

Newcastle Business School

Undergraduate and Postgraduate





 **northumbria**
UNIVERSITY NEWCASTLE

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Welcome

Welcome to Newcastle Business School, one of the largest, most successful and fastest growing business schools in the UK.

We are delighted that you are considering taking up your studies with us. We recognise that there are many alternative choices you need to consider in deciding what you study and where you study it.

We particularly hope that our experience of educating students from a variety of nationalities and our focus on 'real world learning' will be key considerations in your choice. The emphasis we place on developing your skills, knowledge and ways of thinking will enable you to be effective and successful in your future careers.

We hope to see you in the near future.



Why choose Newcastle Business School?

We have a **global reputation** for delivering some of the best business management education in the UK. We will equip you with the in-depth understanding, skills and experience you need to **succeed in business**.

We are the only business school in Europe with **accreditation from the Association to Advance Collegiate Schools of Business (AACSB)** for both Business and Accounting, part of an elite group of less than 1% of global business schools.

Our undergraduate courses are undergoing a full re-accreditation process with **EPAS** who require some of the highest levels of relevance, rigour and internationalisation.

In 2015, we were named **Business School of the Year** at the Times Higher Education Awards.

Our **Student Employability Centre** supports students through learning experiences such as volunteering, placements and internships.

Our degrees are recognised for their quality by many **professional bodies** including CIM, CIPD, CIPS, AACSB, EPAS, ACCA, IDM, ITT, CIMA, CIPFA, AIA, CILT, AAT, and ICAEW.

If you want to focus on a particular area of business we have a **range of specialist courses**, but we also have **general business management courses** which allow you to gain a broad understanding of business.

For undergraduate students, there are **study abroad opportunities** at our many partner universities in Europe, America, South East Asia and Australia. There are also **opportunities to do a work placement year** as part of your chosen course.

Our Corporate and Executive Development Centre **works with over 700 leaders and managers** offering learning experiences that enable significant and sustainable change.

Postgraduate students attend a weekend residential near Newcastle. This will **develop your management and leadership capability** through problem-solving and team-building activities.

A global reputation for excellence

Newcastle Business School has a long and successful history of professional accreditation for its courses, including the prestigious AACSB and EPAS.

Newcastle Business School has earned a full five-year Business accreditation by AACSB International - The Association to Advance Collegiate Schools of Business (AACSB).

We have achieved AACSB accreditation for both Business and Accounting – the first Business School in Europe to do so.

Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, masters, and doctoral degrees in business and accounting.

AACSB Accreditation is the hallmark of excellence in business education. Today, of the approximate 15,700 institutions worldwide offering business degrees, there are only 5% of business schools that maintain AACSB Accreditation. Only 1% of institutions maintain an additional specialised AACSB Accreditation for their accounting courses.

"It takes a great deal of commitment and determination to earn AACSB Accreditation," said Robert D. Reid, Executive Vice President and Chief Accreditation Officer of AACSB International.

"Business schools must not only meet specific standards of excellence, but their deans, faculty, and professional staff must make a commitment to ongoing continuous improvement to ensure that the institution will continue to deliver the highest quality of education to students."

Our undergraduate courses are EPAS accredited. This is international accreditation from the European Foundation for Management Development (EFMD) and requires the highest level of relevance, rigour and internationalisation.

EPAS was founded in 2005. Its mission is the enhancement of student learning within business and management courses. It ensures that courses are designed and delivered to broaden students' minds, deepen their thinking, and enable them to carry out critical analyses within a profound knowledge of the theories and practice of business and management. Course outcomes will not only include the knowledge acquired but also the ability to communicate ideas and analyses, and to motivate and manage other people.

The EPAS Accreditation Board is composed of representatives of high profile organisations that are stakeholders in the quality improvement of management education.

The process involves an in depth review of the courses through international comparison and benchmarking. The process considers a wide range of course aspects including course design and delivery, course objectives and intended learning outcomes, the depth and rigour of the assessment processes, the institution's resources and the quality of the alumni and their career progression.



A truly international business school

In today's complex economy all organisations, no matter how large or small, need to operate in a dynamic and global environment. As a result, everything we do at Newcastle Business School has a strong international focus.

We have over twenty years' experience of delivering international programmes. We were the first UK University to offer a joint degree in Russia in 1993 with the State University of Management in Moscow. We also began our first overseas franchise in 1994 and many of our students can now gain a double degree from some of our European partners.

But we don't just teach international business, we recognise that international exposure, international culture and international experience are all part and parcel of the multiplicity of the provision at Newcastle Business School. Our students are given unparalleled opportunities to experience business within an international context.

We enjoy established links with leading business schools and organisations all over the world. Our programmes are delivered in countries as far afield as Singapore, Hong Kong and Malaysia.

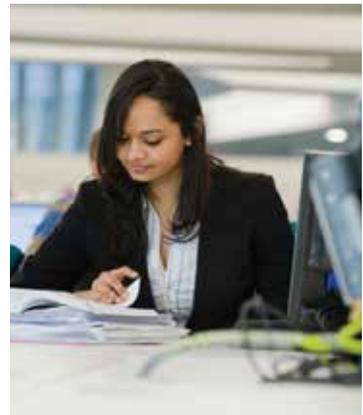
At every level of the curriculum and in day-to-day University life, our students are constantly exposed to international influences. On a social level, the rich diversity of our student culture has a lasting and positive impact on each student's development – our student base represents nearly 100 different nationalities.

On an educational level, our partnerships open up outstanding opportunities for students to study part of their degree abroad, arrange

exchanges or study joint degree programmes. Students have the opportunity to attend a Summer School at one of our partner institutions. A vast array of different languages are also taught within the University from French, Italian, German and Spanish to Japanese and Mandarin.

On a business level, our powerful international presence opens up exciting placement and career opportunities for our students.

And, of course, with such a strong international emphasis across the entire Newcastle Business School experience, our graduates are business-ready and highly employable, wherever in the world they want to live and work.



International partners

Australia

Deakin University
Edith Cowan University
Royal Melbourne Institute of Technology
Swinburne University of Technology

Belgium

Katholieke Universiteit Leuven

Brazil

Universidade de Sao Paulo

Canada

Trent University

Chile

Universidad de Chile
Universidad Finis Terrae

China

Beijing University of International Business and Economics
Hong Kong University of Science and Technology

Columbia

Universidad de Los Andes

Croatia

ZSEM (Zagreb)

Czech Republic

Charles University
Masaryk University
Palacky University

Denmark

Aarhus University

Finland

Helsinki Metropolia
University of Applied Sciences
Oulu University

France

Aix-Marseille University (AMU)
Audencia School of Management
ESC Dijon Bourgogne

ESPEME Ecole superieure de commerce EDHEC
France Business School.
ESCEM Groupe Ecole Superieure de Commerce et de Management
Groupe Sup de Co
La Rochelle (Ecole de commerce (ESC)
Groupe Sup de Co
Montpellier Business School
IDRAC - Ecole superieure de commerce
Kedge Business School
Université Claude Bernard - Lyon 1
Université Grenoble Alpes (previously Université Pierre-Mendès France)

Germany

Accadis
Fachhochschule Dusseldorf
Fachhochschule
Kaiserslautern - University of Applied Sciences
Hochschule Emden/Leer
Hochschule Heilbronn
Johan Wolfgang Goethe-Universität
Martin Luther University Trier
Universität Hamburg

Indonesia

Institute Teknologi - Bandung School of Business Management

Ireland

National University of Ireland, Galway
University of Limerick

Italy

Politecnico di Milano
Universita Ca Foscari Venezia
University of Insubria

Japan

Chiba University
Momoyama Gakuin University
Nagoya University of Commerce and Business Administration
Nagoya University of Foreign Studies
Tokyo Metropolitan University

Malta

University of Malta

Mexico

Universidad Iberoamericana
Universidad Nacional Autonoma de Mexico

Netherlands

Avans Hogeschool
Radboud University
The Hague University of Applied Sciences

Norway

BI Norway

Poland

Krakow University of Economics

Portugal

Universidade Nova de Lisboa
Universidade Nova de Lisboa - Nova Information Management School

Russia

St Petersburg State Polytechnical University

Slovenia

University of Ljubljana

South Korea

Chonnam National University
Keimyung University
Korea University
Kyungpook National University

Sungkyunkwan University
University of Seoul
Yeungnam University

Spain

IQS (Institut Quimic de Sarria)
Escuela Universitaria de la Camara de Comercio de Bilbao (Universidad del Pais Vasco)
ESIC Business & Marketing School

Universidad de Cadiz
Universidad de Granada
Universidad de Loyola
University of Murcia

Sweden

Jonkoping International Business School
Linkoping University
Umea University

Switzerland

University of Lucerne

Taiwan

Providence University

Thailand

Mahidol University

Turkey

Sabanci University

USA

California State University
Clarkson University
Elizabethtown College
Pennsylvania
Florida Atlantic University
Humboldt State University
Middle Tennessee State University
Montclair State University
Southern Illinois University
Edwardsville
Texas Tech University
The College of New Jersey
University of Minnesota
University of Arkansas at Little Rock



Outstanding facilities

At Newcastle Business School we pride ourselves on giving you the best possible student experience. We've invested heavily over recent years in the practical tools you need to get the most from your course and make an immediate impact in the workplace after you graduate.

Here is a snapshot of some of our outstanding facilities that will bring your learning to life:

- We are located at the **award-winning** City Campus East which provides a **dedicated suite** of teaching rooms, IT labs and comfortable lounging areas where you can work in groups or independently.
- We have our **own trading room**, powered by Bloomberg Terminals, which are used by top traders throughout the world. We're one of only a few business schools in the UK to integrate real-time financial management information into our teaching and learning. The terminals help students who want to train and learn how to use real-time and historical financial news and information.
- In the 2015/16 Times Higher Education Student Experience survey our University Library ranked as **joint 1st highest scoring in the UK**. It boasts half a million books, 50,000 electronic journals and over 100 databases.
- Our **Student Employability Centre** supports employability through learning experiences such as volunteering, placements and internships.
- The **e-learning portal** provides you with electronic access to lecture, seminar and workshop activities, directed learning, materials and tests, up to date course announcements, online discussion groups and bulletin boards. Available 24 hours a day, 7 days a week, all materials are regularly updated by module tutors and course leaders.
- Our BA (Hons) Entrepreneurial Business Management students benefit from a fantastic learning space at the nearby **Northern Design Centre**, which offers flexible, creative workspace for live student business projects, student start-ups, networking and meetings.
- We are making a significant investment in new premises for our **Business Clinic**. The new premises nearby to the Newcastle Business School building; will provide 500 square meters of dedicated space for students to work on their **live client projects** supported by Business Clinic staff.

Your undergraduate experience

Being an undergraduate at Newcastle Business School is as much about developing you as an individual as it is about expanding your business knowledge and skills.

As one of the UK's longest established business schools and with a strong international focus, Newcastle Business School takes the undergraduate experience to a new level. We want every student to engage in a real-life experience during their course. This can be via a work placement, a work/study abroad opportunity or a consultancy project in your final year. The following features are on offer:

Organisational work placements

Many universities and colleges offer placements. The difference with Newcastle Business School is that most of our undergraduates are given the opportunity to spend a placement year in industry and we even have a dedicated Student Employability Centre, which will assist you in finding a placement and provide fantastic support whilst you are working.

You will undertake a module in your second year which is specifically designed to help secure placement/graduate employment, and an academic member of staff will come and visit you during your placement to see how things are progressing.

Travel scholarships

Every year Newcastle Business School students are given the chance to apply for a Travel Scholarship with grants of up to £1,000. Funding is provided to students, for example, participating in international community projects or spending the summer break furthering personal development. Previous projects have involved working in orphanages, teaching English and supporting animal conservation schemes in such places as Asia, Africa and South America.

Study and/or work abroad

At Newcastle Business School, you're not tied to the Newcastle campus. Our AACSB accreditation has allowed us to build partnerships with world leading universities across the globe. Our exchange partnerships mean that the majority of our students can apply to study part of their degree wherever we have a partner overseas – America, Australia, Asia and Europe. This can be done for a single semester in your second year, for a full year after your second year, or both.





Professional body accreditations

The courses on offer are constantly updated in line with today's rapidly changing economy. Many courses are recognised by the relevant professional bodies which mean that upon successful completion of your chosen course you may be exempt from certain examinations when applying for professional status. These close links with the professional bodies ensure that the courses are always up-to-date, and enhance the employability and distinctiveness of our graduates.

Many of our courses are recognised by relevant professional bodies including: AACSB, CIM, ACCA, CIPD, CIMA, CIPFA, EPAS, IDM, AIA, AAT, CILT, ICAEW, ITT and LCGI.

Consultancy project

In your final year you can opt to do a live piece of consultancy work with a local organisation instead of doing a dissertation. You will work in teams to analyse and propose solutions to a real business problem, working closely with a local organisation and in the process building up a range of crucial employability skills.



Work placement

It has long been acknowledged that students gain from working in industry during their time at university.

At Newcastle Business School we encourage each and every student to take a one year work placement in industry.

Some of our courses include a placement year as standard, but even where they don't, we strongly recommend that students take up a year-long placement. Our dedicated Student Employability Centre can help secure a position of responsibility within a leading organisation and with a proper salary, either locally, nationally or overseas. Or you can arrange your own placement – it's your choice.

Which courses include a work placement?

The BA (Hons) courses in Business Management, International Business Management with and without languages, Marketing Management, Human Resource Management and Tourism and Events Management are four year sandwich courses incorporating a one year placement or overseas study option in the third year.

Students on the remaining three year courses (except Business Leadership and Corporate Management, Entrepreneurial Business Management and Leadership and Management) have the option to extend their course in order to undertake a study abroad or work placement in the third year.

Please note, work placements do not apply to Top up courses.

Why do a work placement?

- Many organisations use their placement students to fast track into their graduate schemes, with some making a job offer at the end of the placement.
- An unbeatable opportunity to put theory into practice.
- Many organisations prefer graduates who have completed a placement.
- Gain valuable hands-on experience.
- Networking potential – a chance to make yourself known and impress.

Students who have undertaken a placement during their time at university have benefited by working, seeing the reality of it and then evaluating how it links with theory, giving them a competitive edge when applying for graduate employment.

Companies we work with

- BMW
- GlaxoSmithKline
- Hewlett Packard
- IBM
- Intel
- Johnson & Johnson
- Marks & Spencer
- Microsoft
- Nissan
- Panasonic
- Procter & Gamble
- Renault
- Walt Disney World
- ...and many more!



"My placement year was brilliant! I spent it working in London at multinational pharmaceutical company, GlaxoSmithKline. I thoroughly enjoyed working within their HR department and had so many great opportunities that have enhanced my CV. I met some amazing people who encouraged and inspired me and who were a great source of support throughout my final year of university when I was conducting my dissertation research."

**Meera Kakade, BA (Hons)
Business with Human
Resource Management**

Study abroad opportunities

For many Newcastle Business School students, taking the opportunity to study or work in one or more foreign countries during their course becomes the highlight of their time at University.

Choosing to live abroad demonstrates the attitudes employers are looking for and develops skills impossible to teach in the classroom. Graduates with international experience are immediately differentiated in the initial recruitment process.

We can arrange financial support for students going to some destinations and our exchange agreements mean going abroad need not cost more, and can often cost less in terms of fees to pay.

Using our well-established worldwide network of trusted partner institutions and industry links, Newcastle Business School can counsel you on an enviable wide choice of opportunities to spend part of your time studying abroad. Go alone or go with your friends.

Our partners include top-ranked, triple accredited, private business schools and prestigious, traditional universities. Some offer the chance to graduate with a second degree. Many of our students are successful in getting work experience with international, blue-chip companies. Some destinations offer organisational work placements and internships in combination with studies.

A full advisory service is provided to all interested students who go through a selection process to ensure a good match of personal ambitions with possible destinations.

Partners in Europe often run courses in English while teaching the local language at different levels, enabling you to master a language and really

immerse yourself in the culture of your host country.

Full briefing sessions on upcoming opportunities are offered to all students in their first year as some new initiatives are developed every year.

Opportunities range from:

- 1 semester study as part of your second year
- A full sandwich year
- 3 semesters studying and working in one or more countries across Europe, Australia, Asia and America.

To find out where you can study please see page 5.



N.B. Level 5 Year 2 - Semester 2 modules may be replaced by Global Citizenship, International Literacy and Employability for students studying abroad subject to agreement with their Programme Director.

Travel scholarships

Newcastle Business School has an undergraduate philosophy that is designed around business knowledge and personal development.



The School places an emphasis on value added business education, and has been running the popular Travel Scholarship Scheme for several years.

The scholarship, which encourages students to experience international life, assists students with funding that enables them to participate in charitable projects in numerous countries across the world and has seen students travel to Thailand, Vietnam, China, Zambia and Uganda.

Some of the projects undertaken include building homes, teaching in orphanages and working with underprivileged children. Such travel is normally undertaken between university years in the Summer break.

The primary aim of the Travel Scholarship is to encourage personal development that provides students with the opportunity to develop their leadership and decision making skills, as well as make a real impact in

helping others who are less fortunate than themselves. Students are able to use their past experiences to help shape their future as graduates and become business ready individuals. The Travel Scholarships are open to all enrolled undergraduate students.

Passport to employability

Of course a good degree is hugely important to getting a great job, but employers are now looking for even more when choosing which graduates to recruit. At Newcastle Business School we keep close links with employers to find out what they are looking for in their graduate recruits.

At Newcastle Business School, and throughout the whole University, there are a huge range of activities which you can engage in to help you to develop a range of knowledge and skills. We are looking for students who have the drive and desire to make the most of their time with us by engaging in everything that the Business School and University has to offer.

What skills are employers looking for?

- Being business and customer aware
- Being able to solve problems
- Having good communication and literacy
- Application of numeracy and IT
- Having a positive attitude
- Being self-motivated
- Being a team player and working well with others
- Leadership – employers are looking for future managers
- Being flexible and adaptable in both your work and career
- Having entrepreneurial flair and creativity
- The ability to plan and organise

Passport to Employability is a Newcastle Business School initiative which signposts our students to events and activities outside of their degree course that will give them the chance to develop these skills and increase their employability potential. Through the Passport your activities are acknowledged, verified and rewarded. We have identified five main areas where skills can be developed that employers are looking for.

Work experience

Through part-time work, summer placements or internships. Nothing is a substitute for real, relevant work experience.

Community engagement

There are a huge range of activities which you can get involved in, from taking on business projects, working with charities volunteering in community projects and by representing fellow students on your course or for the Business School and beyond.

Global engagement

In an increasingly multicultural world, employers are looking for graduates who have the ability to appreciate and fit into a global working environment. Through travel scholarships, international student mentoring schemes and Meet and Greet activities, you can develop your understanding and application of other cultures – skills that are vital to businesses today.

Career development

Employers want graduates who understand their world – what they are looking for and how graduates can fit into their business environment. By attending employers' talks, lectures from people in industry and personal development sessions, students can learn what recruiters want from their graduates and understand the world of work.

Enterprise

Creative. Dynamic. Get-up and-go. Employers are looking for can-do



graduates that makes things happen; be it setting up your own business, organising an event, participating in business competitions or many more activities which can develop and demonstrate that you can use your initiative and be resourceful.

The Passport to Employability award recognises and verifies the skills which you can develop through these activities. It provides you with real evidence to show employers what you can do. Whilst all of the activities available can be fun and rewarding in themselves, Passport to Employability makes them even more worthwhile by allowing you to...

- Leave Northumbria with even more than your degree award
- Stand out from the crowd
- Boost your career prospects
- Develop valuable transferable skills
- Gain concrete evidence of your skills
- And be formally recognised for activities such as mentoring, Students' Union involvement, volunteering, work experience, global appreciation and many more.

Choosing the right undergraduate course for you

We want to make it as easy as possible for you to understand the courses on offer at Newcastle Business School. We have broken our undergraduate courses down into six categories below.

General Business Courses

Want to study a bit of everything? Our general business courses are perfect if you want to gain a broad understanding of how businesses operate, from finance to human resources, management to marketing:

- Business Management
- International Business Management
- International Business Management with French/Spanish

Business with... courses

These are ideal if you wish to major on general business but at the same time gain further understanding of a particular specialist area.

- Business with Accounting
- Business with Economics
- Business with Entrepreneurship
- Business with Financial Management
- Business with Human Resource Management
- Business with International Management
- Business with Logistics and Supply Chain Management
- Business with Management
- Business with Marketing Management
- Business with Tourism Management

Specialist Courses

If you already have a good idea of a particular part of business that you wish to study, then our range of specialist courses will enable you to focus on a business specialism which really interests you:

- Accounting
- Finance and Investment Management
- Human Resource Management
- Marketing Management
- Tourism and Events Management

Work-based Learning

If you want a degree in business but would like to spend a greater proportion of your degree in a working environment, then you may wish to learn more about our innovative range of work-based learning courses:

- Business Leadership and Corporate Management*
- Entrepreneurial Business Management*
- Leadership and Management (Part-time*/Distance Learning only)

**Not available to students who need a Tier 4 visa to study in the UK.*

Top up Courses

Our range of top up courses are designed for those who already have an HND, Foundation Degree or equivalent qualification, and would like to study for one year to convert this to an honours degree:

- Accounting and Finance
- Business
- Business and Finance
- Business and International Management
- Business and Marketing
- Business (with Law)
- International Banking and Finance
- International Hospitality and Tourism Management
- Logistics and Supply Chain Management

London Campus courses

A number of Business courses are offered at our Northumbria London Campus. Ideally situated just minutes away from Liverpool Street station, our students benefit from studying in a location where the London City financial district meets the heart of London's creative digital and technology sector. All London Campus courses are offered with a September, January or May start date. We welcome applications to the following London Campus courses:

- Business Top up
- Business Creation Top up (subject to validation)
- International Banking and Finance Top up

Undergraduate admissions information

The following section is designed to help you understand our admissions processes here at Newcastle Business School.

Our admission criteria exist to ensure we accept students that can excel on our courses. Each course has set entry requirements, but we make decisions based on the following general principles:

- The majority of undergraduate applications come to us from students undertaking Advanced level qualifications, and we also accept a number of other nationally recognised qualifications such as BTEC qualifications, awards from professional bodies such as AAT and LCCI, newer awards such as the Cambridge Pre-U, and the International Baccalaureate.
- Whilst we do allow applicants to use a number of qualifications to meet our entry criteria, we believe that the most successful students will be those that attain good grades in whatever they study. Therefore we do place a limit on the number of qualifications that can be added together to achieve the required tariff score.
- We believe that good numeracy and communication skills are essential to successful study. This is why we insist on GCSE Mathematics and English Language at grade C or above for all our courses.
- We do not ask for any particular subjects at A Level or from any other recognised qualifications such as diplomas etc.
- We do recognise NVQs as enhancing other qualifications, but would not usually offer a place based purely on NVQ achievements

- We welcome applications from mature students and we are willing to consider, on an individual basis, those who do not meet traditional entry criteria.
- We accept a wide range of overseas qualifications – for further information please visit northumbria.ac.uk/international/northumbria-and-your-country/ We normally require evidence of English language proficiency, such as an IELTS score of 6.0 (Grade B from our own University English language centre programme) for first or second year entry, and 6.5 (Grade A from our own University English language programme) for final year entry.

What different types of qualifications will you accept?

As an example, we will use BA (Hons) Business Management, which has an entry requirement of 128-136 points. This could be achieved in a number of ways:

- A more 'traditional' profile could achieve this with grades ABB at A level.
- It could also be made up of ABD at A level, plus an AS level at grade C. We expect A level students to complete at least 2 GCE A levels. General Studies is treated the same as any other A level subject.
- BTEC Extended Diploma: 2 Distinctions and 1 Merit.

- International Baccalaureate qualifications also accepted. Please contact our admissions team for further details.

Application procedure

Most undergraduate business courses recruit through the Universities and Colleges Admissions Service (UCAS): find out more at ucas.ac.uk.

Applications for places on the BA (Hons) Leadership and Management course should be made online via our website northumbria.ac.uk/courses.

Still unsure?

We appreciate that there is a lot of information to take in concerning our entry requirements. For more detailed information on our courses, entry requirements and UCAS tariff points please visit northumbria.ac.uk/courses and search the course you are interested in.

For Home and EU application information please contact:

T: +44 (0)191 227 4453

E: et.admissions@northumbria.ac.uk

For International application information please contact:

T: +44 (0)191 243 7906

E: er.internationaladmissions@northumbria.ac.uk

Business Management

BA (Hons)

Mode of study Full-time

Duration 4 years | **Entry requirements** 128-136 UCAS points

The Business Management (BABM) degree is the Business School's popular flagship course with choice and flexibility built in for students who either seek a general degree from the outset or may decide in year two of their studies to go for a specialised pathway.

What's it all about?

The BABM course provides students with an inspiring introduction to the functions of business and the management of people and resources. You will study a range of dynamic modules designed to combine theoretical knowledge with insight and practice as part of a rich-learning experience. There is a strong vocational emphasis within BABM throughout the course syllabus but also with extra curricular activities such as guest speakers or training events, for example LinkedIn training. The vocational focus is epitomised by the 'year out' when you select either a year long work placement or a study abroad option and both provide a great experience and a superb platform for your final year. You will graduate having developed a range of skills in critical analysis, synthesis and decision making – all of which will give your management career prospects a great boost.

What makes this course different?

This degree covers the main functional areas of business including Human Resource Management, Finance, Marketing, Logistics and Strategy, allowing you to gain a vast range of skills and expertise in business and management. With advice from your programme leader, you may select a specialist pathway from year two. For example, if you developed an interest in marketing during your first two years, you

choose a marketing pathway module, followed by a marketing placement in your 'year out' perhaps as a Digital Marketing Assistant and then follow more marketing specific modules in your final year and tackle your dissertation on digital marketing.

Students who undertake a placement year have a great supervised experience, mostly in supportive organisations where we have long standing successful relationships. More employers take this as an opportunity to consider the placement student for future employment as they see you in the workplace for 48 weeks. A fundamental benefit though is that placement students are high performers and come out with better degrees.

What can I do afterwards?

BABM graduates have had great success in obtaining excellent first career posts in their chosen field and sometimes with their placement company. Former students have gained employment in companies such as Coca Cola Enterprises Ltd, HSBC, and Sky though many find great opportunities overseas or in leading small and medium sized enterprises. Examples of graduate jobs include Business Development Executive, Account Manager and Business Analyst. A number of students have also been successful in gaining places on prestigious graduate schemes.

What will I study?

Year 1

- Financial Decision Making
- Managing People at Work
- Building Business Practice - Experiential Learning Project
- Business Analysis for Decision Making
- Global Business Environment
- Markets and Customers

Year 2

- Employability and Career Planning
- Digital Business
- Building Professional Practice - Experiential Learning Project
- Human Resource Management
- International Operations Management
- Pathway 1*

Year 3

Choice of placement or work/study abroad year

Year 4

- Critical Organisational Analysis
- Pathway 1*
- Sustainable Strategies
- Pathway 2*
- Dissertation/Consultancy Project

*These modules will correspond to student's choice of pathway specialism. Current pathway specialisms include: General Business, Marketing, Information Management in the Digital Economy, Operations, Logistics and Supply Chain Management, Human Resource Management, Entrepreneurship, Financial Management and International Management.

International Business Management

BA (Hons)

Mode of study Full-time

Duration 4 years | **Entry requirements** 128-136 UCAS points

The International Business Management (IBM) course delivers an enlightening and inspiring learning experience to develop future business leaders for the global business environment. The innovative course design provides you with a great blend of business theory, application and real life international experiences to enhance your career prospects.

What's it all about?

IBM is one of the UK's pioneering international business courses with a twenty-year track record of rich student learning that enables understanding contemporary management issues in global business. An exciting range of integrated modules covering the main business functions such as finance, marketing, HR, logistics and strategic management are delivered in the international context and will set you on a personal journey where your creative, analytical and broader management skills are nurtured.

The unique IBM course identity is strengthened as you have the opportunity to study an additional language to further increase your employability and study abroad for one semester in year two. However, the IBM highlight is the third year when you may choose from an overseas work placement or study abroad at one of our many respected partner institutions with the added possibility of dual degree and internship. More adventurous students can take advantage of the great opportunity to study abroad for three academic semesters.

What makes this course different?

The excellent IBM student satisfaction rate (average 90% in the last two years*) and fantastic employability success of IBM graduates at

Northumbria (average 90% employed within six months of graduation) has made IBM students graduates of distinction.

You will become an IBM graduate from a dynamic, high profile Business School which is amongst the top 1% of business schools globally. Continuous IBM development has expanded global study and work placement destinations to nearly 40 different countries providing IBM students with great global travel opportunities. Maturity and great people skills allied to excellent academic performance sets IBM students apart.

**National Student Survey*

What can I do afterwards?

As an IBM graduate, you will have the world at your feet... literally, with an exciting range of career opportunities to pursue from a range of business management roles with UK or multinational corporations' in the UK or abroad. Recent graduates have gone on to work as Corporate Consultants, Financial Analysts, Human Resource Officers, Marketing Managers, Sales Managers, Operations Managers and Corporate Buyers in both the UK and globally in service or manufacturing sectors. Whichever path you choose, companies always value the IBM degree combination of international business knowledge and language skills for that first career step.

What will I study?

Year 1

- Financial Decision Making
- Managing People at Work
- Building Business Practice – Experiential Learning Project
- Business Analysis for Decision Making
- Global Business Environment
- Language

Year 2

- Employability and Career Planning
- International Marketing
- Building Professional Practice - Experiential Learning Project
- Human Resource Management
- International Operations Management
- International Business: Growth Strategies and Resourcing

Year 3

Choice of placement or work/study abroad year

Year 4

- Critical Organisational Analysis
- Contemporary Issues in International Business
- Sustainable Strategies
- International Business: Value propositions and premises of Innovation
- Dissertation/Consultancy Project

International Business Management with French or Spanish

BA (Hons)

Mode of study Full-time

Duration 4 years | **Entry requirements** 128-136 UCAS points

The International Business Management (IBM) with Language course offers a stimulating global management and leadership focus with the added value of studying a modern foreign language in France or Spain, for a year abroad.

What's it all about?

This course will allow you to differentiate yourself with sought after modern language skills. You will develop a range of key skills and attributes for the global marketplace that include learning a modern language, self-confidence and maturity. More importantly you will learn practical elements of language learning such as translation and interpretation integrated with modern cultural, economic and political aspects of global business environments. Our state-of-the-art language facilities and highly experienced, supportive tutors have been highlighted as the IBM's outstanding course features.

Across the course you will develop your business management insight and fluency in a modern language. The third year international study/work placement in Spanish or French speaking countries with great opportunity of paid teaching assistantship placements will enable you to boost your career opportunities in emerging markets such as South America and Africa. More adventurous students can take advantage of the great opportunity to study abroad for three academic semesters.

What makes this course different?

The excellent rate of student satisfaction (average 90% in last two years*) and the high employability rate of our IBM with Language

graduates (average 90% employed within six months of graduation*) has tremendously set IBM with Language graduates apart from other Business and Management courses. You will graduate from a dynamic Business School with a high level of international recognition that is amongst the top 1% of business schools globally. Developing your fluency in French or Spanish through practical training and in country experience is both rewarding and enjoyable. Developing skills and knowledge of international contemporary issues linked to your leading edge course content, provides a career platform for global business leadership. High levels of maturity, adaptability, resourcefulness, great people skills and academic performance will set you apart from other students.

**National Student Survey*

What can I do afterwards?

As a graduate from this course you will have a range of opportunities to pursue a career in entrepreneurship or business management and leadership globally. You can expect to gain employment in a wide range of careers in many areas such as Marketing, Sales, Tourism, Purchasing, Finance, Logistics and Supply Chain Management and Human Resource Management in both national and international organisations in the UK or abroad. Recent graduates have gone on to work as Consultants, Financial Analysts, Human Resource

Officers, Marketing Managers, Operations Managers, Sales Managers and Corporate Buyers in both UK and global service and manufacturing companies, often putting their language skills and international placement experience into practice.

What will I study?

Year 1

- Language
- Managing People at Work
- Building Business Practice - Experiential Learning Project
- Business Analysis for Decision-Making
- Global Business Environment

Year 2

- Language
- Employability and Career Planning
- Building Professional Practice - Experiential Learning Project
- Human Resource Management
- Marketing and Logistics Interface

Year 3

Choice of placement or work/study abroad year

Year 4

- Language
- Critical Organisational Analysis
- Sustainable Strategies
- Dissertation/Consultancy Project

Business with courses

BA (Hons)

Accounting – Economics – Entrepreneurship – Financial Management – Human Resource Management – International Management – Logistics and Supply Chain Management – Management – Marketing Management – Tourism Management

Mode of study Full-time

Duration 3 or 4 years | **Entry requirements** 120-128 UCAS points

This highly popular suite of courses introduces you to the world of business whilst allowing you to combine key business subjects with specialisms such as Marketing, Finance, or Human Resource Management. It can offer you the ultimate in flexibility if you are eager to enter the world of business but are unsure which specific area is right for you.

What's it all about?

This business degree gives you the best of both worlds – a thorough grounding in modern business and management plus the opportunity to specialise in your chosen area. In the first year you will be introduced to a broad range of business subjects including the chance to sample your chosen specialism. However if you become interested in another subject area, you can simply swap (normally in Year 2) to one of the other pathways. As well as being highly flexible, this course gives you the chance to explore unfamiliar areas of study before making your final choice of degree. There is an option to undertake an organisational work placement after Year 2.

What makes this course different?

- General business modules leading to a wide variety of career options
- Specialist modules in a subject of your choice
- The opportunity to transfer between specialisms after your first year
- Professional body accreditations are available with some specialist pathways
- Option to extend to four years by including a work placement

What can I do afterwards?

Graduates from this course have a good employment record. As this course gives you both a general and specialist insight into business and management, graduates are equipped to enter the workplace for a full range of careers. As a recent graduate you should expect to go onto Consultancy, Marketing, Health Management, Human Resource Management careers within industry, commerce and the public sector. Recent example employers include Arla Foods, Wallis, Arcadia Group, Pan Asia and Bank of India. Students have also gone on to establish successful small businesses.

What will I study?

Year 1

- Business Analysis for Decision Making
- Global Business Environment
- Financial Decision Making
- Managing People at Work
- Operations and Integrated Supply Chain and Marketing Management
- Building Business Practice – Experiential Learning Project

Year 2

- Employability and Career Planning
- Human Resource Management

- Digital Business
- Building Professional Practice – Experiential Learning Project
- Option 1*
- Option 2*

Year 3

Choice of placement or work/study abroad year

Year 4

- Sustainable Strategies
 - Critical Organisational Analysis
 - Option 3*
 - Option 4*
 - Dissertation/Consultancy Project
- *Students will be able to select from a range of options depending on their course

“The course tapped into lots of different areas of business, therefore my business knowledge is not limited to marketing. Northumbria recognises the importance of building rounded business graduates.”

**Georgina Irving, BA (Hons)
Business with Marketing
Management**

Business with courses – pathway specialisms

The Business with suite of courses offers you a total of ten subject choices, giving you all the benefits of a general business degree whilst at the same time allowing you to specialise in an area of business that really interests you.

In total, you will study four specialist modules on the Business with course (two in your second year, then two in your final year). The first year experiential learning project will also give you an insight into your specialist area. Upon graduation this allows you to boast a CV that makes you a good match not only for more general business roles, but also to jobs in specialist parts of business. The following sections explain in more detail the focus of each of the specialisms.

Business with Accounting

If you are analytically minded, have an interest in accounting and wish to pursue a career in business then this is the course for you. You will study a range of contemporary business management and accounting modules. This course offers you the opportunity to obtain a grounding in business as well as specialist knowledge of accounting. Graduates are ideally placed to begin studying for their professional accounting examinations or move straight into a career in finance, banking and management.

Business with Economics

Our increasingly popular Economics pathway provides students with a thorough understanding of how economies operate and their impact on modern business. You will address a wide range of topics such as pricing strategies, inflation, international economic development, foreign aid, monopolies and mergers. By completing an economics focused dissertation in your final year, you have the opportunity to identify an area of economic theory that you have found particularly

interesting and conduct an in-depth investigation which can be used to demonstrate independent learning skills to prospective employers.

Business with Entrepreneurship

Studying on this degree will provide you with a broad grounding in business, with the specialist modules giving you the confidence to harness your entrepreneurial spirit, to find a market niche, create distinctive products or services and develop a robust business plan. Creating and running your own business is largely about raising finance, being aware of the competition, maintaining a stable cash flow, following business regulations and building support networks. This degree delivers modules that provide a theoretical and practice based grounding to help you to start your own business.

Business with Financial Management

At an early stage in this course, you are equipped with the tools to read financial information accurately and understand the underlying principles of savings, investments, interest and exchange rates. From this point, the course addresses a range of topical issues including international investments and trade, regulation of financial markets and the stock exchange. On completion of this course, you will be able to demonstrate a broad understanding of business and management as well as an appreciation of the complexity found within financial markets.

Business with Human Resource Management

This pathway allows you to specialise in the 'people' elements of business. After being exposed to a wide range of Human Resource and Management issues in the first year, you will go on to understand how a range of complex HR principles are applied in practice. Topics covered include managing change in the workplace, recruitment and selection, employee development and the concept of employee reward. When combined with the core modules that address the more general principles of management, you will be in a prime position to enter a variety of human resource related roles.

Business with International Management

Businesses are competing in an increasingly global marketplace, requiring you to be aware of a range of factors that impact on international business. Specialist modules on this course allow you to develop an understanding of global supply chain networks, understanding diversity in the workplace and appreciating the role of culture and how it impacts upon business relationships. In the final year you will also focus on how to effectively market products and services effectively to global audiences. Upon graduation, you will have developed a real sensitivity to the complexities of doing business across the globe, and have developed the transferable skills that will allow you to work for a wide range of international organisations.

Business with Logistics and Supply Chain Management

Effective supply chain management is widely acknowledged as a key means for business to have the edge over their competitors. This pathway allows you to appreciate the wide scope of logistics and learn from the experiences of industry professionals. The specialist modules will give you a core understanding of the physical movement of goods through a supply chain, but will also encompass areas such as lean systems, supplier management and relationship building, the marketing/logistics interface and the ever-increasing role of IT in managing supply chains. Upon graduation, you will understand the critical role that this function has on business performance and also the practicalities of running an efficient supply chain.

Business with Management

Business with Management is an exciting practice-based course which specialises in organisational problem solving whilst providing you with a broad grounding in a wide range of business areas. Students on this course will gain a deep understanding of the structure and functions of all types of organisations and the contextual issues that they face.

Business with Marketing Management

After developing a thorough understanding of the marketing concept using an innovative marketing simulation, you will go on to appreciate the role of market research in developing detailed marketing plans. The course also addresses the range of marketing tools that can be used to communicate with target audiences, ranging from traditional advertising through to the use of social media. In the final year you will focus on consumer decision making processes and how these can inform campaign management, and

also address vital subjects such as branding and digital marketing.

Business with Tourism Management

This course allows you to gain a thorough grounding in the travel and tourism industry, followed by a study of destination planning and operational issues affecting a wide array of tourism organisations. You will take part in a one week field trip to a Mediterranean resort to investigate

how it has developed through a series of exciting tasks. This trip is offered free of charge to all students on the course. The experimental learning project may include visits and collaborations with local initiatives and attractions. You will also gain a thorough grounding in the growing area of events management as well as studying international hospitality. This combination of specialist content prepares you for graduate roles in what is a very diverse industry.



“The standard of teaching is exceptional and all lecturers have excellent knowledge in their subject areas.”

David Martin, BA (Hons) Business with Economics

Accounting

BA (Hons)

Mode of study Full-time

Duration 3 or 4 years (optional sandwich year) | **Entry requirements** 128-136 UCAS points

Over half of FTSE 100 CEO's have a financial background, while one in four are qualified Chartered Accountants. The modern accountant is seen as a business consultant and a leader, able to draw upon not only a core of accounting skills but also display business acumen and add considerable value to their organisation. Graduates of this course are business-ready and professionally-orientated, leaving with highly sought after professional body exemptions from leading Accounting bodies, and taught by an Accounting department that was the first in the UK and Europe to receive AACSB Accounting Accreditation.

What's it all about?

There is no doubt that today numbers 'make the world go around'. Ensuring that a business is financially stable is a fundamental function in every company and, at the heart of that process sits the accountants. However, accounting is about more than just numbers it is the art of communicating and understanding financial information to aid in decision making at the highest levels in organisations. A degree in accounting will provide you with excellent prospects for a stable and long-term career in finance and business. You will study modules which encapsulate the wide ranging skills required in such an important role. Modules include financial accounting, management accounting, law, taxation and strategy. In addition to this, you will engage with a range of experiential learning modules integrating real-world experiences into the classroom.

What makes this course different?

The degree holds a total of 42 exemptions from six of the world's largest professional bodies (ACCA, ICAEW, CIMA, AIA, CIPFA and AAT), meaning that, upon graduation, you will be exempt from a number of the exams required to qualify as a chartered accountant. This

opportunity to fast-track your career, combined with high quality teaching and student experience, has contributed to an average of 92% student satisfaction over the past five years. In addition, Northumbria has double AACSB accreditation for Business and Accounting, placing it in the top 1% of business schools worldwide, and the Accounting degree at Newcastle Business School is currently the only AACSB Accounting accredited course in the UK and Europe.

What can I do afterwards?

Recent graduates have gone on to train as chartered financial accountants with PricewaterhouseCoopers, KPMG, Ernst Young and Deloitte. Of course we know that the 'Big 4' isn't for everyone and so we also have relationships with a range of small to medium sized accounting firms in the UK as routes into becoming chartered. Graduates have also obtained jobs in industry where they have trained as chartered management accountants; in addition some have transitioned into the banking industry.

What will I study?

Year 1

- Introduction to Financial Accounting
- Global Business Environment

- Business Analysis for Decision Making
- Managing People at Work
- Management Accounting and Analytics
- Building Business Practice – Experiential Learning Project

Year 2

- Employability and Career Planning
- Management Accounting and Analytics II
- Business Law for Accountants
- Applied Taxation
- Corporate and Group Accounting
- Building Professional Learning – Experiential Learning

Year 3

Optional placement or work/study abroad year

Year 4

- Auditing
- Contemporary Issues in Financial Reporting
- Sustainable Strategies
- Financial Appraisal, Risk and Value Management
- Dissertation/Consultancy Project

Finance and Investment Management

BA (Hons)

Mode of study Full-time

Duration 3 or 4 years (optional sandwich year) | **Entry requirements** 128-136 UCAS points

Have you ever wondered why the world's stock markets boom or crash or how Enron manipulated its finances? Have you ever tried to interpret the financial and market information contained in the business press? If so, then this Finance and Investment Management degree will be of interest to you.

What's it all about?

The course is aimed at anyone wishing to pursue a career in any aspect of finance - banking, stock markets and the financial services industry. The UK has one of the most developed financial services sectors in the world and it is a major employer and contributor to the UK economy. During the course you will learn about the major elements of financial services and become equipped to manage such areas as financial markets, investments, banking and business finance. You will study current market developments and learn how to understand and evaluate the factors shaping the modern financial services world both in the UK and internationally. There is an option to undertake an organisational work placement after Year 2.

What makes this course different?

Students on this course have prestigious access to the School's Trading Room, powered by Bloomberg. This facility provides access to financial information and data on a 'real-time' basis, which allows students to trade, simulate, and analyse shares, bonds and other financial instruments as done by professionals in the financial markets. The facility promotes experiential learning by providing 'hands on' experience in the world of finance and gives you a certain edge when

entering the job market upon graduation.

What can I do afterwards?

This course has an excellent employment record, with graduates from the course finding successful careers across the financial services industry. Many have chosen to enter the banking world, working in the city of London or elsewhere in the UK and overseas. Others have found employment as stockbrokers and financial advisers. Recent example employers are Morgan Stanley, Goldman Sachs, Lloyds TSB, The Royal Bank of Scotland, Bank of China, HSBC, top accounting firms such as KPMG and PWC, the Financial Services Authority, Boots and IBM.

What will I study?

Year 1

- Financial Decision Making
- Managing People at Work
- Business Analysis for Decision Making
- Global Business Environment
- Building Business Practice – Experiential Learning Project
- Principles and Theories of Finance

Year 2

- Employability and Career Planning
- Financial Mathematics and Statistics
- Building Professional Practice – Experiential Learning Project
- Finance, Financial Markets and

- Institutions
- Personal Finance and Wealth Planning
- Derivatives and Risk

Year 3

Optional placement or work/study abroad year

Year 4

- Sustainable Strategies
- Banking Risk 1
- Investment Management: Rational and Irrational Markets
- Banking Risk 2
- Dissertation/Consultancy Project



"This is a relatively small course, therefore we all know each other really well. I also love the fact that we have daily access to Bloomberg Terminals."

Licy Godsmark, BA (Hons)
Finance and Investment Management

Human Resource Management

BA (Hons)

Mode of study Full-time

Duration 4 years | **Entry requirements** 120-128 UCAS points

At the centre of any organisation lies its people – and as a result a career in Human Resource Management can be immensely interesting and fulfilling. If you are passionate about studying and pursuing a career in the ‘people’ aspects of a business, this specialist course is designed to give you the perfect grounding in this fast-changing area.

What’s it all about?

This course is designed to give you a thorough grounding in the relevant skills, knowledge and understanding required to succeed in this challenging yet highly rewarding field. You will get the chance to begin thinking critically and strategically both of which are essential attributes for any successful manager within HR. Throughout the course you will be encouraged to reflect on your own performance and, with the support of academic staff and colleagues, take the first steps in managing your career as a HR professional.

What makes this course different?

This course provides a balance of the study of academic theory and the practical application of human resource management, and gives you the opportunity to gain an insight into how people work in organisations. Along with your studies the organisational work placement year will really help you to understand issues such as what motivates people in the workplace; group dynamics; and the role that human resources plays in the strategic aims of organisations. The placement year also provides vital experience that lays a strong foundation for the final year of the course, enhancing job prospects.

What can I do afterwards?

Graduating from this course really does give you the edge when looking

for HR related roles in today’s job market. As you may expect from this highly regarded course, graduates have good employment prospects and there are a large range of employers offering careers in Human Resource Management across all industry, commerce and the public sector. Recent example employers include Sage UK, Royal Mail and the NHS. Additionally the general business subjects studied will enable graduates to pursue careers in related business functions.

What will I study?

Year 1

- Financial Decision Making
- Managing People at Work
- Business Analysis for Decision Making
- Global Business Environment
- Building Business Practice – Experiential Learning Project
- Work Psychology for HRM

Year 2

- Employability and Career Planning
- Marketing and Logistics Interface
- Building Professional Practice – Experiential Learning Project
- Human Resource Management
- Global, Comparative and Cross-Cultural HRM
- Law for HR professionals

Year 3

Choice of placement or work/study abroad year

Year 4

- Sustainable Strategies
- Critical Organisational Analysis
- HR Resourcing and Development OR Coaching for Organisational Development
- Compensation: conflict and cooperation OR Diversity in the Workplace
- Dissertation/Consultancy Project



“Newcastle Business School appealed to me because of the fantastic facilities, the reputation and the fact that Newcastle is a very student friendly city.”

Craig Webb, BA (Hons) Human Resource Management

Marketing Management

BA (Hons)

Mode of study Full-time

Duration 4 years | **Entry requirements** 128-136 UCAS points

This specialist business degree in Marketing Management will equip you with the in-depth understanding, skills and experience you need to enter and succeed in this area of business. The course includes a one year work placement which gives you the opportunity to apply your learning so far and learn how to put the theory into practice.

What's it all about?

This degree is for anyone who is interested in a career in marketing and who enjoys thinking laterally and creatively. Marketing isn't simply advertising or selling – it also includes sales promotion, publicity, public relations, product development, packaging, price setting, and distribution decisions. Upon graduation you should be ready to plan and implement a wide range of marketing activity capable of achieving the best results for your employer. The course also offers you the flexibility of taking a one-year work-based marketing placement in industry. This is an outstanding opportunity for you to experience the real business world and to demonstrate to your placement employer what you have learned on the course, whether you choose to work for a large multinational or a Small Medium Enterprise (SME).

What makes this course different?

This professional course has been designed around modern marketing practice and the syllabus from the Chartered Institute of Marketing (CIM). The course also has established links with the Institute of Direct and Digital Marketing (IDM), giving you the opportunity to sit the IDM Professional Certificate in Digital Marketing examination upon completion. Incorporated into the course is multichannel marketing, digital marketing and campaigns and also

other digital issues such as social media and mobile marketing.

You will be able to choose some modules at both levels 5 and 6. This allows you to align your module content to your placement and career aspirations. You will be provided with full support in making these choices.

What can I do afterwards?

Upon graduation you will be eligible for a wide range of career opportunities e.g. product/brand management, marketing research, advertising, digital marketing etc whether they be within an in-house marketing function or an agency. However, the general business subjects studied in the early part of the course will also enable you to pursue careers in related business functions. Recent graduates have moved into related postgraduate study or taken up exciting roles such as Marketing Campaign Manager at Coral, Events Manager at ITV, Client Manager at Kantar Worldpanel, Head of Pay Per Click Advertising at Mediaworks and Sponsor Account Manager at M-Sport.

What will I study?

Year 1

- Financial Decision Making
- Managing People at Work
- Business Analysis for Decision Making
- Global Business Environment
- Building Business Practice – Experiential Learning Project
- Markets and Customers

Year 2

- Employability and Career Planning
- Building Professional Practice – Experiential Learning Project
- Digital Business
- Marketing Research and Planning
- Retail and Multichannel Marketing OR Customer Experience and Relationship Marketing
- Dynamics of Marketing in Sport, Music and Fashion OR Communications and Content Marketing

Year 3

Choice of placement or work/study abroad year

Year 4

- Sustainable Strategies
- Contemporary Marketing Strategy
- Buyer Behaviour and IMC OR Modern Brand Management
- Digital and Data Driven Marketing OR B2B Marketing and Sales Management
- Dissertation/Consultancy Project

“Northumbria has opened so many doors for me and given me so much experience that I now feel ready for the real world.”

**Rachel Butler, BA (Hons)
Marketing Management**

Tourism and Events Management

BA (Hons)

Mode of study Full-time

Duration 4 years | **Entry requirements** 120-128 UCAS points

This degree is recognised as one of the most established tourism courses in the UK. Its purpose is to provide a thorough grounding in all the business and management skills essential for developing a career in travel and events management.

What's it all about?

Northumbria University has a first rate reputation for working in partnership and consultation with the tourism industry. Reflecting the scale, diversity and significance of the industry, this course studies the economic, social, political and environmental aspects of tourism and events management. Not only does it enable you to develop valuable business skills, it gives you the opportunity to specialise in certain aspects of the travel and tourism business. With the additional benefit of a year's work experience within the industry, this course produces graduates of a high calibre, many of whom can now be found in senior positions in events and tourism organisations.

What makes this course different?

This course has been taught at Northumbria University since 1985 and has extensive connections within the tourism, hospitality and events industries. We are one of a handful of UK universities who are recognised as a Centre of Excellence for this subject area by the Institute of Travel and Tourism (ITT). This is testament to the academic rigour of our courses, good professional links and an ability to develop high quality graduates who have in many cases opted for a work placement overseas. One of the highlights of the course is the second year overseas field trip, the cost of which is included as part of the course – past trips have focused on

the development of resorts in places such as Cyprus, Spain and the Balearic Islands.

What can I do afterwards?

This course is a good source of highly valued graduates who can now be found working in all areas of the events, tourism and hospitality industries and produces some excellent graduates. As such the degree boasts a high employability rate and is very well renowned within the industries.

Previous students are now working for organisations such as Thomas Cook, TUI, Marriott Hotels, Thomson, Newcastle Airport, The National Trust, as well as specialist adventure tour operators, and running their own businesses.

What will I study?

Year 1

- Financial Decision Making
- Managing People at Work
- Business Analysis for Decision Making
- Global Business Environment
- Building Business Practice – Experiential Learning Project
- Introduction to Tourism and Events

Year 2

- Employability and Career Planning
- Marketing and Logistics Interface
- Building Professional Practice – Experiential Learning Project
- Tourism, Events and Society

- Tourism Industry Operations and Management
- Marketing for Tourism and Events

Year 3

Choice of placement or work/study abroad year

Year 4

- Sustainable Strategies
- Culture, Tourism and Eventful Cities
- Business, Sports and Mega Events
- Innovation and Creativity in Tourism, Hospitality and Events
- Dissertation/Consultancy Project

"I've had the time of my life studying at Northumbria University. I have been inspired by the staff and received outstanding support to take every opportunity I have been presented with."

Rebecca Roberts, BA (Hons) Tourism and Events Management

Business Leadership and Corporate Management

BA (Hons)

Mode of study 1 year full-time study and 2 years in-company learning with study blocks at NBS

Duration 3 years | **Entry requirements** 136-144 UCAS points

This course offers something different. It's a three-year course but only the first year will be full-time at Northumbria University. Throughout the second and third years you'll be working for an organisation, and being paid a salary, while also engaging in a variety of learning activities including study blocks at the University.

What's it all about?

This course is very much about 'learning by doing'. Teaching in the first year is based at Newcastle Business School and your tutors will use a variety of teaching methods including lectures, seminars, problem-based workshops, case discussions, practical activities, group work and tutorials.

In the second and third years, when you'll be working for an employer, teaching will include University-based study blocks. There will also be a variety of enquiry-based learning activities that will help you reflect on effective workplace behaviours.

Assessments will be integrated with your learning experience, providing direction in terms of what and how you will learn. Feedback from tutors and other students will help you to continually improve. Assessment methods will include business reports, presentations and portfolios.

What makes this course different?

The work-based learning approach means that, while other people are applying for their first jobs after university, you'll already have two years' experience and could be seeking promotion to the next level.

Our innovative approach of combining academic study with hands-on learning has proved very successful. 100% of our students

are satisfied with the course and 100% say that it has improved their communication skills and their confidence in tackling problems and presenting themselves (Unistats 2015).

What can I do afterwards?

Employability is absolutely central to the course. The first year is designed to accelerate your development and includes team-based projects for external organisations. This will prepare you for securing employment for the next two years with an appropriate organisation (which may be one that you've already worked for).

During your second and third years you'll gain practical experience in the workplace that will further enhance your employability. Learning activities will be guided by Northumbria's Employability and Leadership Framework which focuses on competencies that are valued by employers.

By the end of the course you'll not only have an honours degree but also two years' work experience. While other recent graduates will be seeking their first jobs, you'll already have proved yourself in the workplace and could be seeking promotion or the next move in your career.

Many of our graduates are offered permanent roles with their host organisations. A range of regional and national employers also recruit

from this degree and previous students have gone on to work for an impressive list of companies. These include Nissan, Toyota, Akzo Nobel and Greggs.

Whatever you decide to do, you'll have the competitive edge of having acquired the characteristics of a Northumbria graduate. These include critical reflection and self-learning, collaboration and curiosity, and the ability to apply your knowledge to solve problems in ways that are sustainable and ethical.

Business Leadership and Corporate Management

Cont.

What will I study?

Year 1

- Principles of Management
- Developing Management Competence
- Developing Employability and Study Skills
- Business Environment and Functions

Year 2

- Developing Personal Effectiveness
- Business Research Methods
- Managing Change and Innovation
- Human Resource Management for Line Managers

Year 3

- Leading for Business Impact
- International Perspectives on Global Business
- Understanding Strategy
- Work Based Research Project

Please note: this course is not available to students who need a Tier 4 visa to study in the UK.



The home of fresh baking™

"Greggs is committed to developing its people; giving opportunities to BA (Hons) Business Leadership and Corporate Management students enables us to help support their personal development while contributing to our future success. We have been impressed with the calibre of students applying to join Greggs and their obvious enthusiasm and commitment. Students will experience at least four different functions during their two year placement; gaining an insight into how these functions are interdependent and contribute to the overall success of the company. Personal objectives and a reviewing structure will help support individual growth and development. Each student will have a personal mentor, take part in quarterly focus groups and participate in learning and development activities."

Julie Nowak, Management Development Advisor, Greggs



"The course prepared me for the working environment, and the two-year placement helped to make me more employable."

Helen Tate, BA (Hons) Business Leadership and Corporate Management

"We see the BA (Hons) Business Leadership and Corporate Management placement students as potential future full time employees, so we treat them as we would students on our graduate training schemes, with a view to establishing a long-term relationship. This means they receive the same benefits, opportunities and also responsibilities and the ability to be making business decisions on a daily basis. Having the opportunity to work with these high calibre students early in their educational development, gives us a great advantage in a competitive employer recruiting environment. We have already developed relationships with these elite candidates, and played some part in honing their skills which makes a successful career even more likely."

Lynne Mounsey, HR Manager, Enterprise-Rent-a-Car

Entrepreneurial Business Management

BA (Hons)

Mode of study Full-time

Duration 3 years | **Entry requirements** 120-128 UCAS points

This active and demanding course is for people who learn best by doing and who want to take responsibility for their own learning. It's equally suited to both those who want to start up their own business (now or sometime in the future), and to those who want to stand out in the job market, and maximise their employability.

What's it all about?

On this course you'll think of yourself more as a 'team-entrepreneur' than a student. You'll learn through doing real business, not simulations, supported by team-based coaching.

You'll start up and run your own business projects in teams from the first semester. You'll need to be organised and to take control of your learning. Your experience will be more intense than more traditionally taught degrees and you'll have real personal and commercial responsibility and exposure from the outset. Trading outcomes will be uncertain and you will learn from your failures as well as your successes. This will enable you to develop 'can-do' confidence, self-discipline, a willingness to take risks, the ability to demonstrate original thought and initiative, and to become an effective team player.

Structured around the three strands of personal, team and business-project learning; over the course of three years the course will develop in you an entrepreneurial mindset, entrepreneurial capability and entrepreneurial effectiveness. Themes include creativity and innovation; opportunity recognition, creation and evaluation; decision making, critical analysis and judgement; implementation of ideas through leadership and management; reflection and self-awareness; interpersonal skills, communication skills and strategic thinking.

You will learn and apply appropriate business generation strategies; the identification of target markets and how to put an idea into action taking into account both financial and legal implications, issues of intellectual property and doing business responsibly. You will also appreciate that value is created in many different forms. You will gain experience of marketing, research and competitor analysis as well as how to secure and use resources effectively.

What makes this course different?

This course is one of the first of its kind in the UK and it takes inspiration from the success of Finland's innovative Team Academy, where one out of three graduates start a business right after finishing their studies.

This course is delivered in the Northern Design Centre, Gateshead, surrounded by creative and design start-up businesses, where students enjoy their own dedicated team spaces. You will of course also have access to the Newcastle Business School - a world-class environment. From social spaces and hub areas to lecture theatres and exhibition spaces, our facilities are exceptional.

What can I do afterwards?

Throughout the course you'll be practising the skills that matter in business. Much of the course is about developing personal effectiveness and leadership capabilities. You'll identify

your strengths and weaknesses and develop an instinct for what's needed for businesses to prosper.

The labour market is increasingly demanding graduates who are flexible and adaptable, who can think on their feet and be innovative in a global economic environment.

By the end of the course you'll not only have an honours degree but also a track record of real business experience. You'll have tested yourself as an entrepreneur and you'll be able to demonstrate your credibility as an employee. You will have the potential to really stand out at interview and networking events.

On graduation you'll have skills and experience in starting, developing and managing your own business, which will allow you to make the choice between creating your own start-up or becoming a valued employee. You may even choose to continue a business venture started on the course.

You will be able to consider new venture creation and self-employment as additional valid career options.

Whatever you decide to do, you'll have the competitive edge of having acquired the characteristics of a Northumbria graduate. These include critical reflection and self-learning, collaboration and curiosity, and the ability to apply your knowledge to solve problems in ways that are sustainable and ethical.

Entrepreneurial Business Management

Cont.

What will I study?

Year 1

- Personal Effectiveness
- Effective Team Working
- Introduction to Entrepreneurship
- Creating New Business Projects

Year 2

- Developing an Entrepreneurial Mind-set
- Managing the Business Start Up
- Team Leadership
- Business Research
- Developing the Business Start Up

Year 3

- Leading for Impact
- Growing the Business Start Up
- Business Continuation, Sale or Exit Decisions
- Work Based Research Project

Please note: this course is not available to students who need a Tier 4 visa to study in the UK.

Support for Managing Your Business and Learning

"We are delighted to be partnering Newcastle Business School's Entrepreneurial Business Management programme as it allows us to help foster grass roots entrepreneurs into the North East with the support of a dynamic university Business School."

Simon Lenney, Head of Business & Private Banking, Yorkshire Bank

"We are delighted to support Northumbria University in launching this pioneering programme. The skills obtained by students will not only have long-term economic benefits for the North East, but also for the wider economy once students complete the course."

"As a commercial law firm we understand entrepreneurs and what drives them. We are very much looking forward to helping this next generation of entrepreneurs start their business careers."

Gillian Hall, Senior Partner, Watson Burton LLP



Leadership and Management

BA (Hons)

Mode of study Part-time / Distance Learning

Duration 3 years

Are you already in a job and looking for a part-time business course that relates academic studies to your current workplace? This course will broaden your understanding of leadership and enhance your prospects for promotion in management positions.

What's it all about?

Face-to-face teaching will take place during scheduled sessions at Newcastle Business School where you'll cover key topics and themes. Much of your learning will take place in your workplace as you analyse current practice and work on projects that have value for both your studies and your employer.

Independent learning is an important element in the course and you'll engage with a variety of self-supported learning materials.

Assessments will be integrated with your learning experience, providing direction in terms of what and how you will learn. Feedback from tutors and other students will help you to continually improve. Assessment methods will include reflective journals, business reports and presentations.

During your sessions at Newcastle Business School you'll be able to interact with other students on this part-time course, adding an additional layer of support and encouragement. Through sharing insights and experiences, you'll also gain differing perspectives of how theory interacts with practice in various workplaces.

What makes this course different?

Much of your learning will be integrated with your day-to-day work for your employer. There will also be study sessions at Newcastle Business

School that cover key topics and themes, and provide opportunities for sharing insights and experiences with others on the course.

The approach used by the course is highly effective. Six months after the course, 95% of those in work are in a professional or managerial job (Unistats 2015). The most common job types are managers, directors and senior officials.

What can I do afterwards?

Given that you'll already have a job when you apply for this course, the focus will be on improving your promotion prospects within your current workplace and making you a more valuable employee. The course is about developing your understanding of business, your personal capability and your leadership potential.

By the end of the course you'll not only have an honours degree but also a portfolio of work-based learning activities that demonstrate self-reflection and self-development. These activities are underpinned by Northumbria University's Employability and Leadership Framework that's designed to maximise your workplace contribution and enhance your future career prospects.

On graduation you'll be a business professional with the necessary skills and experience to be an even more valuable employee within your workplace. The most common job

types of our graduates are managers, directors, senior officials, and business and public service associate professionals.

What will I study?

Year 1

- Principles of Management
- Applied Management Practice
- Business Environment and Functions
- Developing Learning Skills

Year 2

- Business Research Methods
- Managing Self and Professional Skills
- Human Resource Management for Line Managers
- Organisational Improvement through Change
- Business Innovation and Decision Making

Year 3

- Understanding Strategy
- Re-imagining Work and Organisations
- Leadership Theory and Practice
- Work Based Research Project

Please note: the part-time route of this course is not available to students who need a Tier 4 visa to study in the UK.

Your Top Up Experience

Back in 1991 Northumbria University became the first to offer a specific top-up course designed for holders of HND Business qualifications to convert to a full honours degree. We now offer a suite of ten different top up courses to cover a broad range of business interests. While we no longer accept students for direct entry to the final year of our three and four-year degree courses, we're confident that these provide an excellent experience for students seeking a one-year conversion from HNDs (BTEC or SQA) or international programmes of a similar level – these typically include three year diplomas/degrees from China, the DUT from France, or Higher/Advanced Diplomas and Associate Degrees.

Because all of the students on these courses will be new to the University and in many cases new to studying in the UK, having them all on specially designed courses allows us to provide more support for your studies. We therefore include more contact hours within new core modules and the introduction of a specific module for study support – for students for whom English is not their first language this includes some English language support from professional teachers of English. Our experience suggests that many students who are academically appropriate for a top up course have less experience of research, so we have included a core unit in Academic and Career Development. All of the units are assessed through course work – there are no examinations and instead of a dissertation, students complete an investigation into a business problem or issue in a module called Contemporary Issues in Business.

The Business School makes full use of technology in teaching – lecture notes and other supporting material are

made available through an electronic platform and some activities such as lectures may be recorded to allow students to review material in their own time.

The courses are designed to help you to show off your ability and to have a successful experience in gaining an honours degree that will be recognised around the world, making you career ready or making you ready for further study at postgraduate level. With that in mind all direct applicants to a top up course will be given an offer for a master's degree for the following year with the added benefit of fees being frozen at the level when you start your top up course as well as access to other discounts and scholarships.

A wide variety of awards

Newcastle Business School is particularly experienced at developing top up courses aimed at students with sub-degree qualifications such as a Foundation Degree or BTEC Higher National Diploma. Our top up courses take just one year to complete which means that just months from entering university, you could be walking away with a recognised business degree. With such a wide variety available you're bound to find a course that matches your particular goals and ambitions.

Admissions information

If you have taken a BTEC HND programme we will usually expect you to have performed to an average of merit standard. If you have taken a Foundation Degree we will be looking for performance to commendation level or 60% average. We will also consider applications from holders of non-honours or pass degrees.

We also accept equivalent international qualifications – more country specific information can be found on the University website at northumbria.ac.uk/brochure/international/countryspecificinfo/ For students whose first language is not English and have not been educated in English we also require evidence of English language standards equivalent to IELTS 6.0 (grade B from our ESS) for entry to second year of degree programmes and IELTS 6.5 (grade A from our ESS) to the completion awards.

Application process

Northumbria University is a Universities and Colleges Admissions Service (UCAS) institution and applications should be made through the UCAS system. In the case of applications for entry with advanced entry, this should be indicated on the UCAS form in the appropriate column.

T: 0371 468 0468

W: ucas.co.uk

For more information on any of our courses please contact:

Home/EU enquiries

T: +44 (0)191 227 4453

E: et.admissions@northumbria.ac.uk

International enquiries

T: +44 (0)191 243 7906

E: internationaladmissions@northumbria.ac.uk



Accounting and Finance (Top up)

BA (Hons)

Mode of study Full-time

Duration 1 year

If you're looking to enhance your knowledge and opportunities in the highly-paid accounting, finance and business sectors and have previous study experience, then this one-year top up course will enable you to compete in the global job market. Essential analytical and critical thinking skills will be nurtured, in order to enhance your employability.

What's it all about?

This one year course has been developed specifically for students who would like to specialise their degree within the topic of accounting and finance. You will develop your accounting knowledge through a range of modules which cover financial reporting analysis, an understanding of strategic management accounting and international financial management. To enhance your accounting studies experience, you will be mentored by academics through the study support scheme.

What makes this course different?

This course allows you to earn your Honours degree, whilst benefitting from all that Northumbria University and the city of Newcastle has to offer. Newcastle Business School was recently accredited by the AACSB – the first Business School in Europe to receive both the Business and Accounting accreditation.

You will be taught through a range of interactive lectures, seminars and workshops which will allow you to develop essential critical learning skills. You will also develop personally through independent learning, a trait which is important to employers.

By studying with us, you will get the opportunity to work with high calibre academics with interests and practical experience of working within the



accounting and finance sector. You will be able to access the excellent services offered by the Business and Law faculty, including the NBS trading room which allows you to develop financial analytical skills in a simulated trading environment.

What can I do afterwards?

Upon graduation from this course you may choose to enter straight into an accounting or finance graduate role. Alternatively, you may choose to stay with us and continue your studies on one of our accounting and finance specialism master courses.

Our graduates have previously secured training contracts with leading national and regional accounting practices. However, this course is designed so that it would

suit a range of careers in business, management and finance (due to the core modules of strategic management).

What will I study?

- Academic and Career Development
- Strategic Management Accounting
- Contemporary Corporate Reporting
- Contemporary Issues in Business
- Strategic Management and Corporate Responsibility
- International Finance and Financial Management

Business (Top up)

BA (Hons)

Mode of study Full-time

Duration 1 year

This one-year programme has been specifically designed to build on the achievements gained from a Higher National Diploma in Business, Foundation Degree or a comparable qualification, giving students the opportunity to continue studies at degree level.

What's it all about?

The syllabus is thorough, balanced and well-rounded, examining those areas of business theory and practice that will prepare you for a variety of different career opportunities. Over the course of a year you will develop skills in analysis, critical thinking, researching and writing – key skills that today's employers expect from top-calibre graduate recruits. The core subjects aim to develop a broad understanding of business while developing a range of business related skills.

What makes this course different?

Your tutors will use a variety of teaching methods including lectures,

seminars and workshops. There is significant emphasis on independent learning as well as self-directed and group activities as this course is, in effect, the final year of a degree course.

Teaching is backed up by a well-designed support system in order to ensure a successful learning journey. Extensive feedback, from both tutors and peers, is built into the course.

Our assessment strategy is based on our understanding that everyone has different needs, strengths and enthusiasms. Assessment methods will include a portfolio of work, group presentations and reflective statements.

What can I do afterwards?

Graduates of this course have gone on to successful careers in Consultancy, Marketing, Health Management, Human Resource Management and many others including creating successful small businesses.

What will I study?

- Culture and Organisations
- Academic and Career Development
- Global Marketing and Communication
- Strategic Supply Chain Management
- Contemporary Issues in Business
- Strategic Management and Corporate Responsibility

This course is also delivered at our London Campus.



Business and Finance (Top up)

BA (Hons)

Mode of study Full-time

Duration 1 year

Are you looking for a career in the world of finance and opportunities to develop a more professional understanding of business and management? Then this could be the course for you.

What's it all about?

This one-year course develops your academic knowledge and key business skills, ensuring that you have a stepping stone to a career in the financial departments of commercial companies, in banking and consultancies.

Classes are interactive with a wide variety of activities, such as presentations, decision-making scenarios and lively discussions. You will be taught by experienced academics and business professionals in areas including contemporary corporate reporting and international finance, finance management, academic and career development, strategic management and corporate responsibility.

What makes this course different?

Newcastle Business School was recently accredited by the AACSB – the first Business School in Europe to receive both the Business and Accounting accreditation. By studying with us, you will get the opportunity to work with high-calibre academics with interests and practical experience of working in the accounting and finance sector.

You will be able to access the excellent services offered by the Business and Law faculty, including the NBS trading room which allows you to develop financial analytical skills in a simulated trading environment. This will allow you to experience first-hand current market

developments and financial data as well as being given opportunities to build your portfolio and distinguish yourself from your peers.

You will be taught through a range of interactive lectures, seminars and workshops which will allow you to develop essential critical learning skills. You will also develop academic skills of independent learning, a trait which is important to employers.

This short one year course allows you to earn an Honours degree, whilst benefitting from all that Northumbria University and the city of Newcastle has to offer. You will be mentored by academics through the study support module.

What can I do afterwards?

This course will develop your academic knowledge and key

business skills, ensuring that you have a stepping stone to a career in the financial departments of commercial companies, in banking and consultancies.

Graduates go on to develop careers in various roles such as business consultants, business analysts, business administrators and financial managers.

What will I study?

- Contemporary Corporate Reporting
- International Finance and Financial Management
- Academic and Career Development
- Contemporary Issues in Business
- Strategic Management and Corporate Responsibility
- Financial Management for Small Business



Business and International Management (Top up)

BA (Hons)

Mode of study Full-time

Duration 1 year

If you are a person who likes to travel and experience new cultures and are looking for an exciting career in an international business arena, then this course is for you.

What's it all about?

The course also includes specialist modules in international management that cover topics like global marketing and communication, culture and organisations, and doing business globally and internationally. As part of this you'll study the business cultures of the world's three most economically important regions.

There's plenty of support for you to develop the academic study skills that are required. Whatever your background, we'll help you take the more critical, deeper and research-informed approach that's needed for an honours degree at a UK university.

On graduation you'll be well-equipped to embark on a business career in the UK or internationally. Your in-depth study of international management will give you an extra edge in employability.

What makes this course different?

You will benefit from learning in Newcastle Business School's outstanding facilities whilst being taught by experienced academics and business professionals.

Your learning will be directly impacted by the teaching team's active research into their specialist subjects. In addition, as part of our strong research ethos, you will build up your own research skills as you formulate questions, critique different interpretations, and develop well-founded arguments.



During the 'Contemporary Issues in Business' module you will analyse research in a topic that you have chosen, linked to an aspect of international management. Your investigation will draw on relevant concepts and frameworks and will result in a critical synthesis of business practice and academic theory. Other modules also reflect a research-rich approach, which helps you become a more critical, reflective and independent thinker.

What can I do afterwards?

At the end of this course there are logical career paths into business and management, both in the UK and around the world. You can also undertake further study at postgraduate level with a course such as our International Business Management MSc.

Whatever you decide to do, you will have strong employability as a result of having acquired the characteristics of a Northumbria graduate. These include critical reflection and self-learning, collaboration and curiosity, and the ability to apply your knowledge to solve problems in ways that are sustainable and ethical.

What will I study?

- Culture and Organisations
- Academic and Career Development
- Global Marketing and Communication
- Contemporary Issues in Business
- Doing Business Globally and Internationally
- Strategic Management and Corporate Responsibility

Business and Marketing (Top up)

BA (Hons)

Mode of study Full-time

Duration 1 year

Branding, online shopping, product placement and social media have a major influence on our purchasing decisions.

What's it all about?

Communicating what makes your company unique from its competitors is central to achieving business success. This one-year course provides you with an appreciation of how this is achieved in a range of different industries.

This course allows you to study a broad range of business subjects, together with more focused marketing-specific topics. You will explore areas such as buyer behaviour and integrated marketing communications as well as marketing management and strategy.

What makes this course different?

You will be taught by experienced academics and business professionals so that by the end of this course you will be skilled at presenting your ideas, analysis, group work and research. Students who take our marketing modules have been highly commended by employers for their professionalism.

What can I do afterwards?

Marketeers make things happen – for people, products and organisations. They affect everyone's lives and so could you. Upon graduation you will be equipped to embark on a business

or marketing-related career in the public or private sectors.

What will I study?

- Academic and Career Development
- Buyer Behaviour and Integrated Marketing Communications
- Digital and Online Marketing
- Marketing Management and Strategy
- Contemporary Issues in Business
- Strategic Management and Corporate Responsibility



Business (with Law) (Top up)

BA (Hons)

Mode of study Full-time

Duration 1 year

If you have a Foundation Degree or BTEC HND or equivalent, with an interest in legal aspects of business, then our one-year top up course can give you an invaluable insight into how these two disciplines interact in an international and commercial context.

What's it all about?

You will study two components of law: contract law in a commercial context and international trade law. Both focus on developing your knowledge of legal principles in commercial sales; law of contract; practice of international trade with reference to international sale contracts and carriage of goods. To develop your knowledge and understanding of trends and influences of the international and commercial business environment there are a range of business modules including strategic management and corporate responsibility. You will have the opportunity to work on a literature review related to an appropriate topic where you will learn how to tackle a range of complex problems.

What makes this course different?

You will be taught by research-active and professionally qualified academics in our modern £70 million Business and Law School facilities complete with its own specialist Law Practice Library. You will have use of the Law School's webcasts, allowing you to engage and develop your knowledge base.



What can I do afterwards?

Upon graduation you will be equipped to apply for various graduate training schemes as well as jobs related to international trade, purchasing and compliance and business consultancy.

What will I study?

- Culture and Organisations
- Academic and Career Development
- Contract Law in a Commercial Context
- International Trade Law
- Contemporary Issues in Business
- Strategic Management and Corporate Responsibility

Business Creation (Top up)*

BA (Hons)

Mode of study Full-time

Duration 1 year

Do you have plans to create your own business or work in a SME? Have you completed a Foundation Degree or BTEC HND in a vocational discipline and want to develop your business, management and leadership skills, whilst gaining a valuable degree qualification? Are you looking to study with likeminded entrepreneurial and career focused students and be taught by academic and practitioner based tutors in small classes and via one to one tutorials? Then this could be the course for you.

What's it all about?

This highly practical degree assesses your performance through a range of tasks directly related to creating, working in and managing an SME.

This centres on developing your skills and knowledge in the areas of management leadership, innovation, creativity, marketing, human resource management, finance, strategy and business planning.

We also spend a significant amount of time developing your own personal competence as a learner, leader and entrepreneur.

What makes this course different?

You are assessed via a range of practical tasks aimed at developing your understanding of, and competence in, key areas of Business Planning, Strategic Management, HRM, Marketing, Creativity, Entrepreneurship and Financial Management. All assessment is coursework and project based rather than examinations.

What can I do afterwards?

This programme is all about developing your ability to create and run your own successful business or work in an SME in a range of sectors. All the skills acquired on this programme are in high demand by employers looking for resourceful and creative managers, providing you with a broad range of options on completion.

This course is ONLY delivered at our London Campus



**Subject to validation*

International Banking and Finance (Top up)

BA (Hons)

Mode of study Full-time

Duration 1 year

An appreciation of the international finance markets and financial analysis skills will be developed on this course. Upon graduation you will be equipped with the skills and knowledge to join the banking and finance industry in areas such as financial services, financial advisory work, international banking, building societies, insurance companies, credit unions and other financial intermediaries.

What's it all about?

This one year course has been developed specifically for students who would like to specialise their degree within the topic of banking and finance. The course develops an appreciation of risk management (credit and market risk, interest rate, liquidity and operational risk) which is essential for a career in finance.

What makes this course different?

Newcastle Business School was recently accredited by the AACSB – the first Business School in Europe to receive both the Business and Accounting accreditation. By studying with us, you will get the opportunity to work with high-calibre academics with interests and practical experience of working in the accounting and finance sector.

You will be able to access the excellent services offered by the Business and Law faculty, including the NBS trading room which allows you to develop financial analytical skills in a simulated trading environment. This will allow you to experience first-hand current market developments and financial data as well as being given opportunities to build your portfolio and distinguish yourself from your peers.

You will be taught through a range of interactive lectures, seminars and

workshops which will allow you to develop essential critical learning skills. You will also develop academic skills of independent learning, a trait which is important to employers.

This short one year course allows you to earn an Honours degree, whilst benefitting from all that Northumbria University and the city of Newcastle has to offer. You will be mentored by academics through the study support scheme.

What can I do afterwards?

Upon graduation from this course you may choose to enter straight into a finance graduate role either within the banking sector, or within the wider finance arena in business. Alternatively, you may choose to stay with us and continue your studies on one of our finance specialism master courses.

Our graduates have previously secured training contracts with leading national financial service firms. However, this course is designed so that it would suit a range of careers in business, management and finance (due to the core modules of strategic management).

What will I study?

- Academic and Career Development
- Risk 1: Credit and Market Risk
- Risk 2: Interest rate, liquidity and operational risk

- International Finance and Financial Management
- Contemporary Issues in Business
- Strategic Management and Corporate Responsibility

This course is also delivered at our London Campus.

International Hospitality and Tourism Management (Top up)

BA (Hons)

Mode of study Full-time

Duration 1 year

If you want to fast-track your career into a management role within the hospitality and tourism industry then this course is for you.

What's it all about?

Aimed at preparing students for managerial posts in the hospitality and tourism industries, its core compulsory modules provide a clear understanding of the management challenges faced in this sector. The specialist modules on the course will provide in-depth insights into a range of critical hospitality issues, including event planning, sponsorship and managing the customer experience. The course will also address relevant legislation that impacts on events management and Human Resource issues such as the recruitment and training of appropriate staff.

What makes this course different?

You will benefit from a variety of teaching and assessment methods throughout the course including lectures, seminars and group exercises, aimed at helping you to become effective, independent learners equipped with practical skills and competencies.



What can I do afterwards?

This course is designed for graduates seeking management posts in the International Hospitality sector in particular or more widely within the tourism industry. Graduates can also benefit from broader recruitment opportunities with non-hospitality and tourism industry employers, due to the business studies direction of the degree.

What will I study?

- Academic and Career Development
- The Business of Conferences, Events and Entertainment
- International Hospitality Management
- Contemporary Issues in Business
- Strategic Management and Corporate Responsibility
- Key Issues for Hospitality and Tourism Managers

Logistics and Supply Chain Management (Top up)

BA (Hons)

Mode of study Full-time

Duration 1 year

This year-long degree encourages the development of expertise and skills as well as an understanding of the strategic significance of the supply chain philosophy.

What's it all about?

Aimed at developing students who enter with a diploma level qualification in business and who wish to further their career in the field of Logistics and Supply Chain Management. As part of this degree you will study the whole field of supply chain management including Buying, Inventory Control, Supplier Development, Customer Service, Logistics and Distribution. The course includes a wide variety of teaching and learning strategies including lectures and seminars, hands-on training, case studies, directed learning, problem solving sessions,

consultancy exercises and in depth live company investigations, working to enhance your understanding and knowledge of the logistics process.

What makes this course different?

Graduates of this course will obtain a partial or full membership of the Chartered Institute of Purchasing and Supply and full or partial exemption from the academic requirement for chartered membership of the Chartered Institute of Logistics and Transport. Students will get involved in the local professional institute courses whilst on the course.

What can I do afterwards?

Logistics is extremely important in a global context and, as a result, international career opportunities are excellent. Opportunities are available to graduates in Buying, Purchasing and Procurement, Inventory Management and Control, Forecasting and Planning, Distribution, Transport, Warehousing, Supplier Development, Customer Service, Supply Chain Analysis, Logistics Planning and Operations, Production Control and Operations Management.

What will I study?

- Academic and Career Development
- Innovation and IT in the Supply Chain
- Strategic Supply Chain Management
- Contemporary Issues in Business
- Supply Networks
- Strategic Management and Corporate Responsibility



Choosing the right postgraduate course for you

Newcastle Business School is committed to the development of business practitioners and individuals capable of contributing to organisational effectiveness, and this is reflected in all of our postgraduate courses. Our postgraduate courses include:

The Newcastle Business School MBA

The Newcastle Business School MBA will challenge you, develop your ability to change and enhance your existing working practices so you can take your leadership capability to new heights.

- MBA Full-time (pathways available include Entrepreneurship and Design and Innovation Strategy)
- MBA Part-time
- MBA Distance Learning

Business with specialism courses

These courses provide the perfect opportunity for students from any discipline to acquire a high level of knowledge and understanding about business principles, coupled with the skills that organisations are looking for in those seeking to take up a management role.

- Business with Business Analytics
- Business with Entrepreneurship
- Business with Financial Management
- Business with Hospitality and Tourism Management
- Business with Human Resource Management
- Business with International Management
- Business with Logistics and Supply Chain Management
- Business with International Management and Finance/or Marketing

- Business with Management
- Business with Management and Finance/or Marketing
- Business with Marketing Management

Specialist business courses

These courses demonstrate the breadth of practical and academic expertise offered by Newcastle Business School. They are ideal if you have studied business at undergraduate level and now want to develop more advanced knowledge and skills within a particular functional area.

- Coaching
- Digital Marketing
- Entrepreneurship (subject to validation)
- Forensic Accounting
- Global Logistics, Operations and Supply Chain Management
- Human Resource Management and Development
- International Business Management
- International Finance and Investment
- International Financial Management
- International Human Resource Management
- Leadership and Management

Postgraduate research courses

Undertaking a Doctorate at Newcastle Business School will provide you with unrivalled experiences. Our dynamic research environment makes you feel

supported and helps immerse you into your research and its community.

- Doctorate of Business Administration (DBA)
- Doctorate of Business Leadership (DBL)
- The Newcastle Business School PhD

London Campus courses

A number of Business courses are offered at our Northumbria London Campus. Ideally situated just minutes away from Liverpool Street station, our students benefit from studying in a location where the London City financial district meets the heart of London's creative digital and technology sector. All London Campus courses are offered with a September, January or May start date. We welcome applications to the following London Campus courses:

- Graduate Certificate/Diploma in Business (pre-Masters course)
- Business with Entrepreneurship
- Business with Financial Management
- Business with Human Resource Management
- Business with International Management
- Business with Marketing Management
- Digital Marketing

Postgraduate admissions information

Newcastle Business School welcomes applications from national and international students for our postgraduate courses. For detailed information on entry requirements, the selection process and how to apply please see northumbria.ac.uk/courses

Application procedure

Application is online via our website at northumbria.ac.uk.

For some courses there are specific deadlines by which we must receive your application. Please refer to our website for further information.

If you are offered a place at Northumbria, and you are waiting for results of examinations, you must send a copy of these into the Admissions Office as soon as you receive them.

Advice and information

If you require any additional information about any of our courses, or need advice on entry requirements or the application process, please contact our Admissions Office.

For Home and EU application information please contact:

T: +44 (0)191 227 4453

E: et.admissions@northumbria.ac.uk

For International application information please contact:

T: +44 (0)191 243 7906

E: er.internationaladmissions@northumbria.ac.uk

For information on international entry qualifications see northumbria.ac.uk/international/northumbria-and-your-country/



Your postgraduate experience

Postgraduate study at Newcastle Business School is designed to inspire excellence amongst tomorrow's business leaders. Students find our postgraduate courses challenging, innovative and relevant, enabling them to develop the knowledge, skills and competences essential to 21st century business.

Our vision for you

We are a business school committed to the development of business practitioners and individuals capable of contributing to organisational effectiveness. Underpinning this commitment is an approach of 'theory into practice'. We don't just want you to know more, we want you to be able to do more. Our vision of what we want you to achieve is enshrined in our postgraduate teaching and learning philosophy. At the heart of this is your development as a 'reflective practitioner', acquiring a range of critical thinking skills, a high degree of self-awareness and a capacity for independent learning.

To help you achieve this, we provide a range of learning experiences through the courses. For instance, the management development residential, group work, study trips, a business simulation exercise and all the ongoing learning processes embedded in the day to day study of the subject modules on your course. In addition to our learning and teaching philosophy we have established a number of goals that we hope you will achieve by the end of the course. In summary these are; that you will be highly knowledgeable about the theory and practice of international business; that you can think and act strategically; that you have developed a range of leadership skills and knowledge and finally that you have acquired a high level of competence in research and scholarly application. We ensure that all our

courses are delivered by professional people, highly qualified academics, many of whom bring significant business management experience to the classroom. This is important in the context of theory into practice.

How we achieve this vision

The e-learning portal provides you with electronic access to lecture, seminar and workshop activities, directed learning materials and tests, up-to-date course announcements, online discussion groups and bulletin boards. Available 24 hours a day, 7 days a week, all materials are regularly updated by module tutors and course leaders and are a valuable source of learning support. For some modules the student learning process is supported by a customised textbook.

Customised textbooks and learning materials are provided free of charge, and are tailored to meet the needs of our courses and students.

Teaching, learning and assessment

You will experience a variety of teaching methods including lectures, seminars, workshops and presentations. These sessions are designed to help you apply theory to real life and be able to critically analyse and make recommendations for appropriate ways forward, for yourself and your organisation. Classroom sessions facilitate knowledge generation, peer interaction, communication and contextual application. Critical reflection on knowledge, experience and practice

underpins the learning and teaching process on our student experience. Students also undertake directed study and are expected to develop independent learning skills in order to pursue their own area of academic interest.

Academic and Professional Development

You need to be effectively engaged in the learning process of your course from day one. Therefore, as well as the initial induction at the start of the courses, we provide ongoing information sessions as the course progresses, alongside academic skills support sessions looking at issues such as report writing, preparing for assignments and examinations, presentation skills and getting the most from seminars and lectures.

As the course progresses, emphasis will move onto your personal development terms of employment and employability. These courses will be delivered by staff from the Careers and Employment Service.

Management Development Residential

Within the first few weeks of the course you will attend a free weekend residential at a hotel near to Newcastle. The residential provides an opportunity for you to mix with and to get to know other students, but the primary focus is to provide you with opportunities to learn about yourself and identify a set of personal objectives and learning areas for your future development.

Guest lectures

In addition to our full-time staff, we regularly invite senior business leaders, academics and alumni to the business school to share with you their contemporary experiences of managing and the latest management thinking.

Business Simulation

All courses incorporate a business simulation exercise. In a small team made up of fellow students from your seminar group, you will take the role of a senior management team running a car manufacturing business in competition with other teams from the seminar class and the existing car market. The decisions you make about strategy, product choice, finance, human resources, pricing, research and development etc will determine how successful your business is. The simulation takes place over a period of rounds allowing a number of key decision points that affect the business outcome. As well as bringing together a wide range of subjects the simulation requires that you work effectively as member of a team, a crucial skill in management and also understand the importance of making responsible and sustainable business decisions.

Dissertation (and alternatives)

The final semester of our Masters courses is taken up with the dissertation. You will explore a contemporary management issue in depth combining academic theory with a real life investigation, using a range of appropriate research skills culminating in a 15,000 word piece of work. There is also an alternative Masters Consultancy Project which permits students to integrate the knowledge acquired during the course and apply this to a consultancy project for a real, external organisation who have identified a business problem or question, requiring a solution. In much the same way, students taking

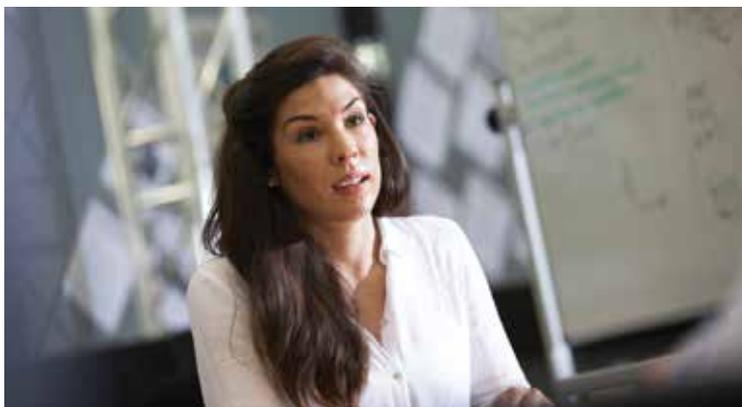
one of the 2-year with Advanced Practice courses will spend a period of time on Internship or undertaking a Consultancy Project before writing a significant investigation report. All of these activities and related academic works represent powerful learning experiences and demonstrate both to us and any future employer, your ability to take a problem, understand it, analyse it, summarise the issues and provide a critical synthesis of the subject against appropriate academic theory.

Employability development and support

The creation of employment ready graduates is crucial to us. In terms of becoming prepared for employment you will receive both academic and support inputs as part of your Masters study. Core to all of the Masters is the two-part module (semester one and two) Developing Global Management Competencies. The modules seek to prepare you to be highly employable, enabling you to demonstrate your ability to make an immediate impact on any organisation you join after graduation. It does so by developing key hard and soft skills which have been identified by current research as those necessary for postgraduate students seeking work, namely the skill sets of emotional and cultural intelligence and business intelligence. Your development for employability

is further supported here through the management development residential and the Career Service supported work as part of your broader Academic and Professional Development. You will benefit from support in career planning: from the identification of potential opportunities to develop your understanding of employers' needs in an increasingly competitive and complex global marketplace.

The resources and support available reflects the international diversity of our students and their plans for post study employment. You will leave Newcastle Business School having produced an evidence based skills matrix and overarching CV making you well equipped to begin the next stage of your career.



Do you want to study your Masters over two years?

For many students from around the world, one of the attractive features of postgraduate education in the UK is that it is usually possible to complete a Masters' degree in one year rather than two. All MSc courses offered in Newcastle Business School can be completed in 12 months (16 months for those starting in January).

However we also offer the opportunity to extend the duration to two years allowing time for more reflection and understanding of the application of the subject or an even more international experience.

The two-year versions include one additional semester but also allow time for a summer vacation rather than non-stop study. This can be a useful time for travelling, gaining some work experience or just relaxing and refreshing. The additional semester can be used in one of three ways.

- Firstly students can take an internship with a company for this period – we will endeavour to help those who prefer this option to find and secure a suitable position but ultimately we are in the hands of the employers who are free to decide who they take into their organisation.
- The second option is to work in the Newcastle Business School Business Clinic providing a consultancy service to local businesses. This gives a fantastic opportunity to put into practice some of the skills and knowledge acquired during the taught part of the course. With either of these options, in the fourth and final semester, students complete the Masters Consultancy Project that builds on the practice in the third semester.
- There is also a third alternative where students can spend a semester studying on a business course

in another country. This may be in Europe or further afield but all courses will be taught and assessed in English (in some cases there may be an opportunity to take some language modules). Note that this option may require students to obtain a visa for study in the other country. Students following this option will complete the Master's dissertation in the final semester.

These courses will be designated "with Advanced Practice" or "with Study Abroad" and that will be reflected in the title of the final award.

On a limited range of courses it is also possible to extend the course to two years through additional study. For September 2016 these are:-

- MSc Business with Management and Marketing
- MSc Business with Management and Finance
- MSc Business with International Management and Marketing
- MSc Business with International Management and Finance

Applicants for these courses should apply for the course title as above.

Applicants for the courses with Advanced Practice or Study Abroad should apply for the course with Advanced Practice or Study Abroad.

Internship

This route offers the opportunity to spend about three months working full-time in a real business environment. Newcastle Business School has a long and hugely successful record with placing students in internships across the UK and, indeed, all over the world. We know from experience that internships bring a range of benefits – they make students more employable because they can talk about actually doing business rather than just studying it, and they tend to get better final results because they have a real context for their study of business and find inspiration for their Master's project in the work environment. At the same time students provide a real benefit to the host companies who appreciate fresh insights to their business and gain a greater appreciation of the benefits that graduates can bring to their organisation.

Business Clinic

Newcastle Business School operates its own Business Clinic to provide consultancy services to businesses and organisations in the region. Working full-time in the clinic offers the chance to explore a variety of businesses and help them embrace new opportunities. Whether assisting a business to develop an internet marketing strategy or investigating international market opportunities for a new product, you will develop skills in quickly getting to understand a

business issue, work in teams, research the issues and prepare and present a professional set of recommendations.

Recent clients have included Gateshead Council, the Dyspraxia Foundation, Mediaworks, and 2020 Vision Technology. This is an amazing opportunity to assimilate skills developed in the classroom.

We are making a significant investment in new premises for the Business Clinic. The new premises nearby to the Newcastle Business School building; are due to open in September 2016 and will provide 500 square metres of dedicated space for students to work on their live client projects supported by Business Clinic staff. It will offer an attractive, business focused “shop front” space on the edge of the city centre in a very prominent position on a busy thoroughfare. The new space will enhance our reputation as an active contributor to the North East business community. The new premises will create a vibrant, professional environment that will

enable effective team decision making, development of professional skills and personal development/reflection. The business-focused activities that will take place on these premises will enhance student employability skills and enable them to develop a network of business connections and commercial awareness, while providing excellent opportunities for examples to use as part of applications and interviews. This will increase professional employment opportunities for our graduates. The new premises will provide an increase in the offering that Newcastle Business School can make to the community in terms of support for businesses of all types and sizes.

Study Abroad

One of the key challenges facing any student planning to undertake a business-related degree is how to compete in the job market with business graduates around the world who are also trying to ignite their business career. We know from

experience and talking to employers that international awareness is a key differentiator. Many of our students have already taken the first step by travelling hundreds or thousands of miles to study in an unfamiliar environment. However the international exchange option takes that to the next level. We have developed exchange opportunities in Asia, Europe and South America that will give students the opportunity to create a truly unique selling proposition to future employers.

Students spend one semester studying business (taught and assessed in English) in another international domain. In some cases there will be an opening for basic level study of the language and culture of the host region. Where students choose to follow this version of the course, the title will be changed from “...with Advanced Practice” to “...with Study Abroad.”



The Newcastle Business School MBA

Pathways on the full-time course available in Entrepreneurship, Design and Innovation Strategy

Mode of study Full-time, Part-time, Distance Learning

Duration 1 or 2 years*

*The Newcastle Business School MBA is also available to study part-time or distance learning over two years. For more information visit northumbria.ac.uk/mba

What's it all about?

The Newcastle Business School MBA will challenge you, develop your ability to change and enhance your existing working practices. It offers the opportunity to interact in a highly engaging manner so you can take your leadership capability to new heights. Our MBA is an innovative postgraduate work-related degree course delivered over one year, providing an excellent learning platform for aspiring or existing leaders. The course is specifically designed for those with two or more years' work experience usually in a supervisory or management role and wishing to gain a postgraduate degree that integrates the key aspects of business such as leadership, management, sustainability, marketing, management accounting, supply chain management, human resource management, the knowledge economy, globalisation, strategic analysis and strategic planning. The full-time MBA also provides an opportunity for you to specialise further and choose a pathway in the areas of Design and Innovation Strategy or, Entrepreneurship. To support you in your studies, the course uses a combination of teaching and learning approaches, including:

- Full-time study at Newcastle Business School within the Corporate and Executive Development suite.
- A supportive learning environment

with extended induction course, weekly academic skills and language development sessions and one-to-one guidance.

- Tutorials delivered by highly qualified teaching professionals with 'real-world' experience and supported with industrial visits.
- Supporting podcast and video cast materials to enable you to recap and consolidate your learning.
- An online study portal which provides access to a range of e-books, over 300 electronic databases and 30,000 electronic journals.
- A reading pack for each core module with customised textbook
- Work-related assignments that give you an opportunity to develop and demonstrate your knowledge and understanding and provide evidence of competence.
- Networking opportunities via our MBA Forum allowing you to learn from leading practitioners.

Indeed, the Newcastle Business School MBA is more than an internationally recognised qualification; your final transcript will highlight not only your academic achievements, but also the range of learning experiences you have engaged in whilst studying on our MBA. This will include the organisations you have worked with during your period of study, the projects you have completed with associated testimonials, the leadership attributes you have developed and the networks you have engaged with.

What will I study?

The curriculum has been designed in consultation with a range of leading organisations, professional bodies and addressing international and national business school standards e.g. EFMD, CMI and AACSB. For further information on the programme structure and content, please visit northumbria.ac.uk/mba



"The MBA has benefited me by teaching content from a managerial, rather than purely theoretical, perspective. It's something I'm confident will support my future career in general management."

Nils Steuber, MBA

The Newcastle Business School

MBA overview

	Full-time	Part-time	Distance Learning
Summary	An innovative one year postgraduate work-related degree programme.	A two year programme designed for those who have already gained substantial managerial work experiences and want to transform their strategic leadership skills and capabilities.	A two year programme designed for busy managers who are seeking part-time or flexible modes of study to enhance their career potential and professional development.
Benefits	<ul style="list-style-type: none"> • Regular networking opportunities through our MBA Forum • Engagement in a range of employer-led business clinic projects and internships • Choose one of the MBA pathways and tailor your career development needs 	<ul style="list-style-type: none"> • Learning at a pace • The ability to work and study at the same time • Allows direct transfer between theory and practice • Highly practical 	<ul style="list-style-type: none"> • Learning at a pace • The ability to work and study without any hours on campus • Allows direct transfer between theory and practice • Highly practical • Access to an online portal which provides access to over 300 electronic databases and 30,000 electronic journals
Student profile	<p>The full-time format appeals to students who...</p> <ul style="list-style-type: none"> • are able to take a break in their career to study • want to study on a programme that brings together experienced people from a wide variety of business and cultural backgrounds • are driven by regular interaction with faculty and peers • have been running their own business or working for their family business during undergraduate studies and are keen to upgrade their knowledge on strategic leadership and entrepreneurship development 	<p>The part-time format appeals to students who...</p> <ul style="list-style-type: none"> • are located in Newcastle or within commuting distance • have already gained substantial managerial work experience • require a flexible timetable due to professional/personal commitments 	<p>The Distance Learning format appeals to students who...</p> <ul style="list-style-type: none"> • are currently in a managerial role and have substantial experience • want to further their study, without spending any time at our Newcastle campus • enjoy studying independently • have the confidence to cope with quantitative material outside the classroom

The postgraduate Business with specialism courses

Mode of study Full-time

Duration 1 or 2 years

This suite of courses in Newcastle Business School are based around the hugely successful MSc Business with Management. They provide the perfect opportunity for students from any first degree subject to acquire a high level of knowledge and understanding about business principles, coupled with the skills that organisations are looking for in those seeking to take up a management role.

About these courses

All students follow the same common first semester covering a broad range of business disciplines in an integrated context. The second semester half of the course is core but the remainder is, for those students following the general MSc Business with Management route, comprised of options chosen from a large and diverse portfolio. Students wanting to undertake one of the many specialisms offered take their pathway modules.

The final semester is taken up with a Master's dissertation – in the case of the specialist courses this will be in a subject related to the specialist discipline. Alternatively there is the opportunity for a select number of students to undertake a Master's Consultancy Project*. This is a real opportunity to demonstrate personal research skills combined with an in-depth understanding of an aspect of business.

Wrapped around the course is an important support syllabus covering an induction to postgraduate study, employability and career development, academic skills, research methods and preparation for the dissertation element, provided through a range of common course modules. The course includes a residential weekend course very soon after commencement that enables students to plan their personal



development aims for the year ahead. A limited choice of pathways is also available as a January start.

Many students will have studied non-business subjects for their first degree but now find the need to acquire management skills to enhance their future career. Some will have specific aspects of business that interest them, perhaps related to their first degree subject, while others want a broad based course that allows them to keep open many options. They provide students the opportunity to gain a high level of knowledge and understanding of business courses, leaving them equipped with skills

needed to take on a managerial role.

Which pathway should I choose?

Students typically choose pathways either on the basis of the function or sector they intend to work in at a future stage, or sometimes based on their previous area of study. If you have a degree with business content, you are encouraged to apply for a pathway that you haven't studied in detail at the point of application. However, it is important to stress that there is no requirement to have specific previous knowledge of the specialism being followed.

**Please note: entry to this project is not guaranteed and involves a competitive selection process.*

MSc Business with Management

Also available as a January start

A number of students within the "Business with..." suite of courses wish to maintain a broad-based and generic management education on their Masters' course. The selection of the "with Management" course permits this given that the students have an unlimited choice of options from the specialist pathways described below. From these, you pick a 20-credit point option to study in Semester 2 alongside the module Organisational Behaviour and Practice, as well as the core content of the course. Likewise, there is no constraint on their choice of dissertation topic within the broad area of business and management, although like all of the Masters' students, the academic supervision of this dissertation will be dependent upon the actual topic selected. Equally, like all students across the MSc Business with suite, you can also opt to undertake the Masters' Consultancy Project as an alternative to the dissertation.

MSc Business with Business Analytics

This pathway allows you to explore the use of business intelligence and how it affects an organisation's decision making. You will be introduced to data management strategies and the use of business analytic tools for the analysis of organisational data. You will also explore the important role of the website in an organisation's digital marketing strategy. You will learn the principles of website evaluation and will use analytic tools for the analysis of web data to help measure the effectiveness of web marketing and improve the user experience.

MSc Business with Entrepreneurship

Also delivered at our London Campus

This pathway is aimed at those students who wish to complement their general business management education with a deeper understanding of entrepreneurship. It could be particularly useful and interesting for students with an interest in working in small or medium sized businesses who have connections through family or previous work experience in such an environment. It will increase your awareness and understanding of the issues and challenges of starting up and operating a small business and being entrepreneurial.

As entrepreneurship requires significant practice focus, this will be achieved through the provision of a practical insight into setting up and trading as a small business, as well as promoting self-employment as a viable career option for graduates. An outcome of these debates will be deeper student appreciation of real-life entrepreneurial issues and how they can be addressed, which hopefully may be channelled into your own business during and/or after graduation. This is complemented by increasing student awareness and understanding of contemporary issues, debates and developments within small business and entrepreneurship research and practice. In doing so, there is a central aim of developing your critical thinking, analysis and synthesis skills through critically exploring issues of relevance to small business and entrepreneurship.

A series of key contemporary issues within the small business and entrepreneurship field will be presented by lectures and supported by seminars where you will engage in critical discussion and debate surrounding the topic presented. You will also undertake a dissertation

on a topic relevant to this pathway, supervised by a member of academic staff with an interest or expertise in small business operations and/or entrepreneurship.

MSc Business with Financial Management

Also available as a January start Also delivered at our London Campus

On this pathway you are given an introduction to the development and interpretation of financial statements and have practical exposure to these activities as part of a business simulation.

You consider Corporate Financial Management, in which you gain a critical understanding of the creation of corporate value through decisions relating to investment, financing and dividend. You are introduced to certain core concepts regarding the objective of finance, how capital is first raised, its deployment into wealth creation and the optimal return of wealth to its providers. This assessment of corporate finance decisions will be achieved in both quantitative and qualitative terms. This is complemented through consideration of International Financial Markets and Institutions, including assessment of recent trends within the financial markets, the financial crisis and the regulatory response.

You will gain an understanding of how financial markets function with respect to different participants, the respective roles played and the associated interaction. Central to this knowledge are the various categories of financial institutions, instruments and regulations and policy approaches. The dissertation topic selected by you will be finance related and supervision will be given by a subject expert from this academic area.

MSc Business with Hospitality and Tourism Management

The hospitality and tourism industry is unique and complex and has developed a critical role in the world economy, representing the main source of income for many developing countries.

The hospitality sector is one of the fastest growing sectors of the global economy. There are a range of exciting careers in a variety of sectors including hotel management, licensed retail management, restaurant management, food and beverage management, entertainment and leisure, conference and events management and travel and tourism.

This pathway provides students with an insight into contemporary issues facing international hospitality organisations. It provides a detailed examination of an extensive range of issues pertaining to the industry including the nature of the hospitality workforce, the changing patterns in supply and demand, distribution and the influence of the media, sustainability and emerging markets.

Providing insight into the tourism sector, its structures, issues and management is an essential subject and crucial to this pathway. By providing an insight into this, this pathway further contributes to the development of potential future managers by providing them with opportunities to learn about the related issues, under the general heading of "Tourists and Tourism", with an emphasis on areas of specific relevance such as Hospitality, Responsible Tourism, Tour Operations and study in significant depth into Destinations and Attractions in the Tourism Sector.

Your dissertation will be in either of the areas of hospitality or tourism and will be supported by relevant academic supervision.

MSc Business with Human Resource Management

Also delivered at our London Campus

This pathway develops your critical knowledge and understanding of how Human Resource Management (HRM) can add value and enhance organisational effectiveness and sustainability. It explores the effective integration of HRM with broader business and HR strategies in order to facilitate the achievement of organisations' strategic objectives. In pursuing these areas, you will be able to identify strategies for managing the shared and divergent interests of key stakeholders in HRM and understand how HRM can add value to individual and organisational objectives.

You will consider, evaluate, analyse, and apply a set of principles, values and approaches to people leadership and management that firstly minimise and/or eliminate the barriers that typically inhibit performance and secondly mobilise the energies of people in ways that enable them to maximise their added-value contribution to both their own development and corporate goals.

The pathway will also introduce you to various concepts relating to Organisational Behaviour and Practice. Here, you are exposed to various approaches to organisational analysis, which permits them to challenge and critique organisational practice and related theories, models and frameworks that underpin management, business and organisation.

You will be expected to undertake a dissertation in a topic area relevant to HRM and will be supervised by a member of academic staff from this subject area.

MSc Business with International Management

Also available as a January start Also delivered at our London Campus

Globalisation is the worldwide trend of businesses expanding beyond their domestic borders. To compete in today's global economy managers need to be able to apply management principles across countries and cultures with suitable adaptation in the process.

Adopting a truly global perspective of management, this pathway presents current thinking in international business theory and practice. It exposes you to the environment of International Business and Multinational Corporations. It will cover topics such as international trade and investment theories, country environments (e.g. Political, legal, financial and economic contexts), culture, foreign direct investment, international strategy, corporate governance and industry studies.

The main objective is to achieve an enhanced understanding of what determines the international success and failure of firms around the globe. This is complemented by the analysis and evaluation of managing customer relations within the context of globalisation and its implications for business. It enables participants to appreciate the value of different marketing approaches, which can be adopted in a dynamic world trading environment and to examine their potential impact upon marketing strategies. By doing so, you can develop an appreciation of the varying approaches to marketing that are relevant to organisations working within a dynamic global environment and the effect these challenges place upon marketing planning in an international context.

You will have a broad choice of topics to select from for your dissertation, as long as the area of study has an international context.

MSc Business with Logistics and Supply Chain Management

The first semester includes grounding in the general principles of operations management, the role of which is assessed within the framework of a business simulation. This pathway builds on this operations knowledge base by giving you an opportunity to appreciate the inter-relationships between strategic procurement, materials and quality management. Attention is given to the value-added processes within the supply chain alongside an understanding of the tools required in the effective management of such processes.

You are also exposed to the principles of contemporary Supply Chain Risk Management and Sustainable Supply Chain Management from a business perspective. This work considers the various methods in which good practice in these fields is supported by theoretical relevance and also how it contributes to optimisation of operational efficiency, organisational excellence, minimising organisational and environmental risk, and achieving sustainable competitive advantage within the context of 'triple bottom line' benefits. You will gain an appreciation of the various tools and techniques necessary to analyse, evaluate and implement best practice to Supply Chain Risk Management and Sustainable Supply Chain Management. You then follow up this taught input on your pathway with a subject specific dissertation, supported by academic supervision from the subject specialism.

MSc Business with International Management and Marketing

MSc Business with International Management and Finance

Also available as a January start

Businesses are increasingly seeking to employ graduates who not only have specialist knowledge but an understanding of the business in a broader sense. To satisfy this demand, Newcastle Business School have introduced a new suite of 2 year joint courses (including Business with International Management and Finance and Business with International Management and Marketing) that aim to give you the opportunity to develop a dual specialism in business.

Broadening your specialist knowledge of business will enable you to better appreciate the interconnected nature of business operations and potentially operate more effectively in the business environment.

MSc Business with Management and Finance

MSc Business with Management and Marketing

Also available as a January start

Businesses are increasingly seeking to employ graduates who not only have specialist knowledge but an understanding of the business in a broader sense. To satisfy this demand, Newcastle Business School have introduced a new suite of 2 year joint courses (including Business with Management and Finance and Business with Management and Marketing) that aim to give you the opportunity to develop a dual specialism in business. Broadening your specialist knowledge of business will enable you to better appreciate the interconnected nature of business operations and potentially operate more effectively in the business environment.

MSc Business with Marketing Management

Also available as a January start Also delivered at our London Campus

This pathway will give you exposure to contemporary branding issues using appropriate models and techniques. You will be given the opportunity to critically evaluate the process of developing a brand and appreciate the challenges of doing so in an international marketplace. By doing this, you will gain an appreciation of branding in association with consumer behaviour and understand how branding is applied in a real market environment. This is complemented by the analysis and evaluation of managing customer relations within the context of globalisation and its implications for business. It enables participants to appreciate the value of different marketing approaches, which can be adopted in a dynamic world trading environment and to examine their potential impact upon marketing strategies. By doing so, you can develop an appreciation of the varying approaches to marketing that are relevant to organisations working within a dynamic global environment and the effect these challenges place upon marketing planning in an international context. You also undertake a dissertation in a marketing context, supported by an academic supervisor with relevant expertise from this subject area.

The specialist postgraduate business courses

Some students are looking for more specialised business related courses, often because they have studied business at undergraduate level and now want to develop more advanced knowledge and skills within a particular functional area. Most students coming to these courses do have business degrees but in some cases we do accept applicants from other academic backgrounds.

About these courses

These courses demonstrate the breadth of practical and academic expertise offered by Newcastle Business School. We have a wide range of academic staff, most of who are experienced business practitioners as well as being involved in research and consultancy in their current role so that you know the teaching and development is closely linked to current professional practice. Many are professionally linked giving students the benefit of recognition and membership of professional bodies – this is not only useful in enhancing the employability of graduates but can provide longer term benefits with opportunities to maintain professional development and network with other subject specialists in the years ahead.

Each Masters course provides you with relevant and contemporary studies in your subject of choice, many of them including the

international flavour so important for today's global managers and leaders. In addition, all specialised Masters share a common core which embodies our teaching and learning philosophy of the reflective-practitioner. This core provides you with a set of generic knowledge and skills related to: understanding the integrative nature of business, the development of leadership and management qualities, and gathering and analysing of business data. Developing specialised courses in this way prepares you for a career in your respective business function but also provides you with a range of skills necessary for management positions in your short to medium term careers.

The final semester is taken up with a Master's dissertation or research report, or a Master's Consultancy Project, in a subject related to the specialist discipline. This is a real opportunity to demonstrate personal

research skills combined with an in-depth understanding of your chosen specialism.

Wrapped around the course is an important support syllabus covering an introduction to postgraduate study, employability and career development, academic skills, research methods and preparation for the dissertation. These are achieved through the common Masters modules – Developing Global Management Competencies I and II, Academic and Professional Development and Dissertation Preparation and Research Methods. The course also includes a residential weekend course scheduled in the first semester that enables you to plan your personal development objectives for the year ahead.



Coaching

MA

Mode of study Part-time

Duration 1 year

In the most recent CIPD Learning and Development Survey in the UK, three quarters of organisations surveyed offer coaching and mentoring, with sixty-five percent expecting to see an increase in the use of coaching in the future. The emergence of coaching both as an area of professional practice is widely recognised. Coaching is seen as a significant intervention to create a capable and resilient work force able to adapt to new challenges and thrive in today's tough global economic climate. Coaching is seen as a key leadership skill.

What's it all about?

On this part-time course you will integrate your prior work and life experiences with the theoretical concepts underpinning coaching practice. You will expand your knowledge and understanding of theories and then relate that understanding to the skills and approaches necessary to develop professionally as a coach. This will help you to research and inform your models and modes of coaching practice. To be an effective coach we believe it is important to attend to your personal and emotional development as a coach. With this in mind, we do not just teach coaching skills or promote 'one best model' of coaching. We allow you to explore and expand your coaching repertoire, with structured reflective practice, tutor input, coaching practice as coach and coachee and coach-supervisor support. This enables you to apply your knowledge to a variety of working contexts.

This course offers three distinct awards: Postgraduate Certificate, Diploma and Masters Awards; you can exit the course at any stage and continue your studies at a later date.

What makes this course different?

The course is delivered by a team of experienced practising coaches, who are engaged in research into coaching and who have a passion for coaching as a developmental approach. The course, in addition to being an academic qualification is a practical course; preparing you for professional coaching practice and through compilation of a portfolio; individual accreditation with the Association for Coaching.

The learning approach will be student-centred; placing great emphasis on you reflecting upon your experiences of coaching in order to develop your understanding of your practice of coaching. The course will engage you in independent and guided study. Activities, to be completed between the workshops might include reading, research, gathering data about personal and organisational practices, reflecting on how practice relates to theory, preparing written assessment reports and collating appropriate evidence.

What can I do afterwards?

This course will support your professional development as a coach; allowing you to explore and expand your coaching repertoire. With coach-supervisor support, the course provides a platform for you to

apply your knowledge and practice of coaching to a variety of working contexts.

The course also provides opportunities to explore potential business development and to expand your range of potential coaching client groups.

This course will further enhance your knowledge and skills in coaching, providing you with an advanced qualification that will be highly regarded by employers, clients and a wide range of organisations.

On completion of this course you may choose to work on a freelance basis, or as part of a large organisation or small coaching practice. You may also wish to pursue a career as a people development specialist.

Upon graduation you may wish to apply for professional accreditation with a range of global professional coaching bodies to further enhance your skill set and employability in the UK and abroad.

What will I study?

- Understanding Coaching
- Psychological Dimensions of Coaching Practice
- Professional Coaching Practice
- The Coaching Organisation

Digital Marketing

MSc

Mode of study Full-time

Duration 1 or 2 years

Digital Marketing is an exciting, ever-changing area of business examining the very latest in digital developments including location-based marketing, user experience, customer journey mapping and mobile marketing.

What's it all about?

You will learn how to integrate new tactics and strategies with traditional marketing tools and practices to capture new customers, build customer loyalty, provide superior customer service, and conduct market research. You will understand the value of, and methods for, determining return on investment of internet marketing programmes, as well as online visitor and buyer behaviour.

This course has been designed to prepare students from a wide range of backgrounds for the digital marketing industry. This may include business students who wish to build on their existing knowledge and who specialise in the digital domain, but will also be of interest to those wishing to establish a marketing career.

What makes this course different?

Our marketing subject area has established working relationships with key bodies such as the Chartered Institute of Marketing and the Institute of Direct and Digital Marketing and will ensure that the course content is reflective of their syllabus. You will be taught by academics with a successful history in preparing students for the Institute of Direct and Digital Marketing National Student Competition.

The taught component takes place over two semesters, with the third dedicated to the completion of



either a postgraduate dissertation or consultancy project.

You will gain an appreciation of digital marketing strategy, understanding consumer behaviour across multiple channels, devising campaigns and developing an appreciation of monitoring and measuring this activity. You will also undertake modules designed to enhance your analytical skills and softer skills such as leadership, cultural and emotional intelligence.

For those who opt for the Study Abroad or Advanced Practice pathways, the course will extend into a second year involving either a study semester at one of our partner institutions in Europe or an applied management investigation exploring digital marketing in the context of a real organisation.

What can I do afterwards?

Extensive collaboration with industry professionals in both the design and

delivery of this course ensures you will be prepared for employment upon completion.

Throughout the course you will build a portfolio of materials, including created web content, video content and profile infographics, which you can present to employers to demonstrate your suitability for digital marketing positions.

What will I study?

Year 1

- Strategic Marketing in the Digital Era
- The Digital Customer Journey: Data, Profiling and CRM
- Digital Campaign Management and Media
- Marketing Metrics and Analysis
- Developing Global Management Competencies I
- Developing Global Management Competencies II
- Dissertation/Consultancy Project

This course is also delivered at our London Campus

Entrepreneurship*

MSc

Mode of study Full-time

Duration 1 year

Start a business, learn about yourself, test your business potential and earn an MSc. This unique, action-learning degree provides an exciting opportunity to learn about entrepreneurship through practice. It is aimed at those who want an intensive action-oriented approach to the principles of contemporary entrepreneurship, or those who want to start a business, as part of a vibrant community of fellow entrepreneurs, with all the advantages of the best, most current research and thinking by the world's leading academics and practitioners in this field.

What's it all about?

This course is based around the creation of a new business venture. You will learn through a cycle of research, decision, action and reflection. You will have to understand and apply theory, do your own research and form your own judgements throughout the process. You will become adept at justifying and presenting your product and your business intentions to a range of stakeholders to demonstrate your competence and earn their trust.

Our vision is that by the end of this programme you will have created a new growing business, the skills, ability and confidence to create new businesses going forward and a network of vital contacts in the dynamic North East and UK start up communities – and a Master's degree from the Business School of the Year.

As well as this you will have been on a demanding journey of self-discovery which will enable you decide whether being an entrepreneur is right for you in the long term and if so what type of business you want to run, or work for.

This course will give you experience in setting up and running a business. It develops knowledge, skills and competence in the areas of personal development, innovation, product design, leadership, marketing,

management and strategy. You will develop research skills through reading, search, data gathering and surveying. Your business won't survive unless you constantly monitor your customers, your business development and your own performance. You will practice critical thinking, and effective organisational improvement techniques as well as exploring all the personal competences associated with entrepreneurship in a complex, dynamic start-up business of your own choosing.

What makes this course different?

This is the only applied entrepreneurship postgraduate course in the UK, based entirely on starting your own business. We embrace academic theory because we learn faster by listening to experts, but we put the theory into action.

You will benefit from the guidance of your coaches, the content delivered in workshops and presentations, and the experiences of others on the course. However, your coaches are there to help you learn, not to teach you. You will take responsibility for your own learning, analysing need, creating personal and business development strategies and dealing with complexity as it arises.

We will introduce you to some of the region's leading entrepreneurs and you will engage with a diverse group of mentors and the growing entrepreneurial community centred in the North East and around the University.

What can I do afterwards?

We hope your business will continue to prosper and grow. If you choose not to carry on the business, you'll have had an exciting year with experiences and people you'll never forget, and you will have the MSc as evidence of your journey. The skills you've developed as owner/manager of your own business are exactly the skills most valued by employers.

What will I study?

Year 1

- SPARKTANK – a start-up business accelerator gets your business off the ground
- The Launch Factory – develops your skills and your product or service, and prepares your business for growth and investment
- The Big Pitch – takes the business a step forward with a working website, new product design, business plan or investor pitch – whatever you and your business need most for the next challenge

*Subject to validation

Forensic Accounting

MSc

Mode of study Full-time* or Distance Learning

Duration 1 or 2 years

What's it all about?

With the growing complexity of the business environment and the rising number of business related investigations, forensic accounting professionals are increasingly asked to assist in the investigation of financial and business related issues.

Northumbria's Forensic Accounting MSc is for graduates seeking to enhance their financial investigation knowledge and skills. It aims to enable you to gain the technical and intellectual skills which will equip you to take full advantage of career opportunities as they arise.

What makes this course different?

You will be trained to look beyond the numbers and deal with the business realities of situations. The ability to analyse, interpret, summarise and present complex financial and business related issues are prominent features of the course.

You will be taught by academics who are specialists (with professional bodies' accreditation) and who have advanced degrees and extensive scholarly publications in fraud, anti-money laundering, financial crimes and in legal procedures and evidence.

At Northumbria, we consider assessment to be a learning experience in itself. Assessments are designed not just to test your learning and skills development, but to provide more opportunities for the achievement of your learning goals through a varied range of assessment approaches that are primarily driven by individual assignments, but also include personal development

planning, group and peer assessments, portfolios and reflective reports.

Our academics undertake practice relevant research in a range of applied subject areas, enabling us to interpret developments in what is a very fast changing subject field. You are encouraged to undertake enquiry based learning, where you will be co-creators of your own knowledge and learning and also develop research, enquiry and team working skills.

What can I do afterwards?

You will receive a wealth of employment support as part of your Masters study. Core to this is the two-part module Developing Global Management Competencies. This module seeks to prepare you to be highly employable, enabling you to demonstrate your ability to make an immediate impact on any organisation you join after graduation. You will also be supported by industry facing activity including short-term internships and placement opportunities where possible.

Successful completion of the course will enable you to differentiate yourself in a sector that has become increasingly competitive. You can expect to gain employment in many areas including, public practice or insurance companies, banks, police forces and government agencies.

What will I study?

- Forensic Accounting
- Fraudulent Statement and Forensic Data Analysis
- Fraud Examination
- Anti-Money Laundering, Bribery and Corruption
- Developing Global Management Competencies I
- Developing Global Management Competencies II
- Dissertation

*Available from September 2017

Global Logistics, Operations and Supply Chain Management

MSc

Mode of study Full-time

Duration 1 or 2 years

What's it all about?

Organisations have focused on the area of logistics, operations and supply chain management to gain greater competitive advantage through faster delivery and operational efficiencies often through strategic partnerships and alliances. The modern consumer not only wants high quality goods at the right price but also at the right time. With greater customisation and the growing demand to meet diverse customer preferences and tastes, the need to balance high levels of customer service against the cost and performance of the distribution function is of paramount importance for any commercial organisation. Increased international trade and the internet have had a significant impact on the supply chain with new virtual trading marketplaces emerging and issues such as e-procurement and transparent order tracking becoming more important.

What makes this course different?

You are expected to make use of the learning and network chances arising from 'real life' situations through the professional bodies, external seminars and supporting companies that provide student opportunities. In the version of the course that has run until our course review, a number of professional accreditations existed. On revalidation, we will pursue accreditation of the updated course from The Chartered Institute of Purchasing and Supply (CIPS) and The Chartered Institute of Logistics and Transport (CILT), the leading

professional bodies within the subject area. This is a specialist international course at the cutting edge of logistics, operations and supply chain management.

What can I do afterwards?

The course is designed for students seeking management careers in this dynamic industry where talented individuals are in high demand. You will also benefit from the subject expertise offered at Newcastle Business School as it is one of the few institutions to offer this distinctive course at postgraduate level. Our reputation in the field of logistics, operations and supply chain management is growing rapidly. You should hold a first degree in any discipline, whilst others are welcome to apply because of their relevant work experience. You must have a clear commitment to a professional career that comprises one of the areas of logistics, operations management or supply chain management. It is expected that you should also be committed to your own personal development.

What will I study?

Year 1

- Strategic Partnerships and Value Creation
- Operations and Supply Chain Improvements
- Sustainable Supply Chain Management and Risk
- Strategic Procurement and Logistics
- Developing Global Management Competencies I

- Developing Global Management Competencies II
- Dissertation/Consultancy Project



"I loved the residential weekend where I could make lots of friends from different courses. In particular, I am guided to be aware of my strengths and weaknesses and to apply those in interesting activities."

Chau Minh Nguyen Ta,
MSc Global Logistics,
Operations and Supply Chain
Management

Human Resource Management and Development

MSc

Mode of study Part-time

Duration 2 years

What's it all about?

The Human Resource Management and Development course is ideal for anyone looking to progress their career within the challenging and rewarding world of human resources.

People are at the heart of any successful business. Ensuring their personal fulfilment and creating a happy workforce is the key to a successful, sustainable and prosperous business. By focusing on the development of your professional and interpersonal skills, this HR Management course helps you to understand and critically evaluate current, individual and organisational practices within different contexts so that you can provide solutions that add value to organisations.

You will study a range of human resources topics and develop your skills as an HR practitioner, as well as studying some general business and management subjects designed to develop your strategic business awareness and leadership potential. Through a choice of options you will be given the opportunity to specialise in specific areas of HRM, such as Employment Relations, Employment Law and Coaching in the Workplace.

What makes this course different?

This degree is accredited by the Chartered Institute of Personnel and Development (CIPD). Students who successfully complete all elements will meet the knowledge criteria needed to become a Chartered Member of the CIPD (provided you become a student member whilst on the course). We also provide support for those students with extensive

experience in their application to become a fully Chartered Member. Employers increasingly regard the CIPD qualification as a measure of capability and added value so this qualification will put you well ahead of other graduates in the job market as across the globe.

What can I do afterwards?

If you choose to finish your studies at the Postgraduate Diploma stage, there will be future opportunities to progress to Masters through the completion of a dissertation. If you choose to progress to the Masters stage you will engage in 'real life' work-based problem-solving as you research and complete a Management Report Masters Dissertation.

What will I study?

Year 1

- Business Research Analysis
- Financial and Database Systems Management
- Human Resource Management in Context
- Developing Self as an HR Leader
- Developing Skills for Professional Practice in HRM

Year 2

- Total Reward
- Managing Employee Engagement
- Managing and Developing Talent
- Option 1*
- Option 2*
- Dissertation

*Options include:

- Employee Relations
- Employment Law

- International Human Resource Management
- Contemporary Issues in Human Resource Management and Development
- Understanding and Implementing Coaching and Mentoring

International Business Management

MSc

Mode of study Full-time

Duration 1 or 2 years

What's it all about?

Most companies have to survive in a business environment that is international, rapidly changing and increasingly competitive. Managing and leading such businesses requires a special combination of knowledge and skills – not just strategic thinking but also how to adapt to the different cultures and business practices throughout the world. The course will develop your current business capabilities and prepare you for positions of responsibility in modern, dynamic organisations, particularly in a global context.

The course is designed for students who have completed an undergraduate degree in business and management and who wish to continue their studies at Masters level. Such students should be aiming to join a company that has substantial global and international interests and receive rapid promotion to senior level. A number of options allow focus in specific areas of interest and the 2-year course offers opportunities for gaining substantial work experience. Both variations of the course extend the knowledge gained in a relevant undergraduate business management degree, whilst also providing a broader global context. The course attracts students from all around the world – it is global in both the classroom culture as well as the subjects being studied. To be successful on the course, you will need enthusiasm, commitment, and a willingness to not only work hard but learn new ways of thinking. We also expect you to show initiative and be able to work independently.

What makes this course different?

The content aims to deepen and broaden your undergraduate learning. Like all Masters students, you will receive Academic and Professional Development as well as the development of key capabilities relating to employability which are captured in the Developing Global Management Competencies modules. Core to your course are the modules Globalisation, Innovation and Sustainability and Organisational Behaviour and Practice. In the former, you will gain exposure to developments in the post-global recession economic and business environment, strategic options for international growth, innovation, the roles of leadership and change within international/global business organisations and the increasingly crucial role of sustainability and corporate social responsibility. In terms of organisational behaviour, students are exposed to various approaches to organisational analysis, which permits them to challenge and critique, organisational practice and related theories, models and frameworks that underpin management, business and organisation. The remaining third of the taught input of your course will comprise options that are delivered as part of various specialist Masters' courses, allowing you to further your expertise in functional areas such as operations/supply chain management, marketing, finance, hospitality and tourism, HRM or entrepreneurship. This allows you to tailor your study to your own areas of interest.

You will complete your study by undertaking a piece of research and writing up a dissertation. This provides you with a great opportunity to become an expert in an aspect of global or international business in which you have a strong interest. You will have a personal dissertation supervisor to support you in the process. Alternatively, you may wish to gain hands-on real life work experience and undertake the Masters Consultancy project. This gives you ideal experience for future roles working in consulting or for large multinational organisations where team work and project work are essential attributes.

The ultimate aim of this course is the attainment of generic postgraduate goals of skills attainment for employment and career progression, cultural and ethical awareness, leadership and management capability, understanding the theory and practice of international business and development of research skills and project capabilities.

What will I study?

- Globalisation, Innovation and Sustainability
- Organisational Behaviour and Practice
- Option 1
- Option 2
- Developing Global Management Competencies I
- Developing Global Management Competencies II
- Dissertation/Consultancy Project

International Finance and Investment

MSc

Mode of study Full-time

Duration 1 or 2 years

What's it all about?

Enhance your career prospects with our MSc in International Finance and Investment, which allows you to develop the analytical and evaluative skills essential for success within the field of finance and investment.

The course is designed to meet the needs of students who are at the beginning of a career in the field of finance. The aim of the course is to enable you to develop an integrated and critically aware understanding of international investment and finance and thus expand your career options by combining the knowledge from previous degree with a specialised Masters qualification.

The course will equip you with the specialised skills required to implement finance and econometric theory in areas such as quantitative analysis, financial research, international financial markets and institutions, investment, derivatives and risk management. The course is designed to build on the transferable skills important for employment in the areas of business finance, banking, financial markets, investment and quantitative finance research.

What makes this course different?

Our academics undertake practice relevant research in a range of applied subject areas, enabling us to interpret developments in what is a very fast changing subject field. You are encouraged to undertake enquiry based learning, where you will be co-creators of your own knowledge and learning and also develop research, enquiry and team working skills.



What can I do afterwards?

You will receive a wealth of employment support as part of your Masters study. Core to this process is the two-part module Developing Global Management Competencies. This module aims to prepare you to be highly employable, enabling you to demonstrate your ability to make an immediate impact on any organisation you join after graduation.

You will leave Newcastle Business School highly knowledgeable about the theory and practice of international finance and investment, with the ability to act and think strategically, well equipped to begin the next stage of your career.

What will I study?

- Financial Econometrics and Forecasting I
- Financial Econometrics and Forecasting II
- International Financial Markets and Institutions
- Investments and Risk Management
- Developing Global Management Competencies I
- Developing Global Management Competencies II
- Dissertation/Consultancy Project

International Financial Management

MSc

Mode of study Full-time

Duration 1 or 2 years



What's it all about?

This International Financial Management course has been developed in response to the considerable worldwide demand from those wishing to follow a career in financial management.

The course comprises of 180 credits delivered through six modules and a dissertation related to contemporary topics in investment, banking and finance. While studying, you will benefit from Newcastle Business School's trading room which features Bloomberg Terminals that are used by top traders throughout the world. You will have direct use of data, information and analytics to help you in your studies. Additionally, you will use statistical software such as E-views, SPSS and Stata to investigate, analyse and forecast the empirical nature of real world financial issues. This course is refreshed regularly to ensure you always gain the latest knowledge and skills you need for your career, and is benchmarked

against syllabuses of the Chartered Financial Analysts (CFA).

In this course, we specialise in the areas of investment and risk management, sustainable strategic decision making, corporate financial management and the international financial markets and institutions.

What makes this course different?

We focus on particular financial management themes recognised within the finance industry and is further supported by a range of core management modules around Academic and Professional Development, as well as the development of key capabilities relating to employability, which are captured in the Developing Global Management Competencies modules.

What can I do afterwards?

Graduates have demonstrated success in a variety of careers including positions in investment and security

departments of large commercial and investment banks, trainee manager within the treasury function of an international company, recruitment consultant specialising in finance personnel and university lecturer studying for a PhD.

What will I study?

- Sustainable Strategic Decisions
- Corporate Financial Management
- International Financial Markets and Institutions
- Investments and Risk Management
- Developing Global Management Competencies I
- Developing Global Management Competencies II
- Dissertation/Consultancy Project

International Human Resource Management

MSc

Mode of study Full-time

Duration 1 or 2 years

What's it all about?

As a result of market globalisation it has become increasingly important to explore the international issues related to management as organisations seek to achieve sustainable competitive advantage through their human resource. The study of, and subsequent practice in, International Human Resource Management, focuses on the need to be culturally sensitive in our management of people in a cross-cultural multi-national environment.

The course has been developed for students who wish to, or already work within, a multi-cultural business. For those who are new to the field of Human Resource Management, the course offers the opportunity to develop your knowledge and professional practice so that you are equipped with the 'tools and techniques' necessary to embark on a career in International Human Resource Management.

For students with no previous knowledge of HRM, pre-induction modules provide a solid, but basic foundation upon which you can build your capability throughout the course. For those who have already been working in the field there is the opportunity to expand your existing knowledge and challenge current practice. What is important is that you have a strong interest in Human Resource Management, you are enthusiastic and willing.

This demanding, fast-paced and highly relevant course focuses on developing the solid, practical, professional and interpersonal skills fundamental to the management of

people. It also equips you with the ability to understand and critically evaluate current, individual and organisational practices within different cultural contexts so that you can provide solutions that add value to an organisation.

The MSc is a modularised course taught over one year, full time. In the first two semesters you will study a range of human resource topics and develop your cross-cultural skills as well as achieving the generic postgraduate goals of strategic awareness, developing leadership potential and understanding the theory and practice of international business. You will specialise in specific areas of HRM, for example Talent Management and Development, Reward, International HR Skills and Employee Engagement as well as developing your personal skills that will help you to become a HR Leader. You will also be able to choose a specialist option, such as Employment Law and Employee Relations. In the remainder of the course you will engage in some 'real life' work-based problem solving as you research and complete an International HRM Management Report Dissertation. You will be appointed a personal research supervisor and will be required to submit an assessed research proposal prior to embarking on the dissertation itself.

What makes this course different?

The course is accredited by the Chartered Institute of Personnel and Development (CIPD). Students who successfully complete all elements will meet the knowledge criteria needed to become a Chartered Member of

the CIPD (please note that you will be required to first register as a student member). This qualification will put you well ahead of other graduates in the job market as across the globe employers increasingly regard a CIPD qualification as a measure of capability and added value. There is also an opportunity for experienced people to be supported in their application to become a fully Chartered Member of CIPD on successful completion of the course.

What can I do afterwards?

Some examples of our alumni employment which demonstrates the range of opportunities available to graduates includes: HR Managers, Recruitment Consultants, HR Advisors, Learning and Development Managers and HR Executives.

What will I study?

- Business Research Analysis
- Financial and Database Systems Management
- Total Reward
- HR Skills for the International Context
- International Human Resource Management
- Managing Employee Engagement
- Human Resource Management in Context
- Developing Self as an HR Leader
- Managing and Developing Talent
- Dissertation

Leadership and Management

MSc

Mode of study Part-time or distance learning

Duration 2.5 years

What's it all about?

The Masters in Leadership and Management is an innovative postgraduate work based degree course delivered over two and a half years which provides an excellent learning platform for aspiring or existing leaders and managers.

Designed for those who wish to gain a postgraduate degree whilst balancing employment and a range of other commitments, this course develops knowledge, skills and competence in the areas of personal development, leadership, management and strategy.

Furthermore, you will work on developing research skills, critical thinking and effective organisational improvement techniques as well as exploring all the personal competences associated with leadership and management in complex, dynamic and excellence focused organisations.

But it's not just about cutting edge theory; it's also about hands-on practical experience. To this end, you are encouraged to build on your own leadership and management experience with work related assignments which will contribute to self, career and workplace improvement.

What makes this course different?

To support you in your studies, the course uses a combination of teaching and learning approaches, including:

- Fully distance learning with weekly podcast and video cast for those who cannot attend sessions.
- Optional workshops and tutorials for each module delivered by highly qualified teaching professionals with real world experience.
- An on-line study portal which provides access to a range of e-books, over 300 electronic databases and 30,000 electronic journals.
- A reading pack for each module.
- Materials delivered weekly on line for all learners, with video and podcast designed to allow you to study at a pace which suits your lifestyle.
- Study materials, providing knowledge and understanding, which also helps you apply your ideas to the workplace.
- Work related assignments that give you an opportunity to develop and demonstrate your knowledge and understanding and provide evidence of competence.

What can I do afterwards?

This is a stimulating course that results in a recognized qualification designed to mould you into effective, reflective leaders and managers within your organisation or to aid your career progression.

If you are looking to develop yourself, and are keen to challenge and continually improve existing working practices, interact with others effectively, and show a commitment to ongoing personal and professional development, then this course gives you an unbeatable opportunity to drive your management and leadership potential to new heights.

What will I study?

Year 1

- Leader Identity and Leadership
- Creating the Dynamic Organisation

Year 2

- Leading for Organisational Performance
- Implementing Strategy

Year 3

- Management Investigation



"I enjoy the process of self-development that postgraduate study offers and found that, throughout the course, I learnt a lot about myself and what I'm good and not good at. Since starting this course I have been promoted at work and I think it has demonstrated to my employer that I take my career seriously."

Laura Choake, MSc Leadership and Management

Postgraduate Research Courses

Doctorate of Business Administration (DBA)

Mode of study Full-time/Part-time

Duration 2 years/3 years

The DBA is a professional doctorate in business administration, equivalent in standing to a PhD, but with a clear focus on developing and improving professional practice. With its accent on developing research and enquiry skills to the highest level, the flexibility of its block delivery makes the DBA the logical choice for experienced

senior managers and management educators who wish to continue their lifelong learning. The course is offered as three years (part-time) or two years (full-time), with the taught element delivered in two one-week study blocks during the first three months. Part-time students return to their normal employment between

the study blocks, with full-time students based at the University between blocks and thereafter. For full-time students, a strong link with an organisation or organisations is essential to ensure the doctoral research element of the course can be completed.

Doctorate of Business Leadership (DBL)

Mode of study Full-time/Part-time

Duration 2 years/3 years

The DBL is a professional doctorate in business leadership equivalent in standing to a PhD, but with a clear focus on developing and improving business leadership practice. With its

accent on developing research and enquiry skills to the highest level and a focus on application and reflection, coupled with flexibility and its block delivery, the DBL is the logical choice

for experienced senior leaders, managers, management educators and consultants. The course follows the same delivery pattern as the DBA.

The Newcastle Business School PhD

Mode of study Full-time/Part-time

Duration 3 years/5 years

The PhD course allows students to actively pursue an individual research course over a period of three years by full-time study or five years by part-time study. Leading to original contribution to knowledge

in a chosen field of study, the PhD is designed to further enhance research and professional skills/capabilities and to challenge students at the highest level of thought. Students are given guidance and support throughout

their PhD journey from a team of highly experienced supervisors who are accomplished researchers. The PhD environment at Newcastle Business School is challenging, supportive and exciting.



“During the course of my studies I was repeatedly promoted as my increasing level of knowledge lifted the quality and knowledge level of my work. I have subsequently been approached to act as a non-executive director in other organisations as a result of my studies.”

Yvonne Gale, MBA and DBA, CEO, NEL Fund Managers Ltd

Advice and information

If you require additional information about any of our courses please visit newcastlebusinessschool.co.uk. If you need advice on entry requirements or the application process, please contact our Admissions Office and a member of our dedicated team will be happy to help. Please see the back cover for contact details.

Money matters

For further information on finance and funding, please visit northumbria.ac.uk/feesandscholarships.

Visit the Money Matters section on our website northumbria.ac.uk/moneymatters.

You can also speak to one of the University's Funding Advisers – visit northumbria.ac.uk/financialsupport for information.

This information was correct at the time of publication (June 2016) but is subject to change. For example, to ensure that all of our courses remain current and relevant, our leading academics continuously review and improve course content in consultation with students and employers. So to ensure that you are kept up to date with any enhancements, make sure you visit northumbria.ac.uk/yourlearning and sign up for regular updates.



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