School of Business and Management
Postgraduate Studies
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 10,000 students work with internationally renowned scholars in 21 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 over 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 Student’s Union, which runs over 100 societies and sports clubs, and we are recognised as London’s best sporting college.
School of Business and Management

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For more information contact:
School of Business and Management
MN-PG-Office@royalholloway.ac.uk
+44(0)1784 276134
or visit the School of Business and Management studying here webpage

Join us on social media

facebook.com/RHULManagement
@RHULManagement
rhulbusinessandmanagement

This brochure was published in Spring 2021 and the information given was correct at that time. It is intended primarily for those considering admission to Royal Holloway, University of London as postgraduate students in 2021/22. Occasionally it may be necessary for the University to vary the content and delivery of degree courses so we advise all applicants to refer to the website prior to making any application. Full terms and conditions of admission can be found at royalholloway.ac.uk/admissionspolicy
Welcome

The School of Business and Management at Royal Holloway provides an influential platform for first class research, teaching and consultancy. Our ethos is built around our commitment to furthering knowledge, stimulated by original research and effective collaborations with local and international businesses, governments and public services.

Our degree courses are therefore designed to provide you with the theory, knowledge and associated skills and expertise to help you progress your career.

Our academics are internationally renowned researchers, with strong academic backgrounds and experience of industry worldwide. As such, we offer a truly international learning experience – many of our degree courses draw upon the School's links with companies and institutions worldwide to reflect the global nature of modern business, management and accounting.

The School of Business and Management holds membership to several external organisations that responsibly advance and inspire management education, for example, the Principles for Responsible Management Education (PRME).

Our courses

- MA Consumption, Culture and Marketing
- MA Marketing
- MSc Accounting and Financial Management
- MSc Business Information Systems
- MSc Digital Innovation and Analytics
- MSc Digital Marketing
- MSc Entrepreneurship and Innovation (and a Year in Business option)
- MSc Human Resource Management
- MSc International Management
- MSc International Management (Marketing)
- MSc Logistics and Supply Chain Management
- MSc Sustainability and Management

Research programmes

- MPhil/PhD in Management
The Careers Group
The Careers Service is affiliated with The Careers Group, one of the largest higher education careers organisations in Europe. Our Careers staff have the knowledge and expertise, complemented by a wide range of careers events and activities, to help you further your career.

Individual careers advice
Careers advisers offer one-to-one careers coaching sessions, designed to assist you with your career strategy, help you to review your CV and answer any specific questions you may have about your career plan.

Help with your job search
Our Careers advisors offer hands-on support with CV writing and application forms, psychometric tests and succeeding at interviews. They run skills workshops several times a week to suit your schedule and provide access to national and international jobs through online resources, JobOnline, International JobOnline and Careers Tagged from The Careers Group.

We strongly advise you to begin your job application preparation at the beginning of the academic year. You should attend appropriate activities, events and networks to utilise the services and facilities available. Meeting potential employers at these events and honing your networking skills will greatly increase your success in finding a job.

royalholloway.ac.uk/careers
Our autumn and spring programmes include a variety of employer presentations, skills sessions, fairs and alumni events. We recommend that you stay up to date with these events.

How our alumni can help your career
Our Alumni Relations office also caters for your needs by arranging both high profile business events and various social activities to help you expand your networks. These activities provide you with the opportunity to engage with a range of employers and to meet our alumni.

International students
The on-campus Careers Centre runs a specialist programme of events aimed at non-EU students including:

Who employed our graduates?
- Barclays
- Bloomberg L.P
- BMW
- Deloitte
- Deutsche Bank
- Goldman Sachs
- IBM
- J.P. Morgan
- KPMG
- Lloyds Banking Group
- Mercedes-Benz
- Morgan Stanley
- Nissan
- Ogilvy & Mather Group
- The Walt Disney Company
- Thomson Reuters
- United Nations (UN)
- Versace
- Xerox

Previous employer events on campus
- Foreign & Commonwealth Office
- Bloomberg Office visit
- Bloomberg: Interviews & Assessment centres
- Enterprise rent-a-Car: Mock Assessment Centre
- Meet the Marketers
- Meet the PR Professionals
- Management Consultancy alumni panel
- Banking and Beyond
- BDO: Commercial Awareness
- Insights into Graduate Schemes with Centrica & HSBC
- Teaching forum
- Careers in HR & Recruitment
- UK immigration talks
- International employer web-chats and presentations
- One-to-One careers coaching
- International futures course in London
- Extensive online resources – from handouts to podcasts
- Specialist international student careers website
- International JobOnline vacancies website

For further information about careers in business and management at Royal Holloway visit our departments and schools pages royalholloway.ac.uk/management
MA Consumption, Culture and Marketing

This interdisciplinary programme draws together content and teaching from both marketing and sociology. This programme is for you if you want to think intellectually about the world, enjoy being challenged and are curious about business practice. The knowledge and skills gained could help develop a range of professions including policy development, publishing, academia and, of course, marketing and commercial management.

You will look in-depth at our consumer culture and seeks to understand it and will engage in a number of theoretical areas: branding, marketing, bio-power and neoliberalism. You will explore claims that our contemporary world can be best understood as a consumer society and a brand culture, as well as how marketing and consumerism increasingly define our experiences, social relationships and civic infrastructure. As such this course seeks to analyse marketing behaviour and consumption practices with a view to better understand how marketing connects with society and culture.

Programme Structure

Mandatory modules
- Consumers and Brands
- Sociology of Consumption
- Introduction to Marketing Concepts
- Consumption Research Methods
- Dissertation

Optional modules – Marketing
- Services Marketing and Digital Marketing
- Arts Marketing
- Marketing Communications
- Consumption, Markets and Cultures
- Marketing, Environment and Society

Optional modules – Sociology
- Children and Consumption
- Crime and Consumerism

For more information, see royalholloway.ac.uk/studying-here
MA Marketing

This programme is ideal if you have a keen interest in developing an intellectual understanding of the theories underpinning marketing concepts and processes. You will build a sound knowledge and understanding of the contemporary issues relating to marketing, consumers and culture. It is a distinct, research-led course based on contemporary theory and case material which is challenging and innovative. It draws upon the highest level of theory and practice in this field and builds on the extensive research and teaching expertise of our academics.

On graduating you will have an in-depth and critical understanding of a world increasingly defined by a culture of consumerism and the role played by marketing activities in building strong customer relationships and business opportunities. You will cover specialist marketing subjects, especially written for this Master’s programme and chosen for their relevance to contemporary marketing practice and research and develop forms of analysis and understanding at the very cutting edge. Your studies will cover issues such as the critical and practical understandings of marketing and consumers and branding. You will also explore the new marketing and consumer environment which both challenges and builds upon traditional marketing concepts.

Programme Structure

Pre-course preparation
Foundations of Modern Management

Mandatory modules
Introduction to Marketing Concepts
Marketing – A Critical Introduction
Consumers and Brands
Research Methods
Dissertation

Optional modules
Arts Marketing
Marketing, Environment and Society
Digital Media Marketing
Services Marketing
Marketing Communications
Consumption, Markets and Culture

For more information, see royalholloway.ac.uk/studying-here
This programme provides practical-oriented knowledge in a worldwide context and aims to develop you as an independent and reflective learner, with the ability to continue to learn once in your chosen profession. Providing the skills and framework for future needs, this course takes an integrated approach to finance, accounting and business, delivering a coherent view that explores the interrelationships between these. The course draws upon the extensive research, practical knowledge, and teaching expertise of our management and finance academics. Their internationally recognised research and involvement in the activities of professional accounting bodies and firms across the world means that each module provides cutting-edge knowledge of contemporary accounting theory and practice.

You will gain an in-depth knowledge and understanding of contemporary issues in the theory and practice of financial accounting, management accounting, and financial management. You will also develop an expert understanding of how management accounting is used to make strategic decisions and manage performance together with a critical awareness of related social and organisational issues, including recent trends such as the digital economy.

**Programme Structure**

**Mandatory modules**
- Financial Accounting and Reporting
- Management Accounting for Decision-Making
- Foundations of Financial Management
- Research Methods for Accounting and Financial Management
- Dissertation

**Optional modules**
- Topics in Finance and Investment Management
- Sustainability and Accounting
- International Financial Markets
- Financial Statement Analysis

For more information, see royalholloway.ac.uk/studying-here
MSc Business Information Systems

This programme provides you with sound, theoretically informed and relevant knowledge of modern information and communications technologies and its use in key business and organisational settings. Graduates will have the specialist scientific and technological expertise as well as research skills to be able to develop or further their careers as business IT practitioners, “hybrid” managers or multidisciplinary researchers. This programme is suitable if you don’t have a management or technology based qualification. Through the course you will understand and appreciate the strategic value of technologies and processes as a source of competitive advantage, both nationally and internationally and find out how to respond to the increasing need for greater understanding of the role advanced information and communication technologies plays in the workplace and at home.

The multidisciplinary curriculum spans a variety of topics, such as: technology management, system design, organisational behaviour, business strategy, and marketing. You will learn about the central issues in designing and managing business information systems and in assessing the role of IT in the globalisation of business activities; as well as developing an understanding and appreciation of the strategic value of technologies and processes as a source of competitive advantage, both nationally and internationally.

Programme Structure

Pre-course preparation
Foundations of Modern Management

Mandatory modules
People and Technology
Information System Design, Development and Management
Information Systems Theory and Practice
Database and Web Technologies
Research Methods for Digital Management
Dissertation

Optional modules
Business Intelligence
Enterprise Systems
E-Business
Cyber Crime

For more information, see royalholloway.ac.uk/studying-here
This programme is aimed at recent graduates, from any discipline, seeking to boost their employability in a digital economy, as well as professionals wanting to update their workplace knowledge and skills.

The programme focuses on the knowledge and skills required to manage digital technologies in the development and delivery of business innovations. It will equip you with an in-depth understanding of how to integrate digital technologies such as mobile computing, enterprise systems, social media, and data analytics tools to innovate business practices.

A key feature of the programme is the development of practical knowledge through industry connections and business case studies whilst providing a strong theoretical base on business management in the digital era.

Programme structure

Mandatory modules
Business Intelligence and Data Analytics
Consultancy in the Digital Era
Digital Business and Innovation
Critical Issues in Digital Society
Leading Online Collaborations
Social Media and Web Analytics
Research Methods for Digital Management
Dissertation

For more information, see royalholloway.ac.uk/studying-here
MSc Digital Marketing

Fast facts

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<tr>
<th>Qualification</th>
<th>Master of Science</th>
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</thead>
<tbody>
<tr>
<td>Course duration</td>
<td>1 year F/T</td>
</tr>
<tr>
<td>Course location</td>
<td>Central London campus</td>
</tr>
<tr>
<td>Study programme</td>
<td>9 mandatory modules</td>
</tr>
<tr>
<td>Assessment</td>
<td>Essays, group projects, workshops, case studies and dissertation</td>
</tr>
<tr>
<td>Entry requirements</td>
<td>UK Lower Second Class Honours degree (2:2) or equivalent. Applicants with relevant professional qualifications and/or significant work experience will also be considered.</td>
</tr>
<tr>
<td>Fees</td>
<td>See page 20</td>
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<tr>
<td>Scholarships &amp; bursaries</td>
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<td>Accommodation</td>
<td>We cater for single, couples and families. Visit royalholloway.ac.uk/accommodation for more information</td>
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<tr>
<td>International students</td>
<td>You should visit the International pages on our website for information on our entry, and English language requirements</td>
</tr>
</tbody>
</table>

If you are a recent graduate, from any discipline wanting to boost your employability this degree course should provide you with the knowledge and skills needed for the digital era.

Being one of a few specialist digital marketing Masters degree courses in the UK you will gain a 360 degree perspective of digital marketing from digital branding and advertising to the consumer journey and metrics.

On graduating you will be able to create and analyse digital strategies and make well informed tactical and strategic decisions, having studied in the context of Royal Holloway Marketing’s distinctive critical ideology. You will be confident in using acquired skills to communicate strategies to stakeholders at all levels.

Programme Structure

**Mandatory modules**

- Introduction to Digital Marketing
- Search and Metrics
- Design Thinking
- Digital Brand Storytelling
- Digital Consumer in Online Culture
- Advertising in a Digital Era
- Applied Digital Research Methods
- Individual Business Project
- Foundations in Professional Development

For more information, see royalholloway.ac.uk/studying-here
MSc Entrepreneurship and Innovation
MSc Entrepreneurship and Innovation (Year in Business Option)

This programme is designed for individuals who wish to pursue a career as an entrepreneur, whether that be starting a new organisation or developing entrepreneurial and innovative projects within existing organisations. You will be equipped with specialist and in-depth understanding of entrepreneurship and innovation together with practical skills, enhancing your employability.

The programme draws upon the highest level of theory and practice in this field and builds on the extensive research and teaching expertise of academics within the School of Management. The content is continually updated to reflect contemporary issues and areas of interest, such as family business management, entrepreneurship and consultancy, and social entrepreneurship.

Programme Structure

Mandatory modules
- Venture Creation and Financial Planning
- Innovation
- Entrepreneurial Marketing
- Entrepreneurship and Consultancy
- Dissertation Preparation and Research Methods
- Independent Business Research Project

Optional modules
- Family and Small Business Management
- Ethics and Social Entrepreneurship
- Sustainability and Accounting
- Services Marketing
- Marketing Communications
- Consumption, Markets and Cultures
- Marketing, Environment and Society
- Sports Marketing
- Creative Accounting and Impression Management
- E-Business
- Technology Management

For more information, see royalholloway.ac.uk/studying-here
MSc Human Resource Management

If you are interested in pursuing a career in management either in Human Resources or a related area, this programme is for you. It will provide you with a rigorous and critical approach to human resource management strategies and practices, which you will assess from a range of theoretical and analytical perspectives. You will also consider them in terms of their social and economic context, examining their implications and impact for a range of stakeholders and interest groups.

This programme will provide you with a rigorous analytical approach to the subject, with a broad overview of the major areas of human resources and employment relations policy. You will examine how organisations learn, create and utilise knowledge and respond to the competitive pressures in a globalising knowledge-based economy. The course will equip you with the skills and competences to conduct advanced research into a wide range of management and organisational issues and enable you to improve your social, communications and presentational skills to operate in an effective and enlightened way as leaders and managers.

Programme Structure

**Mandatory modules**
- Principles of Human Resource Management
- Organisational Learning, Knowledge and Work
- Human Resource Management in Global Contexts
- Foundations of Employment Law
- Strategic Human Resource Management
- Comparative Human Resource Management
- Dissertation Preparation and Research Methods
- Dissertation

**Fast facts**

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<tr>
<td>Course duration</td>
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</tr>
<tr>
<td>Course location</td>
<td>Egham campus</td>
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<tr>
<td>Study programme</td>
<td>7 mandatory modules and dissertation</td>
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<tr>
<td>Assessment</td>
<td>Coursework, examinations and dissertation</td>
</tr>
<tr>
<td>Entry requirements</td>
<td>UK 2:2 (Honours) or equivalent. Consideration will also be given to relevant professional qualifications and/or work experience</td>
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For more information, see royalholloway.ac.uk/studying-here
This is an intensive and rewarding programme if you are ambitious and self-motivated from the outset of your professional working life. It is ideal if you wish to pursue a postgraduate degree in general management with an international orientation, and will prepare you to enter the globalised world of work on a competitive footing, maximising your potential and widening your choices.

This programme is designed as a conversion programme, so therefore it is particularly relevant if you have not read management as part of your undergraduate degree. If you have, you may want to consider one of our specialist programmes as these may be more suitable for you to progress your management education.

On graduating you will have a comprehensive and integrated knowledge and understanding of organisations, their management and the environment in which they operate. As part of this, you will have examined accounting and finance from a manager’s point of view and evaluated the impact of internal and external factors on the kinds of human resource strategies drawn up by international organisations. The programme will also provide you with an understanding of how international marketing and Information and operation management fit into the organisation and running of a company or multi-company corporation.

Programme Structure

Mandatory modules
- Principles of Business Management and Economics
- International Accounting and Finance
- International Strategy and Entrepreneurship
- International Human Resource Management and Organisational Behaviour
- International Marketing Management
- Information and Operations Management
- Project Work for Managers – Sustainability and Societies
- Project Work for Managers – Business Research Skills
- Project Work for Managers – Independent Report
- Professional Business & Applied Research Skills

For more information, see royalholloway.ac.uk/studying-here
This programme is an intensive and rewarding programme, aimed at ambitious and self-motivated individuals at the outset of their professional working life. It is ideal for those who wish to pursue a postgraduate degree in general management with an international orientation and will prepare you to enter the globalised world of work on a competitive footing, maximising your potential and widening your choices.

On graduating you will have a comprehensive and integrated knowledge and understanding of organisations, their management and the environment in which they operate. As part of this, you will have examined accounting and finance from a manager’s point of view and evaluated the impact of internal and external factors on the kinds of human resource strategies drawn up by international organisations. You will also have an understanding of Information and operation management. The programme will focus on an understanding of how international marketing fits into the organisation and running of a company or multi-company corporation.

**Programme Structure**

**Mandatory modules**
- Principles of Business Management and Economics
- International Accounting and Finance
- International Strategy and Entrepreneurship
- International Human Resource Management and Organisational Behaviour
- International Marketing Management
- Information and Operations Management
- Project Work for Managers – Integrated Marketing Communications
- Project Work for Managers – Marketing Research Skills
- Project Work for Managers – Marketing Planning
- Professional Business and Applied Research Skills

For more information, see [royalholloway.ac.uk/studying-here](http://royalholloway.ac.uk/studying-here)
MSc Logistics and Supply Chain Management

This programme is accredited by The Chartered Institute of Logistics and Transport and will provide you with a thorough understanding of the forces at work and knowledge of sophisticated tools to strategically manage both large, complex, technology-based supply chains, as well as more traditional ones. You will cover logistics and procurement often across national boundaries, companies, regions, and time-zones.

The programme's highly relevant curriculum is based on current thinking and real-world experience and needs in managing supply chains globally as technologies, markets and the international business and trade environment are changing fast. You will learn from senior academics and experienced practitioners, with input from CEOs and senior executives across a range of industries.

Programme Structure

**Mandatory modules**
- International Logistics and Supply Chain Strategy
- Information Systems and E-Supply Chains
- Transport and Network Design
- Supply Chain and Financial Performance
- Customer Service and Channel Management
- Circular Economy and Sustainable Supply Chains
- Business Research Methods
- Independent Business Research Project

For more information, see [royalholloway.ac.uk/studying-here](http://royalholloway.ac.uk/studying-here)
The list of tuition fees are for the academic year 2021-22 and correct at the time of publication. For clarity please visit our website ‘Studying here’. Royal Holloway graduates who apply for a postgraduate course automatically receive a 15% discount on tuition fees for the first year of study.

All postgraduate fees are subject to inflationary increases. Royal Holloway’s policy is that any increases in fees will not exceed 5% for continuing students. For further information see our website on tuition fees.

These estimated costs relate to studying these particular degree programme at Royal Holloway. Costs, such as accommodation, food, books and other learning materials and printing are not been included.

### Tuition Fees 2021-22

<table>
<thead>
<tr>
<th>Postgraduate courses</th>
<th>Home/EU tuition fees</th>
<th>International fees</th>
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<tbody>
<tr>
<td>Accounting and Financial Management (MSc)</td>
<td>£13,300</td>
<td>£21,500</td>
</tr>
<tr>
<td>Business Information Systems (MSc)</td>
<td>£11,900</td>
<td>£19,500</td>
</tr>
<tr>
<td>Consumption, Culture and Marketing (MA)</td>
<td>£8,100</td>
<td>£18,300</td>
</tr>
<tr>
<td>Digital Innovation and Analytics (MSc)</td>
<td>£11,900</td>
<td>£19,500</td>
</tr>
<tr>
<td>Digital Marketing (MSc)</td>
<td>£13,300</td>
<td>£21,500</td>
</tr>
<tr>
<td>Entrepreneurship and Innovation (MSc)</td>
<td>£13,300</td>
<td>£21,500</td>
</tr>
<tr>
<td>Entrepreneurship and Innovation – Year in Business (MSc)*</td>
<td>£13,300*</td>
<td>£21,500</td>
</tr>
<tr>
<td>Human Resource Management (MSc)</td>
<td>£11,900</td>
<td>£21,500</td>
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<tr>
<td>International Management (MSc)</td>
<td>£13,300</td>
<td>£21,500</td>
</tr>
<tr>
<td>International Management (Marketing) (MSc)</td>
<td>£13,300</td>
<td>£21,500</td>
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<tr>
<td>Logistics and Supply Chain Management (MSc)</td>
<td>£11,900</td>
<td>£19,500</td>
</tr>
<tr>
<td>Marketing (MA)</td>
<td>£13,300</td>
<td>£21,500</td>
</tr>
<tr>
<td>Sustainability and Management (MSc)**</td>
<td>£9,600</td>
<td>£19,500</td>
</tr>
</tbody>
</table>

* The tuition fee for the year in business will be 20% of fee charged for that academic year
** This programme is currently under development, see our website for information