School of Business and Management
Postgraduate Studies
Business and Management

We are an intellectually rigorous, research-led and AACSB accredited School of Business and Management. We are highly ambitious for the success of our students and staff and aim to help today’s graduates become tomorrow’s business leaders by offering a truly international learning experience to reflect the global nature of modern business.

Profile
Our first-class reputation for internationally excellent and cutting-edge research, coupled with the extensive industry experience of our academics from around the world, feeds directly into our postgraduate degrees.

Our degrees are designed to combine academic knowledge with practical insights into international business, providing you with the theory, knowledge and associated skills and expertise to help you progress your career.

Courses
MA Consumption, Culture and Marketing
MA Marketing
MSc Accounting and Financial Management
MSc Digital Innovation and Analytics
MSc Digital Marketing
MSc Entrepreneurship and Innovation
MSc Entrepreneurship and Innovation with a Year in Business
MSc Human Resource Management
MSc International Management
MSc International Management (Marketing)
MSc Logistics and Supply Chain Management
MSc Sustainability and Management
MPhil/PhD

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“My decision to study here was influenced by the university’s diversity and impressive number of international students and academics. All our lecturers are experts in their fields and never hesitate to help if I encounter problems. Throughout my course I have attended a number of high-profile public lectures organised by the school – these have helped me build my network and improve my employability skills.”

Meixuan An
MSc Accounting and Financial Management

Tuition fees 2022/23
UK students*: £8,300–£13,600 per year
International students*: £18,800–£22,000 per year
EU students: fee reduction scholarship for 2022/23**
*Fees may vary per course, see website.
**See website for more details

More course information and contacts royalholloway.ac.uk/courses
More department information royalholloway.ac.uk/management
MA Consumption, Culture and Marketing

Main campus, FT, 12 months
This is an interdisciplinary degree course that draws together content and teaching from both marketing and sociology. It is aimed at individuals who want to think intellectually about the world, enjoy being challenged and are curious about business practice.

Example modules
- Consumers and brands
- Consumption research methods
- Marketing communications
- Services marketing

MA Marketing

Main campus, FT, 12 months
This degree caters for those with 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. This is a research-led course, based on contemporary theory and case material.

Example modules
- Marketing – a critical introduction
- Consumers and brands
- Introduction to marketing concepts
- Digital media marketing
- Marketing communications

MSc Accounting and Financial Management

Main campus, FT, 12 months
This course develops your understanding of the theory and practice of accounting and financial management. You will study financial accounting, management accounting, financial management and other important topics in accounting and finance.

Example modules
- Financial accounting and reporting
- Foundations of financial management
- Management accounting for decision-making
- Topics in finance and investment management
- Sustainability and accounting

MSc Digital Innovation and Analytics

Main campus, FT, 12 months
This course 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.

Example modules
- Business intelligence and data analytics
- Consultancy in the digital era
- Digital business and innovation
- Leading online collaborations
- Social media and digital platforms

MSc Digital Marketing

Central London, FT, 12 months
Study our dedicated digital marketing degree course in the centre of London. 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 distinct commitment to intellectual values.

Example modules
- Digital brand storytelling
- Digital consumer in online culture
- Advertising in a digital era
- Applied digital research skills

MSc Entrepreneurship and Innovation

Main campus, FT, 12 months (with additional 12 months for Year in Business option)
This degree course provides you with an in-depth understanding of entrepreneurship and innovation research, an appreciation of the impact of entrepreneurship and innovation and the processes and practices at every level. You will look at contemporary issues such as family business management, entrepreneurship and consultancy, and social entrepreneurship.

Example modules
- New venture creation and financial planning
- Entrepreneurial marketing
- Family and small business management
- Business ethics and social entrepreneurship

MSc Human Resource Management

Main campus, FT, 12 months
This degree course will provide you with a rigorous analytical approach and 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 also enable you to improve your social, communication and presentation skills.
Example modules
• Principles of business management and economics
• International accounting and finance
• International strategy and entrepreneurship
• International marketing management
• Information and operations management

MSc International Management
Main campus, FT, 12 months
This course will provide you with a comprehensive understanding of organisations, their management and the environment in which they operate, and knowledge of how international marketing and information and operation management fit into the organisation and running of a company or multi-company corporation.

Example modules
• Principles of human resource management
• Organisational learning, knowledge and work
• Human resource management in global contexts
• Strategic human resource management
• Comparative human resource management

MSc International Management (Marketing)
Main campus, FT, 12 months
This course is an intensive and rewarding programme, aimed at ambitious and self-motivated individuals. It is ideal if you wish to pursue a postgraduate degree in general management and marketing with an international orientation and will prepare you to enter the competitive world of work.

Example modules
• Principles of business management and economics
• International strategy and entrepreneurship
• International marketing management
• Information and operations management

INTERNATIONAL COHORT

The School of Business and Management’s building
MSc Logistics and Supply Chain Management
Central London, FT, 12 months
This CILT-accredited degree course, taught in central London, will provide you with the knowledge and skills in logistics and supply chain management preparing you to make a significant contribution in an international marketplace. Advised by leaders from industry, this cutting edge course equips you with the tools necessary to make future supply chains more sustainable, resilient and responsive in an increasingly digital and unpredictable world.

Example modules
• International logistics and supply chain strategy
• Information systems and e-supply chains
• Transport and network design
• Customer service and channel management
• Circular economy and sustainable supply chains

MSc Sustainability and Management
Taught in partnership with the Department of Geography.

Research opportunities
We undertake agenda-setting research on management and organisation theory, policy and practice, addressing pressing cultural, social, economic and business challenges. We frequently collaborate with industrial and commercial research partners, as well as academic colleagues at other institutions (both in the UK and further afield) and in other departments at Royal Holloway.

Key research areas include:
• Sustainability and ethics
• Accounting and accountability
• Macro-marketing and consumption
• Organisation studies

Our research theme groups include:
• Intercultural and international perspectives on management
• Knowledge and organisational learning

“The MSc Logistics and Supply Chain Management course has been both enjoyable and intellectually stimulating, with modules designed around modern business practises and industry challenges. Utilising traditional academic methodologies within industry focused topics and assessments, I feel equipped to enter the industry and challenge traditional approaches as I start my career at innocent drinks within the Logistics Operations team.”

Alex
MSc Logistics and Supply Chain Management
Research centres
Centre for Research into Sustainability (CRIS)
CRIS is actively engaged with the understanding of social, ethical, economic and environmental sustainability in contemporary society.

Centre for Critical and Historical Research on Organisation and Society (CHRONOS)
CHRONOS is a forum to discuss and develop the plurality of ways in which ‘critical’ and ‘historical’ research into organisations, markets and society can be conducted.

Digital Organisation and Society Research Centre (DOS)
DOS focuses on developing a critical understanding of the implications of digital technologies for work, organisations and society.

Your future career
Our postgraduate business and management degrees can help grow your employability for success throughout your chosen career. Accredited by the Association to Advance Collegiate Schools of Business (AACSB), this means your qualification is recognised in industry, giving you a competitive edge when applying for jobs.

As well as employability-focused teaching, we also have dedicated support through our Careers Services including CV support, interview training and one-to-one consultations.

This brochure was published in Spring 2022 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 2022/23. 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