY

All applications must be made through UCAS Postgraduate. You can apply through UCAS Postgraduate by either selecting the 'apply online' link at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate) or by visiting UCAS Postgraduate directly at [www.ucas.com/postgraduate](http://www.ucas.com/postgraduate).

The Department of Business and Management provides a range of postgraduate courses in general business and management and also offers the opportunity to focus in areas such as human resource management, logistics, marketing, corporate social responsibility, international relations and, leadership and entrepreneurship.

Our academic staff publish industry leading research in areas including leadership and management, coaching and mentoring, human resource management, entrepreneurship, international trade and investment, equality and diversity. They engage in consultancy and executive education and importantly, bring expertise and experience back into the classroom.

We have strong links with business, industry and international institutions and leverage these connections to the benefit of our students.

We have truly international student groups and, through activities such as international study trips, we help to expand our students' view of global business. We are keen that students from the Business and Management Department gain practical experience of business issues. For example, International Consultancy Project students have presented innovative solutions on talent acquisition to a world renowned motorsport company and advised a global provider of mobile internet from China on critical cross-cultural issues when advertising.

Guest speakers and visits to prestigious companies help our students apply theory to practice and also offer useful networking opportunities.

Deloitte, The World Economic Forum, Facebook, Nestlé, Oxfam, Centrica, BASF, Raiffeisen Bank and the UN are just a few of the impressive organisations where our students have gone on to work after they have graduated.

### MAUREEN 'MO' RECALDE

Country of origin: USA

MSc International Management

The Budapest Study Trip was an illuminating experience in terms of international business, culture and networking opportunities. Never did I expect to travel to such a beautiful country and to such well-known international organisations as Audi, Unilever, Coca-Cola and Morgan Stanley. I was able to use the ideas of international management in a practical way. My classmates and I shared unforgettable memories and will have a lasting bond for years.



# MSc BUSINESS MANAGEMENT

September or January entry



In an increasingly competitive job market it can be hard to stand out from the crowd. With an AMBA and CMI accredited master's degree our graduates go on to successful international careers with a range of commercial and not-for-profit organisations.



**CARINA BRACHTL** Country of origin: Germany  
Associate at KPMG, MSc Business Management

I really enjoyed my time at Brookes. The vibrant city of Oxford is the best place to study. The Business Management course gave me the chance to build on my non-business undergraduate degree and enter the business world.

The pathway choices allowed me to focus on an area that I hope to work in. I chose Corporate Social Responsibility (CSR) and wrote my master's thesis about the position of CSR in the automotive industry, combining my previous experience at Daimler AG with the theories on the subject.

## THE COURSE

This course is accredited by the Association of MBAs (AMBA) and the Chartered Management Institute (CMI). It is designed for students with a first degree or equivalent in virtually any subject.

We use a range of teaching and learning methods including interactive workshops, visiting speakers, role play exercises and the analysis of real-world case studies. These strengthen your analytical and decision-making skills, preparing you to act and think like a manager.

## THE MODULES

Core subjects studied include corporate strategy, finance, business operations, managing the contemporary organisation and marketing. In addition to these, you choose a specialist pathway. If you start the course in September you choose from four pathways – Economics, Entrepreneurship, Marketing or Human Resource Management. The Business Management course starting in January has the choice of one of three pathways – Entrepreneurship, Marketing or Corporate Social Responsibility.

The Developing Skills for Business Leadership module helps you to develop the specific knowledge and skills that employers look for.

This course will conclude with a major independent project. You will have a choice between a dissertation, a synoptic research project, or a work-based project enabling you to gain valuable experience and knowledge in a specialist area.

For more detailed information, module choices and entry requirements please visit:

[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or  
2 years part-time.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English (please see page 17).

Please note work experience is welcomed, but not required.

Please see individual course pages at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate).

## HOW TO APPLY

Apply through UCAS Postgraduate, please see page 20.

## FURTHER INFORMATION

Email: [business@brookes.ac.uk](mailto:business@brookes.ac.uk)

Tel: +44 (0) 1865 485858

# MSc BUSINESS MANAGEMENT SPECIALIST NAMED AWARDS

You have the opportunity to focus on one of five specialist areas of interest to you. You can choose to apply directly for one of these specialist areas or apply for the general MSc Business Management course and then choose your specialist area when you start the course.



**ANNA BEZUGLAYA** Country of origin: Russia  
MSc Business Management (Entrepreneurship)

I chose to do the entrepreneurship pathway which provided me with a different insight into the business itself. The knowledge, the experience and the international environment will help me in my career in the future.

I met the most amazing people – our team, our group, my classmates are the most open, smart and intelligent people in the world and I think it's the university, the environment and people that make this experience perfect. My colleagues and I from this course are considering managing an enterprise and creating our own venture.

## MSc BUSINESS MANAGEMENT (ENTREPRENEURSHIP)

### September or January entry

Enterprise and entrepreneurship are recognised as being vital to the development of the modern economy – both in terms of new business start-ups and as part of managing and growing existing organisations.

The MSc Business Management (Entrepreneurship) will involve taking specialised entrepreneurship modules which prepare you for setting up or developing your own business, for developing entrepreneurial opportunities, or for working within wider organisations. Many of our graduates find managerial positions at a wide range of organisations, including companies producing fast moving commercial goods, airlines, financial institutions, retail giants and charities. Some students may go on to set up businesses within the commercial or non-profit sectors.

Your final degree will be awarded as

**MSc Business Management (Entrepreneurship)**

## MSc BUSINESS MANAGEMENT (ECONOMICS)

### September entry

The specialism enables you to focus on the area of economics. You will take two specialised economics-based modules and develop an understanding of the core theoretical principles of economics. You will apply this knowledge to practical problems confronting international institutions, national governments and businesses. You will benefit from being economically literate and having an understanding of the key economic forces and constraints that confront all businesses.

After graduation you will be prepared for a range of roles including business analyst, business economist, data analyst, management consultant, bank manager and general manager.

Your final degree will be awarded as **MSc Business Management (Economics)**

You will be required to take the following two modules:

Entrepreneurship

Planning for New  
Business Ventures  
(September entry)

Strategic Business Simulation  
in Entrepreneurship  
(January entry)

You will be required to take the following two modules:

Principles of International  
Business Economics

International Trade  
and Globalisation



By specialising in a subject or management discipline you can open up career options by exploring an area of expertise and seeing if this is the direction you want to take your career.

### **MSc BUSINESS MANAGEMENT (HUMAN RESOURCE MANAGEMENT)**

#### **September entry**

This specialism enables you to focus on Human Resource Management (HRM). You will take two specialised HRM modules, gaining an understanding of the contemporary HRM issues within the organisation. The main focus will be preparing you for a broad range of roles that centre on managing people and organisations. These roles might include HR Director, HR manager, HR consultancy, recruitment manager and general manager in a commercial, non-profit or public organisation. This degree may also help prepare you for academic research.

Your final degree will be awarded as

**MSc Business Management (Human Resource Management)**

You will be required to take the following two modules:

Resourcing, Talent and  
Performance Management

Managing Employment  
Relations

### **MSc BUSINESS MANAGEMENT (CORPORATE SOCIAL RESPONSIBILITY)**

#### **January entry**

This specialism enables you to focus on corporate social responsibility (CSR), preparing you for a range of careers around the themes of sustainability and corporate governance. You will learn to ask underlying ethical questions about business and management, and you'll develop the tools to understand complex problems from a range of socially responsible perspectives.

Studying this specialism means you will take two corporate social responsibility modules. The course may also prepare you for further academic research around CSR and business.

Your final degree will be awarded as

**MSc Business Management (Corporate Social Responsibility)**

You will be required to take the following two modules:

Corporate Governance  
and Social Responsibility

Strategic Business  
Simulation (CSR)

### **MSc BUSINESS MANAGEMENT (MARKETING)**

#### **September or January entry**

This specialism enables you to focus on the area of marketing by studying two marketing focused modules. By concentrating on marketing you will be prepared for a range of careers including product and brand management, market analysis and research, customer relationship and services management, direct marketing, digital marketing, public relations, media and advertising.

You can also earn professional exemption towards the Introductory Certificate in Marketing granted by the Chartered Institute of Marketing (CIM).

Your final degree will be awarded as **MSc Business Management (Marketing)**

You will be required to take the following two modules:

Understanding  
Consumer Behaviour

Global Marketing  
Strategy

All these courses conclude with a major independent project. You can choose between a dissertation, a synoptic research project, or a work-based project, enabling you to gain valuable experience and knowledge in your specialist area.

For course length and entry requirements please see page 21.

For individual course pages visit [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate).

# MSc INTERNATIONAL TRADE AND LOGISTICS



This course will provide you with the essentials to succeed in a career in global logistics, supply chain management, distribution and international trade. It will open doors for working within a wide variety of global organisations, including NGOs, retailers, manufacturers, exporters and shipping agencies.



**SHIMPEI SUGIURA** Country of origin: Japan

Supply Chain Specialist, Project Manager, Nestlé Nespresso  
MSc International Trade and Logistics

The course attracts students from over 20 countries including Saudi Arabia, Ghana and Vietnam, and deepened my logistics knowledge.

I learnt a lot from this diversity working in project groups. Feedback from teachers and other students helped me understand my personal strengths and weaknesses.

This course has taught me various skills and developed my knowledge which will help me in my career.

## THE COURSE

This MSc International Trade and Logistics course is accredited by the Chartered Institute of Logistics and Transport (UK), the independent professional body for individuals associated with logistics, supply chains and transport. Most organisations are involved in receiving products, handling them and despatching them to customers. Improved performance in the retail sector (increased range, lower prices, and faster time to market) is mainly due to increased logistics competencies. Logistics is about managing and controlling the activities along this chain of supply, with the objective of creating sustainable competitive advantage in an international arena.

It is no longer enough to 'push' products through the supply channel in the hope that customers may like them. Customer 'pull' strategies to meet the expectations of ever more demanding customers, through customised products and services, quick response deliveries and state-of-the-art information systems, mean that international logistics is a key enabler of business strategy.

## THE MODULES

Semester 1 modules cover a range of subjects including Finance, Economics and Operations management. In Semester 2, you will study modules on International Trade and Globalisation, Project and Contract Management, Business Strategy, and International Logistics and Supply Chain Management. The Developing Skills for Business Leadership module will help you enhance your knowledge and skills for the challenging world of employment.

You will have a choice between a dissertation on a related topic of your choice, or a synoptic research project, or a work-based project. Guidance and support will be provided through the Research Methods sessions.

For more detailed information, module choices and entry requirements, please visit:

[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or

2 years part-time.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English (please see page 17).

Please note work experience is welcomed, but not required.

Please see individual course pages at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate).

## HOW TO APPLY

Apply through UCAS Postgraduate, please see page 20.

## FURTHER INFORMATION

Email: [business@brookes.ac.uk](mailto:business@brookes.ac.uk)

Tel: +44 (0) 1865 485858





“

Having a truly international education appealed to my employer, Siemens, the global engineering and electronics company.

**SEBASTIAN JIRSCHIK**

Country of origin: Germany

MSc International Trade and Logistics

# MSc INTERNATIONAL MANAGEMENT



This international course is ideal for anyone seeking to develop all round business skills in a global context. You will have the opportunity to gain international consultancy experience and develop your cross-cultural global management skills.



**GEORGE GILHAM** Country of origin: UK

Analyst, Deloitte

MSc International Management

I completed my undergraduate degree at Brookes, so I knew the quality of teaching was high. My course has made me more culturally aware, something essential for international management, and my approach to challenges and tasks is more professional and structured. Completing a master's at Brookes has enabled me to stand out from the crowd.

## THE COURSE

This course is suitable for graduates with a first degree in any subject and is accredited by the Chartered Management Institute (CMI). It is an ideal master's degree if you are looking for a career in international organisations, commercial or not-for-profit.

This course helps you develop an understanding of global business and operations, and the cultural dynamics of international management.

This master's degree combines the study of core business and organisational functions such as marketing, finance and strategy while providing an in-depth examination of the global environmental factors (economic, political and social) in which international organisations operate.

On this degree you will focus on developing your management and leadership skills and your international outlook. Enhancing your cross-cultural communication skills will form part of your on-going personal and professional development throughout the course, along with other management and leadership skills, such as negotiating and solving problems.

You will expand your understanding of global business and organisations, and gain practical experience by working on an international consultancy project for an external client. This kind of exposure to the world of international management really helps to improve your employment prospects.

The innovative teaching methods you will experience on this course include interactive seminars, lectures and experiential workshops, as well as individual and group consultancy projects and international field trips. Business leaders are invited to give guest lectures and this is a chance for you to network and gain further practical insight into international management.

For more detailed information, module choices and entry requirements, please visit:

[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or

2 years part-time.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English (please see page 17).

Please note work experience is welcomed, but not required.

Please see individual course pages at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate).

## HOW TO APPLY

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## FURTHER INFORMATION

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Tel: +44 (0) 1865 485858



# MSc INTERNATIONAL MANAGEMENT AND INTERNATIONAL RELATIONS

This is a unique master's degree which enables you to study international relations combined with international business management. The course focuses on building your cross-cultural and international management skills.



**XENIA KJAER SKARBYE** Country of origin: Denmark  
MSc International Management and International Relations

My dream job is in diplomacy for the Ministry of Foreign Affairs of Denmark or the United Nations. My master's provided an interesting combination of the fields of international relations and business with a strong focus on the contemporary political economy, global governance and intercultural management. Brookes challenges tradition by teaching us the pros and cons of a variety of economic models, letting us argue for our beliefs. I would definitely recommend studying at Brookes.

## THE COURSE

This master's develops your capacity to critically analyse global economics and the global political economy, so you learn how to manage organisations strategically.

From studying the main theoretical debates within the global political economy, you will draw on these to develop frameworks for the analysis of a range of economic and political events. You will consider factors such as trade and corporate governance, as well as the governance of key markets (e.g. financial and labour markets).

You will develop an understanding of the interrelationships between the global political economy and distinct national societies and regions (such as the triadic relations between America, Europe and Asia). The course offers a rich range of optional modules so that you can tailor your studies to a particular interest.

On this course you will build a deep understanding of different business environments around the world alongside an appreciation of the cross-cultural dynamics of decision making in these environments. This will be enhanced by the experience of working effectively in multicultural teams. You will then be able to utilise current concepts to explain the context, nature and significance of business activities, organisations and management.

You will focus on developing your management and leadership skills and international outlook. Enhancing your cross-cultural communication skills will form part of your on-going personal and professional development, along with other management and leadership skills such as negotiating and solving problems.

You will expand your understanding of global business and organisations, and gain practical experience by working on an international consultancy project for a company. This experience really helps to improve your employment prospects.

For more detailed information, module choices and entry requirements please visit:

[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or

2 years part-time.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English (please see page 17).

Please note work experience is welcomed, but not required.

Please see individual course pages at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate).

## HOW TO APPLY

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## FURTHER INFORMATION

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Tel: +44 (0) 1865 485858

# MSc HUMAN RESOURCE MANAGEMENT



This course is for anyone seeking a successful career in HR Management, HR Consultancy or who has extensive people management responsibilities. The course is fully accredited by the Chartered Institute of Personnel and Development (CIPD).



**NANG MOH MOH LONE** Country of origin: Burma  
HR Manager, Parami General Hospital  
MSc Human Resource Management

The academics are excellent at teaching by giving real life examples. They give each student individual attention and showed great interest in my development.

Oxford Brookes offers a wide range of projects and assignments, which really attracted me to the course. I feel everything I have learnt can be applied to my work.

## THE COURSE

On this course you will develop a deeper understanding of people management and development strategies, and how these fit within global business and different organisational contexts. You don't need to have studied Human Resource Management before.

You will examine HR practice, including recruitment, learning and development, talent management, employee relations and strategic human resource management, as well as aspects of organisational behaviour in an international context.

Skills workshops are incorporated within modules to enhance the development of professional HR skills and ensure that you are well placed to develop the skills and knowledge needed for a successful HR career.

We support your personal development by inviting guest speakers to give you professional insight, and by planning HR events so that you gain the skills and competencies essential to your future employment and career prospects.

Students come from a wide range of backgrounds to learn with us, which provides you with a global network of friends and contacts. You will develop an international outlook by engaging in a range of interactive learning experiences to support your professional development.

Our teaching staff include experienced HR practitioners and active researchers in the field so you are provided with a relevant, practical and academic learning experience. This gives you a strong base from which to progress your career.

For more detailed information, module choices and entry requirements please visit:

[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or  
2 years part-time.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English (please see page 17).

Please note work experience is welcomed, but not required.

Please see individual course pages at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate).

## HOW TO APPLY

Apply through UCAS Postgraduate, please see page 20.

## FURTHER INFORMATION

Email: [business@brookes.ac.uk](mailto:business@brookes.ac.uk)

Tel: +44 (0) 1865 485858





My degree taught me how to approach, appreciate and perform with people from different cultures.

**MATHILDE ENJALBERT**

Country of origin: France

MSc International Management

# MARKETING COURSES

Develop your marketing and leadership skills in a nurturing environment and open up new career opportunities in this fast-paced profession.

## OUR MARKETING COURSES

MSc Marketing (September or January entry) Page 31

MSc Marketing and Brand Management Page 32  
(September or January entry)

MSc Digital Marketing Page 33

MSc International Luxury Marketing Page 34  
(September or January entry)

Our full-time master's courses can be studied part-time if you live in the UK or EU.



## HOW TO APPLY

All applications must be made through UCAS Postgraduate. You can apply through UCAS Postgraduate by either selecting the 'apply online' link at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate) or by visiting UCAS Postgraduate directly at [www.ucas.com/postgraduate](http://www.ucas.com/postgraduate).

The Department of Marketing applies academic insight to real-world marketing problems, particularly in the field of marketing strategy, branding, customer relationship management and digital marketing. There is a rich programme of guest talks where senior level professionals in industry share their knowledge and provide you with an in-depth understanding of contemporary marketing challenges. Recent guest speakers have included representatives from **Fujitsu, IBM, Vodafone, Fat Face, Mothercare** and **TBWA** agency.

Our strong connections with industry also provide exciting commercial projects so you work on real marketing problems in live settings.

Marketing students have worked on projects for **Harley Davidson, LV Insurance, Rugby Union** and **Venturefest**. Staff regularly author marketing books and publish research in international journals, and are invited to present keynote speeches at high profile corporate events.

We are committed to improving our students' employment prospects and our marketing courses hold accreditation from the Chartered Institute of Marketing (CIM).

If you study the MSc Digital Marketing, or take the Digital Marketing elective modules in the MSc Marketing, you will be eligible to sit the certificate exam from the Institute of Direct and Digital Marketing (IDM).

We provide additional workshops to support you in taking this exam, which is the first level of the professional qualification in digital marketing. We regularly review the content of our modules and electives to reflect changing market trends and the needs of marketing graduates. For instance, we developed an MSc in International Luxury Marketing as there is a growing demand for graduates trained in this area. Moreover, we introduced a compulsory module on Digital Marketing and Analytics as alumni and employers tell us that every graduate entering a marketing career needs to have these skills.



# MSc MARKETING

September or January entry

Studying this Marketing master's degree will prepare you for a range of careers including product and brand management, marketing analytics, customer relationship and services management, direct marketing, digital marketing, media and advertising.



**ABDULLAH BAJRI** Country of origin: Saudi Arabia  
Marketing Director, Dokkanafkar.com  
MSc Marketing

My time at Oxford Brookes taught me how to organise my thoughts into an action plan. It also improved my ability to think critically, strategically and how to work both individually and as part of a group. My role at Dokkanafkar.com (translates to: The Ideas Shop), which I founded with two friends, is the Marketing Director and I am responsible for all the marketing activities. What I love most about my work is the creativity and the freedom to try different ideas, new methods and channels.

## THE COURSE

On this master's course you will develop your level of critical understanding of the most important and current marketing concepts. It will also improve your understanding of frameworks within an international and multicultural context and develop your ability to undertake research on topics relevant to marketing and marketing management.

You'll learn to analyse the international marketing environment from a variety of perspectives and critically evaluate the relationship between the global marketing environment, and strategic decision making. There will be a particular emphasis on ethical practice, corporate social responsibility and cultural diversity.

After you've finished this master's degree you'll be ready for a range of careers in marketing management, product and brand management, marketing research, customer relationship management, sales and account management, media planning, public relations and advertising, across commercial and non-commercial sectors.

The choice of optional modules, and the opportunity to choose between a dissertation, work-based project or eight-month work placement, will allow you to develop specialist skills and knowledge in an area of particular interest, and to gain valuable work experience. Previous graduates have gone on to work in prestigious international organisations including **net-a-porter.com**, **M&C Saatchi** and **Johnson and Johnson**.

For more detailed information, module choices and entry requirements please visit:  
[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or 2 years part-time. Sandwich mode:  
January start – 20 months total course length. September start – 17 months total course length.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English.

Please note work experience is welcomed, but not required.

Please see individual course pages at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate).

## HOW TO APPLY

Apply through UCAS Postgraduate, please see page 30.

## FURTHER INFORMATION

Email: [business@brookes.ac.uk](mailto:business@brookes.ac.uk)  
Tel: +44 (0) 1865 485858

# MSc MARKETING AND BRAND MANAGEMENT

September or January entry

Studying this Marketing and Brand Management master's degree will prepare you to become a professional marketer with a particular focus on brand management, or enable you to work in the brand agency sector.



**ARIANE GAGNON** Country of origin: Canada  
Category Development Manager, Walmart  
MSc Marketing

Oxford Brookes was my choice because of its multicultural reputation and its status as a leading innovator. The best lesson my course taught me was how to develop my people skills. Interacting with diverse people is inevitable in any situation, especially in business.

Oxford is an amazing city. It exuberates academia and you never know who you are going to meet.

## THE COURSE

On this course you will develop your knowledge of brand image, marketing and markets within an international and multicultural context. You will improve your ability to undertake market research on topics relevant to the context and content of marketing and brand management.

You will learn to analyse the marketing and brand management environment from a variety of perspectives, and in a variety of goods and services sectors. You will be able to critically evaluate the relationship between the global marketing environment, and brand strategy and communication decision making. This will all be done with an emphasis on ethical practice, corporate social responsibility and cultural diversity.

After you've finished this master's degree you'll be ready for a range of careers in marketing and brand management. Possible roles include: product and brand management, marketing research, customer relationship management, sales and account management, media planning, public relations and advertising, across commercial and non-commercial sectors.

The final project will allow you to further develop specialist skills and knowledge in an area of particular interest within brand management. The final project is either a dissertation or a work-based project, or if you choose the sandwich mode, you can take an eight-month paid work placement. By gaining this professional experience you will be well prepared for your future career.

For more detailed information, module choices and entry requirements please visit:

[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or 2 years part-time. Sandwich mode: January start – 20 months total course length. September start – 17 months total course length.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English.

Please note work experience is welcomed, but not required.

Please see individual course pages at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate).

## HOW TO APPLY

Apply through UCAS Postgraduate, please see page 30.

## FURTHER INFORMATION

Email: [business@brookes.ac.uk](mailto:business@brookes.ac.uk)

Tel: +44 (0) 1865 485858



# MSc DIGITAL MARKETING

Studying this Digital Marketing master's degree will develop your knowledge of the digital aspect of the marketing discipline, and prepare you to become a professional digital marketer.



**LUCA ORNELLA** Country of origin: Italy  
MSc Marketing

My degree taught me a lot in the marketing sector. I particularly enjoyed working with a real client and developing a marketing plan in the 'Company Project Course'.

I would recommend Brookes. I liked the quality of the university from both the academic and human point of view. It is an experience in one of the most important cities for studying in the world and that helps you grow as a person.

## THE COURSE

This course develops your knowledge of markets and current digital marketing concepts and approaches. You will learn to apply these frameworks in a practical, international and multicultural context.

You'll learn to analyse a range of marketing and digital marketing environments from a variety of perspectives; this includes those of the digital customer, and the role of social media. You'll be able to critically evaluate the relationship between the global marketing environment and strategic decision-making, with a particular emphasis on the role of 'digital' in ethical practice, corporate social responsibility and cultural diversity across commercial and non-profit sectors.

After you've finished this master's degree you'll be ready to work in digital marketing, marketing management, product and brand management, marketing research, customer relationship management, sales and account management, media planning, public relations and advertising.

The final project will allow you to further develop specialist skills and knowledge in an area of particular interest within digital marketing and/or social media. The final project is either a dissertation or a work-based project, or if you choose the sandwich mode, you can take an eight-month paid work placement. By gaining this professional experience you will be well prepared for your future career.

It is also designed to ensure you meet the learning outcomes of the Institute of Direct and Digital Marketing (IDM) Certificate in Direct and Interactive Marketing, which you gain if you choose to register with the IDM and pass their own externally set exam (additional registration and exam fees are payable to the IDM).

For more detailed information, module choices and entry requirements please visit:  
[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or  
2 years part-time.  
20 months sandwich mode.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English.

Please note work experience is welcomed, but not required.

Please see individual course pages at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate).

## HOW TO APPLY

Apply through UCAS Postgraduate, please see page 30.

## FURTHER INFORMATION

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Tel: +44 (0) 1865 485858

# MSc INTERNATIONAL LUXURY MARKETING

September or January entry

Studying this International Luxury Marketing master's degree will prepare you to become a professional marketer within the international luxury sector. You will focus on the integration of marketing into an overall corporate strategy and structure within an industry that depends on the management of its exclusive imagery.



**LOUISE CARLSSON** Country of origin: UK  
Founder & Managing Director at Carlsson & Co.  
MSc Marketing

Brookes is fantastic at throwing you into real life situations. You get involved in real life simulations and run real projects for companies and managing directors.

Brookes is great for networking. For example, they will organise events and invite in companies, such as the Brand Strategy Roundtable events. This is how I found my first marketing job at White.Net.

## THE COURSE

This course will help advance your critical understanding of the most important and current marketing concepts, approaches and frameworks within an international and multicultural context. This develops your ability to undertake marketing research on topics relevant to the context and content of the luxury goods and services sectors.

You'll learn to analyse the international luxury marketing environment from a variety of perspectives. The International Luxury Marketing and Managing the Luxury Experience modules provide the industry context for this. You will be able to critically evaluate the relationship between the global marketing environment and strategic decision making, with a particular emphasis on marketing within the luxury sector. This will include consideration of ethical practice, corporate social responsibility and cultural diversity.

After you've finished this master's degree you'll be ready for a range of careers in marketing, and in particular roles in luxury industries. Potential roles include: management, product and brand management, marketing research, customer relationship management, sales and account management, media planning, public relations and advertising, across commercial and non-profit sectors.

The final project will allow you to further develop specialist skills and knowledge in an area of particular interest within international luxury marketing. The final project is either a dissertation or a work-based project, or if you choose the sandwich mode, you can take an eight-month paid work placement. By gaining this professional experience you will be well prepared for your future career.

For more detailed information, module choices and entry requirements please visit:

[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or 2 years part-time. Sandwich mode: January start – 20 months total course length. September start – 17 months total course length.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English.

Please note work experience is welcomed, but not required.

Please see individual course pages at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate).


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Studying at  
Brookes was a truly  
amazing experience.  
You learn so much about  
your topic and yourself,  
meet great people and  
it really broadens your  
horizons.

**SUSANNE LINDEBERG BYORKMAN**

Country of origin: Norway

Marketing Manager, Avis Budget

MSc Marketing



# ACCOUNTING, FINANCE AND ECONOMICS COURSES

These courses are designed for graduates from any discipline who want a deeper understanding of accounting, finance and economics and who are seeking to either move into a more specialised accounting or general business career.

## OUR ACCOUNTING, FINANCE AND ECONOMICS COURSES

MSc Accounting	Page 37
MSc Finance (September or January entry)	Page 38
MSc Accounting and Finance	Page 39
MSc International Business Economics	Page 40

Our full-time master's courses can be studied part-time if you live in the UK or EU.



## HOW TO APPLY

All applications must be made through UCAS Postgraduate. You can apply through UCAS Postgraduate by either selecting the 'apply online' link at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate) or by visiting UCAS Postgraduate directly at [www.ucas.com/postgraduate](http://www.ucas.com/postgraduate).

**The Department of Accounting, Finance and Economics** provides you with an excellent, all-round academic experience from an international perspective. Our graduates are highly sought after by employers both in the UK and internationally, and have gone on to work for prestigious organisations such as **Apple, IBM, China Southern Airlines** and **EDF Energy**. Others have joined accounting practices such as **Deloitte** and **Ernst and Young** or are working in city institutions such as **Citibank, HSBC, BNP Paribas** and **Accenture**.

You are taught by our international team of staff, who are active researchers and/or have a strong professional background in industry. You benefit by learning in small groups and hearing about current issues first-hand as well as gaining a sound theoretical grounding.

Current research projects are integrated into modules so you gain the most up-to-date academic expertise. You have the opportunity to meet with professionals and guest speakers through seminars and can network with them and learn from their experience.

**Grant Thornton** has talked to students about the role of financial institutions, and guest lecturers in the past have included Professor George Magnus, Senior Economic Adviser to UBS, and Martin Wolf, Associate Editor and Chief Economics Commentator for the Financial Times. Our staff maintain close partnerships with the Association of Chartered Accountants (ACCA) and other professional bodies, leading practitioners and employers so our courses always have the latest industry needs in mind.

This ensures your learning is up to date and relevant which improves your employment prospects. You can gain exemptions from up to seven ACCA papers on both the MSc Accounting and MSc Accounting and Finance.

All courses provide you with the skills and knowledge needed for a successful professional life in a multicultural learning environment. Sharing learning and ideas with a diverse group of staff and students from all over the world enriches your learning experience and your global network long after you leave Brookes.

For graduates of any discipline, this course prepares you to launch your career in accounting, auditing or finance. The course is accredited by the Association of Chartered Certified Accountants (ACCA).



**GUANGHUA CUI** Country of origin: China  
MSc Accounting

The tutors at Brookes are very professional in teaching accounting, and knowledgeable.

My course deepened my understanding of accounting practices and I can apply everything I have learnt. I was especially impressed with the financial reporting module which taught me how to report and the standards I should follow.

Oxford is a beautiful city and I enjoy spending my time here.

## THE COURSE

This master's degree equips you with the skills necessary to make sense of accounting information, analyse problems and fully participate in management decision making. It is an intensive course which has nearly twice the number of teaching hours of a typical accounting master's degree. It covers financial accounting, management accounting and corporate finance.

The Finance and Accounting Research Project allows you to develop a deeper understanding in an area of interest. You will be taught in small interactive groups by teaching staff with extensive professional experience.

This course will prepare you for a career in the accounting profession or in accounting roles in companies, although it is also suitable for anyone seeking a general business career who wants a deeper understanding of accounting and finance issues. The modules cover all key aspects of accounting, except taxation, providing excellent preparation for a professional qualification.

The MSc Accounting is a conversion degree and is not suitable for those who have studied accounting in their undergraduate studies. On completion of the course, you will be eligible to apply for up to seven exemptions from the exams of the Association of Chartered Certified Accountants (ACCA), a professional qualification recognised worldwide.

We have good links with professional accounting bodies and accounting firms including a strategic relationship with the ACCA. The academics from the course have extensive experience in the professional world and are able to provide practical insight and commercial understanding.

For more detailed information, module choices and entry requirements please visit:  
[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or  
2 years part-time.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English (please see page 17).

Please note work experience is welcomed, but not required.

Please see individual course pages at [www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate).

## HOW TO APPLY

Apply through UCAS Postgraduate, please see page 36.

## FURTHER INFORMATION

Email: [business@brookes.ac.uk](mailto:business@brookes.ac.uk)  
Tel: +44 (0) 1865 485858

# MSc FINANCE

September or January entry

Suitable for graduates of any discipline, this course prepares you to launch your career in finance and financial management, either within a corporation or in financial institutions.



**JAMES CHAPLIN** Country of origin: UK  
Energy Analyst, EDF Energy  
MSc Finance

Throughout my undergraduate degree in civil engineering I wanted to do a more business focused course. I chose Oxford Brookes because of its highly rated postgraduate degrees. You take industry-related modules within a relaxed environment where you get to work in small interactive groups and get to know the lecturers. The MSc Finance degree has really helped open up a range of opportunities to me.

## THE COURSE

The study of finance provides a key to understanding financial decisions made in business corporations and financial institutions. This course blends theory and practice, providing you with the theoretical background to analyse how decisions are made in practice. It develops an understanding of the framework for decision making within organisations and in the contexts of financial markets in the UK and worldwide.

Teaching is mainly in small interactive seminars as well as lectures, directed reading and workshops. These are linked with selected case studies and assessments to build and strengthen your practical analysis and decision-making skills. You have the opportunity to develop your skills in team working through structured syndicate work and group assignments.

This course helps you develop both academically and professionally, providing you with a strong foundation for a career in finance. It gives you the opportunity to create global business links with fellow students, teaching staff and professionals during your time at Brookes. Embedded into the course is the chance to develop a range of skills, including digital literacy, communication, presentation and team work.

The MSc Finance develops your ability to compete for challenging and interesting roles in finance or general business. Our students are attractive to employers globally and have gone on to work in prestigious corporations such as **BNP Paribas**, **Accenture** and **IBM** in a variety of roles, from investment banker to financial analyst.

For more detailed information, module choices and entry requirements please visit:  
[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or  
2 years part-time.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English (please see page 17).

Please note work experience is welcomed, but not required.

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Tel: +44 (0) 1865 485858



For graduates of any discipline, this course prepares you to launch your career in accounting or finance. The course is accredited by the Association of Chartered Certified Accountants (ACCA).



**ERDAL AYDIN** Country of origin: Turkey

Tax Inspector, Turkish Ministry of Finance, MSc Accounting and Finance

Working as a tax inspector I wanted to strengthen my professional qualifications with an international perspective of accounting and finance. MSc Accounting and Finance provides flexibility for people who haven't made a definite choice to work in the accounting or finance sector, or those who could transfer between these sectors in the future. The fact that many exemptions are given by the ACCA for Brookes students is evidence of the quality of the education. Studying at Oxford Brookes was an unforgettable experience.

## THE COURSE

This master's degree equips you with the skills to make sense of accounting and financial information, analyse problems and participate fully in management decision making. It is an intensive course which has nearly twice the number of teaching hours of a typical accounting and finance master's degree. It covers financial accounting, management accounting and corporate finance.

The Finance and Accounting Research Project allows you to develop a deeper understanding in an area of interest. You will be taught in small interactive groups by teaching staff with extensive professional experience.

This course will prepare you for a career in the accounting profession, a financial institution or in a financial or accounting role in a company. It is also suitable for anyone seeking a general business career who wants a deeper understanding of accounting and finance issues. The modules cover all key aspects of accounting and finance, except taxation, providing excellent preparation for a professional qualification.

The MSc Accounting and Finance is a conversion degree and does not require you to have any previous knowledge of accounting and finance. On completion of the course, you will be eligible to apply for up to seven exemptions from the exams of the Association of Chartered Certified Accountants (ACCA), a professional qualification recognised worldwide.

We have good links with professional accounting bodies and financial organisations including a strategic relationship with the ACCA. The academics from the course have extensive experience in the professional world and are able to provide practical insight and commercial understanding.

For more detailed information, module choices and entry requirements please visit:

[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or  
2 years part-time.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

Proof of English language competence is also required if your main language is not English (please see page 17).

Please note work experience is welcomed, but not required.

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# MSc INTERNATIONAL BUSINESS ECONOMICS

The MSc International Business Economics prepares you for a career as an economist, business manager, analyst or consultant in international institutions, such as the World Bank, the International Monetary Fund (IMF), NGOs, private companies and public sector organisations.



**SANDRA BRAUER** Country of origin: Germany  
Risk Management, Deutsche Bank

After studying corporate finance at undergraduate level I wanted to broaden my financial industry knowledge and focus on the worldwide market. At Brookes I learnt how to complete research projects as well as effectively analyse the data.

I chose Brookes because of its partnership with the International School of Management (ISM) in Dortmund, where I completed my undergraduate degree. The MSc has helped me to get a job at Deutsche Bank on the graduate training scheme focusing on risk.

## THE COURSE

In an increasing competitive job market, a globally focused qualification is highly desirable, and this course provides you with the skills and knowledge needed for a successful career. The MSc in International Business Economics enables you to study a combination of business and economic subjects giving you the skills to develop a career in both a business setting or in a variety of public institutions such as the World Bank. You will develop the ability to understand causal relationships between various economic variables, critically evaluate the strategic decision-making process in business, and have an insight into global business policy issues.

This course aims to provide you with the quantitative and economic analysis skills to understand underlying economic principles and gain insight into the way institutions and business practices operate in an international context.

Our tutors are highly research active and bring up-to-date expertise into the classroom. Learning methods include lectures, directed reading, workshops, seminars and project work. You will meet with professional economists and guest speakers for further learning and networking.

You are provided with help throughout the course. The Programme Lead, module leaders, academic advisers, your dissertation supervisor, and programme administrators are all available to offer you academic and personal support.

For more detailed information, module choices and entry requirements please visit:  
[www.business.brookes.ac.uk/postgraduate](http://www.business.brookes.ac.uk/postgraduate)

## COURSE LENGTH

12 months full-time or  
2 years part-time.

## ENTRY REQUIREMENTS

A second class UK honours degree, or equivalent overseas degree, in virtually any subject with the academic skills necessary for entry onto a master's degree.

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Please note work experience is welcomed, but not required.

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Oxford Brookes  
is a vibrant and  
modern university.

**TAO LI**

Country of origin: China

MSc International Management



# FUNDING POSTGRADUATE STUDY

Oxford Brookes University Business School offers scholarships and a discount for our alumni to help you fund your postgraduate study.

## POSTGRADUATE LOANS

If you are a UK/EU student you can apply for the newly launched government postgraduate loans scheme. You can borrow up to £10,000 towards the course fees and living costs. You pay back 6% of whatever salary you earn above £21k. For further details visit:

**[www.gov.uk/postgraduate-loan](http://www.gov.uk/postgraduate-loan)**

## MSC SCHOLARSHIPS

The Business School offers scholarships in all subjects for students wishing to undertake full-time taught postgraduate MSc courses. Some scholarships may be available for part-time UK and EU applicants.

Scholarships are awarded for academic excellence and each award is paid towards the tuition fee for a taught master's degree. These scholarships do not include a maintenance grant.



## SANTANDER SCHOLARSHIPS

We offer a number of full-time master's scholarships in conjunction with Santander for students from a range of countries including the UK, Argentina, Brazil, Colombia, Chile, Mexico, Puerto Rico, Uruguay, Spain, Portugal, China, Russia, USA, Germany, Singapore, Poland, Belgium and United Arab Emirates.

These scholarships are offered to students who have been awarded a degree from one of the universities that are part of the Santander Universities scheme.

For more information about funding options, please visit:

**[www.gov.uk/browse/education](http://www.gov.uk/browse/education)**

## ALUMNI AND FAMILY DISCOUNT SCHEME

If you have already graduated from Oxford Brookes, or you have a family member who did, you may be eligible for a 10% discount on postgraduate tuition fees.



For full information about all our scholarships and discount schemes please visit:

**[www.business.brookes.ac.uk/postgraduate/scholarships](http://www.business.brookes.ac.uk/postgraduate/scholarships)**  
or call **+44 (0) 1865 485858**

# ALUMNI YOUR NETWORK, YOUR FUTURE

## ALUMNI

Over 130,000  
members in  
more than  
185 countries



The benefits of our alumni network start as soon as you arrive at Oxford Brookes – and continue for life.

### HOW YOUR ALUMNI NETWORK HELPS BUSINESS SCHOOL GRADUATES

- Get a 10% discount on postgraduate course tuition fees
- Use our alumni network to search for jobs in the UK and across the globe
- Continue your professional development with our extensive programme of lectures and events
- Enjoy exclusive discounts at hotels, restaurants, clubs, theatres and much more
- Network, network, network – for new clients, potential employees, business partnerships
- Receive three years of free careers advice.



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### ALUMNI ACTIVITIES

Alumni members from across the globe support the Business School in all sorts of ways, for example:

- Providing work placements or internships in their organisations
- Mentoring a current or graduating student
- Engaging students in project work within their organisations
- Returning as a guest speaker to talk about their career or organisation
- Being Business School ambassadors at open days, graduations or recruitment fairs.

For more information about the Business School alumni network, visit: [www.business.brookes.ac.uk/alumni](http://www.business.brookes.ac.uk/alumni)



## **BUSINESS SCHOOL**

### Full-time Postgraduate Degrees 2017

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