In twenty years employers will still be impressed when I tell them that I studied at a university with the reputation that Edinburgh has all around the world.
Whether you’re considering the challenge of the Edinburgh MBA, are discovering more about our Masters programmes or thinking about embarking on a research degree, welcome to our postgraduate portfolio.

Join us on your professional development journey and you’ll be joining a vibrant, triple accredited hub of learning and research, a place where the entrepreneurial spirit burns brightly.

Our school is also a key part of the University of Edinburgh, an institution ranked 17th in the world and with a heritage stretching back well over 400 years.
An Inspiring Choice
Career-enhancing programmes at a leading Business School in an inspiring city.
Welcome

Edinburgh is a leading international centre for business and finance. It’s also a beautiful, inspirational city. The University of Edinburgh Business School is right at the heart of the city, at the heart of business.

I’d like to thank you for your interest in our programme portfolio. As one of the leading business schools in Europe, at one of the world’s leading universities, we have achieved an enviably high quality of teaching and research, as well as a natural connection to business. What really sets us apart however, is a willingness to look beyond accepted business thinking, to create debate and spark new ideas.

Having achieved triple accreditation this year we are now ranked amongst the top 1% of Business Schools in the world. Triple accreditation is the accreditation awarded to a small number of business schools worldwide by the three largest and most influential business school accreditation associations (AACSB, EQUIS and AMBA).

Our mission is to ‘Develop effective and responsible leaders by creating incisive knowledge and inspiring minds in dialogue with the world around us’. This mission influences programme content, guides us in selecting our student cohort and enhances our approach to teaching and student development.

In today’s challenging business world it is imperative that students equip themselves with the knowledge and skills that are in demand not just today but into the future. We believe our portfolio of programmes are at the forefront of the latest ideas and techniques that will assist the business world.

If you’d like to find out more about the School or our programmes, please do get in touch with our Programme Directors. Or, better still, come and visit us yourself. I think you’ll be suitably inspired.

Ian Clarke
Dean of the Business School
The University of Edinburgh

Granted its Royal Charter in 1583, the University of which we are a key part of is one of the oldest in the United Kingdom. More than 200 years ago its central role in the Scottish Enlightenment helped create a bright new reason-based approach to the human condition. Today that legacy inspires a modern, forward-looking institution, world-class academics and more than 27,000 students from across the globe who have chosen to study at Edinburgh.

Top 5
One of the UK’s top five universities for research

35
new spin-out and start-up businesses created by staff and students each year

£300m
in competitive research grants in 2012/13, 20% more than the previous year

425
years of world-renowned teaching and learning
Facilities for 21st century learning
Throughout campus, well-equipped, contemporary environments are purpose-built for studying, learning, networking and relaxing. New facilities like our award-winning Edinburgh Centre for Carbon Innovation sees the University joining partners across government, business and communities to help drive policy, innovation and solutions.

An approach that looks outwards
A global outlook demands established global connections. Across teaching and research activities we work with partners including universities in the USA, Canada, China, Australia and India in fields as diverse as e-science, life and medical sciences, engineering and arts and culture.

A centre of excellence for teaching, research and innovation
Whether pursuing a degree, a Masters, MBA or PhD, our students are exposed to challenging ideas and inspired thinking. Ranked 17th in the 2014 QS World University Rankings, Edinburgh is home to some of the most influential academics in their fields. Internationally recognised for first-rate research, development and innovation, the University belongs to the Russell Group of leading UK research-intensive universities. Alongside a commitment to robust academic research is a dedication to enterprise and entrepreneurship.

27,000
students studying 600 different degree programmes

80%
of our students graduate with either a 1st or 2:1 degree

INSPIRATIONAL PEOPLE INSPIRATIONAL EDINBURGH
Alexander Graham Bell
Sophia Jex-Blake
Gordon Brown
Charles Darwin
Sir Arthur Conan Doyle
Katherine Grainger
Philippa Gregory
Peter Higgs
Chris Hoy
David Hume
James Clerk Maxwell
Ian Rankin
Stella Rimington
Sir Walter Scott
Dr Piers Sellers
James Simpson
Alexander McCall Smith
Robert Louis Stevenson
### How to choose the best programme for you

As one of Europe’s leading financial centres, Edinburgh uniquely combines a dynamic business community with its status as a World Heritage Site.

<table>
<thead>
<tr>
<th>Career objective</th>
<th>Desired education</th>
<th>Suggested programme</th>
</tr>
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</table>
| Want to build on your three plus years work experience and equip yourself with the knowledge and skills to accelerate your existing career or change career direction? | Study full-time for 12 or 16 months | Full-time MBA  
- 12 month variant  
- 16 month variant |
| Continue in employment and study part-time over 27 months | Executive MBA |
| Want to develop a career within the financial services industry? | Develop expertise in areas that the finance industry will require now and long into the future | MSc in Accounting and Finance  
MSc in Finance and Investment  
MSc in Banking and Risk  
MSc in Financial Management |
| Want to develop a career in carbon management and climate change? | Learn about a rapidly developing area, that will impact on all sectors, at a university which is a global centre of expertise | MSc in Carbon Finance |
| Want to develop a career within the dynamic international business sphere? | Develop knowledge of the world’s fastest developing economies | MSc in International Business and Emerging Markets |
| Looking for the first step in developing a management career? | A solid grounding in the key management disciplines with the opportunity to specialise | MSc in Management |
| Looking to develop a career in marketing? | Acquire a critical appreciation of marketing through a comprehensive range of academically grounded courses | MSc in Marketing  
MSc in Marketing and Business Analysis |
| Do you want a career in human resources? | Gain the knowledge, understanding and key skills that are required by today’s HR professionals | MSc in Human Resource Management  
MSc in International Human Resource Management |
| Want to further develop your studies with focused research on a specific topic? | Research full-time for one year | MSc by Research |
| Research full-time for two years | MPhil |
| Research full-time for three years (or part-time for six years) | PhD |
The Edinburgh MBA

Our MBA prepares managers for the strategic leadership demanded by an increasingly competitive and complex business world.

Meet the transformational Edinburgh MBA

Successful businesses need leaders who are proactive, entrepreneurial and adaptable. Leaders who can think and act strategically in volatile environments, manage risks and challenges, but also spot and seize opportunities for efficiency, innovation, advantage and new business.

Successful businesses also require leaders who deliver value to stakeholders and act responsibly in their stewardship of resources. Most importantly, businesses need leaders capable of bringing about change through effective interpersonal skills.

The Edinburgh MBA will deliver this new generation of leaders.

Three routes to study for your Edinburgh MBA

The MBA is internationally acknowledged as the most valuable business qualification in the world. At the Business School our MBA is flexible, grounded in a robust academic foundation and engaged with business.

**Full-time MBA – 12 and 16 month variants**

Choose Edinburgh and you’ll be joining an established triple accredited Business School. We offer two full-time MBA variants lasting 12 or 16 months. Both deliver the skills and experiences a truly valuable professional qualification promises. Our 16 month programme offers a strong international flavour, with a study abroad period and an international internship.

**Executive MBA – part-time 27 months**

Designed for working executives, our applied programme focuses on the skills, knowledge and strategic leadership required to accelerate your current career or to confidently change direction. Monthly face-to-face classes are delivered Friday through Saturday at the School, and supplemented with online learning support.

Learn more about our MBA at [business-school.ed.ac.uk/mba](http://business-school.ed.ac.uk/mba)

**Fees**

Fees for September 2015 entry are £27,100.

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**OUR EDINBURGH MBA WILL ENHANCE AND DEVELOP YOUR SKILLSET**

**Strategic Leadership:** A new approach to leadership, emphasising a proactive, entrepreneurial and responsible way of thinking and acting.

**Innovation:** A focus on innovation to help challenge your assumptions about business models and explore new business ideas. This includes an early assignment engaging with pioneering start-ups and spin-outs.

**Expertise:** Access to world-class faculty, particularly from centres of excellence in Strategic Leadership, Finance, Innovation, Marketing and Operations.

**Application:** Extensive opportunities to apply theory in practice, either through project work based on your own organisation or through consultancy projects with a company outside of your sector. The latter will broaden your perspective and stimulate innovation in your own organisation.

**Influence:** Stretch your influencing capability through training in higher-order skills: public speaking, negotiation, facilitation, consulting, crisis communication and media management. Enhance your powers of argument and persuasion by engaging with Company Directors in Boardroom debates around current and critical issues.

**Network:** Study alongside colleagues from a broad range of industry sectors and build international networks with the wider University community.

**Specialism:** Choose from a range of option courses to specialise in aspects of strategy, finance, innovation & entrepreneurship.

**Business Insight:** Gain access to an extensive range of practitioner experts. In 2013/14, the Business School and our Entrepreneur Club (E-Club) hosted talks by more than 200 senior business practitioners.
As the employment market continues to improve, competition will continue to intensify. With a Masters from the University of Edinburgh you will develop the knowledge and skills required to stand out from the crowd and achieve your goals.

Enjoy a professional development journey with a world-class Masters

Balancing academic theory, crucial soft skills and the very latest industry practice, our MSc programmes are respected by employers and valued by graduates. Our growing portfolio covers a broad range of general and specialised management disciplines – increasing employability for both first-time management students and for those seeking a tightly focused in-depth programme.

A commitment to your professional development

Each of our Masters students undertakes a personal, professional development journey that challenges, engages and prepares for real-world success. We encourage you to take ownership of your professional development so your experience is tailored and unique. At your side will be the backing of a supportive faculty delivering robust, relevant learning geared to maximising your potential.

Tailored careers support for Masters students

Every Masters student benefits from quality careers guidance provided by the Business School’s student development team and the University’s own award-winning careers service. The student development team exists to help students maximise their potential in the global market. Their activities are structured around three pillars – skills networks and opportunities.

Skills – Equipping you with the skills to achieve your development goals and maximise your own potential.

Opportunities – Engaging you with the business community.

Network – Helping you grow your professional network and building your confidence in networking.

Real-world experience

Many of our Masters programmes offer a route to real-world practice via a student project. Each project sees students applying knowledge and skill, and establishing connections with businesses and sectors. Many of our students use their dissertation to conduct research for a corporate partner.

At the heart of knowledge exchange

Strong industry links give us the latest understanding of global trends and the key skills and attributes employers are prioritising. Our powerful interaction with business – including leaders like KPMG, Shell and Tesco – places the School at the heart of cutting-edge consultancy, research and recruitment assistance.

Our ties with industry bodies are just as solid, and include relationships with the Chamber of Commerce, Chartered Banker Institute and The Marketing Society. These connections and activities are central to our Masters students’ professional development journey.

Added to this is the Edinburgh entrepreneurship club (E-Club). Hosted by the School, the club’s growing membership now exceeds 800 students, alumni and entrepreneurs from the business community. Fostering the entrepreneurial spirit, the club hosts weekly events including pitching competitions and business planning activities. The E-Club supports students both in strengthening valuable networks and in negotiating each stage of the entrepreneurial process.
Our MSc Programmes

Our MSc programmes span Finance, Marketing, Management, Carbon Finance, International Business and Human Resources. hugely respected by employers, highly sought after by graduates, our courses strike a careful balance between rigorous academic theory and latest industry practice. Covering a broad range of general and specialised management, our qualifications are perfect for both the first-time business student and for those seeking a highly focused, in-depth programme of study.

MSc in Accounting and Finance

Structured for specialisation, our strongly vocational MSc is ideal for students with a quantitative background. Both academically rigorous and closely in line with professional practice, this MSc is of particular value to those with accounting experience looking to gain practical skills in finance - and vice versa. The programme is noted for maintaining robust links with a number of accounting and finance professionals who provide advice on research and career opportunities.

Postgraduate roles

Graduates typically pursue careers in international accounting, international regulations, investment and security analysis, portfolio management, management accounting, corporate finance and corporate restructuring.

MSc in Banking and Risk

Our MSc delivers the knowledge, understanding and key skills bank and FI managers need to operate effectively and globally. Successful management underpins successful economies and our programme considers the structural, financial and risk and asset management functions of banks, while approaching banking as an industry requiring multidisciplinary management. An emphasis on what and how managerial decisions are made sets this programme apart from the majority. A unique approach asks ‘what skills do managers in risk functions need to be technically excellent at their job?’ Research by the Business School’s Credit Research Centre (CRC) provides a strong academic base that’s backed by a passionate faculty and the School’s impeccable links to industry and guest speakers.

Postgraduate roles

Potential roles for graduates include Risk Management Consultant, Credit Risk Analyst, Securities/Credit Officer and Banking Regulatory Consultant.

Fees

Fees for September 2015 entry
- Home/EU students £13,700
- Overseas students £21,350

Learn more at business-school.ed.ac.uk/msc/banking-risk

PROGRAMME STRUCTURE


A dissertation concludes the MSc and brings together all the year’s learnings.

PROGRAMME STRUCTURE

Semester 1 features core courses in Advanced Management Accounting, Analysis of Corporate Financial Information, Foundations of Finance Theory and Statistics for Finance. This is followed up by core courses in Semester 2 in Equity Valuation and Research Methods in Finance.


A dissertation concludes the MSc and brings together all the year’s learnings.
8
Our MSc Programmes

MSc in Carbon Finance

The world’s first programme dedicated to professionals in the field of low carbon finance and investment, our MSc is delivered by industry-experienced academics, external experts and practitioners. The programme focuses on the opportunities and financial flows driven by society’s response to climate change – a response expected to drive trillions of dollars of new investment over the coming decades.

Delivering this investment will require professionals with a deep understanding of the mechanisms regulating new financial flows like carbon markets and climate investment funds.

This MSc will appeal to first degree graduates in business, economics, engineering or another social or physical science discipline. Students also typically bring work experience alongside a desire to move into a new career in carbon finance, investment, consulting or related policy and regulatory roles.

Learn more at business-school.ed.ac.uk/msc/carbon-finance

The Business School also partners in the MSc in Carbon Management co-delivered with colleagues.

The Business School also partners in the MSc in Carbon Management. This programme is co-delivered with colleagues from the Schools of Geosciences and Economics at the Edinburgh Centre for Carbon Innovation.

Postgraduate roles

Graduates pursue careers in carbon consulting, low carbon investment or asset management, carbon trading, carbon accounting, carbon entrepreneurship, or policy and regulation of climate finance.

Potential roles include: Carbon Consultant/Service Provider, Carbon Analyst, Carbon Asset/Fund Manager, Carbon Credit Developer, Carbon Trader or Carbon Accountant.

Fees

Fees for September 2015 entry
- Home/EU students £19,700
- Overseas students £19,700

Programme structure

Semester 1 features core courses in Climate Change Science and Policy, Energy Finance, Carbon Markets and Carbon Accounting.

Semester 2 features an additional three core courses in Low Carbon Investment, a Carbon Consulting Project and Research Methods in Carbon Finance.


A dissertation concludes the MSc and brings together all the year’s learnings.

MSc in Finance and Investment

Most business schools offer an MSc in Finance. Few offer an MSc with such a strong investment component. Founded with the support of major industry players, our programme delivers a powerful blend of academic rigour and vocational insight.

With a global perspective on investment markets and asset classes, our MSc utilises leading research and will provide practical knowledge on the processes and mechanisms underlying investment. It will also build on your numerical skills, enabling you to understand and practice investment-related mathematics.

Postgraduate roles

Graduates have joined global investment banks, consultancy firms and investment companies, typically pursuing careers in investment analysis, portfolio management, financial statement analysis and evaluation, corporate finance, product development, client servicing and risk management.

Fees

Fees for September 2015 entry
- Home/EU students £19,700
- Overseas students £26,350

Learn more at business-school.ed.ac.uk/msc/finance-investment

Programme structure

Semester 1 features core courses in Corporate Finance and Accounting, Financial Markets, Investment Theory and Statistics for Finance. Semester 2 features an additional core course in Research Methods in Finance and one or two core electives in Derivatives or Investment Management.

Students choose one or two option courses from a list including Advanced Corporate Finance, Equity Valuation, Economics for Postgraduates, Credit Risk Management, Behavioural Finance, Fixed Income, Management Control for Risk and Uncertainty, Case Studies in Finance and Investment, Forecasting Financial Markets and Corporate Governance.

A dissertation concludes the MSc and brings together all the year’s learnings.
MSc in Financial Management

A comprehensive exploration of key areas in accounting and corporate finance, our MSc is for graduates following a career in the finance function of a company, the accounting profession, business analysis or in management consultancy practice.

Particular emphasis is placed on understanding the disciplines of accounting and corporate finance, with both theoretical foundations and practice applications provided in these areas. The MSc takes a broad internal management perspective rather than a narrow external or financial market-based view.

Postgraduate roles
Graduates can enjoy opportunities across major sectors, and in roles including Treasury Manager, Finance Executive, Financial Strategy Consultant, Business Start-Up Financial Consultant, Corporate Finance Executive, Business Analyst, Retail Banking Executive, Commercial Banking Executive, Investment Banking Executive, Management Consultant and Venture Capital Executive.

Fees
Fees for September 2015 entry
- Home/EU students £19,700
- Overseas students £24,600

Learn more at business-school.ed.ac.uk/msc/financial-management

PROGRAMME STRUCTURE

Students choose two option courses from a list including Advanced Corporate Finance, Credit Risk Management, Derivatives, Economics for Postgraduates, Investment Management, Negotiation, Equity Valuation, Behavioural Finance, Management Control for Risk and Uncertainty, Case Studies in Finance and Investment and Corporate Governance.

A dissertation concludes the MSc and brings together all the year’s learnings.

MSc in Human Resource Management

As the portfolio of Human Resource Management responsibilities evolves, the next generation of managers will embrace broader policies connected to areas such as incentive design and work-life balance. Keeping pace with advances, our MSc develops knowledge of HRM concepts and the people management skills crucial to modern business.

Acknowledging the implications of changing economic, financial, demographic and political landscapes, our programme is delivered by a faculty producing internationally recognised research on topics including recruitment, remuneration and retirement. A flexible structure allows for specialisation as the course builds the knowledge and skills essential to success across a range of dynamic organisations.

Postgraduate roles
A wide range of potential positions include: Careers Advisor, Equality and Diversity Officer, HR Analyst, HR Advisor, HR Compliance Administrator, HR Employee Benefits Manager, HR Generalist, HR Manager, HR Rewards Manager, Personnel Manager, Recruitment Manager and Reward Analyst.

Fees
Fees for September 2015 entry
- Home/EU students £12,300
- Overseas students £19,700

Learn more at business-school.ed.ac.uk/msc/human-resource-management

PROGRAMME STRUCTURE
Semester 1 features core courses in Developing Skills for Business Leadership, Organisational Behaviour, Human Resource Management in Context and Reward Management. Semester 2 features two additional core courses in Managing Employment Relations and Methods of Research in HRM.

Students choose two option courses from a list including Change Management, Employment Law, Global Talent Management, HR Issues in Outsourcing, iHRM Policies and Practices, Leadership and Management and Performance Management.

A dissertation concludes the MSc and brings together all the year’s learnings.
**MSc in International Human Resource Management**

An organisation’s people are often both its most valuable and costly resource. Globalisation, changing demography and shifting economic and political landscapes are imposing new thinking, new opportunities and new practices on effective HR management. Our MSc in International Human Resource Management is at the forefront of research-led education.

Combining practice and theory, students apply learning and knowledge to real-world international HR issues. The field has for a long time been of key interest to the Business School and this internationally focused programme concentrates on developing HR professionals ready to operate across national borders.

The Business School is awaiting CIPD accreditation for this new course.

**Postgraduate roles**

This new course will produce critical, reflective, globally focused HR practitioners equipped to pursue careers across a variety of contexts including: public sector, corporate, SMEs and third sector.

**Fees**

Fees for September 2015 entry
- Home/EU students £12,300
- Overseas students £19,700

Learn more at business-school.ed.ac.uk/msc/international-human-resource-management

**PROGRAMME STRUCTURE**

Semester 1 features core courses in Developing Skills for Business Leadership, Organisational Behaviour, Human Resource Management in Context and Reward Management. Semester 2 features two additional core courses in Multinational Corporations and Comparative Employment Relations and Methods of Research in HRM.

Students choose two option courses from a list including Global Talent Management, HR Issues in Outsourcing and iHRM Policies and Practices.

A dissertation concludes the MSc and brings together all the year’s learnings.

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**MSc in International Business and Emerging Markets**

Across a dynamic global economy, emerging markets are developing increasing significance. Suited (but not limited) to those with a background in commerce and finance, our MSc focuses on the challenges faced in today’s globalisation context, e.g. global governance in international business, business internationalisation, developing corporate strategy, attracting foreign direct investment and working in countries with different cultures, institutions, laws and business practices.

Students from emerging economies will gain knowledge of contemporary thinking in corporate strategy, including technology, financial management, economics and public policies. Those from established economies will gain an understanding of how businesses can benefit from economic globalisation and the rapid development of new economic powerhouses.

Students will work with the student development team in the Business Lab environment to develop personal skills in order to effectively deal with peoples and businesses in a multicultural context. Student teams are also supported throughout a hands-on company project working with real business clients.

**Postgraduate roles**

Graduates typically progress to successful careers as Consultants, Managers or Analysts.

**Fees**

Fees for September 2015 entry
- Home/EU students £19,700
- Overseas students £22,950

Learn more at business-school.ed.ac.uk/msc/international-business

**PROGRAMME STRUCTURE**


Semester 2 features two additional core courses in Doing Business and Emerging Markets and Research Methods for International Business.


A dissertation concludes the MSc and brings together all the year’s learnings.
Valuable to both new-starts, and to those progressing an existing career, our MSc blends classic management techniques with contemporary thinking. It is especially beneficial to students from non-business backgrounds including engineering, sciences, social sciences and the arts.

An emphasis on practical skills takes students beyond the theory and into the heart of real-life management challenges via workshops, simulation exercises, teamwork and strategies. The result is greatly enhanced employability from an MSc packed with the insight, theories and skills successful management depends on.

Key areas graduates will develop include effective management in an ever-changing business environment, an awareness of how to analyse and resolve contemporary management problems and the ability to acquire, analyse and validate data.

**Postgraduate roles**

Leading employers highly regard our MSc, and graduates have secured positions such as Auditing/Accounting, Management Consultancy, Project Manager, Business Development Manager, Operations Analyst and Marketing Officer.

**Fees**

Fees for September 2015 entry

- Home/EU students £16,500
- Overseas students £21,350

Learn more at business-school.ed.ac.uk/msc/management

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**MSc in Marketing**

Marketing professionals are at the heart of the strategic decisions behind successful products and services. From development through production, pricing, distribution and promotion, these decisions impact both customers’ needs and company bottom line. Making the right calls requires sound knowledge of marketing fundamentals.

Our MSc offers in-depth marketing expertise that’s tailored to graduates from a general business or management-related discipline. The programme helps develop a career for critical, reflective marketers by emphasising the integration of theory and practice with the skills and knowledge employers require.

Theoretical foundations, including marketing management, analysis of marketing decisions, consumer behaviour and marketing research methods, are studied alongside current and emerging applications in the field and practice of marketing.

**Postgraduate roles**

Graduates can progress to varied public and private-sector roles across marketing, branding, sales and public relations including Marketing Manager/Director, Agency Account Coordinator/Executive, Advertising Director, Product/Brand Manager, Product Development Manager, Brand Strategist, Marketing Communications Coordinator, Media Planner, Marketing Data Analyst, Sales Director, Sales Account Manager, Digital/ Social Media Marketing Manager and Public Relations Manager.

**Fees**

Fees for September 2015 entry

- Home/EU students £13,700
- Overseas students £19,700

Learn more at business-school.ed.ac.uk/msc/marketing

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**Programme Structure**

Semester 1 features a core course Contemporary Issues in Management. Students also choose five out of six electives

- Accounting and Financial Management
- Business Economics and Management Science
- Corporate Strategy
- Marketing Management
- Organisational Behaviour and The Entrepreneurial Challenge: Creating a new Venture.

The semester also features the Stanford Executive Briefing (a non-credit bearing course).


A dissertation concludes the MSc and brings together all the year’s learnings.
Marketing professionals are increasingly utilising data analysis and predictive modelling to shape decisions in areas including customer profiling, data mining and forecasting.

Led by a quantitative approach, our MSc offers graduates from a general business or management-related field, an in-depth study of marketing and management science disciplines. Uniquely, students also explore the theoretical marketing foundations and business modelling approaches at the heart of marketing decisions.

Delivered by the School’s renowned marketing faculty, the programme also benefits from the School’s Management Science Group whose expertise and experience informs Semester 2’s specialist options.

Postgraduate roles
Our MSc prepares graduates for a range of potential roles including Market/Business Analyst, Data Analyst, Business Intelligence Manager, Data/Decision Scientist, Director of Customer Intelligence, Market Researcher, Trend Analyst, Data Insight Analyst, Marketing Campaign Analyst, Data Mining Statistician, Business/Marketing Consultant, Research Director and Credit Analyst.

Fees
Fees for September 2015 entry
- Home/EU students £13,700
- Overseas students £19,700
Learn more at business-school.ed.ac.uk/msc/marketing-business-analysis

PROGRAMME STRUCTURE

Semester 1 features core courses in Business Statistics, Marketing Research, Marketing Decision Analysis, Principles of Marketing Management

In Semester 2 students choose four option courses. They choose two from a list including Marketing Communications, International Marketing Strategy, Marketing Applications, Marketing and Society and Understanding Brands and two from a list including Credit Risk Management, Problem Solving and Spreadsheets Modelling Skills, Data Mining and Project Management in Business Analysis

A dissertation concludes the MSc and brings together all the year’s learnings.

Postgraduate Research Opportunities in Management (MSc by Research, MPhil, PhD)

The Business School’s powerful, distinctive research specialisms provide doctoral students with the knowledge, expertise and skills necessary to develop an academic or business career.

Our emphasis on research demonstrates the importance the School places on our vibrant and growing PhD programme. Currently there are 100 doctoral researchers from a wide range of countries studying at the School, all approved by the Economic and Social Research Council (ESRC).

Our PhD programmes are designed to reflect the personal research and career goals of every student. We offer three types of research qualification:

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<tr>
<th>MSc by Research</th>
<th>MPhil</th>
<th>PhD</th>
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By its very nature, a research qualification is an individual pursuit. Research students are expected to design and develop their own research strategies, pursue original lines of thought and present novel research findings. This ensures every PhD candidate creates a singular piece of research that will make a significant contribution to their own personal and career development.

Indicative Fees for 2015 entry

MSc by Research
- Home/EU students £6,350
- Overseas students £15,850

MPhil
- Home/EU students £3,996
- Overseas students £12,600

PhD
- Home/EU students £3,996
- Overseas students £12,600
Finding out more
Our Open Days will give you a great feel for our MBA, MSc or PhD programmes. Details of forthcoming events are posted on our website. We can also arrange informal one-to-one sessions with our Programme Directors and are happy to put you in touch with current students or alumni.

Entry requirements
Please visit our website for details of the entry requirements across our programmes - including educational and professional experience and English proficiency.

www.business-school.ed.ac.uk

How to apply
All candidates are asked to complete an online application and a personal statement indicating reasons for applying to the programme. You will also be asked to provide references in support of your application.

To apply online and for in-depth details of all our programmes visit www.business-school.ed.ac.uk

All content correct at time of print but subject to change – November 2014