Postgraduate Degree Programmes in

Business and Management

Brunel Business School
Welcome To Brunel Business School

I would like to welcome you to Brunel Business School, one of Brunel University’s largest Schools, and a distinctive research intensive institution that seeks to make a substantial contribution to the body of business and management knowledge.

This in turn informs a diverse programme of study offered by the School, which you may soon embark on, leading to employable global citizens. We make every effort to ensure our students receive not only an excellent academic education but also graduate with an outstanding professional advantage through our Employability Programme: Business Life.

I am delighted to tell you that Brunel Business School enjoys excellent academic and corporate recognition and features prominently in many league tables. Evidence of esteem is demonstrated in the following brochure. The School is a dynamic and ambitious environment that fosters and promotes world class learning and excellence in teaching for students in a genuinely multi-cultural, cosmopolitan atmosphere.

I hope that you have a wonderful and fulfilling experience with Brunel Business School.

Professor Amir Sharif
Head of Brunel Business School

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About Brunel Business School

Located in West London, Brunel Business School is one of the largest schools of Brunel University London and home to over 2,000 students and over 100 academic and administrative members of staff and offers a range of programmes covering all the core business and management disciplines at undergraduate, postgraduate and PhD level.

School Rankings and Accreditations:
- Brunel Business School won the Times Higher Education Awards Business School of the Year 2013
- 2nd in London for student satisfaction (The Complete University Guide 2015)
- 5th in London for business and management studies (The Complete University Guide 2015)
- 7th in London for business and management studies (Sunday Times University Guide 2015)
- The Brunel MBA is one of a distinguished group of MBA programmes worldwide to have achieved accreditation by The Association of MBAs (AMBA), the leading MBA accreditation body
- Brunel University London has been ranked 1st in London, 4th in UK and 29th in the world in 2014 world ranking of the top 100 universities founded in the last 50 years by Times Higher Education
- Brunel University London has been ranked 1st in London and 27th in the UK for student experience in Times Higher Education Student Experience Survey 2014
- Brunel Business School is ranked 3rd in London and 24th in the country for overall student satisfaction according to the 2014 National Student Survey

Facilities
The School is based in a new flagship Eastern Gateway building, which creates a stunning entrance to the University Campus. The £32m building has state of the art facilities over four floors to house the school’s faculty, students and leading edge research activities as well as a cafeteria. The building is one of many leading edge research activities as well as a cafeteria. The building is one of many

Brunel University London
Brunel University London was established in 1966 and is located on a single campus in Uxbridge, on the western outskirts of London, close to Heathrow Airport with excellent links to the centre of London and the rest of the UK.

The recent campus masterplan saw over £250 million invested in new buildings, infrastructure and environment. There is an extensive library and computer centre, with an all-encompassing book and journal collection, 24 hour computer workstations, group study areas and an assistive technology centre for disabled students. The University boasts excellent student facilities, with a stunning atrium leading to dining space, bars, the students’ union and various retail outlets. There are also UEFA class football facilities, a competition standard athletics complex and sports and fitness centre. Eighteen halls of residence and a new residential village bring our on-campus accommodation up to 4,751 rooms.

Funmi Obileye, MBA Graduate

for the quality of its academics, its teaching, its reputation and the addition to student facilities, with a stunning atrium leading to dining space, bars, the students’ union and various retail outlets. There are also UEFA class football facilities, a competition standard athletics complex and sports and fitness centre. Eighteen halls of residence and a new residential village bring our on-campus accommodation up to 4,751 rooms.

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Funmi Obileye, MBA Graduate

experience of one of fastest growing economies”.

Tour to India gave me an amazing international exposure on my CV has given me the experience of living and working in India and in understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences. The Brunel MBA programme has developed my confidence and understanding the differences.

Sometime it feels as though we are in a board meeting!
Facilities and Services

Brunel University London offers a wide range of facilities and services including:

- Brunel University London is located in Uxbridge in West London. Uxbridge town centre is packed with more than 300 shops, a multiplex cinema, two shopping malls, dozens of bars and restaurants and a £3 million nightclub which runs a number of very popular student nights.
- Brunel University London is a campus-based university, so virtually everything you need is within moments of where you live and study.
- The Business School has benefited from the addition of a new £32 million building.
- £13 million indoor and outdoor sports facilities
- Brunel’s modern facilities, bars, refectory, shops, café, central atrium and refurbished nightclub are all on campus.
- The Students’ Union is proud of the diversity of clubs and societies that you can join and even help run.
- The Library provides you with studying resources, including: books, journals and audio-visual materials; online databases, eBooks and e-Journals; 1,200 study spaces and nearly 500 PCs.
- Brunel’s halls of residence provide high quality, modern facilities located on campus.
- Brunel International helps international students during every stage of your life and studies at Brunel.
- Placement and Careers Centre (PCC) offer careers advice and opportunities.
- The Job Shop, part of the PCC, helps hundreds of students to find part-time and vacation work.
- The Union of Brunel Students (UBS) facilitates the activities and represents the interests of all students.
- The Computer Centre and Media Services enhances student learning and personal development with access to facilities including: PC workstations, a file store, an email account, virtual learning environment, online library databases, the Brunel intranet, and audio visual and media equipment loan service to enhance presentations and projects.
- Academic Skills Service (ASK) specialises in teaching you the skills you need to learn independently and thrive academically.
- Brunel University London offers a variety of free 20-week foreign language courses taught by qualified native speakers. Choose from Japanese, Mandarin Chinese, Russian, Polish, Arabic, French, German, Italian and Portuguese.
- The Meeting House, a pastoral, spiritual and community building resource provides a dedicated space to slow down, enjoy the peace of the Quiet Room and can offer a listening ear and personal help and advice as well as spiritual support.
- Medical and counselling services are available to help all students, no matter what the problem.
- Brunel’s Disability and Dyslexia Service (DDS) offers a wealth of specialist resources, knowledge and practical support.
Research-Led Teaching

Research underpins everything we do at Brunel Business School, and we are also home to six internationally renowned research centres. In the most recent Research Assessment Exercise our research quality was ranked 25th out of 90 UK business schools and 80% of our research output is international standard. Our Researchers are thought leaders and contribute to major research fields and initiatives published in leading international academic journals as well as presenting their work at international conferences and through published works.

Centre for Research into Entrepreneurship, International Business and Innovation in Emerging Markets (CEIBIEM)

In 2010 CEIBIEM was created from the merger of the School’s entrepreneurship, sustainability, strategy and emerging markets research centres (BRESE and CIBSEM respectively). The merger created a research group with a unique focus on entrepreneurship, international strategy and innovation in emerging markets. CEIBIEM uses its strength in qualitative analysis to promote the study of the future evolution of business in an international and comparative context to influence to best practice and policy.

Work and Organisation Research Centre (WORC)

Members of WORC undertake applied research into all aspects of performance in the workplace, individual wellbeing and performance, and Human Resources Management in its broadest sense. Using a wide range of quantitative and qualitative research methodologies, our work investigates current and pressing issues in performance at three levels of analysis – the individual, the work team, and the wider organisation. We publish in top tier outlets internationally, advise organisations in partnership, and seek to generate innovative scientific understanding and professional practice in a diverse set of areas of work performance.

Centre for Research in Marketing (CREAM)

The centre seeks to produce research – especially groundbreaking pioneering research – that not only advances theory but, in addition, has a wide institutional and societal utility. Marketing faculty enjoy an unparalleled international profile in the fields of corporate marketing, corporate identity, and corporate brand management. Our scholars are also known for their scholarship and published output relating to international marketing, B-B marketing, CSR/ethical marketing, and heritage identity among other areas.

Information Systems Evaluation and Integration (ISEing)

ISEing focuses on solutions to management issues, in both private and public sectors, which use business information systems, technology and communication to improve efficiency, effectiveness and performance. Its recent investigations include eGovernment, Information Systems Evaluation, information systems within organisations and eLearning.

Accounting and Auditing Research Centre (AARC)

AARC provides a focus for investigating current issues in corporate financial reporting, assurance and corporate governance in large and small entities. Specialist areas include impact assessments of government policy on the accounting and auditing needs of SMEs and the effect of deregulation on users of their financial statements and the accountancy profession.

Operations and Supply Chain Systems Group (OASIS)

This research centre was created with a mission to undertake rigorous and relevant research into all aspects of Operations Management and Supply Chain Management and related areas. Our work involves taking a combination of operations research, management science, information systems, general management and strategic management knowledge and approaches, in order to evaluate operations and to generate product and service based models and perspectives within and across public and private industry sectors.
Teaching and Learning

In addition to Business School lectures and support services, Brunel University London students can benefit from free study skills classes run by the University’s Library’s Academic Skills (ASK) centre.

Topics offered include:
- Mathematics (algebra, linear algebra, real, complex and vector calculus)
- Numeracy and elementary mathematics
- Statistics and statistical software (SPSS, Excel)
- Academic writing (essays, reports, dissertations, reflective writing)
- Reading and notemaking
- Critical and analytical thinking
- English grammar, punctuation and style
- Qualitative and quantitative research
- Time management and organisation skills
- Presentation and oral communication skills

Lectures
Lecturers provide a broad overview of key concepts and ideas. They provide a framework from which to carry out more in-depth study. For each module, there will be one lecture a week, therefore students will usually have 10 - 12 hours a week of lectures.

Workshops
Workshops in the Business School labs give students the opportunity to obtain valuable hands-on experience of industry standard software, computing equipment, business, design and multimedia packages.

One-to-one Sessions with Tutors
You will be assigned a personal tutor who will be available to help with academic or personal issues. You will also receive one-to-one supervision for your major project or research thesis.

Web-learning and Support
eLearning and knowledge management are now standard ways in which companies communicate with their employees. Students will be expected to participate in email discussion groups and engage with online material using the university’s web-based learning facility, u-Link.

Other
There are email discussion groups, research talks on key management issues and presentations by outside speakers. Throughout the course, you will also be expected to undertake group work and individual projects and presentations.

Assessment
Each subject is assessed either by a combination of continuous appraisal and examination or by coursework or examination alone. As a rough guide, the split is approximately 50:50 exam to coursework but the exact ratio varies depending on the modules you select.
## Which Degree Is Right For You

### Degrees for students without work experience

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<tr>
<th>Programme</th>
<th>Entry Criteria</th>
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<tbody>
<tr>
<td>MSc Accounting and Business Management*</td>
<td>A good honours degree (min 2:1 or overseas equivalent). Bachelor’s degree subjects considered include management, business studies or a related social science, or a subject with a significant component of management modules. Applicants with other degree subjects or lower pass grades may be considered upon individual merit with significant work experience. IELTS 6.5 or equivalent English language test.</td>
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<tr>
<td>MSc Business Intelligence and Social Media*</td>
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<td>MSc Marketing*</td>
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<td>** * January and September starts</td>
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Candidates from non-business/management disciplines (and without any business/management element) will be eligible if they have a first class honours degree or the overseas equivalent.**

The university offers a number of preparation courses including English language courses and Master’s Preparation programmes.

For details, please visit www.brunel.ac.uk/international.

** Not applicable to MSc Business Intelligence and Social Media

### Degrees for students with full-time work experience

<table>
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<tbody>
<tr>
<td>MSc Applied Corporate Brand Management</td>
<td>A good honours degree (2:1 or overseas equivalent) + 2 years marketing experience. Bachelor’s degree subjects considered include management, business studies or a related social science, or a subject with a significant component of management modules. Applicants with other degree subjects or lower pass grades may be considered upon individual merit with significant work experience. IELTS 6.5 or equivalent English language test.</td>
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<tr>
<td>The Brunel MBA</td>
<td>A good honours degree (2:1 or overseas equivalent) + 3 years full-time work experience at managerial or professional level. Applicants with lower pass grades may be required to complete a GMAT and/or Brunel MBA Admissions test. IELTS 6.5 or equivalent English language test.</td>
</tr>
</tbody>
</table>

Candidates from non-business/management disciplines (and without any business/management element) will be eligible if they have a first class honours degree or the overseas equivalent. The university offers a number of preparation courses including English language courses and Master’s Preparation programmes.

For details, please visit www.brunel.ac.uk/international.

* January and September starts

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* ** Not applicable to MSc Business Intelligence and Social Media
MSc Accounting and Business Management

About the Course

Accounting information lies at the heart of management and is also used by investors, business contacts, competitors and other external parties. Therefore, the MSc Accounting and Business Management appeals to graduates with a business-related degree who want to develop their understanding of accounting and management in a business context and develop skills that enhance their employability.

The rigorous and integrated syllabus emphasises the value of developing knowledge and skills progressively from the core modules to the elective modules. It supports personal learning and development through managed choice and encourages personal initiative, enthusiasm and positive study habits.

This programme offers students an opportunity to:

- Develop an appreciation of the role of accounting within the overall function of management
- Acquire technical accounting skills and integrate theoretical and conceptual considerations with practice
- Evaluate the principles and theories that underpin accounting and management
- Critically reflect on the role of the main stakeholders and the influence of regulatory frameworks on accounting and management
- Develop analytical and problem solving abilities and apply them in making management decisions
- Review research on current issues in accounting and management and apply accepted research methods to investigate a specific research question independently
- Develop transferrable skills that will enhance employability.

Quick Facts

Duration
1 year Full-time

Start date
September and January

Entry Criteria
See “Which Degree is Right for You?” on page: 7

Assessment
Assignment and Examination

- Valuable accounting and management skills for students intending to seek employment in today’s competitive job market and those who will work in the family business
- Strong foundation for entrepreneurs planning to set up and manage their own businesses
- Potential exemptions from some of the entry level examinations of ACCA, ICAEW and CIMA for those seeking a career in accountancy
- Firm foundation for future doctoral studies
MSc Accounting and Business Management
Degree Content

Core Modules

Financial Accounting
The main aims of this module are to introduce students’ knowledge of financial reporting through the preparation of financial statements for a group entity and the use of analytical techniques to interpret financial statements. It also provides opportunities to demonstrate skills such as critical thinking, solving complex problems and making decisions, using information and knowledge effectively, numeracy and quantitative skills, including the development and use of relevant business models.

Management Accounting
The main aims of this module are to introduce students to the principles and techniques used in cost and management accounting to address practical business problems. It will also provide opportunities to think critically, solve complex problems and make decisions, use information and knowledge effectively, and demonstrate numeracy and quantitative skills that include the development and use of relevant business models.

Financial Reporting
The aims of this module are to develop students’ knowledge of financial reporting through the preparation of financial statements for a group entity and the use of analytical techniques to interpret financial statements. It also provides opportunities to demonstrate skills such as critical thinking, solving complex problems and making decisions, using information and knowledge effectively, numeracy and quantitative skills, including the development and use of relevant business models.

Current Issues in Accounting
The main aims of this module are to introduce students to current issues in accounting and to the main theories and methods used in accounting research. This is achieved through the study of selected articles and other publications.

International Management
Students will gain a systematic understanding of the theories and concepts associated with the management of organisations operating in the international arena as well as the legal, cultural, economic, political, technological and ethical challenges. The module also provides an opportunity to explore managerial behaviours that guide financial accounting and reporting, and the preparation of financial statements. It also provides opportunities to demonstrate skills such as critical thinking, solving complex problems and making decisions, using information and knowledge effectively, numeracy and quantitative skills, including the development and use of relevant business models.

Management Research
This module focuses on business research methods enabling a balanced view of social science and business research methods. It provides students with a systematic understanding of the theories and concepts associated with the management of organisations operating in the international arena as well as the legal, cultural, economic, political, technological and ethical challenges. The module also provides an opportunity to explore managerial behaviours that guide financial accounting and reporting, and the preparation of financial statements. It also provides opportunities to demonstrate skills such as critical thinking, solving complex problems and making decisions, using information and knowledge effectively, numeracy and quantitative skills, including the development and use of relevant business models.

Understanding Business and Management Research
This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project.

Elective Modules (any one from the following)

Business Performance Management
Theoretical and practical knowledge of the more specialised decision-making techniques that are used in cost and management accounting. It also provides opportunities to demonstrate skills such as critical thinking, solving complex problems and making decisions, using information and knowledge effectively, numeracy and quantitative skills, including the development and use of relevant business models.

International Business Strategy
See details for MSc International Business, page 21.

Global Diversity Management
This module provides an insight into the key concepts, historical evolution and contemporary practices of global diversity management. You will develop an appreciation for managing diversity in multinational and global organisations in public, private and voluntary sector in partnership with line management and leadership. You will also develop a deep understanding of diversity in the context of organisational change.

Entrepreneurship
See details for MSc Management, page 23.

International Business Ethics and Corporate Governance
This module focuses on business ethics and corporate governance in the international context. Both areas will be addressed from the shareholder and the stakeholder perspectives. In addition, the broader societal impacts of business activities will be examined in depth. The full range of businesses will be considered from large corporations to small and medium-sized enterprises. Empirical studies will be used to apply the principles underpinning business ethics, corporate social responsibility and corporate governance.

Strategic Management
See details for MSc Management, page 15.

* Note: Students planning to seek exemptions from the professional accountancy examinations must select this module.
MSc Applied Corporate Brand Management (with optional 16 week Professional Practice)

About the Course

The programme covers issues of branding in blue chip companies, the service industry, banks, petroleum companies, lifestyle organisations, corporate brand heritage, nation and place branding.

The core contents of branding are examined at the corporate level rather than at the product level. The academic experts contributing to the programme are prominent world class researchers in the branding field, namely, Professor John Balmer from Brunel Business School and Professor Stephen Greyser from Harvard Business School – who is also a Visiting Professor of Corporate Marketing on the programme.

MSc Study with Work Placement – 16 weeks Professional Practice (Optional)

The MSc ACBM (with Professional Practice) incorporates a work placement component of 16 weeks which allows students to take their learning outside the classroom and pairs them with brand companies in the UK.

Quick Facts

Duration
1 year Full-time

Start date
September

Entry Criteria
See “Which Degree is Right for You?” on page: 7

Assessment
Assignment and Examination

- Work Placement – 16 weeks Professional Practice (Optional)
- Meets the qualification criteria for the Chartered Postgraduate Diploma in Marketing and is approved and accredited by the Chartered Institute of Marketing (CIM)
- Taught by international leading academics and industry practitioners
- Discussions with subject experts and practitioner guest speakers and brand consultancies
- Visits to brand companies and consultancies, to the Design Museum and Branding Museum in London
- Career talks and presentations

Mai An Tran, from Canada, studied the MSc in Applied Corporate Brand Management

“I did my undergraduate degree in fashion marketing back in Montreal. After that I started working in customer service and I was doing a certificate in advertising at the same time. From there I moved my way up from customer services to sales rep assistant and then became the sales rep for British Columbia for that company.

I enjoy being close to and becoming more knowledgeable about European brands, and that’s been very interesting. The first semester is all about the theory and the second semester more about the ‘applied’ with a lot of good examples given by teachers.

I’m looking forward to the internship that’s coming up. I chose this programme because having already worked I think it’s a great transition to be able to get the professional practice. You get to study for a certain amount of time and then put what you already know and have learnt into practice – especially useful for me coming from North America, I get to learn something new from the London and the European market.”
MSc Applied Corporate Brand Management
Degree Content

Core Modules

Corporate Branding Theory & Issues
The module aims to provide a critical understanding of corporate branding theory through an examination of key theoretical frameworks. Stakeholder theory, as well as models of corporate brand management and building brand equity will be reviewed to enable this understanding. The module aims to explore extant theory on the application of corporate brand management tools in a wide range of business contexts.

Strategic Corporate Brand Management and Consulting
This module considers the strategic nature of corporate brand management and its inter-relationships with other business functions. A distinguishing feature of this module is the opportunity of an in depth study - from a very practical perspective - of the roles, activities and approaches adopted by corporate brand consultancies and to benefit from the active involvement of a number of senior brand management professionals in this module’s delivery and assessment.

Applied Corporate Branding
The module focuses on applying corporate branding theory to practice. It examines issues such as brand positioning and brand architecture, managing retailers’ own brands, managing luxury brands, crafting new branding strategy, building brand equity, brand recovery, corporate rebranding, co-branding and corporate branding and new media through a critical discussion of ten relevant case studies.

The module aims to provide students with critical skills in the evaluation of current cases / strategies of contemporary corporate brands and with professional skills in the application of theory in practice. The course will benefit by the selective involvement of practitioners in providing qualitative feedback on case analysis.

Strategic Corporate Marketing
This module focuses on corporate marketing. It examines the philosophy and management of corporate marketing at the strategic level and considers its historiography. The dimensions of the corporate marketing mix are examined in the context of key, corporate-level constructs/theories relating to corporate branding, corporate identity, organisational identity, corporate communications; corporate image and reputation.

Marketing Communications
This module critically examines the role, nature and diversity of marketing communications and associated theory and how diverse elements of the communications mix can be coordinated and managed to produce an integrated marketing communications plan. Students will develop insight and understand the process, theory, social impact and ethics of an advertising campaign and will be aware of the role of advertising in the marketing mix.

Understanding Business and Management Research
This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

Dissertation
A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation, which should be no more than 12,000 words in length, involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting. Students who have undertaken a work placement will be expected to draw on the experiences they have gained whilst on placement.

Placement / Consultancy Preparation
The aim of this module is to provide the student with hands on experience of applying the tools and techniques learnt within the MSc to practical managerial challenges within a demanding professional setting. The experience is intended to enhance the professional skills of the student and increase their prospects of being employed in management positions in a range of companies and locations. Only core if placement option taken.

Elective Modules (any one from the following)

Global Diversity Management
This module provides an insight into the key concepts, historical evolution and contemporary practices of global diversity management. You will develop an appreciation for managing diversity in multinational and global organisations in public, private and voluntary sector in partnership with line management and leadership. You will also develop a deep understanding of diversity in the context of organisational change.

International Business Ethics and Corporate Governance
This module provides students with the chance to consider business ethics, corporate social responsibility and corporate governance in the international context. These issues will be addressed from both the ‘business’ side and the ‘society’ side, and for both large corporations and small firms, using a combination of empirical studies and the theoretical resources of moral philosophy.

Strategic Management
See details for MSc Management, page 23.

International Management
See details for MSc International Business, page 21.

Entrepreneurship
See details for MSc Management, page 23.
MSc Business Intelligence and Social Media

About the Course

This exciting new programme explores developments in cloud-based and mobile commerce that are changing the way businesses will operate in the future. The course draws together technology and business perspectives in order to understand the implications for social-media enabled business.

The course helps students understand the importance of information and mass communications technologies to the operations of modern businesses of all kinds.

Students are encouraged to reflect on the relevance of concepts to business and apply their newly developed skills in advance studies or professional practice. Successful graduates of the course progress to leadership and decision making roles in industrial organisations or develop successful consultancy and advisory businesses of their own.

Practitioners seeking a more commercially relevant and technology oriented Master’s qualification in the area of new business technologies rather than an MBA find this course of interest.

Quick Facts

Duration
1 year Full-time

Start date
September and January

Entry Criteria
See “Which Degree is Right for You?” on page: 7

Assessment
Assignment and Examination

• Curriculum focus on social media in business
• Teaching with and through social media
• Technologies introduced from non-tech perspective
• Focus on consultancy and entrepreneurship
• Opportunities for students to practice and develop problem analysis, solution design, advisory and communication skills, as well as to become familiar with business models and the life-cycle of business development
MSc Business Intelligence and Social Media
Degree Content

Core Modules

Professional Consultancy in Business Intelligence and Social Media
This module aims to encourage the application of professional advisory and management principles to the generation of business solutions. It provides students with an opportunity to develop consultancy and advisory skills, practical skills and technical competencies while working collaboratively to undertake an authentic task.

Social Media
The aim of this module is to provide students with an understanding of developments in communication channels and the business implications of these new social media technologies. It is intended that students will develop a solid appreciation of the applications and opportunities for the commercial sector to capitalize on social media, as well as to understand the theoretical underpinnings of social organizations and structures. The module forms part of a coherent programme of study, and contributes by addressing fundamental technologies and professional competencies of relevance to the commercial sector from a business and management perspective.

Business Intelligence
This module aims to present the most significant technologies associated with business intelligence, big data and data analytics, with a particular emphasis on applications in the corporate sector. Students will be supported in developing state-of-the-art knowledge and professional competencies in the analysis, interpretation and management of corporate knowledge resources, with the expectation of gaining proficiency in application tools of relevance to business. (Note: programming skills not required.)

Mobile, Social Media and Cloud Services
This module aims to present the principles and concepts of social media within the context of cloud services and the mobile web. It takes a specific perspective of how new social media technologies are integrated with cloud based services and mobile platforms in support of business functions. It supports students in developing knowledge and competencies on the principles and technologies enabling cloud services and mobile commerce, and the role that social media has in supporting new technological applications and business processes within the technology sector.

Knowledge Management, Social Networks and Innovation
This module explores the intersection between knowledge, social network technologies and innovation. It examines how organisations create, utilise and communicate knowledge in the global knowledge-based economy and the wider social and economic factors affecting knowledge transfer. The module identifies the exploitation of Web 2.0 which enables social engagement and processes for business development.

Entrepreneurship
This module introduces Entrepreneurship as a field of study and as a framework of analysis. It focuses on the nature of entrepreneurship and its importance in society. In particular the module examines: i) the person, through the analysis and understanding of the psychological and behavioural characteristics of the entrepreneurs. This is achieved by examining and reflecting upon the major theories in the field (psychological theory and cognitive theory); ii) the process – through the review and analysis of the main approaches to entrepreneurship. In addition, the module shows how entrepreneurship unfolds in a wide range of contexts.

Understanding Business and Management Research
This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project.

Dissertation
A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation, which should be no more than 12,000 words in length, involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting.

Elective Modules (any one from the following)

Global Outsourcing
This module explores the development of outsourcing and analyses the role played by outsourcing organisations; the development of outsourcing tools and the implications of the outsourcing decision for client organisations. In addition, the module explores vendor assessment procedures, the importance of effective procurement strategies and the legal aspects associated with outsourcing.

International Business Ethics and Corporate Governance
This module focuses on business ethics and corporate governance in the international context. Both areas will be addressed from the perspective of the dual ‘business’ models of the shareholder and the stakeholder approaches. Further the broader societal impacts of business activities will be considered in-depth. The full range of businesses will be considered – from large corporations through to SMEs. Empirical studies will be used to apply the theoretical resources of moral philosophy, CSR and corporate governance.

Strategic Corporate Marketing
This module focuses on corporate marketing. It examines the philosophy and management of corporate marketing at the strategic level and considers its historiography. The dimensions of the corporate marketing mix are examined in the context of key corporate-level constructs/theories relating to corporate branding, corporate identity; organisational identity; corporate communications; corporate image and reputation.

Global Diversity Management
See details for MSc Accounting and Business Management, page 9
MSc Global Supply Chain Management

About the Course
The MSc Global Supply Chain Management is an exciting and focussed programme for those considering a career in Supply Chain or Logistics.

You will study issues relating to the development of supplier relationships, operations improvement, procurement strategies, inventory control, logistics operations, sustainability, as well as contemporary issues affecting these areas.

Vrushali, originally from India, studied MSc Global Supply Chain Management.

“I’d already made up my mind to do a masters in Supply Chain Management before graduating in Automobile Engineering.

I was particularly interested in a university with a good reputation that was located in a cosmopolitan city (like Mumbai my home city). Brunel University ticked all the boxes: MSc Global Supply Chain Management offered exactly the right modules and the University has an excellent international reputation with high calibre teaching staff.

Added to that the location couldn’t be better – just 45 minutes to the centre of one of the best cities in the world. I’ve not only studied alongside students of different nationalities and different cultures, but of different viewpoints, too. Living on campus has been amazing, especially the sporting facilities, indeed, life at Brunel is one of the most memorable experiences I’ve had so far in my life.”

Quick Facts
Duration
1 year Full-time
Start date
September
Entry Criteria
See “Which Degree is Right for You?” on page: 7
Assessment
Assignment and Examination
• Includes a series of guest lectures, supply chain and procurement conferences, company visits and employability workshops
• One of only a handful of Supply Chain Masters programmes in the United Kingdom to have received accreditation from the top Supply Chain and Logistics bodies in the UK
• Successful graduates can apply to become full members of the Chartered Institute of Purchasing and Supply and the Chartered Institute of Logistics and Transport
• Taught by internationally recognised academics and Industry Practitioners who are active members of world class Operations and Supply Chain Systems Research Centre (OASIS)
• Includes visits to manufacturing and service organisations to observe the match between theory and practice
MSc Global Supply Chain Management

Degree Content

Core Modules

**Logistics and Supply Chain Management**
This module offers the chance to explore logistics and supply chain management perspectives in depth. You will gain a sophisticated appreciation of logistics and supply chain management issues including inventory management, transportation and warehousing, retail logistics and relevant information technology. You will also consider the relationship with customer service and gain an understanding of demand-driven and market-driven logistics.

**Procurement Fundamentals**
The aim of this module is to explore the role of procurement in both service and manufacturing organisations and to equip students to apply procurement techniques in a range of supply situations. Topics will include the origins and development of purchasing as well as its strategic importance. Students will also gain an enhanced understanding of the impact of environmental factors on the purchasing function, and explore supplier selection models, contract management, purchasing law and ethics.

**Business Modelling & Simulation in Supply Chains**
Systems modelling is an integral part of any complex decision making process. After studying this module students will have been introduced to a range of modelling and simulation methods, tools and practices to help equip them with the capability to structure and solve supply chain, logistics and operations management problems, and the ability to evaluate different solution approaches.

**Operations and Project Management**
During this module you will explore the tools and techniques for managing operations. You will gain a greater awareness and understanding of the strategic issues involved in the way organisations manage their operational activities and facilities - both within and beyond the organisation's boundaries. Students will also gain greater insight into the role of project work as an enabler of organisation performance and improvement.

**Global Outsourcing**
This module explores the development of outsourcing and analyses the role played by outsourcing organisations, the development of outsourcing tools and the implications of the outsourcing decision for client organisations. In addition, the module explores vendor assessment procedures, the importance of effective procurement strategies and the legal aspects associated with outsourcing.

**Understanding Business and Management Research**
This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

**Dissertation**
A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting.

Elective Modules (any one from the following)

**Organisational Behaviour**
See details for MSc Human Resource Management, page 17

**International Financial Statement Analysis**
The aims of this module are to enable students to understand the political, contested and constructed reality of international financial accounting and reporting, and to gain knowledge of financial appraisal in the context of the management of resources and the financing of business.

**Business Intelligence**
The aim of this module is to present the most significant technologies associated with business intelligence, big data and data analytics, with a particular emphasis on applications in the corporate sector. Students will be supported in developing state-of-the-art knowledge and professional competencies in the analysis, interpretation and management of corporate knowledge resources, with the expectation of gaining proficiency in application tools of relevance to high technology industry.

**Strategic Management**
This module enables students to appreciate the issues and challenges that confront managers responsible for strategic management. It introduces students to concepts, topics and methodological approaches and tools relevant to the analysis of the strategic position of the organisation and the development and implementation of strategies and policies, and their major operational implications.

**International Business Ethics and Corporate Governance**
This module provides students with the chance to consider business ethics, corporate social responsibility and corporate governance in the international context. These issues will be addressed from both the ‘business’ side and the ‘society’ side, and for both large corporations and small firms, using a combination of empirical studies and the theoretical resources of moral philosophy.

**International Business Strategy**
See details for MSc International Business, page 21

**Knowledge Management, Social networks and innovation**
See details for MSc Business Intelligence and Social Media, page 13.

**International Marketing**
See details for MSc Marketing, page 25.
MSc Human Resource Management

About the Course

With employees now recognised as a key resource, the MSc in Human Resource Management offers students the opportunity to explore in-depth the theoretical and analytical issues in the management of human resources and the role these play in organisational success. Students will examine a full range of HRM approaches, techniques and methodologies.

The course is designed for those who wish to become human resource practitioners in academic, consultancy or commercial settings. Graduates of Business School Master’s programmes have an excellent record of securing relevant employment.

Hanjing Li studied MSc Human Resource Management

“A year ago I decided to do something about the total lack of job satisfaction inherent in the work I was doing in China. Choosing to study for a Master’s in Human Resource Management followed on from that decision. Eventually I would like to work as a careers consultant and so help others avoid the difficulties I have experienced.

Brunel supports students in many respects. I am particularly impressed with the orientation programme, the ‘in-sessional’ English courses and the one-to-one consultations – which have helped me to adapt to cultural and academic differences. So far, I have acquired not only knowledge, but also a new way of learning – I now use my own initiative to conduct independent research and analysis. In addition, I enjoy the tremendous entertainment and sports facilities available on campus.”

Quick Facts

Duration
1 year Full-time

Start date
September and January

Entry Criteria
See “Which Degree is Right for You?” on page: 7

Assessment
Assignment and Examination

• Full accreditation from the Chartered Institute of Personnel and Development (CIPD), enabling graduates to achieve associate status, subject to membership

• Tutors are leaders in the field of HR and active researchers within the world class Work and Organisation Research Centre (WORC)

• A number of Associate level memberships to the Chartered Management Institute (CMI) are available free to graduates of this programme

• Considers key HR systems and processes from an international perspective with a focus on Corporate Social Responsibility and Global Diversity Management
MSc Human Resource Management

Degree Content

Core Modules

HRM in Context: Resourcing, Performance and Assessment
This module introduces HRM as a field of science and as a framework for analysis of how organisations manage their people. In particular the module examines the rise of HRM, what it involves in contemporary organizations, the strategic nature of HRM and its practices, its impact on organisational performance and the changing in employment practices. The module provides also insight into key HRM functions such as recruitment, selection, selection assessment, organization entry and changing work roles which are central to people's management in organisations.

Contemporary HRM: Policy, Development & Evaluation
This module aims to further explore HRM issues particularly the functions, values and actions associated with contemporary human resources management practice. It will also explore key issues and debates in respect of HRD (Human Resource Development), with a particular focus on organisational impacts and outcomes. The module will also consider the critical issues of the HR function and it's contribution to leadership development and strategic definition.

International and Comparative Human Resource Management
Over the course of this module, you will explore human resources strategy, practices and limitations for organisations operating across national boundaries and also consider staffing the international firm; recruitment issues and methods; employee development and the ‘international manager’. Different national systems of industrial relations/employment relations are reviewed as are the implications of different legal frameworks.

Knowledge Management, Social Networks and Innovation
See details for MSc Business Intelligence and Social Media, page 13

Organisational Behaviour
This module explores the main theories and key functions of leadership and management and their application, and you will be able to critique these as well as appreciate the contemporary issues facing leaders and managers. You will also be able to critically evaluate characteristics of effective management and how this differentiates from leadership, and discuss and assess relative strengths and limitations of key approaches to developing leaders and managers in organisations.

Understanding Business and Management Research Methods
This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

Dissertation
A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting.

Elective Modules (any one from the following)

International Business Ethics and Corporate Governance
This module focuses on business ethics and corporate governance in the international context. Both areas will be addressed from the perspective of the dual ‘business’ models of the shareholder and the stakeholder approaches. Further the broader societal impacts of business activities will be considered in-depth. The full range of businesses will be considered – from large corporations through to SMEs. Empirical studies will be used to apply the theoretical resources of moral philosophy, CSR and corporate governance.

Global Diversity Management
This module provides an insight into the key concepts, historical evolution and contemporary practices of global diversity management. You will develop an appreciation for managing diversity in multinational and global organisations in public, private and voluntary sector in partnership with line management and leadership. You will also develop a deep understanding of diversity in the context of organisational change.

Strategic Management
This module enables students to appreciate the issues and challenges that confront managers responsible for strategic management. It introduces students to concepts, topics and methodological approaches and tools relevant to the analysis of the strategic position of the organisation and the development and implementation of strategies and policies, and their major operational implications.

International Management
See details for MSc International Business, page 21

Entrepreneurship
See details for MSc Management, page 23
MSc Human Resources and Employment Relations

About the Course

This exciting programme will give you a thorough grasp of current theory and practice relating to the management of human resources and employment relations. Whilst the UK is the primary focus for the study of employment relations issues, students also consider the human resource management challenges of organisations operating across national boundaries.

The course is designed both for fresh graduates and HR practitioners as well as for anyone planning to undertake research in this area.

Quick Facts

Duration
1 year Full-time

Start date
September and January

Entry Criteria
See “Which Degree is Right for You?” on page: 7

Assessment
Assignment and Examination

• Full accreditation from the Chartered Institute of Personnel and Development (CIPD), enabling graduates to achieve associate status, subject to membership
• Explores key role played by employers, employees and their representatives in enhancing effective organizational working
• Tutors are leaders in the field of HR and active researchers within the world class Work and Organisation Research Centre (WORC)
• A number of Associate level memberships to the Chartered Management Institute (CMI) are available free to graduates of this programme

Chioma, originally from Nigeria, studied MSc Human Resources and Employment Relations.

"After my bachelor’s degree, I worked briefly in personnel before embarking on a lucrative career as a Relationship Manager in banking. After a while, the lack of importance attached to staff began to resonate with me and I decided to return to HR, but I didn't want to do so without getting a relevant postgraduate degree behind me.

As an international student I've had to deal with the challenges arising from the differences in culture and teaching styles. Fortunately, the lecturers in Brunel understand these challenges and have been very supportive.

Opportunities to learn are not just confined to my degree course. The free language courses on offer at Brunel have enabled me to start learning Mandarin.”
# MSc Human Resources and Employment Relations

## Degree Content

### Core Modules

**HRM in Context: Resourcing, Performance and Assessment**
This module introduces HRM as a field of science and as a framework for analysis of how organisations manage their people. In particular the module examines the rise of HRM, what it involves in contemporary organizations, the strategic nature of HRM and its practices, its impact on organisational performance and the changing in employment practices. The module provides also insight into key HRM functions such as recruitment, selection, selection assessment, organization entry and changing work roles which are central to people’s management in organisations.

**International and Comparative Human Resource Management**
Over the course of this module, you will explore human resources strategy, practices and limitations for organisations operating across national boundaries and also consider staffing the international firm; recruitment issues and methods, employee development and the ‘international manager’. Different national systems of industrial relations/employment relations are reviewed as are the implications of different legal frameworks.

**Issues in Employment Relations**
This module provides the opportunity to review the scope, issues and development of systems of employee relations. The UK is the primary focus but international influences and developments are also explored. The module also considers the potential for conflict in an employment relationship and the processes used to resolve these conflicts. UK employment legislation is considered.

### Elective Modules (any one from the following)

**Strategic Management**
This module enables students to appreciate the issues and challenges that confront managers responsible for strategic management. It introduces students to concepts, topics and methodological approaches and tools relevant to the analysis of the strategic position of the organisation and the development and implementation of strategies and policies, and their major operational implications.

**Global Diversity Management**
This module provides an insight into the key concepts, historical evolution and contemporary practices of global diversity management. You will develop an appreciation for managing diversity in multinational and global organisations in public, private and voluntary sector in partnership with line management and leadership. You will also develop a deep understanding of diversity in the context of organisational change.

**International Business Ethics and Corporate Governance**
This module focuses on business ethics and corporate governance in the international context. Both areas will be addressed from the perspective of the dual ‘business’ models of the shareholder and the stakeholder approaches. Further the broader societal impacts of business activities will be considered in-depth. The full range of businesses will be considered - from large corporations through to SMEs. Empirical studies will be used to apply the theoretical resources of moral philosophy, CSR and corporate governance.
MSc International Business

About the Course
In addition to providing a thorough understanding of the principal business and management functions, this degree explores the particular issues faced by organisations operating across national boundaries or cultures, as well as the processes of globalisation in the 21st century and their implications.

Suitable for anyone seeking a successful career in a multinational organisation or in a smaller enterprise operating internationally, this degree will also appeal to anyone interested in undertaking research in either an academic or commercial setting.

Quick Facts
Duration
1 year Full-time
Start date
September
Entry Criteria
See “Which Degree is Right for You?” on page: 7
Assessment
Assignment and Examination

• Specialist programme designed for pre-experience students seeking a career in international management/international business
• Comprehensive understanding of the processes of globalisation in the 21st century and their implications for the business person
• Tutors are active members of world class Centre for Research Entrepreneurship, International Business and Innovation in Emerging Markets
• Elective modules focus on business ethics and corporate governance, social network technologies and innovation, international marketing theory and practice as well as the ability to assess the effectiveness of marketing strategy, human resource strategies, practices and limitations for organisations operating across national boundaries.

Sumeet, from India studied for an MSc in International Business

“A postgraduate degree seemed a natural way to transition from an engineering background to the myriad of opportunities within the business world. Value for money was an important criterion in selecting a business school, so Brunel’s reputation for top quality research and a respected profile amongst UK public universities was just the right fit for me.

Studying at Brunel has been an amazing experience – so much more than the academic study itself – it has also exposed me to people from different cultures and mindsets leaving me with a lasting perspective on the true meaning of diversity, as well as an international network of contacts.”
MSc International Business
Degree Content

Core Modules

Global Business and Investments
The module aims to provide students with a comprehensive understanding of how globalisation has led to the intensification of international business activity pursued by the business enterprise in a changing global business environment.

International Business Strategy
During this module you will explore the sources of competitive advantage and comparative advantage when firms operate in international markets. You will gain an understanding of how to evaluate the key strategic issues facing the multinational enterprise. You will also explore the dynamic inter-relationships between international corporate governance, strategy and innovation.

International Trade
The module aims to provide students with a comprehensive understanding of the importance of overseas trade to a country’s economy, focussing on the most commonly used barriers to trade, regional trading arrangements and the case for and against the concept of free (unrestricted) trade.

International Management
You will gain a systematic understanding of the theories and concepts pertaining to the management of organisations operating in the international arena and their challenges: legal, cultural, economic, political, technological and ethical. This module also allows the opportunity to explore managerial behaviours and organisational processes relevant to operating in a competitive global environment.

Organisational Behaviour
This module explores the main theories and key functions of leadership and management and their application, and you will be able to critique these as well as appreciate the contemporary issues facing leaders and managers. You will also be able to critically evaluate characteristics of effective management and how this differentiates from leadership, and discuss and assess relative strengths and limitations of key approaches to developing leaders and managers in organisations.

Understanding Business and Management Research
This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

Dissertation
A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting.

Elective Modules (any one from the following)

Global Diversity Management
This module provides an insight into the key concepts, historical evolution and contemporary practices of global diversity management. You will develop an appreciation for managing diversity in multinational and global organisations in public, private and voluntary sector in partnership with line management and leadership. You will also develop a deep understanding of diversity in the context of organisational change.

International Business Ethics and Corporate Governance
This module focuses on business ethics and corporate governance in the international context. Both areas will be addressed from the perspective of the dual ‘business’ models of the shareholder and the stakeholder approaches. Further the broader societal impacts of business activities will be considered in-depth. The full range of businesses will be considered – from large corporations through to SMEs. Empirical studies will be used to apply the theoretical resources of moral philosophy, CSR and corporate governance.

Knowledge Management, Social Networks and Innovation
This module explores the intersection between knowledge, social network technologies and innovation. It examines how organisations create, utilise and communicate knowledge in the global knowledge-based economy and the wider social and economic factors affecting knowledge transfer. The module identifies the exploitation of WEB.2.0 which enables social engagement and processes for business development.

International Marketing
See details for MSc Marketing, page 25

International & Comparative HRM
See details for MSc Human Resource Management, page 17.
MSc Management

About the Course

The Brunel MSc in Management has been in existence within the University for over 15 years. The aim of the programme is offer students a critically aware understanding of management through an advanced study of organisations and the changing contexts in which they operate. It provides preparation and development for a career in any sector.

Industrial and Commercial Visits

A programme of campus events and off-campus visits linked to core modules and pathway awards to give candidates first-hand experience of business and management in practice. There may also be an opportunity to compete for a place on an overseas study tour - to learn about a specific international market first hand through corporate visits and presentations.

Quick Facts

Duration
1 year Full-time

Start date
September and January

Entry Criteria
See “Which Degree is Right for You?” on page: 7

Assessment
Assignment and Examination

• Choice of unique specialist pathways reflecting distinctive strengths of Brunel University London: knowhow, technology, entrepreneurship and research

• Enhanced emphasis on employability and career development – ranked 8th globally for career progression by the Financial Times in 2011

• An intensive programme of corporate visits and interactions

Students are eligible for a choice of four awards:

• MSc Management (General Management) – developing a generalised knowledge of theory and its practical applications to business, public sector and third sector organisations.

• MSc Management (Branding and Marketing) – combining a generalist study of management with a specialist study of marketing and branding issues followed by a related dissertation topic.

• MSc Management (Technology and Innovation Management) – combining a generalist study of management with a specialist study of technology and innovation issues followed by a related dissertation topic.

• MSc Management (Creative Industries) – combining a generalist study of management with a specialist study of the media industry and media management issues followed by a related dissertation topic.

MSc Management with 14 weeks Work Placement (Optional)

The MSc Management (with Professional Practice) incorporates an optional work placement component of 14 weeks allowing students to experience working in the UK.
MSc Management
Degree Content

Core Modules

Entrepreneurship
This module focuses on the nature of entrepreneurship and its importance in society. The module examines: i) the person, through the analysis and understanding of the psychological and behavioural characteristics of the entrepreneurs; ii) the process – through the review and analysis of the main approaches to entrepreneurship. In addition, the module shows how entrepreneurship unfolds in a wide range of contexts.

Financial Resources Management
This module critically discusses theories and concepts pertaining to the creation of shareholder value, business and financial planning/management and the challenges of implementing financial strategies in uncertain environments. It also explores approaches to the evaluation of financial statements and how these underpin decision-making in financial management and capital investment.

Placement / Consultancy Preparation
The aim of this module is to provide the student with hands on experience of applying the tools and techniques learnt within the MSc to practical managerial challenges within a demanding professional setting. The experience is intended to enhance the professional skills of the student and increase their prospects of being employed in management positions in a range of companies and locations. Only core if placement option taken.

Business Planning
This module aims to promote an integrative understanding of the challenges and opportunities involved in business planning through practice. You will develop critical thinking through the development of a business plan and reflect on the whole process, the team dynamics and their personal development. In addition, this module examines different business models their underlying strategies and decision making process through a variety of case studies.

Strategic Management
This module enables students to appreciate the issues and challenges that confront managers responsible for strategic management. It introduces students to concepts, topics and methodological approaches and tools relevant to the analysis of the strategic position of the organisation and the development and implementation of strategies and policies, and their major operational implications.

Understanding Business and Management Research Methods
See details on other MSc course pages.

Dissertation
See details on other MSc course pages.

MSc Management Pathway Specialisation – choose one + pathway relevant dissertation

MSc Management (General: choose two modules)
• International Business Ethics and Corporate Governance
• Organisational Behaviour *
• International Marketing *
• Corporate Branding Theory & Issues
• Creative Contexts *
• Media Issues
• Knowledge Management, Social Networks and Innovation
• Technology Management *

MSc Management (Technology and Innovation Management)
• Knowledge Management, Social Networks and Innovation
• Technology Management *

MSc Management (Creative Industries) Creative Contexts
This module provides a critical consideration and evaluation of the structure, imperatives, recent history and likely future development of the publishing, film, television and new media industries. These industries are changing very rapidly and the module prepares students to creatively navigate this dynamic sector. As a case study, the module focuses specifically on the publishing industry, examining the strategies authors employ to identify gaps in the market and to mediate their outputs. Students will benefit from the insights of industry professionals who contribute to the delivery of the module.

Media Issues
This module will identify and critically interrogate what it means to be a media professional in the digital age. It will examine the institutions, issues and frameworks that impact on the work of media practitioners, using journalism in all its forms as a case study. Students will explore the political, economic and occupational contexts that impact on practice. Conceptually, the module will examine prescient debates about professionalisation, globalisation and citizenship as well as considering the impact that digital technology is having on the future of the media.

Plus one from a selection marked *
MSc Marketing

About the Course

The MSc in Marketing provides graduates, professionals or consultants with critical insights into marketing and marketing management practices of national and international organisations.

This course provides the opportunity to understand traditional and contemporary marketing philosophies and theories adopted by practitioners.

The programme will develop critical and creative skills, procedural thinking and expertise that enable students to generate, implement and evaluate organisational activities that satisfy the requirements of their employer and the customers.

Zineb Belmejdoub, originally from Morocco, studied an MSc in Marketing.

“Having done my first degree at a university near London, I decided that for my Master’s I wanted a university that was fairly close to London so I could take advantage of the Capital without the cost and hassle of actually living in the centre. I also knew I wanted a university that was rated highly for its teaching and Brunel fitted the bill perfectly.

It’s a great place and, with some 4,000 students living on campus, there’s a real sense of being part of a community. I chose to do my dissertation on the fraudulent consumer activity known as deshopping, and it was fantastic to have someone who was considered a leading researcher into this type of behaviour as my dissertation supervisor.”

Quick Facts

Duration
1 year Full-time

Start date
September and January

Entry Criteria
See “Which Degree is Right for You?” on page: 7

Assessment
Assignment and Examination

• Meets the qualification criteria for direct entry to the Chartered Postgraduate Diploma in Marketing and is approved and accredited by the Chartered Institute of Marketing (CIM)
• Taught by internationally recognised academics and Industry Practitioners who are active members of world class Centre for Research in Marketing (CREAM)
• Discussions with subject experts and practitioners who visit us as guest speakers
• Career talks and presentations
• Business Planning module applies theory to practice through the creation of an entrepreneurial venture with a business plan and an “elevator pitch”
MSc Marketing
Degree Content

Core Modules

Consumer Behaviour
To provide students with a critical understanding of ‘consumer behaviour’ as investigative discipline informing individual and marketing decisions. Attention will be paid to the external, situational and internal factors which include psychological, social, cultural and economic factors that influence consumer behaviour in personal buying situations and the complexity of the Decision-Making Unit and process.

Marketing Principles
This module focuses on developing an understanding of concepts of marketing, marketing mix principles and practices. It aims to bring contemporary marketing perspectives to students new to the concept of marketing. It will take the basic marketing concepts and will contrast them with newer relational and service based perspectives in a module that is designed to be motivational, creative, applied and relevant to today’s marketing practice.

Strategic Marketing Management
The module presents a strategic approach to marketing management through both theoretical underpinnings and contemporary marketing challenges. It develops understanding of marketing planning and strategy development as well as the factors that influence strategy development.

Marketing Communications
This module critically examines the role, nature and diversity of marketing communications and associated theory. We discuss how diverse elements of the communications mix can be coordinated and managed to produce an integrated marketing communications plan. Students will develop insight and understand the process, theory, social impact and ethics of an advertising campaign and will be aware of the role of advertising in the marketing mix.

International Marketing
In this module you will develop a critical understanding of international marketing theory and practice as well as the ability to assess the effectiveness of marketing strategy. The focus of the study is to develop your awareness of the issues facing a business that needs to develop and implement market strategies across a range of international sectors.

Business Planning
This module aims to promote an integrative understanding of the challenges and opportunities involved in business planning through practice. You will develop critical thinking through the development of a business plan and reflect on the whole process, the team dynamics and their personal development. In addition, this module examines different business models their underlying strategies and decision making process through a variety of case studies.

Understanding Business and Management Research
This module provides students with a balanced view of social science and business research methods enabling a critical understanding of research information. It provides students with knowledge of relevant research methods and techniques for the Masters level project work.

Dissertation
A research-based dissertation is an integral element of the programme to which considerable importance is attached. It offers students the opportunity to demonstrate their academic competence and professional potential. There are few constraints on the research topic other than that it must be directly relevant, amenable to enquiry and of appropriate intellectual depth. The dissertation involves the full cycle of proposal development, literature review, methodology, evaluation, and final reporting.

Elective Modules (any one from the following)

Global Diversity Management
This module provides an insight into the key concepts, historical evolution and contemporary practices of global diversity management. You will develop an appreciation for managing diversity in multinational and global organisations in public, private and voluntary sector in partnership with line management and leadership. You will also develop a deep understanding of diversity in the context of organisational change.

International Business, Ethics and Corporate Governance
This module provides students with the chance to consider business ethics, corporate social responsibility and corporate governance in the international context. These issues will be addressed from both the ‘business’ side and the ‘society’ side, and for both large corporations and small firms, using a combination of empirical studies and the theoretical resources of moral philosophy.

Corporate Branding Theory & Issues
The module aims to provide a critical understanding of corporate branding theory through an examination of key theoretical frameworks. Stakeholder theory, as well as models of corporate brand management and building brand equity will be reviewed to enable this understanding. The module aims to explore extant theory on the application of corporate brand management tools in a wide range of business contexts.
The Brunel MBA

About the Course

The Brunel MBA Programme is an intensive, research-led MBA designed to maximise students' investment in a global executive career. The intensive full time programme is a 1 year course starting annually in January and September. The Brunel MBA is very much a practical qualification aimed at meeting the needs of aspiring middle level or senior managers so it is highly appropriate that it is underpinned by Brunel's close links to business.

Company Links and Visits

MBA students undertake regular visits to companies in the UK and many companies visit the students on campus as part of the MBA Guest Speaker Series: “Let’s Talk Business”. The following companies have an on-going relationship with the Brunel MBA and students where our students have had the chance to network and work with representatives from:

- Barclays
- British Airways
- Capital & Counties Properties PLC
- Enterprise Rent-a-Car
- Goldman Sachs
- HSBC
- IBM
- Iraq Energy Institute
- Jaguar
- Johnson and Johnson
- Lloyd Northover
- Microsoft UK
- Oxford Instruments
- Radley Yeldar
- Xerox

Robust Academic Programme

The richness of the Brunel MBA curriculum is based on the key business concepts that can help managers and CEOs alike develop the expertise required to lead and manage in the international business context. The highly commended Leadership MasterClass Series and the Career Development Programme combined with over 500 hours of student-tutor direct (teaching) contact hours successfully maintain the balance between theory and practise and reflect the School’s ambitions for its graduates.

MBA Advisory Board

The MBA Advisory Board provides a fresh perspective on the development, relevancy and impact of curriculum for the Brunel MBA so that the programme is properly reflective of commercial organisation and management needs. Furthermore it ensures that MBA graduates are suitably aware of and responsive to industry requirements. The Advisory Board for the MBA Programme includes a mix of well-known and local corporations in the UK:

- British Airways
- Buckinghamshire NHS Trust
- Capital & Counties Properties Plc.
- Hewlett-Packard Ltd
- IBM
- PricewaterhouseCoopers LLP
- The Walt Disney Company

Quick Facts

Duration
1 year Full-time

Start date
September and January

Entry Criteria
See “Which Degree is Right for You?” on page: 7

Assessment
Assignment and Examination

- The Brunel MBA offers a general pathway with two specialisms: Aviation Management and Healthcare Management
- Fully accredited by the Association of MBAs (AMBA)
- Leadership Masterclass Series (LMS)
- Career Development Programme (CDP) workshops
- Dedicated Career Coaching
The Brunel MBA
Degree Content

Over the course of your MBA, you will study the following modules

Corporate and Business Finance
You will gain a thorough understanding of the world of finance, the concepts of risk and the cost of capital, as well as the process of financial management in the long and short term. You will also learn the principles of management accounting, and systematic techniques for analysing and evaluating the financial health of an organisation, including the construction and interpretation of financial statements.

Leading People and Managing Organisations
Good organisations recognise that human capital is a key resource. This module helps you understand the many factors that influence people's behaviour and their effective performance. Through the development of critical thinking and independent judgement, you will gain a better theoretical and practical appreciation of how to motivate, lead, work together, communicate with colleagues, and manage conflicts.

Strategic Marketing Management
This module will give you a thorough knowledge of the principal marketing concepts and how marketing has evolved as a business discipline with the rapid expansion of new technology. You will learn how to conduct a marketing audit, construct a marketing plan, and evaluate the effectiveness of marketing activities.

Operations Management*
In this module you will explore the approaches, techniques and tools of managing operations. You will gain a greater awareness of how strategic issues, both within the boundaries of organisations and beyond, affect how operations are planned and controlled. You will also develop a better appreciation of the relationship between performance imperatives and the design of operations or services.

International Business
This module considers the many challenges, both instrumental and ethical, of managing complex international organisations across geographical and cultural borders. It will provide an understanding of the mechanisms for entering new markets and emerging economies and the consequent need to cope with global diversity, risk and uncertainty.

Corporate and Competitive Strategy
This module will introduce the concepts and methodological tools and techniques for analysing an organisation's strategic position. You will gain an appreciation of the complex challenges that face those responsible for the strategic management of organisations in changing and uncertain conditions. You will also examine the concepts of entrepreneurial activity.

Business Economics
The aim of this module is to examine the problem solving skills used in modern managerial decision making. In an environment where SMEs operate globally, CEOs and managers need to constantly upgrade their tools of analysis in order to better tackle the uncertainty across different business dimensions. Students will critically analyse business and economic data, and make informed business decisions, ultimately enhancing their employability and competitiveness in the labour market.

* The area of Operations Management is incorporated into specialist modules for students taking the Aviation or Healthcare pathways.

Business Project and Professional Portfolio
Brunel MBA students have the opportunity to undertake their Business Project in a real world context, through a collaboration with multinational companies, SMEs or public sector institutions. To complete your MBA, you will be required to undertake an in-depth study of a business or management issue of particular interest to you. It could be something that you have met in your career to date, a challenge that your organisation currently faces, or an exploration of a subject completely outside of your own experience.

You will be expected to conduct extensive research, analyse your findings and reach your own conclusions. But before you embark on your project, you will receive comprehensive guidance and coaching from the first draft to your completed 12,000 word Business Project.

In addition, the module provides opportunities to develop management and leadership skills via a series of master classes and workshops leading to the production of a Professional Career and Development Portfolio.
### Elective Pathway Specialisations

#### The Brunel MBA (General)
Choosing the General Management specialisation as part of the Brunel MBA can help students to become a better manager all-round - from corporate business finance to international strategy, from harnessing IT technology to marketing. This General Management specialisation is the traditional route for an MBA award and focuses on equipping students with the skills and knowledge to solve contemporary business issues, as well as identifying strengths and weaknesses, maximizing assets and turning them into a more profitable future.

Choose one module from the following:
- Information Systems in Organisations
- Managing for the Future
- Global Diversity Management
- Healthcare Policy
- Managing Service Operations and Change in Healthcare
- Airport Management and Operations
- Airline Management, Economics and Ethics

#### The Brunel MBA (Healthcare Management)
Choosing the Healthcare Management specialised modules as part of the Brunel MBA can help students have a more informed output into senior management decision making or consultancy within the industry. Learning on the programme is deeply rooted in the Healthcare industry and enables students to develop managerial skills to handle real-life business situations in the sector. The Brunel MBA (Healthcare Management) award is designed for professionals in strategic health authorities, primary care trusts and hospital administration, and for those working in the growing number of private health contractors, outside suppliers and consultancies.

- Healthcare Policy
- Managing Service Operations and Change in Healthcare

#### The Brunel MBA (Aviation Management)
Choosing the Aviation Management specialised modules as part of the Brunel MBA can help students have a more informed output into senior management decision making or consultancy within the aviation industry. Learning on the programme is deeply rooted in the Aviation industry and informed by extensive cutting-edge aviation research. The MBA (Aviation Management) award is designed for professionals working for airlines, airports authorities and supply and support services within the aviation sector such as engineers, logistics, catering, cargo, energy, safety, security, IT and travel and tourism. It is supported by our proximity to the world’s busiest passenger hub at Heathrow, Brunel’s growing reputation in aerospace and environmental research, and our close links with the aviation industry.

- Airport Operations Management
- Airline Management, Economics and Ethics

Please note that the elective modules are subject to a minimum number of students.

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**Simon Nicholson, MBA**

“Following appointment as an Operations Director for a small family firm, I recognised that there was a vacuum in my formal business qualifications.

The Brunel MBA appeared to me to be a well-structured, open, honest MBA tailored towards students with significant business experience. The opportunities to learn with others, and apply shared knowledge back to the workplace left a lasting impression. I have now managed to secure a new role and position as Director of Operations at Oxford Instruments, now a FTSE 250 company, which has been enhanced by my MBA experience and study.

I really enjoyed the course and the experiences and knowledge gained so far. Working with other students on the programme has benefited me greatly, and I have built new friendships and network links as a result.”

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Research Degrees

A Collaborative Research Environment
Brunel Business School (BBS) offers an exciting, productive and supportive environment for your research study. The central aim is to enable you to undertake valid, justifiable and independent high level research which is rigorous and original. Throughout your research programme, you will be mentored by a first supervisor who will guide you through your research.

BBS consider PhD students as junior members of staff and you will be regarded accordingly with invitations and opportunities to our seminar series, technical courses and conference attendance (subject to criteria) support. We also apply a formal annual monitoring process for PhD candidates to ensure academic progression and development. You will benefit from an international community of research scholars from many countries and access to sophisticated physical and electronic library resources.

You will contribute and participate in the annual PhD Symposium and engage fully with your designated Research Group. BBS offers more than just professional research training through enjoyable social engagement within a collegiate and collaborative intellectual university setting.

MPhil
An MPhil involves the exploration of a research topic in less depth than a PhD and is typically studied over a shorter period (1-year full-time). An MPhil is the first year of PhD study, however, students may choose to register for an MPhil as a standalone qualification lasting 1 year.

PhD
The 'traditional' PhD involves an in-depth exploration of a research topic. The degree is awarded to students who demonstrate (through a written thesis and Viva Voce examination) knowledge and understanding of their discipline together with a distinct and original contribution to knowledge within that discipline. Both full-time (over 3-4 years) and part-time (over 4-8 years).

New Route PhD
Brunel is one of a number of leading UK universities, committed to international excellence in postgraduate training that offers the New Route programme. This is an integrated 4-year PhD that combines research with a structured programme of advanced training in discipline-specific and generic skills.

PhD without residence – Ahlia University, Bahrain
The result of a collaboration between Ahlia University in Bahrain and Brunel Business School. Full support and excellent facilities provided by Ahlia University, Bahrain.

Quick Facts

Duration
See individual programmes for details

Start date
PhD: October or January; New Route PhD: October only; PhD without residence – Ahlia University, Bahrain: October only.

Contact
If you have any questions about our PhD courses please contact: bbsphd@brunel.ac.uk

• Six Academic Centres of Research Excellence
• Academic supervision on a wide range of business and management subjects
• Annual Research Symposium
• Support for conference and paper submission
Business Life

Business Life is a unique Employability Programme designed to maximise students’ employability by providing an intensive programme of professional workshops and events that run in parallel with academic studies.

Students from Brunel Business School will graduate with a unique mix to boost their employability:
• an academic award
• a Professional Portfolio consisting of professional certificates and applicable skills
• a professional network

Employers are no longer looking for graduates with good degrees; they increasingly want to see evidence of relevant work experience and employability skills in addition to academic qualifications. The Business Life programme offers bespoke courses designed to build job-ready and employability skills for Business School students.

In order to enhance the employability of our students the School conducted research with companies and organisations like Bosch, Centrica, FDM Group, GlaxoSmithKline, IBM UK, Intel, Jaguar Land Rover, Matchtech Group, NetApp, Webfusion, Atkinson Associates, HotCourses, Kids2Work, Saloria Architects, VT Partnership, Workzone Professions, BP Collins, Catalyst Housing Group, Grant Thornton, IBB and London Borough of Hillingdon. They helped us identify the job-ready skills and work tools that make a difference for them when choosing graduates for employment or placements. As part of the Business Life Employability Programme students are able to participate in events and training that help them obtain these job-ready skills and gain recognised certificates and valuable examples of their work which provide Brunel Business School students with real employability advantage.

Company Visits
• Oxford Mini Factory Tour (MIM’s & MSc Supply Chain)
• UK Industry Visits

Networking with companies
• Meet the Professional Bodies Event
• MBA Capstone Event
• Career Booster Programme: 6 sessions with Guests from Industry
• Naked Series – Inspiration Career Journeys from Industry Professionals
• MBA and MSc in Management Showcase Events
• Meet the Apprentice

Employee Best Practice Competencies
• Auditing your Skills & Presenting your Strengths
• CV Writing Skills
• Time Management & Project Management
• Professional Written Communication Skills
• Preparing for Numeracy: Number crunching for non-number people
• Skills: Job Interviews
• Teambuilding: Myers Briggs Type Indicator
• Bloomberg Aptitude Test (BAT)
• Volunteering & Entrepreneurship
• Presentation Skills
• Introduction & Advanced Sage Accounting
• Critical & Analytical Thinking
• Psychometric Testing
• How to Network

National and International Conferences
Pastoral Care: Student Support System

Brunel Business School has a bespoke, transition-focused student support system.

Active Learning Opportunities
Students in the Business School have opportunities for engagement with fellow students and their tutors. Students have specific, targeted activities designed to assist them in taking greater responsibility for organising their own work.

BBS Student Support
This support continues throughout a student’s studies, until they graduate. Brunel Business School has a unique, dynamic and dedicated team of academic members of staff known as ‘BBS Student Support’, who are able to offer support and guidance on every single aspect of a student’s study, including:

- Personal development, social and non-academic matters
- Academic matters independent of that provided by module leaders
- Academic-related matters
- Progression and concerns with their programme
- Their future career and plans
- When things go wrong (personal problems or illness affecting their studies, difficulties with student life)
- Information on where to get qualified advice and help within the university

BBS Student Support also offers dedicated weekly sessions, with no appointment needed, to meet a tutor on a one-to-one basis. The School has a large, specially trained team of highly supportive and approachable administrative staff in what is known as the ‘Academic Programmes Office’ (APO). Available five days a week, they are well placed to offer both excellent advice and support.

Services for International Students
- A wide range of support and information is offered for international students by our dedicated team at Brunel International. These include:
  - A pre-departure guide delivered to students prior to arrival at Brunel;
  - A ‘Meet and Greet’ service from London Heathrow airport;
  - A tailor-made international student orientation programme during the first week of term;
  - A range of day trips to places of interest in the UK;
  - An active International Student Society;
  - The Host Programme, which gives students the opportunity to spend a weekend in the home of a British family, learning about the UK way of life;
  - An eLetter, sent out weekly, outlining social events and cultural information;
  - Support and advice throughout the year from trained support staff;
  - The Meeting House, available to different religious groups for worship, prayer meetings and quiet reflection.

For more information email: international@brunel.ac.uk
Life as a Student at Brunel University London

The big plus of living in a campus based university is that the majority of your needs are catered for on-site. These include the Library and Computer Centre, academic and teaching buildings, welfare services, catering and social facilities and even the halls of residence. In fact, Brunel has recently invested £250m in improving the University’s buildings and infrastructure.

Students can take advantage of an extended library building in the new Bannerman Centre, holding a hugely increased book and journal collection, more computer workstations and group study areas, an Assistive Technology Centre for disabled students, and a café. There is also a new refectory complex with dining halls, bars, Students’ Union and retail outlets.

Accommodation
The halls of residence at Brunel offer some of the best value in the South of the UK. Unlike a lot of universities, Brunel can claim to offer a high standard across all of its facilities. What’s more, Brunel’s halls of residence are all on-campus, meaning you are never more than 10 minutes’ away from teaching, sporting and social facilities.

Brunel can proudly boast 34 self-catering halls of residences (31 with en-suite facilities) with free access to the Internet and University Network in all rooms. Bedding and linen are provided for you and cleaned weekly. En-suite halls provide over 84% of our available accommodation and are always very popular with our new students.

Rooms in the ‘Standard’ halls offer a high standard of accommodation at a lower cost to the en-suite residences. Rooms in standard halls have a wash basin and share the use of a bath/shower room and toilet facilities. The three standard halls have been recently renovated to ensure all our students have access to high quality accommodation, no matter what your budget. All halls are self-catering, and have large, well-equipped kitchens and are now non-smoking. Finally, Brunel’s Accommodation Office and Housing Office can help students find the right place to live, whether you choose to live on- or off-campus. View the accommodation video at: www.brunel.ac.uk/life/accommodation/video

Sport
Brunel’s investment of £14 million in a range of world-class sports facilities over the past three years ensures that our sports programmes are as good as any in the university sector and are unrivalled locally. Brunel’s sport facilities are supported by Sport England and the Football Foundation. Brunel’s Indoor Athletics Centre (IAC), completed in 2005, is the centrepiece of the University’s performance sport facilities. The Centre is one of only four High Performance Athletics Centres (HPACs) in the UK and is the home of the UK Athletics World Class Performance Programme for London and the South East. Other state-of-the-art facilities include a new sports hall with weights training area and sports science support, netball hall (home to Brunel Hurricanes Super League netball team), squash courts, exercise studio and climbing wall.

Brunel has also invested heavily in its outdoor sports facilities which include a 3 G Synthetic Pitch, ideal for football and rugby training and 11 a side football matches, multi-use synthetic surface which is ideal for full sized hockey as well as many other sports and tennis and netball courts.
Did you know?

• You can have friends stay overnight on campus or join you in one of our nightclubs on campus or in Uxbridge
• You can study foreign languages for FREE during your studies in Brunel
• There are many places for that lunchtime snack: on our campus you will find Subway, Costa, Starbucks and much more
• Brunel is a university where Sport and Fitness matters
• We welcome the artistic types: sing, dance, draw, create, learn to play a new instrument!
• You can join tens of societies (or set up your own) and make new friends who share your interests from Anime to Zombie!
• There’s plenty of things to do in Uxbridge and central London is only 40mins away by Metropolitan or Piccadilly Line
• The University Medical Centre is friendly, approachable, with doctors who are interested in student health
• We have our own on-campus shops and services
• Our Halls of Residence are all on campus within 10 minutes walk of your lectures. There’s wi-fi, bedding, 24h security, en-suite rooms, and shared kitchens

Social life

University life is not all about hard work and there’s plenty to keep you busy. There are lots of different clubs to choose from such as boxing, dance, football, hockey, squash, skydiving and societies (Afro-Caribbean, DJs & MCs, Latin, Hindu, Rock) to join where you can have fun and make new friends.

At night time, you will find The Academy, Brunel’s nightclub, hosting different music events to suit your taste, ranging from pop and cheesy old skool tunes to the newest R&B, hip hop, rock and commercial dance tracks. There are also comedy nights which have seen the likes of Jimmy Carr, Jo Brand, Ronnie Edwards and others, as well as live music events with acts such as Boy Kill Boy.

Although all your needs are catered for on campus, from time to time, you will probably feel like a change of scene. Uxbridge town is a student-friendly area offering an impressive range of shops, bars, pubs and restaurants. And from Uxbridge, you can take the tube into London; the UK’s clubbing capital, and dance the night away at any one of the famous clubs such as Ministry of Sound, Pacha and Fabric. There’s also an array of clubs and trendy bars in Soho, Covent Garden, Camden Market and much more!

With too many tourist attractions to list, London is an exciting city, famous for its art galleries, music and sport venues, theatres, museums and shops but what you may not know is that London also offers numerous activities inexpensive enough to be enjoyed by students. Time Out magazine has full listings of everything. Brunel is also only a short train ride away from both Reading (excellent shopping) and Windsor (both 30-45 minutes from nearby West Drayton main line station). Oxford can also be accessed fairly easily and cheaply by bus.
Support services for students with disabilities and learning difficulties

Brunel provides an accessible and welcoming academic, social and physical environment for students to work in. Brunel has over 800 students at Brunel who are disabled and who work with the University’s student services to ensure that they are able to access their course successfully and not be disadvantaged by their disability.

Facilities
Brunel aims to provide a full range of services to ensure that all students’ requirements can be met effectively. There is a large team that works with disabled and dyslexic students, as well as a well-equipped Assistive Technology Centre and the new West London Assessment Centre for carrying out students’ Needs Assessments.

Support Services
The Disability and Dyslexia Service helps to support students with a range of needs including, but not limited to:

Dyslexia and other specific learning difficulties;
• Mental health;
• Mobility impairments;
• Sensory impairments;
• Unseen disabilities.

If you decide to study at Brunel and have a disability or specific learning difficulty then it is advised that you let us know (on your application form) and contact our Disability and Dyslexia Service as soon as possible to discuss your needs. This will help the University staff to provide help and support appropriate to your individual requirements.

Accommodation
The campus has a number of rooms which are designed specifically for disabled students, with facilities for wheelchair access and for students with hearing impairments.
How to apply

Please submit your application online: www.brunel.ac.uk/bbs.

Your application
When completing your application, you will be asked to submit:
• Online application form
• Two references – from an academic and/or the current or most recent employer
• Academic transcripts – photocopies or as scanned documents; with originals required on registration.
• Proof of English Language proficiency (if applicable)
• A detailed personal statement
• A Curriculum Vitae (where applicable)

Submitting your application
You do not have to complete your application all in one go, you can save as you go along and then return to your application later (but don’t forget to press ‘SAVE’ before logging out of your application). Please remember to press ‘SUBMIT’ when you have filled in all your details and you are ready to send us your application.

Uploading supporting documents
When you submit your online application, you can upload copies of supporting documents such as references (originals should be on institution letterhead) or English language test results (copies accepted) either as Word documents or as PDF documents.

Processing your application
On receipt of your completed application form, we will aim to contact you by email within two weeks.

Checking the status of your application
Once you have submitted your application, you can check the progress of your application by using Brunel’s My Application online facility. You can also contact us about your application:
Telephone: +44 (0)1895 265265 E-mail: admissions@brunel.ac.uk

Brunel University London
Brunel University is offering automatic Academic Excellence Scholarships to postgraduate students (15%) for anyone who has obtained a first class undergraduate degree from a UK University, either in the UK or abroad. Further scholarships are available for Brunel Alumni (15%). Eligible applicants for September 2013/14 intake will be granted these scholarships automatically.
A further 2% reduction in the fee is available for fully self-funding individuals if full payment of the programme fee is made at or before registration.

For information on funding your studies as a UK or EU postgraduate, MBA or PhD student please visit our website:
www.brunel.ac.uk/courses/pg/funding
Where is Brunel Business School?

Brunel Business School is situated at Brunel University London’s single campus at Uxbridge on the western outskirts of London. Its location makes it convenient for central London, Heathrow Airport and the M4, M40 and M25 motorways.

Open Days
- Hear from current students
- Visit the Business School building
- Learn about placements, our employability programme and career progression
- Meet the lecturers
- Peak to Admissions Tutors

Programme Specific Webinars
Ask questions about course content, learning activities, modules, pathways, academic support services, career outcomes and more.
www.brunel.ac.uk/bbs/webinars

Connect with our Students
Connect with current MBA students and recent graduates by way of social media or email for a first hand experience of studying at Brunel Business School.
www.brunel.ac.uk/bbs/contactstudent

For More Information:
Marketing and Student Recruitment, Brunel Business School, Brunel University London, Uxbridge, Middlesex, UB8 3PH
Telephone +44 (0)1895 265910
Email masterbbs@brunel.ac.uk
Web www.brunel.ac.uk/bbs

Find us on social media:
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Instagram brunelbusiness
LinkedIn Brunel Business School (Official)