Royal Holloway is widely recognised on the world stage as one of the UK’s leading teaching and research universities. One of the larger colleges of the University of London, we are strong across the sciences, social sciences, arts and humanities. Our 8,500 students work with internationally renowned scholars in 20 academic departments. The University of London degree gained by our talented, high-achieving graduates is valued the world over.

As a cosmopolitan community, with students from 130 countries, we focus on the support and development of the individual. Our friendly campus, just 19 miles west of central London, provides a unique environment for university study. Campus life revolves around the Students’ Union, which runs over 100 societies and sports clubs, and we are recognised as London’s best sporting college.
The School provides research-focused, intellectually challenging degree programmes for students wishing to pursue a career in management. Our internationally renowned academics bring both their research and experience of industry into the lecture theatre, helping students gain current and relevant management skills and knowledge.

Contents

Why study Management? 5
Admissions and entry requirements 6
Degree programmes 7
Degree structure 8
Teaching and assessment 17
Your future career 18
Learning 20
Other information 21
Alumni 22

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This brochure is designed to complement Royal Holloway’s Undergraduate Prospectus and information on the Department’s website at www.rhul.ac.uk/management/
It is also available as a PDF at: www.rhul.ac.uk
“My courses are both interesting and challenging and the staff have always been very helpful and supportive. This, coupled with a positive, friendly atmosphere around the campus, makes studying here an extremely pleasant experience.”

Pietro Calandra, Management with International Business
The School of Management

We offer a range of undergraduate programmes, each designed to cover the core areas of management. All of our programmes are embedded in a deep understanding of the historical, political and social forces that shape business today. Students will also have the opportunity to study technical subjects including economics and statistics, as well as a set of optional units that are distinctive to the School of Management at Royal Holloway. These include: small business management and growth, sustainability and society, managing beyond profit, and internationally orientated units in Asia Pacific and European business. In addition, students are able to pursue industrial experience through our Year in Business programme.

Our degree programme reflects the very latest developments in Management and examines real-life situations in industry.

As you progress through your courses, you will become equipped with the knowledge, skills and experiences essential to advance your future career.

### Rankings 2013

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Sunday Times University Guide</td>
<td>26th</td>
</tr>
<tr>
<td>The Times Good University Guide</td>
<td>42nd</td>
</tr>
<tr>
<td>The Complete University Guide</td>
<td>33rd</td>
</tr>
<tr>
<td>The Guardian University Guide</td>
<td>41st</td>
</tr>
<tr>
<td>National Student Survey (NSS)</td>
<td>84%</td>
</tr>
<tr>
<td>Research Assessment Exercise (RAE)</td>
<td>18th</td>
</tr>
</tbody>
</table>
Admissions and entry requirements

We recognise that university life is a new experience for undergraduate students. This step by step guide will help you prepare for this experience by illustrating the type of students we take and what is expected from them.

### Typical offers

<table>
<thead>
<tr>
<th>UCAS Tariff:</th>
<th>340 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-level:</td>
<td>AAB</td>
</tr>
<tr>
<td>International Baccalaureate:</td>
<td>35 points</td>
</tr>
<tr>
<td>AP’s (US Advanced Placements):</td>
<td>2 at Grade 4 (out of 5)</td>
</tr>
<tr>
<td>Year in Business:</td>
<td>AAA or 360 UCAS points</td>
</tr>
<tr>
<td>Joint Management with Maths:</td>
<td>ABC or 300 UCAS points or equivalent, with at least an A2 at Grade A in Maths</td>
</tr>
<tr>
<td>Joint Management with Language:</td>
<td>ABC or 300 UCAS points or equivalent, with at least an A2 at Grade B in the language to be studied</td>
</tr>
<tr>
<td>Management and Economics:</td>
<td>ABB with at least an A2 at Grade B in Maths</td>
</tr>
</tbody>
</table>

### Eligibility

Each year the School of Management admits approximately 350 new undergraduate students on single or joint honours programmes. In addition, about 30 students are admitted to read Management within the European Studies programme or a Minor in Management with Major Maths. Our aim is to attract intelligent, self-motivated students who will contribute to and benefit from, a lively and stimulating academic environment. Our Admissions process begins with your UCAS application form and we favour students who demonstrate a genuine interest in Management combined with academic potential. If you are an applicant currently taking A-levels or the equivalent foreign qualification, we may make you an offer and invite you to attend an open day. [www.rhul.ac.uk/opendays](http://www.rhul.ac.uk/opendays)

### Potential applicants

#### Sixth formers

The majority of applicants are sixth formers preparing for A-levels and the conditions of entry will vary according to your circumstances.

#### Mature applicants

A mature student is anyone over the age of 21. We are pleased to receive applications from mature students from any educational or career background.

#### International students

The School of Management takes a significant number of international students each year and this enriches the programme and the school environment. We recognise a wide range of qualifications but if you are in any doubt, please email the Admissions Office: Admissions@rhul.ac.uk or call: +44 (0)1784 443399 and we will be happy to assist you.

### Deferred entry

Applications for deferred entry are accepted and spending time pursuing different interests between leaving school and entering university can be a very worthwhile undertaking for a management student.

For further information about admissions and entry requirements, please visit [www.rhul.ac.uk/management/prospectivestudents/undergraduate/home.aspx](http://www.rhul.ac.uk/management/prospectivestudents/undergraduate/home.aspx)
Degree programmes

<table>
<thead>
<tr>
<th>Degree programme</th>
<th>Year in Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>N200 Management</td>
<td>N201 Management (Year in Business)</td>
</tr>
<tr>
<td>N2N4 Management with Accounting</td>
<td>NN24 Management with Accounting (Year in Business)</td>
</tr>
<tr>
<td>N2N6 Management with Human Resources</td>
<td>NN16 Management with Human Resources (Year in Business)</td>
</tr>
<tr>
<td>N2G5 Management with Information Technology</td>
<td>N112 Management with Information Technology (Year in Business)</td>
</tr>
<tr>
<td>N2N5 Management with Marketing</td>
<td>NN25 Management with Marketing (Year in Business)</td>
</tr>
<tr>
<td>N2N1 Management with International Business</td>
<td>NN21 Management with International Business (Year in Business)</td>
</tr>
<tr>
<td>ND24 Management with Sustainability</td>
<td>N191 Management with Sustainability (Year in Business)</td>
</tr>
<tr>
<td>NN23 Management with Entrepreneurship</td>
<td>N190 Management with Entrepreneurship (Year in Business)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year in Business</th>
<th>Degree programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management (Year in Business)</td>
<td>N201</td>
</tr>
<tr>
<td>Management with Accounting (Year in Business)</td>
<td>NN24</td>
</tr>
<tr>
<td>Management with Human Resources (Year in Business)</td>
<td>NN16</td>
</tr>
<tr>
<td>Management with Information Technology (Year in Business)</td>
<td>N112</td>
</tr>
<tr>
<td>Management with Marketing (Year in Business)</td>
<td>NN25</td>
</tr>
<tr>
<td>Management with International Business (Year in Business)</td>
<td>NN21</td>
</tr>
<tr>
<td>Management with Sustainability (Year in Business)</td>
<td>N191</td>
</tr>
<tr>
<td>Management with Entrepreneurship (Year in Business)</td>
<td>N190</td>
</tr>
</tbody>
</table>
As you progress through our programme, you will have the opportunity to acquire expertise within your chosen specialisms, including Accounting, Human Resources, Information Systems, International Business and Marketing.

The study of Management is approached from an interdisciplinary social science perspective. This is evident in all our compulsory teaching units.

### Year 1
Provides a foundation for advanced study through establishing a common platform of essential knowledge and skills

### Year 2
A greater emphasis is placed on independent learning and students use their foundation knowledge for the advanced study of key management functions, their role within organisations, and their relationship to overall strategic management

### Year 3
Students may undertake a research dissertation, which integrates and further develops knowledge and skills acquired throughout the programme. Students on the degree programme with a year in business have a continuous period of work experience during which they are provided with opportunities for integration of theory and practice. Students select specialist options, which give the opportunity to develop particular skill sets, to deepen understanding of core management functions or to extend their knowledge of literature, theory or case evidence and the associated practical implications

### Year 4
Year in Business students complete Year 3

Management students are required to take 120 credits each year. The School’s undergraduate degree programme is grouped into six categories.

1. Single Honours Management
2. Management Specialisms
3. Management with Mathematics
4. Joint Honours
5. European Studies
6. Mathematics or Computer Science with Management

For detailed course information, please visit our website: [www.rhul.ac.uk/management/prospectivestudents/undergraduate/](http://www.rhul.ac.uk/management/prospectivestudents/undergraduate/)
Work placement experience significantly enhances students’ employability, and key transferable business skills can be gained that could be difficult to grasp through study alone. Placements provide a valuable opportunity to gain insights into your strengths and weaknesses and can provide you with a clear focus for your future career.

All of our undergraduate degrees in Management are available with a year in business as part of the programme.

Entry criteria
In order to qualify for the Year in Business degree, you will usually receive a higher offer (usually the equivalent of 3 A’s at A level) and you must attain specific quality criteria in your first and second years of study. Once you have been accepted onto the Year in Business degree programme you will receive placement advice and coaching during your first two years of study to help you find a work placement for your third year.

Work Placement Year
You will spend your third year working in industry for the private, public or not-for-profit sectors, where you will be fully supported by the host organisation and the university. This will cover between nine and twelve months undertaking paid work experience and will give you the opportunity to put into practice elements of the academic management theory you have studied in your first and second years. You will also gain an understanding of the day-to-day running of a company, an insight into the managerial skills needed in business and experience of a range of practical work-based situations.

Work Placement Support
During the year a tutor will visit you at least once in the workplace to ensure that the placement is proceeding as planned. There will also be plenary call-back days spent at Royal Holloway School of Management when you will get together with all students on their Year in Business work placement for a series of workshops to discuss and consider how your work placements are progressing (tasks/projects carried out, work-based situations encountered, etc.), to reflect on your personal development records and to prepare for your end-of-year case study reports.
Single Honours Specialisms Year 1 and 2 (All courses are 15 credits unless otherwise stated)

### Year 1

<table>
<thead>
<tr>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>MN1105 Quantitative Methods</td>
</tr>
<tr>
<td>MN1115 Interpreting Management</td>
</tr>
<tr>
<td>MN1205 International Business</td>
</tr>
<tr>
<td>MN1305 Markets &amp; Consumption</td>
</tr>
<tr>
<td>MN1405 Accounting</td>
</tr>
<tr>
<td>MN1505 Information Systems</td>
</tr>
<tr>
<td>MN1705 Organisation Studies</td>
</tr>
</tbody>
</table>

**Plus either**

| MN1125 Economic & Social Foundations for Sustainable Organisations |

One 15 credit course from another department

### Year 2

<table>
<thead>
<tr>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>MN2115 Employability</td>
</tr>
<tr>
<td>MN2205 Strategic Management</td>
</tr>
<tr>
<td>MN2305 Marketing Strategy in Context</td>
</tr>
<tr>
<td>MN2405 Managerial Accounting</td>
</tr>
<tr>
<td>MN2505 Operations Management</td>
</tr>
<tr>
<td>MN2705 Human Resources Management</td>
</tr>
</tbody>
</table>

**Plus 30 credits from your specialist subject:**

<table>
<thead>
<tr>
<th>Management with Accounting</th>
<th>Management with International Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>MN2415 Financial Management</td>
<td>MN2155 Asia Pacific Business</td>
</tr>
<tr>
<td>MN2425 Managerial Economics</td>
<td>MN2165 The Global Economy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Management with Entrepreneurship</th>
<th>Management with Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>MN2605 New Venture Creation</td>
<td>MN2225 Modern Business in Comparative Perspective</td>
</tr>
<tr>
<td>MN2615 Fundamentals of Entrepreneurship</td>
<td>Management with Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Management with Human Resources</th>
<th>Management with Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>MN2715 Motivation and Performance</td>
<td>MN2815 Business in Society</td>
</tr>
<tr>
<td>MN2725 Managing Organisational Change</td>
<td>One 30 credit course or two 15 credit courses from another department</td>
</tr>
</tbody>
</table>

| Management with Information Technology | |
|------------------------------------------| |
| MN2515 Information Systems | |
| MN2525 Information, Communication & Society | |
Single Honours Specialisms Year 3 (final) and 4 (YIB) (All courses are 15 credits unless otherwise stated)

<table>
<thead>
<tr>
<th>Year 3</th>
<th>Year in Business Students Only</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core</strong></td>
<td><strong>Year 3</strong></td>
</tr>
<tr>
<td>MN3115 Integrating Management Practice 1</td>
<td>MN3511 Complete Work Placement (30)</td>
</tr>
<tr>
<td>MN3125 Integrating Management Practice 2</td>
<td></td>
</tr>
<tr>
<td>Plus 60 credits from your specialism subject AND one 30 credit course or two 15 credit courses from the optional units, or other specialism groups.</td>
<td></td>
</tr>
<tr>
<td>Management with Accounting</td>
<td>Management with Marketing</td>
</tr>
<tr>
<td>MN3045 International Financial Accounting</td>
<td>MN3315 Brands and Branding</td>
</tr>
<tr>
<td>MN3365 Strategic Finance</td>
<td>MN3325 Global Marketing</td>
</tr>
<tr>
<td>MN3245 Accounting for Corporate Accountability</td>
<td>MN3455 Advertising &amp; Communications</td>
</tr>
<tr>
<td>MN3345 Strategic Management Accounting</td>
<td>MN3755 Ethical Marketing</td>
</tr>
<tr>
<td>Management with Entrepreneurship</td>
<td>Management with Sustainability</td>
</tr>
<tr>
<td>MN3615 Entrepreneurship: Theory &amp; History</td>
<td>MN3625 Corporate Entrepreneurship &amp; Strategy</td>
</tr>
<tr>
<td>MN3625 Corporate Entrepreneurship &amp; Strategy</td>
<td>MN3705 Ethical &amp; Environmental Economics</td>
</tr>
<tr>
<td>MN3635 Strategic Entrepreneurship</td>
<td>MN3715 Accounting for Sustainability</td>
</tr>
<tr>
<td>MN3745 Responsible Entrepreneurs</td>
<td>MN3725 Corporate Governance</td>
</tr>
<tr>
<td>MN3605 Small Business Management &amp; Growth</td>
<td>MN3735 Sustainability &amp; Leadership</td>
</tr>
<tr>
<td>Management with Human Resources</td>
<td>Management with Information Technology</td>
</tr>
<tr>
<td>MN3271 International Human Resource Management (30)</td>
<td>MN3425 Strategies for the Information Age</td>
</tr>
<tr>
<td>MN3295 The Individual at Work</td>
<td></td>
</tr>
<tr>
<td>MN3265 Globalisation and Employment: the Indian and Chinese Experiences</td>
<td>MN3311 Dissertation (30)</td>
</tr>
<tr>
<td>Management with International Business</td>
<td>Optional</td>
</tr>
<tr>
<td>MN3215 Asia Pacific Multinationals</td>
<td>MN3555 E-Commerce</td>
</tr>
<tr>
<td>MN3225 European Business</td>
<td>MN321 Project Management (30)</td>
</tr>
<tr>
<td>MN3495 Clusters, Small Business &amp; International Competition</td>
<td>MN3311 Dissertation (30)</td>
</tr>
<tr>
<td>MN3205 Emerging Markets</td>
<td>MN3501 Managing Beyond Profit (30)</td>
</tr>
</tbody>
</table>
## Single Honours: Management (All courses are 15 credits unless otherwise stated)

### Year 1

**Core**
- MN1105 Quantitative Methods
- MN1115 Interpreting Management
- MN1205 International Business
- MN1305 Markets & Consumption
- MN1405 Accounting
- MN1505 Information Systems
- MN1705 Organisation Studies

**Plus either**
- MN1125 Economic & Social Foundations of Sustainable Organisations

Or One 15 credit course from another department

### Year 2

**Core**
- MN2115 Employability
- MN2205 Strategic Management
- MN2305 Marketing Strategy in Context
- MN2405 Managerial Accounting
- MN2505 Operations Management
- MN2705 Human Resources Management

**Plus 30 credits selected from:**
- MN2615 Fundamentals of Entrepreneurship
- MN2315 Marketing Research
- MN2325 Digital Marketing
- MN2415 Financial Management
- MN2425 Managerial Economics
- MN2515 Information Systems
- MN2525 Information, Communication & Society
- MN2605 New Venture Creation
- MN2615 Fundamentals of Entrepreneurship
- MN2715 Motivation and Performance
- MN2725 Managing Organisational Change
- MN2805 Management & Environmental Sustainability
- MN2815 Business in Society

Or One 30 credit course or two 15 credit courses from another department

### Year 3

**Core**
- MN3115 Integrating Management Practice 1
- MN3125 Integrating Management Practice 2

**Plus 90 credits with no more than 30 credits from any one specialism area**
- MN3055 Consumer Behaviour
- MN3455 Advertising & Communications
- MN3755 Ethical Marketing
- MN3245 Accounting for Corporate Accountability
- MN3345 Strategic Management Accounting
- MN3321 Project Management (30)
- MN3265 Globalisation and Employment: the Indian and Chinese Experiences
- MN3271 International Human Resource Management (30)
- MN3295 The Individual at Work
- MN3205 Emerging Markets
- MN3495 Clusters, Small Business & International Competition
- MN3725 Corporate Governance
- MN3735 Sustainability and Leadership
- MN3605 Small Business Management & Growth
- MN3615 Entrepreneurship: Theory & History
- MN3635 Strategic Entrepreneurship
- MN3745 Responsible Entrepreneurs

Or MN3311 Dissertation (30)

### Year in Business Students Only

#### Year 3
- MN3511 Complete Work Placement (30)

#### Year 4
Complete Year 3 as shown under Single Honours above
### Management Major Honours

Management with Mathematics (All courses are 15 credits unless otherwise stated)

#### Year 1

**Core**
- MN1115 Interpreting Management
- MN1205 International Business
- MN1305 Markets & Consumption
- MN1405 Accounting
- MN1505 Information Systems
- MN1705 Organisation Studies

**Plus** one 30 credit course or two 15 credit courses in the Mathematics Department

#### Year 2

**Core**
- MN2115 Employability
- MN2205 Strategic Management
- MN2305 Marketing Strategy in Context
- MN2405 Managerial Accounting
- MN2505 Operations Management
- MN2705 Human Resources Management

**Plus** one 30 credit course or two 15 credit courses in the Mathematics Department

#### Year 3

**Core**
- MN3115 Integrating Management Practice 1
- MN3125 Integrating Management Practice 2

**Plus** 90 credits with no more than 30 credits from any one specialism area.

- MN3055 Consumer Behaviour
- MN3205 Emerging Markets
- MN3245 Accounting for Corporate Accountability
- MN3265 Globalisation and Employment: the Indian and Chinese Experiences
- MN3295 The Individual at Work
- MN3321 Project Management (30)
- MN3345 Strategic Management Accounting
- MN3455 Advertising & Communications
- MN3495 Clusters, Small Business & International Competition
- MN3605 Small Business Management & Growth
- MN3635 Strategic Entrepreneurship
- MN3725 Corporate Governance
- MN3735 Sustainability & Leadership
- MN3745 Responsible Entrepreneurs
- MN3755 Ethical Marketing

**Plus** one 30 credit course or two 15 credit courses in the Mathematics Department
## Joint Degrees – Languages and Management
## Joint Degrees – Computing and Business
## Joint Degrees – Economics and Management, Mathematics and Management

(All courses are 15 credits unless otherwise stated)

### Year 1

**Core**
- MN1205 International Business
- MN1305 Markets & Consumption
- MN1405 Accounting
- MN1705 Organisation Studies

**Plus** specified courses in the other Department for a total of 60 credits

### Year 2

**Core**
- MN2205 Strategic Management
- MN2305 Marketing Strategy in Context
- MN2405 Managerial Accounting
- MN2705 Human Resources Management

**Plus** specified courses in the other Department for a total of 60 credits

### Year 3

**Core**
- MN3115 Integrating Management Practice 1
- MN3125 Integrating Management Practice 2

**Plus** either one 30 credit course and two 15 credit courses or four 15 credit courses from:
- MN3055 Consumer Behaviour
- MN3205 Emerging Markets
- MN3245 Accounting for Corporate Accountability
- MN3265 Globalisation and Employment: the India and China Experiences
- MN3295 The Individual at Work
- MN3321 Project Management (30)
- MN3345 Strategic Management Accounting
- MN3455 Advertising & Communications
- MN3495 Clusters, Small Business & International Competition
- MN3605 Small Business Management & Growth
- MN3635 Strategic Entrepreneurship
- MN3725 Corporate Governance
- MN3735 Sustainability & Leadership
- MN3745 Responsible Entrepreneurs
- MN3755 Ethical Marketing

**Plus** one 30 credit course or two 15 credit courses in the Mathematics Department
BA European Studies: Management Components

Please note: some courses are subject to pre-requisites.

### Main Social Science OR Optional

#### Year 1
All students take two 15 credit courses from:

- MN1205 International Business
- MN1305 Markets & Consumption
- MN1405 Accounting
- MN1705 Organisation Studies

**Plus** specified courses in the other Department for a total of 90 credits

#### Year 2
All students take two 15 credit courses from:

- MN2205 Strategic Management
- MN2305 Marketing Strategy in Context
- MN2405 Managerial Accounting
- MN2705 Human Resources Management

**Plus** specified courses in the other Department for a total of 90 credits

#### Year 3
All students take two 15 credit courses from:

- MN3055 Consumer Behaviour
- MN3205 Emerging Markets
- MN3245 Accounting for Corporate Accountability
- MN3265 Globalisation and Employment: the India and China Experiences
- MN3295 The Individual at Work
- MN3321 Project Management (30)
- MN3345 Strategic Management Accounting
- MN3495 Clusters, Small Business & International Competition
- MN3605 Small Business Management & Growth
- MN3635 Strategic Entrepreneurship
- MN3725 Corporate Governance
- MN3735 Sustainability & Leadership
- MN3745 Responsible Entrepreneurs
- MN3755 Ethical Marketing

**Plus** specified courses in the other Department for a total of 90 credits

### Main Social Science AND Optional

#### Year 1
Core

- MN1205 International Business
- MN1305 Markets & Consumption
- MN1405 Accounting
- MN1705 Organisation Studies

**Plus** specified courses in the other Department for a total of 60 credits

#### Year 2
Core

- MN2205 Strategic Management
- MN2305 Marketing Strategy in Context
- MN2405 Managerial Accounting
- MN2705 Human Resources Management

**Plus** specified courses in the other Department for a total of 60 credits

#### Year 3
Core

- MN3115 Integrating Management Practice 1
- MN3125 Integrating Management Practice 2

**Plus** either one 30 credit course and two 15 credit courses or four 15 credit courses from:

- MN3055 Consumer Behaviour
- MN3205 Emerging Markets
- MN3245 Accounting for Corporate Accountability
- MN3265 Globalisation and Employment: the India and China Experiences
- MN3295 The Individual at Work
- MN3321 Project Management (30)
- MN3345 Strategic Management Accounting
- MN3455 Advertising & Communications
- MN3495 Clusters, Small Business & International Competition
- MN3605 Small Business Management & Growth
- MN3635 Strategic Entrepreneurship
- MN3725 Corporate Governance
- MN3735 Sustainability & Leadership
- MN3745 Responsible Entrepreneurs
- MN3755 Ethical Marketing

**Plus** one 30 credit course or two 15 credit courses in the Mathematics Department
Minor Honours Management:  
Mathematics with Management  
Computer Science with Management  
(All courses are 15 credits unless otherwise stated)  

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>All students take two 15 credit courses from:</td>
<td>All students take two 15 credit courses from:</td>
<td>All students take two 15 credit courses from:</td>
</tr>
<tr>
<td>MN1205 International Business</td>
<td>MN2205 Strategic Management</td>
<td>MN3055 Consumer Behaviour</td>
</tr>
<tr>
<td>MN1305 Markets &amp; Consumption</td>
<td>MN2305 Marketing Strategy in Context</td>
<td>MN2205 Emerging Markets</td>
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<td>MN1405 Accounting</td>
<td>MN2405 Managerial Accounting</td>
<td>MN3245 Accounting for Corporate Accountability</td>
</tr>
<tr>
<td>MN1705 Organisation Studies</td>
<td>MN2705 Human Resources Management</td>
<td>MN3265 Globalisation and Employment: the India and China Experiences</td>
</tr>
<tr>
<td>Plus specified courses in the other Department for a total of 90 credits</td>
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<td>Plus specified courses in the other Department for a total of 90 credits</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MN3295 The Individual at Work</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>MN3455 Advertising &amp; Communications</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MN3495 Clusters, Small Business &amp; International Competition</td>
</tr>
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<td>MN3605 Small Business Management &amp; Growth</td>
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<td>MN3635 Strategic Entrepreneurship</td>
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<td>MN3735 Sustainability &amp; Leadership</td>
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<td>MN3745 Responsible Entrepreneurs</td>
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<td>MN3755 Ethical Marketing</td>
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<td>Plus specified courses in the other Department for a total of 90 credits</td>
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The teaching and learning strategies employed in the School of Management take into account our students’ diverse range of backgrounds. A-level students have studied different subjects at school; mature students have worked in a range of different occupations; and international students enlighten the programme with their experiences of different cultures.

Our first year Foundation courses are designed to take into account the different levels of student knowledge and to provide you with the basic tools and techniques you need to employ as a manager.

For some students, our programme will further develop existing skills and knowledge. For others who may have little or no experience of certain key subjects, (e.g. economics, computing or accounting), our programme will help you develop these. This relative inexperience should not be a daunting situation and you should have no reason to feel concerned about it.

The diverse range of both students and academics within the School means everyone can benefit from the knowledge and skills they can gain from each others’ different backgrounds and experiences.

Our overall approach to learning is to adopt a creative attitude to problem solving. You will be shown how to research a topic and how to organise, analyse and interpret data. You will be positively encouraged to acquire the skills and competencies necessary for the development of your creative and decision-making capabilities. We actively encourage independent learning and you will be given as much freedom as possible for self-expression.

Each course unit you take will be assessed. For Management programmes the assessment consists of a combination of end-of-year examinations (generally 60 percent of your overall mark) and in-course assignments (generally 40 percent of your overall mark). In-course assignments are conducted as either individual or group work, and are usually in the form of essays, reports or presentations.
At the School of Management, we are continuously enhancing our range and quality of service in order to help our students identify and achieve individual career aspirations. Internships and placements provide students with the opportunity to put the theory they have learnt in the classroom into practice in a professional environment.

Feedback from students and host organisations indicates that such experiences greatly enhance student employability:

- Considerable transferable business skills can be gained in a very short period of time that would be difficult to grasp through study alone.
- Enhance your CV and be noticed.
- Equip yourself with valuable insights into your strengths and preferences for a future career path post-graduation.

The School of Management has strong links with organisations across a wide spectrum of industries:

- Enterprise Rent-a-Car
- Sanyo Europe
- Deloitte
- Samsung Electronics Europe
- Toyota Motors Europe
- BMI
- JP Morgan
- Arup Communications
- Royal Philharmonic Orchestra
- JETRO
- Huawei Technologies
- LG Electronics
- KPMG
- Canon Europe
- Hitachi Europe
- H.P. Technical Solutions
- Global Aviation Advisors
- Mitsubishi Corporation
- Reed Specialist Recruitment
- Reed Foundation
- The Neutral Group
- SAB Miller
- Daiwa Securities Europe
- KOTRA
- Mango Aviation Partners
- NHS
- EMEA
- Cap Gemini
- British Airways
- Barclays Bank
- HSBC Bank
- Airline Talent
- CISCO
- DHL
- Merlin Group
- TECO Group UK
- Sanyo Electric Group
- La Fromagerie
- NHS
- 4WD

**RH Entrepreneurs**
Services for students who wish to:

- Start a business, social enterprise or charity
- Become more enterprising and entrepreneurial
- Enhance employability with enterprise skills

**ENACTUS Royal Holloway**

- Join a community of student, academic and business leaders
- Committed to using the power of entrepreneurial action to transform lives and shape a better, more sustainable world
- Take part in a range of projects that will enhance your employability

**Royal Marketing Society**

- Access to marketing lecturers from around the country and international universities
- Attend marketing Conferences
- Opportunities to attend networking events and recruitment fairs
Maximising your job opportunities

Employers also look for such skills as teamwork, problem-solving and decision-making. The best job applicants got involved with activities such as student societies, sports teams, volunteering and part-time work. Some student societies work with the Careers Service for assistance with guest speakers and vocational information.

These include Entrepreneurs, the Law Society and the Management and Investment Society. Your involvement with co-curricular activities can lead to you being awarded the Royal Holloway Passport, a recent initiative that helps you market your skills to employers.

Egham is part of a business hub that has built up around Heathrow and the M25 which provides opportunities to work in the area for local, national and multi-national companies. There are businesses situated close to the college that include accountants, management consultants, law firms, IT and utilities companies and numerous restaurants and shops. Our affiliation with the Careers Group, provides access to employers and careers events in London as well as locally.

www.rhul.ac.uk/careers/students/apply/findingemployment.aspx

Step London Graduate Internship programme

This programme is run by The Careers Group and offer paid internships to graduates at: www.careers.lon.ac.uk

Undergraduate careers support

The Careers Service is conveniently situated opposite the School and is affiliated with The Careers Group, University of London. At 100 years old it is one of the largest and most established higher education careers organisations in Europe.

Undergraduate Careers Advisers offer plenty of hands-on support, along with one-to-one coaching sessions, designed to assist you with your career strategy. In addition to which Careers Advisors focus on areas such as entrepreneurship and provide a specialiser service for international students. It is strongly advised that you prepare for a job as early as possible by fully utilising the Careers Centre facilities and attending activities and events to network and gain information. Our workshops will help you with:

• Using social media for job hunting
• Finding internships and work experience
• CV’s, Applications, Interviews
• Assessment centres
• Making the most of the recruitment fair
• What to do if you don’t know what to do!

Alumni network

Subscribe to our alumni social networks when you enrol at Royal Holloway.

Our alumni association aims to support you throughout your future career. Once you graduate, you will be joining a truly global network of Royal Holloway Alumni, connecting you with students from over 130 countries. Whether you are in China or Colombia, Texas or Taiwan, our international network of alumni associations fosters the friendly Royal Holloway community spirit, through professional networking events or informal activities.

www.rhul.ac.uk/management/alumni/home.aspx

Previous employer events on campus

• Centrica trading game
• Procter & Gamble
• Ernst & Young interview and assessment centre workshop
• College of Law
• Management Futures: Internships and Beyond (alumni event)
• Routes into Teaching
• Opportunities in the EU
• Ketchum Pleon (PR)
• Lidl presentation
• Psychometric Assessments – a PwC skills session
• Travel & Tourism from Mark Warner
• Getting into HR (alumni event)
What does independent learning involve doing?
Whatever way best suits you! You can organise a group study room for your group to explore a subject further. Some of you could read one journal and others read another then talk about key points. It doesn’t mean being by yourself. You’re finding out other people’s viewpoints as well, getting their understanding so you have a better understanding of the subject.

You have got to think about your subject when you are outside the classroom, live it, be it, find a group of like-minded people on your course, persuade them to create some sort of study group where you just talk over coffee. Then when you do come to those parts of the course that are more challenging, they will support you and can be your network and also probably good friends.

Library facilities for management
The Bedford Library has an extensive collection of books on management. The books range from the more traditional fields of finance and accounting, through to marketing and management information systems, both in relation to corporate social responsibility and environmental sustainability.

The Library provides a range of electronic resources including Mintel Reports and Business Source Complete, a major collection of business journals as well as industry and country reports. Students also have access to financial databases such as Datastream and Mergent Online, which provide company and industry information.

Last year, phase I of a major reconfiguration project was completed to create more quiet study spaces in Bedford Library. They now have 90 additional quiet study spaces and have also added 28 new PCs, which means you can now choose from 69 PCs on this floor. Ten new height adjustable study desks have been included to provide more flexible learning spaces and toilet facilities have been considerably extended and improved.

For more information on Royal Holloway libraries, please visit: www.rhul.ac.uk/information-services/library/
College and UCAS Open Days

Our open days provide you with an opportunity to see if the School of Management is the right place for you. You will be given a tour of the college campus to see the facilities and accommodation. You will also attend presentations providing further information about studying and life at Royal Holloway. UCAS Days are for students who have already put Royal Holloway down as a choice on their UCAS form. UCAS Days include taster lectures, meetings with academics and interviews where relevant.

If you can't visit us in person, the School runs virtual Open Days throughout the year. Virtual Open Days are an excellent way to ask questions of the Admissions Tutor and support staff working in the School, to find out more about your application or hear about the exciting social activities going on around campus.

For more information about Open Days or to book a place at one, please visit: www.rhul.ac.uk/management/opendays or email liaison-office@rhul.ac.uk
After graduating you will become part of the Royal Holloway Alumni. We are in contact with 65,000 previous students both in the UK and abroad, enabling graduates to network with each other worldwide. To help you keep in touch we will send you information through Higher, our twice yearly magazine and our regular Alumni Update eNewsletter. Many alumni give their support because their time here left a positive impression on them, which they are proud of. They are very active and often become ambassadors of the university, helping with events, graduate recruitment, career talks, mentoring, networking and offering job opportunities. Some of our recent events have included:

- 1970s Reunion, networking and socializing
- 1980s Reunion, networking and socializing
- Alumni Legacy Tea at the College Garden Party
- Bedford College Reunion
- Alumni guest speaker (MBA programme), Peter Schonbeck
- Alumni Reunion Dinner & Debate, Delhi, India
- Alumni in the city

We use alumni donations to also support current students to develop academically through inspirational teaching or innovative research, to providing and enhancing extra facilities for new ways of working and to ensure that the life-changing potential of higher education is available to all, irrespective of their personal means.

For further information please visit the Royal Holloway Alumni website: www.rhul.ac.uk/alumni/
‘I really enjoyed working with people from all over the world throughout my course. I had lots of opportunities to work in teams, as part of the course modules and outside of the classroom through participating in external business challenges’.

Holly Simpson (BSc Management with International Business)
Assistant Brand Manager for Aussie & Pantene, Proctor & Gamble

‘I chose single honours Management because I didn’t quite know what I wanted to do at that point. I was able to pick and choose modules from the different areas, and I could see how every module I took would help me in my future career. As an undergraduate your focus is on your studies but, in order to compete, you need to have something extra. Whether you get experience through running a society, playing a sport, being a year representative: you will be able to interview confidently knowing that you have a good degree and something extra on top’.

Mike Perera
(BSc Management)
National Account Executive, L’Oreal

‘With Management Studies at Royal Holloway, you learn about the history of management and how it evolves, which really appealed to me. I wanted to learn statistics, accountancy, history, ethics and strategy. My favourite module was strategy - it’s so interesting and all businesses need strategy. Despite accountancy being my most difficult subject, it has really helped me in my business, especially for structuring my balance sheets and profit and loss. Business ethics was another module I loved, as were the international management modules’.

Claire Watt-Smith
(BSc Management with French, MA European Business with Spanish)
Bobelle London, Owner and Founder

‘The most important skill I learnt at Royal Holloway is the ability to teach myself. My degree typically had very few contact hours and so self-study and research were skills I developed early on. In my industry it is vital to be able to trouble-shoot, research and find creative solutions’.

Bridie Stevens (BSc Management & Spanish)
SAP BI Consultant, Bluefin Solutions

‘If you have no relevant work experience… then set out to go and do lots of work experience, for free if need be. Network like there’s no tomorrow. If someone gives you their business card, send them an email thanking them for their talk or conversation and keep in regular contact with them: the most important thing is that they don’t forget you… it’s so much easier for someone to hire you if they’ve already met you in a semi-informal environment, and can put a face, voice and personality to your CV when they do ask for it’.

Lina Pio (BSc Management with Marketing)
Graduate Qualitative Researcher, Essential Research