

MASTERS PORTFOLIO



**MAKE IT
EDINBURGH**



UNIVERSITY OF EDINBURGH
Business School

business-school.ed.ac.uk

OUR MASTERS PORTFOLIO

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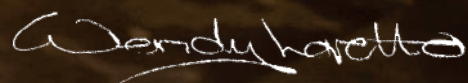
WELCOME

As one of the leading business schools in Europe, at one of the world's best universities, we have achieved an enviably high quality of teaching and research, as well as a natural connection to business. What really sets us apart however, is a willingness to look beyond accepted business thinking, to create debate and spark new ideas.

Edinburgh is a leading international centre for business and finance. It's also a beautiful, inspirational city. And, here in the University of Edinburgh Business School, you have a School that is right at the heart of the city, at the heart of business.

Not only is the Business School part of a University that is ranked 20th in the QS World University Rankings (2020), but it also holds triple accreditation from AACSB, EQUIS and AMBA. Triple accreditation underscores the quality of everything we do from our teaching to our research and has been awarded by three of the most highly regarded business accreditation bodies. In today's challenging business world it is imperative that students equip themselves with the knowledge and skills that are in demand not just today but into the future. We believe our portfolio of Masters are at the forefront of the latest ideas and techniques that will assist the business world.

If you'd like to find out more about the School or our programmes, simply email msc@business-school.ed.ac.uk and our Admissions Team will help you with your enquiry. Or, better still, come and visit us yourself. I think you'll be suitably inspired.



Wendy Loretto
Dean of the Business School

Our Dean pictured inside Old College, South Bridge.

A thriving European capital city, Edinburgh blends history, culture and a world-class arts scene with the entrepreneurial energy and fresh thinking you'd expect from the UK's second-largest financial centre. Easy to reach and well connected to Europe and beyond, it's no surprise that for generations creative thinkers have made Edinburgh their home.

EDINBURGH

A CITY WITH SPARK

A capital with character

A UNESCO World Heritage Site, Edinburgh's Georgian and Victorian architecture characterise much of the city. Despite its status as a thoroughly contemporary capital, here is a city whose centre is home to a royal palace, an extinct volcano and a truly iconic cliff-top castle.

Bursting with life, Edinburgh boasts four universities, major international arts festivals and a host of galleries, theatres and concert halls. People from all over the world have settled here – a fact celebrated by the strong ethnic flavour of the city's restaurants, bars and cafés.

A walk in the bustling heart of Edinburgh is a walk of contrasts and surprises. Edinburgh brings all the advantages of a major European capital, yet ours is a manageable city whose compact centre rewards exploration.

A country to discover

Within just a few miles of the Business School await East Lothian's beaches, villages and famous golf courses. The town of St Andrews, the game's birthplace, is less than two hours from Edinburgh.

Further afield, Scotland, authentically one of Europe's last great wildernesses, delights the inquisitive with mountains, lochs, wildlife and seven thousand miles of stunning coastline. Combined, they result in a breathtaking natural backdrop for activities including hiking, mountain biking, surfing and kayaking.

A city with spirit and spark

An entrepreneurial spirit engulfs Edinburgh and is evidenced by a prosperous and diverse economy, leading-edge research and a healthy local, national and international business community. Central to this dynamic mix, the University of Edinburgh Business School offers a learning environment that is every bit as stimulating and progressive.

A pioneering city, at the University of Edinburgh the UK's most powerful computer helps drive a vibrant biosciences sector. The search for renewable energy finds a focus here too, and several global financial institutions – banks, insurance companies, investment houses and brokers – are headquartered in the city. It's the ideal location for the School's unique approach to strategic leadership.

A place of inspiration

With so much innovation, research and collaboration going on, it's natural that the city attracts the world's leading thinkers and business people. The School is perfectly placed to both contribute to first-rate research and thinking, and to connect with those working at the very top of their sectors. Guest speakers regularly present to our students, engage in debate with our faculty and lead our aspiring entrepreneurs by example. It's engagement that has paid dividends; year-on-year the University has inspired and supported a record number of business start-ups.

Edinburgh is a city of influence too; as the seat of the Scottish Parliament the city provides access to the Civil Service and public sector and government organisations.



1M

The city's 450,000 population exceeds one million during the peak of the festival season in August

FOUR FACTS ABOUT EDINBURGH

01

Edinburgh is regularly voted as one of the most desirable places to live and visit

02

Edinburgh's Hogmanay is one of the world's greatest New Year party celebrations

03

A year-round festival city, Edinburgh is home to festivals celebrating theatre, film, books, arts and science

04

Edinburgh is the UK's second largest financial centre and home to the Scottish Parliament

The University of Edinburgh

Granted its Royal Charter in 1583, the University of Edinburgh which we are a key part of is one of the oldest in the United Kingdom. More than 200 years ago its central role in the Scottish Enlightenment helped create a bright new reason-based approach to the human condition. Today that legacy inspires a modern, forward-looking institution, world-class academics and more than 40,000 students from across the globe who have chosen to study at Edinburgh.

Facilities for 21st century learning

Throughout the University campus you will find an inspiring mix of historical buildings alongside more contemporary environments that are purpose-built with studying, learning, networking and relaxing in mind. New facilities like our award-winning Edinburgh Centre for Carbon Innovation sees the University joining partners across government, business and communities to help drive policy, innovation and solutions. We are currently also converting a historical building in the Quartermile area of the city which will be opening in 2021/22 – Edinburgh Futures Institute. The aim is for the Institute to spark new connections, internally and externally, to bring together people and organisations from across the University and beyond. The Business School has already launched its first Masters that incorporates the interdisciplinary nature of this initiative – the MSc in Finance, Technology, and Policy.

An approach that looks outwards

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

A centre of excellence for teaching, research and innovation

Whether pursuing a degree, a Masters, MBA or PhD, our students are exposed to challenging ideas and inspired thinking. Ranked 20th in the 2020 QS World University Rankings, Edinburgh is home to some of the most influential academics in their fields.

Internationally recognised for first-rate research, development and innovation, the University belongs to the Russell Group of leading UK research-intensive universities. Alongside a commitment to robust academic research is a dedication to enterprise and entrepreneurship.

Writing the future since 1919

One hundred years ago our first business graduate Margaret Stevenson Miller walked through our doors. Her unique story shares the same spirit, determination, and business impact of those that followed her.

Read their stories at:

business-school.ed.ac.uk/writingthefuture



INSPIRATIONAL PEOPLE INSPIRATIONAL EDINBURGH

Scientists. Politicians. Writers.
Philosophers. Athletes.
Innovators. Astronauts. All have
found inspiration at Edinburgh.

Alexander Graham Bell

Sophia Jex Blake

Gordon Brown

Charles Darwin

Sir Arthur Conan Doyle

Katherine Grainger

Philippa Gregory

Peter Higgs

Chris Hoy

David Hume

James Clerk Maxwell

Ian Rankin

Stella Rimington

Sir Walter Scott

Dr Piers Sellers

James Simpson

Alexander McCall Smith

Robert Louis Stevenson

WISDOM IS THE PRINCIPAL THING THEREFORE

An International Network

Our Business School alumni network is over 16,000 members strong. Our graduates work in a wide variety of destinations across the world so wherever you find yourself working in your future career, we will link you up to a like-minded network of professionals.



Darius Tolkein-Spurr

**British Columbia Ministry of Forests,
Lands, Natural Resource Operations
and Rural Development,
Vancouver, BC, Canada**

MSc in Carbon Finance

"As the programme is interdisciplinary it gave me a well-rounded knowledge in a number of different areas as well as honing my communication skills. It's also an emerging field and I was able to develop an expertise in carbon accounting that I don't think I would have been able to do anywhere else."

Augustina Velazquez

**Philip Morris International,
Buenos Aires, Argentina**

MSc International Business
and Emerging Markets

"What I value most from my degree is the fact that each subject served to develop my critical thinking and helped enrich my view of businesses practices. Thanks to the level of exigence, the multi-disciplinary curriculum, the extracurricular activities and the diverse student cohort, the MSc International Business and Emerging Markets helped me to gain the skills required to grow my career towards my desired goal."

Sophie Riddle

Ruffer LLP, Edinburgh, UK

MSc Management

"All my modules were enjoyable and well organised – I felt I learned so much every day. I gained the knowledge of how to apply what I learned to real life situations thanks to all the practical work we carry out. All the teaching staff are so warm and accommodating and more than happy to help you every step of the way."

Effy Yan

Glamour Sales – Alibaba Group,
Shanghai, China

MSc Marketing

"The programme provided me with an in-depth insight to marketing and branding. I especially benefited from the digital marketing related lectures, which have really contributed a lot to my career as management trainee."

Adaora Oragudosi

Freelance Business Analyst,
Lagos, Nigeria

MSc Entrepreneurship
& Innovation

"I chose MSc Entrepreneurship & Innovation to understand how to turn business ideas into reality. I have learnt a lot from market research and analysis to how to get funding and work with investors. I have gained experience with different businesses as I have worked with a start-up, a social enterprise and a large corporation."

Dedi Kusuma Wijaya

Jakarta Provincial Government,
Jakarta, Indonesia

MSc Human Resource Management

"My degree provided me with three key features in my career development: a wide understanding of HR theories and practices; the ability to apply critical thinking in daily responsibilities; and the global perspective that enables me to take a more holistic approach in every problem that I come across. Also participating in the Edinburgh Award pushed me outside my comfort zone and encouraged me to independently navigate my personal and professional development."

The Business School

The University of Edinburgh Business School takes its place among the world's leading business schools. Our triple accreditation is testament to our inspirational teaching, game-changing research and diverse engagement with global business.

WELCOME TO OUR TRIPLE ACCREDITED BUSINESS SCHOOL

At the heart of our dynamic School is a faculty of more than 100 specialist academics, a vibrant student population of 1,600 and a suite of valued undergraduate, postgraduate and executive education programmes.

Committed to corporate engagement

Much more than simply a source of knowledge, our School connects our Masters students with local, national and international businesses, innovators and entrepreneurs.

Our commitment to corporate engagement and our strong sector-wide links are found in our sponsored research, our executive education programmes, events hosting individual guest speakers to themed events such as our Start Up Festival or Media Series, Entrepreneurship Club and at the centre of our student projects and treks.

Revolutionary research

The lifeblood of any major business school, here at Edinburgh we aim for research that sets agendas, leads change and revolutionises future business strategy.

Placing original research and thinking at the core of the MSc curricula, our research clusters are staffed by teams whose work has real influence in business, government and the public sector. We embrace both applied and methodological research and nurture thinking that's brave, bold and provokes debate. Our passion for research has resulted in truly groundbreaking work in finance, credit scoring and public management.

An international impact

Our students, like many of our teaching faculty, bring an international background in terms of both nationality and career.

Our 2018/19 Masters intake comprised students from 71 separate nationalities. It's a healthy mix that creates a lively sharing of ideas and insights into different cultures.

The diversity we welcome also reflects the global nature of today's businesses. Our MSc programmes get to the core of international business and finance to address key issues of the day.

Equipped for ambition

The Business School fosters ambitious plans to continue building on our success and to stand among leading business schools worldwide.

Substantial investments have been made in our facilities and in hiring academic and support staff that can best cater to the needs of our students. Our purpose built school features lecture theatres, a café and The Hub – a well equipped library space offering essential databases, journals and leading financial information services. MSc students enjoy full access to Datastream, Osiris, Thompson ONE Banker, CRSP (Centre for Research in Security Prices) and Compustat.



EXPAND YOUR SKILLS WITH OUR NEW ONLINE MICROMASTERS IN PREDICTIVE ANALYTICS

This is the age of Big Data. Organisations hold more information about their business environments than ever before. Increasingly, these organisations are recognising the role of data in gaining insights and out thinking competitors. As a result, there is a growing demand for employees and managers who have experience of Python and machine learning as well as having analytical skills and the ability to make informed decisions that drive organisational success.

In recognition of this demand, we have launched a new online MicroMasters in Predictive Analytics for Business Applications, in partnership with edX an online learning provider. MicroMasters® programmes are online postgraduate level credentials, designed to advance your career by providing deep learning in specific career fields. You can take a standalone course to help you develop your skills within a current or future role, or complete the full MicroMasters programme to open the door for further postgraduate study. Learners who successfully complete our MicroMasters programme will receive 30 postgraduate credits which will be recognised when applying for the campus Masters in Business Analytics at the University of Edinburgh.

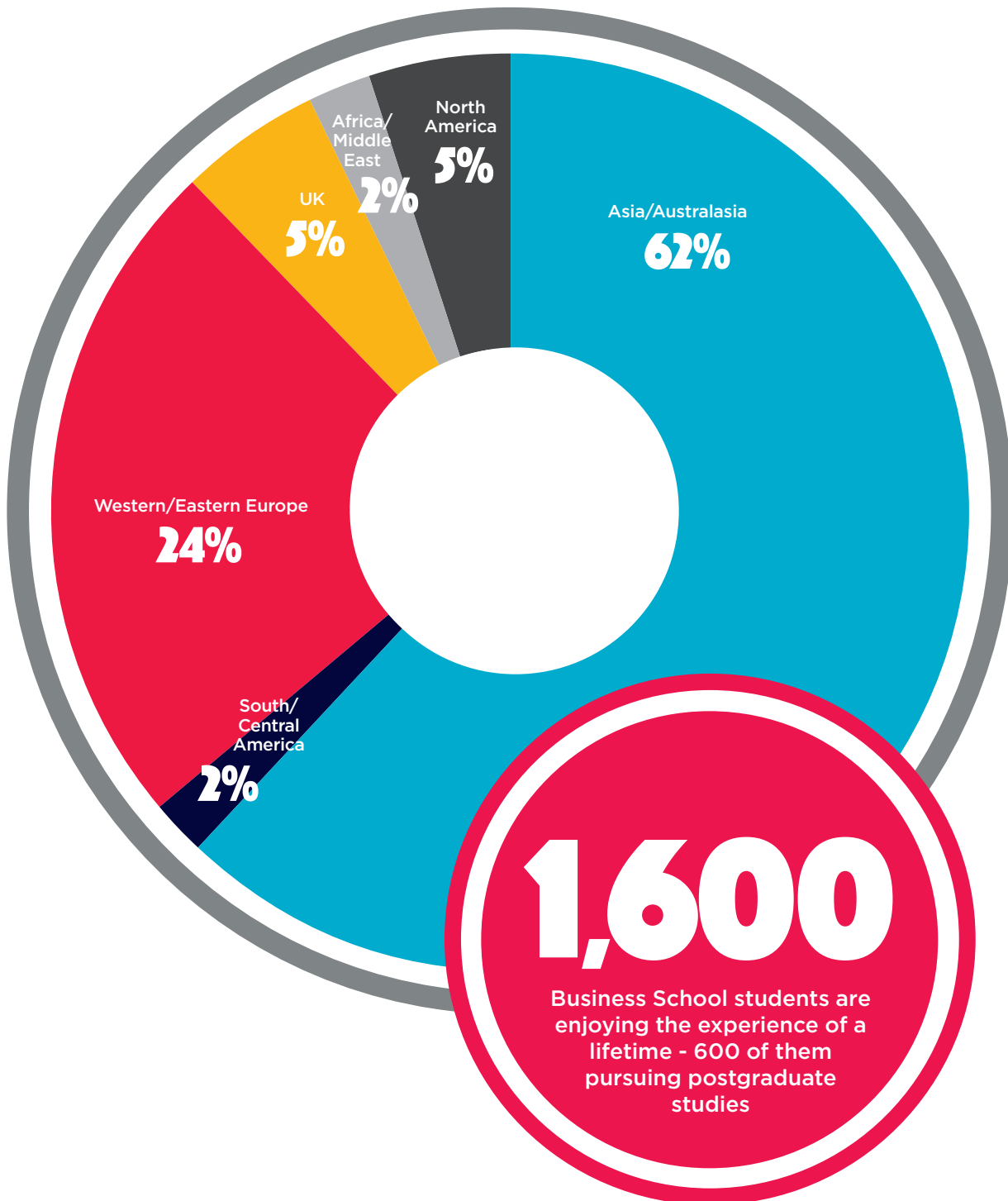
Find out more at:
business-school.ed.ac.uk/online



UNIVERSITY OF EDINBURGH
Business School

29 Buccleuch Place

IN 2018/19 OUR MSc STUDENTS JOINED US FROM:





FIVE FACTS ABOUT OUR SCHOOL COMMUNITY

01

Our MSc programmes in 2018/19 welcomed students from 71 different nations

02

90% of our School's academic staff hold a PhD

03

Our School aims for research that sets agendas, leads change and revolutionises future business strategy

04

Substantial investment has delivered a bespoke environment built with student and staff needs paramount

05

Our staff are made up of 37 different nationalities

Some of our students enjoying the Student Ambassador BBQ.

A Masters from Edinburgh

As the employment market continues to improve, competition will continue to intensify. With a Masters from the University of Edinburgh you will develop the knowledge and skills required to stand out from the crowd and achieve your goals.

ENJOY A PROFESSIONAL DEVELOPMENT JOURNEY WITH A WORLD CLASS MASTERS

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

A commitment to your professional development

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

Tailored careers support for Masters students

Every on-campus Masters student benefits from quality careers guidance provided by the Business School's Student Development Team and the University's own award-winning Careers Service. The Student Development Team exists to help students maximise their potential in the global market. Their activities are structured around three pillars – skills, networks and opportunities.

Skills

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

Opportunities

Engaging you with the business community.

Network

Helping you build your confidence in networking and grow your professional network.

The School has embraced a coaching ethos that is reflected in how we support our students continuous professional development. Our coaching provision helps you make the most of your potential. It facilitates self-awareness, goal setting, action and reflection to improve performance and ultimately helps you become more successful in your professional and personal life. You can choose to work with one of our qualified coaches as you tailor your own development journey.

Real-world experience

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

At the heart of knowledge exchange

Strong industry links give us the latest understanding of global trends and the key skills and attributes employers are prioritising. Our powerful interactions with business places the School at the heart of cutting-edge consultancy, research and recruitment assistance.

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

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



OUR GUEST SPEAKERS

Engaging with the Best in the Business

Students are given the chance to learn from and engage with a number of corporate guest speakers via our Business School and University wide events as well as via programme specific lectures. In addition, this gives students the opportunity to make contact with future potential employers and discover more about potential career paths. Below are just a handful of the names we have welcomed:

Ian Marchant

Formerly CEO, SSE

Christine Watts

Director of Communications, Waitrose

Angus Cockburn

CFO, Serco

Xavier Rolet

CEO, CQS and former CEO, London Stock Exchange

Stephen Bird

CEO, Global Consumer Bank, Citi

Jude Cook

CEO, ShareIn

Sir Brian Souter

Founder, Stagecoach Group

Gillian Docherty

CEO, DataLab

Sir Stephen Gomersall

Group Chairman (Europe), Hitachi and former UK Ambassador in Japan

Lucy O'Carroll

Chief Economist, Aberdeen Standard Investments

Sandy Manson

CEO, Johnston Carmichael

Stephen King

Senior Economic Advisor, HSBC

Lucinda Bruce Gardyne

Founder of Genius Foods

Keith Anderson

CEO, Scottish Power

Rt Hon Charles Hendry

Former Minister for Energy and Climate Change, UK Government

MSc in Accounting and Finance

Our strongly vocational MSc is closely in line with professional practice and is an ideal fit if you're from a quantitative background. This is a programme that will challenge you academically and, through practical applications and case studies, one that will set you up for future roles within Accounting and Finance.

Structure and assessment

Following induction and welcome week, Semester 1 comprises four of the six core courses your MSc is built upon.

In Semester 2 you'll take two more core courses as well as two specialised, annually reviewed option courses. Learning is achieved via a mix of lectures, set reading, exercises and case studies. Each course component features a combination of formal examination, individual/group assessment and presentations.

Dissertation

Your MSc concludes with a dissertation: a personal piece of work inspired by course learnings and focused on your career ambitions.

Thanks to the School's close industry ties, many students take on a live issue from the accounting and finance sectors. Past topics have included: Introducing IFRS to Accounting; Social and environmental disclosures; Comparable accounting policies; Performance persistence of mutual funds; Director's trading; Management accounting and strategy; Earnings management and What is fair value?

Career progression

Your MSc will equip you for a range of roles. Post-programme careers typically include: international accounting; international regulations; investment and security analysis; portfolio management; corporate finance management accounting and corporate restructuring.

Valued by employers

Recent graduates from our Accounting and Finance MSc have gone on to work for a range of organisations including:

- Accenture
- AT & S AG
- Azerbaijan Industrial Corporation
- Cognizant
- Deloitte
- Indonesia Investment Promotion Centre
- Inrobin Ltd.
- KPMG
- PwC
- Qingdao Conson Development Group Co Ltd

Accreditations

CFA

This MSc participates in the CFA Institute CFA Programme Partner Initiative ('CFA PP') meaning it is judged by the Institute as covering at least 70% of the CFA curriculum.

ACCA

Students on the MSc Accounting and Finance programme benefit from ACCA exemptions from specific papers at the Fundamentals level.

CIMA

The University of Edinburgh is an official University partner of CIMA and as such graduates from our MSc in Accounting and Finance will be able to join CIMA through an accelerated route designed specifically for MBA and Masters in Accounting graduates. This route will allow graduates from the programme to take the CIMA master's gateway assessment.

NB: accreditations are reviewed annually. The above information is correct at time of printing June 2019.

LEARNING OUTCOMES

Know and apply accounting and finance theory

Explain and apply international accounting standards

Critically evaluate financial statement information

Evaluate and compare different investments

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
Advanced International Financial Reporting Advanced Management Accounting Foundations of Finance Theory Statistics for Finance	Current Issues in Accounting Research in Corporate Finance Students choose 2 option courses <i>Option 1</i> <i>Option 2</i>	Dissertation	<i>Behavioural Finance</i> <i>Corporate Governance</i> <i>Credit Risk Management</i> <i>Equity Valuation</i> <i>Financial Engineering</i> <i>Fixed Income</i> <i>Investment Management</i> <i>Quantitative Research Methods in Finance</i> <i>Governing Decision-Making Through Data</i> <i>Mergers and Acquisitions</i>

GRADUATE PROFILE



Kartika Nindya Putri

Revenue Manager for Kraft Heinz Company

MSc in Accounting and Finance

After graduation, I joined the corporate finance function in an FMCG company. With the industry being very fast paced and challenging, I have found that the analytical skills and the ability to adapt to rapidly changing situations which I learnt at the School, have been vital.

The programme combines learning from textbooks with learning from real practice – and this improved my ability to think critically and present ideas in a structured way. Moreover, we had the freedom to tailor the courses based on our own interests.

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/accounting-finance

MSc in Banking and Risk

Our MSc delivers the knowledge, understanding and skills Bank and Financial Institution Managers require to operate effectively and globally. Successful management underpins successful economies and on this programme you'll consider the structural, financial, risk, and asset management functions of banks.

Approaching banking as an industry requiring multidisciplinary management, across your MSc you'll encounter an emphasis on what and how managerial decisions are made. Uniquely, your programme will ask you 'what skills do managers in risk functions need to be technically excellent at their job?' Research by the Business School's Credit Research Centre (CRC) provides a strong academic base that's backed by a passionate faculty and the School's impeccable links to industry and guest speakers.

Structure and assessment

Following induction and welcome week, you'll be studying four core courses in Semester 1. Semester 2 brings two more core courses and two annually reviewed option courses.

Learning is achieved through lectures, set reading, exercises and case studies. Each course component uses a combination of formal examination, individual/group assessment and presentations.

Dissertation

Your MSc concludes with a dissertation. Focused on your career plans and inspired by course learning, your dissertation is

your own unique piece of work. Thanks to the School's ties with industry, opportunities exist to offer you a live issue a particular company is facing.

Previous dissertation topics have included: Estimating a credit risk model for consumer loans; A critical review of capital adequacy regulations; An evaluation of liquidity risk models; Use of internal credit risk ratings at private banks; Competition in retail banking; How do banks set interest rates?; Determinants of bank profitability; An empirical analysis of bank mergers; An empirical analysis of the popularity of credit risk model estimation techniques; Risk management and corporate governance in banking; Incentives in CEO pay and impacts on risk taking; Credit risk management of commercial loan portfolio; An empirical analysis of bank efficiency; Assessing risk in launching new financial products; Measuring shareholder risk in international banks.

Career progression

Your MSc prepares you for a number of key financial management positions. Post-programme roles have included: Risk Management Consultant; Credit Risk Analyst; Securities/Credit Officer; Banking Regulatory

Consultant; Audit/Compliance Analyst; Financial Services Regulatory Advisor; Governance and Risk Officer; Risk Manager (Modelling) and Portfolio Risk Manager.

Valued by employers

Recent graduates from our MSc in Banking and Risk programme have gone on to work for a range of organisations including:

- Deloitte UK
- European Central Bank
- HSBC China
- JP Morgan
- Norwegian Block Exchange AS
- PwC
- Tesco Bank

Your MSc, Accredited by CBI

Your MSc programme is fully accredited by the Chartered Banker Institute (CBI). Upon graduation, you will be eligible to use the professional designation of Chartered Banker, alongside MCIBS accreditation.

Your automatic Student Membership of the Institute opens the door to exclusive sector events. You'll also be subscribed to CBI's Chartered Banker publication.

LEARNING OUTCOMES

A knowledge of the economic roles and structure of banks in different economies

Knowledge and understanding of the different types of risks that banks face and how to measure them

Knowledge and understanding of company financial statements

Knowledge and understanding of statistical and econometric concepts

Knowledge and understanding of risk models

Knowledge of the economic and financial environments in which banks operate

Detailed knowledge and understanding of credit scoring

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
Analysis of Corporate Financial Information Statistics For Finance Financial Intermediation, Markets and Institutions Introduction to Risk Management in Banks An introduction to SAS (no credit)	Credit Risk Management Econometrics Applications in Banking Students choose 2 option courses (some restrictions apply, please refer to website for details) <i>Option 1</i> <i>Option 2</i>	Dissertation	<i>Investment Management</i> <i>Financial Engineering</i> <i>The Basel Accords and Current Issues in Banking Risk</i> <i>Data Mining</i> <i>Fixed Income</i>

Supplementing your four core courses, Semester One includes 'An Introduction to SAS'. This programme teaches you to run programs in an SAS environment, to input and manipulate data in SAS, and to output data results in various forms. As the leader in business analytics software and services, SAS transforms data into insights that give a fresh perspective on business. SAS is used at more than 70,000 sites in 136 countries, including 91 of the top 100 companies on the 2013 Fortune Global 500® list.

GRADUATE PROFILE



Theodoros Stamoulis

Credit Risk Professional at JP Morgan Chase & Co.

MSc in Banking and Risk

I graduated from the University of Edinburgh with an MSc degree in Banking and Risk Management which was completed in August 2017 and I am currently working in JP Morgan Asset Wealth management division in Edinburgh in an international banking environment as a credit risk analyst.

Among the courses I have studied and was assessed were Credit Risk Management, Econometrics Applications in Banking, Risk Management and the Basel Accords, Statistics for Finance, Financial Engineering, Banking Theory and Central Banks, concentrating on major types of Risk such as Operational, Market, and Credit and the skills learned from these modules have given me an excellent foundation for building a career as a Banking professional. I believe the knowledge and skills built up during this time make every Banking and Risk graduate the perfect candidate for a role in the risk division of major investment banks.

Everything I did throughout this year was extremely important but I think the most valuable part was the combination of lectures and learning with extra-curricular activities such as visits to financial institutions, financial conferences and the immediate application of what I have learned into my workplace.

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/banking-risk

MSc in Business Analytics

The management of business has experienced major transformation in recent years as modern information technologies provide firms with enormous amount of data. This massive volume of data combine with computing power enables companies to gain insights, make informed decisions, manage uncertainty and improve business performance. To achieve data-driven insights, firms need professionals equipped with the quantitative, technical, and business skills.

Our MSc programme in Business Analytics plays an important role in responding to this ever-increasing demand for analysts with business insight. In this programme, you will gain a critical understanding of diverse business environments, problems and processes. You will learn how business analytics drives improvement, innovation and entrepreneurial action. Through exposure to live business tasks, you'll be challenged and made ready for this flourishing jobs market.

Structure and assessment

Our MSc is offered as a one-year fulltime course. In the first semester, you will complete four core courses. This is followed by six option courses in the second semester. The programme concludes with a dissertation.

Through a combination of lectures, supervised discussions and lab sessions, you will learn and understand essential theories, gain hands-on problem-solving experience and develop the skills required to apply state-of-the-art software and analytics tools and technologies to problems faced by business managers.

Dissertation

Your dissertation report on a research project or an extended analysis of a topic. Whether academic or industry based, it reflects the knowledge, skills and insights you've gained on your course. The subject of your dissertation could pave the path of your future career. Thanks to the School's impressive business links, you could be working on a live issue currently being faced by an organisation. Dissertation work could also result in internships and valuable networking.

Career progression

More and more businesses are recognising the value of data-driven insights, and this highly vocational MSc will open up a variety of career opportunities. You will finish this programme with the specialist knowledge employers are seeking. You'll also benefit from additional skills development opportunities on offer via our Student Development Team such as presentation or interview techniques.

When combined with the key concepts, methods and real-world experience this MSc programme delivers graduates equipped with the skills needed for such job roles as business consultant, business analyst, metrics & analytics specialist, analytics associate, data analyst, business process analyst, management consulting associate, and operational research consultant.

Valued by employers

Recent market forecasts suggest that the worldwide revenues for big data and business analytics will grow from \$130.1 billion in 2016 to more than \$203 billion in 2020 (Source: IDC). It is anticipated that demand for data analytics employees will continue to grow.

Graduates across the School's MSc courses regularly secure posts with leading employers. With the growing demand for Analytics professionals, the school is confident that this MSc will place you in an excellent position to advance your career.

LEARNING OUTCOMES

Understand and critically apply the concepts and methods of business analytics

Identify, model and solve decision problems in different settings

Interpret results and solutions, and identify appropriate action for managerial situations, whether problems or opportunities

Create viable solutions to decision-making problems

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/business-analytics

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
Principles of Data Analytics Predictive Analytics and Modelling of Data Prescriptive Analytics with Mathematical Programming Python Programming	Students must select 60 credits in this semester, made up from Option Courses in Group 1 and Group 2	Dissertation	<p><i>Group 1:</i></p> <p><i>Game Theory for Business Analytics</i></p> <p><i>Simulation Modelling and Analysis</i></p> <p><i>Business Analytics with Soft Computing</i></p> <p><i>Performance Analytics with DEA: Basic Concepts and Methods</i></p> <p><i>Web and Social Network Analytics</i></p> <p><i>Group 2:</i></p> <p><i>Advance Data Modelling</i></p> <p><i>Supply Chain Analytics with Games</i></p> <p><i>Advance Simulation Techniques</i></p> <p><i>Performance Analytics with DEA: Advanced Concepts and Methods</i></p> <p><i>Industrial Analytics</i></p>

GRADUATE PROFILE



Nandini Tyagi

Merkle Aquila, Graduate Analytical Consultant

MSc Business Analytics

Before I came to study MSc Business Analytics, I had completed my undergrad in Computer Science. With a couple of internships in a somewhat related field I found myself eager to learn data science and so I decided that I wanted to get more specialised before starting full-time in a job. One thing that was clear to me was that I saw myself a bridge between tech and business side and hence wanted to study a technical degree at a business school.

After completing my Masters degree I got a job offer at Merkle Aquila for Graduate Analytical Consultant position. I wanted to work as a consultant as it would give me the opportunity to explore different industries and learn more. I have to say I am happy with my decision, now working for Merkle Aquila.

MSc Business Analytics prepares you to look at data science from a business perspective. The real-world data that we got to work on was extremely useful. Having the opportunity to provide recommendations to some of the biggest businesses in the UK gave me a lot of confidence, which helped me to get my current job as a Consultant.

The most valuable part of the degree is to be given real-world data for analysis and being involved in the whole process of identifying problem statement and providing solution to real clients.

I would advise current students to first not underestimate the learnings you can have from real-life case studies as part of your coursework. The skills you pick up (making presentations, teamwork, communicating your ideas) are useful no matter where you go. Second, I would advise to make most of the facilities at our disposal as students. From attending data science events to participating in competitions/activities make most of these experiences. They allow you to build your network and give a fresh perspective on many subjects!

MSc in Carbon Finance

We are proud to have pioneered this programme dedicated to professionals in the field of low carbon finance and investment. Join this MSc and you'll be joining a programme with a unique focus on the business opportunities and financial flows driven by society's response to climate change.

It's a response that is expected to drive trillions of dollars of new investment over the coming decades. Delivering this investment will require professionals with a deep understanding of the mechanisms that will regulate new financial flows like renewable investment funds, international climate funds, and carbon markets.

This is a programme that will appeal to you if you're a first degree graduate in business, finance, economics, engineering or another social or physical science discipline. Our students also often bring work experience alongside their desire for a new career in low carbon finance or sustainable finance. Ensuring our teaching keeps pace with advances, our MSc is delivered by industry experienced academics, external experts, and practitioners in this field.

Structure and assessment

Following induction and welcome week, in Semester 1 you will study four of the programme's seven core courses. Three more follow in Semester 2, including a semester-long group Carbon & Environmental Consulting Project. Semester 2 also brings an option course, enabling you to specialise in a key area. Learning is achieved through lectures, set readings, interactive exercises and case studies. Each course component uses a combination of formal examination, individual/group assessment and presentations.

Dissertation

Your MSc concludes with a dissertation. Your own personal piece of work, your dissertation is inspired by all of the year's learning and should focus on your career plans.

Your studies will provide plenty of scope for a dissertation subject. Past topics have included: Carbon finance in specific sectors, technologies, and countries; Climate finance flows from developed to developing countries; Comparative studies of the efficiency of alternative financing instruments; Analysis of climate-related financial risk; Exploring the relationships between energy finance and carbon finance; new developments in carbon accounting; and policy instruments for carbon/climate/green finance.

Career progression

Your MSc is highly vocational. It will equip you with the knowledge and skills essential for a job in carbon finance. Graduates from the MSc in Carbon Finance will typically pursue a career in:

- Carbon credit development
- Low carbon portfolio management
- Renewable energy investment
- Policy or regulatory roles (e.g. with Government or NGOs)
- Carbon trading
- Carbon consulting
- Carbon accounting
- Climate finance management

Employers typically include: banks, asset management firms, large industrials, consultancies, regulators, non-governmental organisations (NGOs), and carbon start-ups.

Valued by employers

The School has earned a reputation as a global leader in climate change education.

It's a standing that is strengthened by our co-delivery of the MSc in Carbon Management at the Edinburgh Centre for Carbon Innovation. We also maintain strong relationships with the Green Investment Group; World Bank; UK Government; Climate Bonds Initiative and the IEA. The result is that leading employers will recognise and rate your MSc. Our Carbon Finance graduates over the last few years have secured positions with firms including:

- Bloomberg New Energy Finance
- Capgemini UK
- China Emissions Exchange
- CITIC Securities
- Climate Smart
- Deloitte France
- Det Norske Veritas
- Edge Chile
- Green Climate Fund
- Project Gaia
- UNDP (United Nations Development Programme)
- Unilever

LEARNING OUTCOMES

Explain and evaluate the current state of climate change science and key climate change policy initiatives

Explain and apply principles of finance in the energy sector

Describe and critically evaluate the structure and dynamics of the major global, regional and national level carbon markets

Explain and apply practices and procedures of carbon accounting

Describe and evaluate the challenges and opportunities for low-carbon investment

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
Climate Change and Environmental Policy Energy Finance Carbon Markets Carbon and Environmental Accounting	Low Carbon and Green Investment Carbon and Environmental Consulting Project Research Methods in Carbon Finance Students choose an option course <i>Option 1</i>	Dissertation	<i>Global Financial Markets and Emerging Economies</i> <i>Investment Management</i> <i>Behavioural Finance</i> <i>Corporate Governance</i> <i>Baseline and Credit Methods and Applications</i> <i>Organising for Social Change: Strategy, Governance and Innovation</i>

GRADUATE PROFILE



Abel Rasgado

Commercial Manager at Mainstream Renewable Power

MSc in Carbon Finance

During the programme, I had the opportunity to work in an advisory project related to life cycle analysis for wind projects at the Green Investment Bank. The MSc helped me make a career change from investment banking to renewable energy development and investment. I am currently working at an Irish company, Mainstream Renewable Power, with a global presence in Latin America, Africa and Asia where I am responsible for project valuations, PPA negotiations and business development.

The most valuable part of my MSc was gaining an understanding of the climate issue that we are facing as human beings from a scientific standpoint and the obstacles that exist to successfully transmit that knowledge to the decision makers such as companies, investors and governments and move from theory to actions. Besides such interesting knowledge, I also learned about the specifics of valuing renewable energy projects and different technologies.

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/carbon-finance

MSc in Entrepreneurship and Innovation

The impact of technology and globalisation means markets are changing more rapidly than ever. On this vibrant MSc you'll gain the skills to innovate, spot opportunities and become an invaluable asset to companies of all sizes. The inclusion of project-based core courses will see you applying your new knowledge and understanding to real-life business challenges organisations are facing.

While start-ups showcase entrepreneurship and innovation in its most obvious sense, these behaviours are also crucial for larger, more established organisations. For these businesses, the effective use of resources supports and grows innovations across product, service, process and management.

This MSc will prepare you for a wide spectrum of career paths. Ideal for both business and non-business graduates, it will enable you to satisfy the demand for smart, entrepreneurial people who can identify and act on opportunities.

Structure and assessment

Following induction and welcome week, in Semester 1 you'll study six core courses. In Semester 2 you will also tailor studies to your career ambitions via four option courses.

On this MSc you'll learn through lectures, set reading and case study analysis. Assessment is via a combination of formal examination, individual/group assessment and presentations.

Two of the option courses are project-based giving you the opportunity to address live innovation and entrepreneurship challenges with real life organisations.

Dissertation

The culmination of your MSc, the dissertation brings the year's learning together in one unique piece of work. You can choose a research dissertation, or a dissertation with an acute business focus - for example, a business plan or project. Your work should reflect your career ambitions.

Potential subjects for dissertations could include Strategic entrepreneurship; Business angel finance and early-stage risk capital; Technology commercialisation; Business model innovation; Digital innovation and Entrepreneurial ecosystems.

Career progression

This MSc is ideal if you are motivated by making a difference and impacting on business practice and growth. Across the Master's programme you will develop skills that can be applied to new and established

ventures across a range of sectors. This MSc is also a great fit if you're looking to start your own venture now or in the future.

Roles can typically include managing innovation within existing organisations; developing a start-up business; taking over a family business or policy and business development in agencies that support innovation.

Valued by employers

Recent graduates from our Entrepreneurship and Innovation Master's degree have gone on to work for a range of organisations including:

- BTO Research
- Daimler AG
- Ebner Stolz
- Finnomena
- MBL
- MUFG
- Parasol Projects
- Roland Berger
- Siemens
- TRAVOD
- Uptown Funding

LEARNING OUTCOMES

Key concepts underpinning entrepreneurship and its application in the recognition and exploitation of product/ service/process opportunities

Key concepts underpinning innovation and the issues associated with developing and sustaining innovation within organisations

How to design creative strategies for pursuing, exploiting and further developing new opportunities

Issues associated with securing and managing financial resources in new and established organisations

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/entrepreneurship-innovation

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
<p>The Entrepreneurship and Innovation Landscape</p> <p>Entrepreneurship and New Venture Creation in Context</p> <p>Managing Innovation in Context</p> <p>Methods of Business Research</p> <p>Entrepreneurial Finance</p> <p>Introduction to Accounting for Entrepreneurs</p>	<p>Students choose 4 option courses (some restrictions apply, please refer to website for details)</p> <p><i>Option 1</i> <i>Option 2</i> <i>Option 3</i> <i>Option 4</i></p>	<p>Dissertation</p>	<p><i>Design Thinking</i></p> <p><i>Venture Management and Growth in Practice</i></p> <p><i>Innovation Management in Practice</i></p> <p><i>Entrepreneurial Leadership in the Social and Sustainable Enterprise</i></p> <p><i>Organising for Social Change: Strategy, Governance and Innovation</i></p> <p><i>Technology Entrepreneurship and Commercialisation</i></p>

The Edinburgh eClub

The Edinburgh Entrepreneurship Club unites students, alumni, researchers, faculty, university staff and colleagues from the wider community. Common to all is the goal of fostering the entrepreneurial spirit. Membership will give you valuable networking opportunities as well as adding to your knowledge of the entrepreneurial process.

- The club hosts activities including:
- Visits from guest speakers
- Annual Startup Festival
- Two Entrepreneurs in Residence who provide members with one-to-one advice
- Two pitching competitions - sponsored by Santander to the tune of £1,000

Find out more by visiting business-school.ed.ac.uk/eclub



GRADUATE PROFILE



Elizabeth Harris

Business Analyst at Accenture

MSc in Entrepreneurship and Innovation

Before the Business School, I was at the School of Social and Political Sciences at Edinburgh studying International Relations. During my studies, I interned and worked for a local charity, EUSA, and an electronics manufacturer. Now, I'm working at Accenture's Global Innovation Centre - The Dock - and bringing together my past experience and learning from my Masters to bring new innovations to Accenture's clients.

As my degree focused on innovation and I'm now in an Innovation Centre, it was very helpful in preparing for my future career. It has helped me to not only learn about the different approaches and considerations, both methodological and commercial, for developing new products and services, but also implementing innovation concepts in our consultancy projects. Additionally, the Masters course and Business School were very helpful in gaining exposure to different companies and how they innovate and use different techniques.

MSc in Finance

Combining up-to-the-minute theory with practical application, our MSc in Finance will prepare you for diverse roles. Carefully devised core courses deliver a robust grounding in corporate finance, financial analysis, financial markets, and quantitative analysis. Building upon this learning, in Semester 2 a highly flexible structure enables you to mix different areas of finance or tailor your studies in areas such as Corporate, Energy or Investment Finance.

However you focus your studies, you will develop an in-depth, practical knowledge of key financial theories, models and frameworks. Crucially, you'll also gain the understanding to confidently apply your new skills to real-world business situations.

Benefit from an array of Finance Expertise

Our programme draws from the expertise and research of our Finance academics in order to give students a flexible and robust education that will allow them to pursue a number of different career options.

You can delay your decision on which area to specialise in until you arrive on campus and start your programme thereby giving you a chance to make a more informed decision. Indeed you can also opt to mix and match rather than having to specialise if you so wish.

Connections that count

The School's long-standing industry links are exemplified by our work in the Centre for Financial Markets Research, the Credit Research Centre and the Centre for Business Climate Change.

The MSc in Finance participates in the CFA Institute® CFA Program Partner Initiative ("CFA PP"). This means that the MSc in Finance is judged by the Institute as covering in some way at least 70 per cent of the CFA curriculum. The degree will therefore assist those who choose to study for the CFA qualification.

Structure and assessment

Following a comprehensive induction and welcome week, Semester 1 comprises four of your programme's five core courses. In Semester 2 you'll study the remaining core course as well as selecting your option courses. Through your selection you can tailor your studies towards your career interests. Students can select a mix of option courses from all the available courses.

Dissertation

The culmination of your course, your dissertation can take the form of a business report or a business plan. Your topic should reflect your career ambitions and, if you're following a Degree Pathway, relate to that Pathway's content.

Career progression

You can typically expect to be qualified for positions with investment and commercial banks; market and consumer research centres; fund management firms; energy utilities and consultancies, as well as with public sector departments responsible for the finance sector, energy and climate-change policy.

This MSc could lead to a multitude of roles depending on what combination of option courses you choose and whether you focus your efforts in certain areas such as, for example, Investment, Corporate

Finance or Energy Markets. Potential roles are varied and include for example:

Corporate Finance related roles such as:

- Corporate Banking Executive
- Investment Banking Associate
- Strategy Consulting Associate

Energy related roles such as:

- Commodities Analyst
- Energy Consultant

Investment related roles such as:

- Equity Analyst
- Market Risk Analyst
- Portfolio Manager

Valued by employers

Prominent names from across the finance sector rate the School's financial teaching. Recent graduates have gone on to work for a range of organisations including:

- Bank of Thailand
- Deloitte Financial Advisory
- EY
- InterGen
- JP Morgan Chase Bank
- KPMG
- PwC
- Shanghai Tronfund Management Inc.
- SSE Plc

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/finance

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
Financial Markets and Investments Corporate Finance Statistics For Finance Financial Statement Analysis	Quantitative Research Methods in Finance CORE ELECTIVES (Energy Finance & Markets) <i>Energy Finance</i> <i>Energy and Environmental Markets</i>	Dissertation	<i>Equity Valuation</i> <i>Fixed Income</i> <i>Financial Engineering</i> <i>Behavioural Finance</i> <i>Investment Management</i> <i>Corporate Governance</i> <i>Case Studies in Corporate Finance</i> <i>Financial Engineering</i> <i>Investment Management</i> <i>Mergers and Acquisitions</i> <i>Research in Corporate Finance</i> <i>Energy and Environmental Markets</i> <i>Executing Strategy and Management Control</i> <i>Energy Finance and Policy</i>
LEARNING OUTCOMES			
Apply and critically evaluate finance and investment theory with particular reference to the operation of global financial markets			
For the Corporate Finance Recommended Structure:			
Critically evaluate the financial control of an organisation			
For the Investment Recommended Structure:			
Apply and critically evaluate the construction and analysis of portfolios of investments incorporating a range of asset classes			
For the Energy Markets Recommended Structure:			
Critically evaluate how key regional and global energy markets are structured and how they work			

This MSc allows you to tailor your studies to your career interest through the selections of option courses. This allows students to focus their efforts on specific areas such as Investment, Corporate Finance or Energy Markets.

Corporate Finance

Through choosing these option courses you will study theories essential to financial management practices. You will also develop skills to recognise the financial behaviours of corporations. By studying corporate finance practices, you will gain the knowledge and understanding to utilise these techniques.

Energy Finance and Markets

This selection will prepare you for roles in the energy, finance or public sectors. You will encounter practical applications of the financial modelling and analytical techniques seen in the execution of energy projects, and those used for trading execution in the wider energy market.

Investment

Delivering a specialist education in finance and investment, you'll gain practical knowledge on the processes and mechanics underlying investment. You will develop a global perspective on investment markets and asset classes, and acquire the skills to practice investment-related mathematics.

MSc in Finance, Technology and Policy

Market functions make significant societal impacts. How well financial markets operate influences real-world issues including job creation and credit approval. The first programme of its type in the world, our new MSc Finance, Technology and Policy has been developed as an interdisciplinary response to the knowledge gap created by the relentless pace of technological transformation in financial services and markets.

Structure and assessment

Following induction and welcome week, Semester 1 comprises five of the eight core courses your MSc is built upon. Semester 2 comprises a further three core courses and a selection of option courses.

Across the programme, learning is achieved via a combination of methods including lectures, seminars, workshops, student presentations and research assignments. Opportunities for experiential learning are offered via projects sponsored by external organisations.

Dissertation

Your MSc concludes with a dissertation. Informed by your course learnings, your dissertation is an individual research project on topics at the intersection of finance and technology, or financial technology and policy. It is possible also to include all three elements within one topic. Dissertations can take the form of a business report – which may be industry sponsored – or a business plan.

Career progression

Students graduating from this programme will be equipped to apply for a broad range of positions. These include posts as product developers or managers in

financial technology product-based firms, and fund managers and product development team leads in FI trading/investment desks and back offices.

Further opportunities include roles in market and consumer research enterprises, regulatory agencies and in government ministries and departments. The programme also opens the door to positions in the voluntary sector and to further research at PhD level.

Valued by employers

Graduates across the School's MSc courses regularly secure posts with leading employers. Given the growth of the Fintech industry and the move of many financial institutions to embracing the disruptive nature of Fintech, the School is confident that knowledge and skills gained from completing this MSc will place you in an excellent position to advance your career.

Our MSc in Finance, Technology and Policy applies principles of financial economics, sociology, and practical programming and big data analysis to help students focus on solving real problems and developing the skillsets that are relevant for employers now and in the future. Students can also tailor their degrees to include other relevant aspects of operating within the Fintech space.

Students will have the opportunity to work with industry partners to develop cutting edge solutions to live challenges as part of student consultancy projects sponsored by financial and technology institutions. These course elements open up a host of opportunities from networking with potential employers, applying learnings and being able to include this in job applications, to developing new concepts that could potentially be the basis for starting your own business.

The Edinburgh Futures Institute

This Master's degree is being launched as part of the newly established Edinburgh Futures Institute at the University. Although led by the Business School, this programme is drawing on the expert knowledge and research from across a number of disciplines within the University allowing for students to benefit from different approaches and viewpoints on how to tackle complex problems such as the ones being faced globally by the financial markets and financial services firms. We have also sought and received input in the development of the programme from industry partners including Fintech Scotland and its members.

A MESSAGE FROM THE PROGRAMME DIRECTOR . . .

Dr Gbenga Ibikunle



Decades of relentless technological advancements and new regulations have substantially altered how financial services are delivered. Today's financial markets and products are more complex than ever, with algorithms, rather than humans, now executing the majority of trades in financial markets, determining the credit-worthiness and interacting with consumers in the delivery of financial services. The skills required to succeed within the finance sector have thus inevitably become more complex, with financial institutions, looking to take advantage of the growing availability of big data, demanding increasing levels of technological and financial sophistication from new recruits as well as existing workers. The ability to develop complex technical solutions is now prized as much as the understanding of the economic interactions generating big financial and consumer data. Our MSc in Finance, Technology and Policy has been developed to equip you with the skills to meet these existing industry challenges and future ones.

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
Financial Markets and Investment Financial Valuation Python Programming Data Value Chains and Constellations Markets Design and Policy	Modelling, High Frequency Trading and the Sociology of Finance Modern Financial Market Microstructure Introductory Applied Machine Learning <i>Select 30 credits worth of option courses (either 2 or 3 courses in total)</i>	Dissertation	<i>Optimisation Methods in Finance</i> <i>The Human Factor</i> <i>Artificial Intelligence, Risk and the Law</i> <i>Technology, Entrepreneurship and Commercialisation</i> <i>Innovation driven Entrepreneurship</i> <i>Ethics of AI</i> <i>Financial Engineering</i> <i>Behavioural Finance</i> <i>Investment Management</i> <i>SAS Programming for Financial Analysis</i> <i>Learning by Action in FinTech</i> <i>Blockchain and Cryptofinance</i> <i>Blockchain, Governance and Policy</i>

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/finance-technology-policy

LEARNING OUTCOMES

Demonstrate an advanced knowledge of key theoretical finance and economic concepts underpinning financial markets

Critically compare, contrast and evaluate the different machine learning techniques in terms of their applicability to solving problems in finance, this can be demonstrated by students using appropriate software to apply techniques to a given set of data

Have an in-depth understanding of the relationships existing among the key global financial systems; for example, how bond yields dictate investment in equity and its derivatives

Conduct valuation of financial instruments and projects within relevant regulatory contexts

Trade financial instruments on exchanges/trading platforms by using state-of-the-art software packages and harnessing the power of relevant real-time financial data

Demonstrate an appreciation of the role played by policies in shaping financial services delivery and financial markets

Critically evaluate markets by being able to competently present arguments on the criticisms of the current set up and offer the basis for the development of alternative technology based markets and financial services products

Demonstrate an appreciation of the social dimensions of technology use in financial markets

MSc in Human Resource Management

The portfolio of Human Resource Management responsibilities is evolving. Our fully accredited MSc is ideal for the next generation of managers – those who will embrace broader policies connected to areas like incentive design and work-life balance. Join this course and you will develop intimate, specialist knowledge of HRM concepts. You'll gain the people-management skills crucial to modern business and essential to success across dynamic organisations.

This is a programme that acknowledges the implications of changing economic, financial, demographic and political landscapes. You'll be taught by a faculty producing internationally recognised research on topics including recruitment, remuneration and retirement.

Structure and assessment

Following induction and welcome week, you will study four core courses in Semester 1. Semester 2 brings the two remaining core courses, and two option courses that allow you to specialise. Learning is achieved through lectures, set reading, exercises and case studies.

Each course component is assessed using a combination of formal examination, individual/group assessment and presentations.

Dissertation

Your dissertation brings together all your course learning and insights. This is a unique project - a chance to express your knowledge - and should align with

your career ambitions. Thanks to the School's extensive links with industry, it's possible you could base your dissertation on a live company issue.

Previous dissertation topics have included: Bonus schemes and motivation; Diversity in the workplace; Executive pay and performance; The effectiveness of LinkedIn as a recruitment tool; A study of redundancy survivors; Talent management and people analytics in HR; Motivation of knowledge workers; The impact of music on performance; and Rewards and recognition in the public sector.

Career progression

Your MSc will prepare you for a wide range of potential positions across the HRM sector. Roles can include: Careers Advisor; Equality and Diversity Officer; HR Analyst; HR Advisor; HR Compliance Administrator; HR Employee Benefits Manager; HR Generalist; HR Manager; HR Rewards Manager; Recruitment Manager and Reward Analyst.

Valued by employers

Leading employers will recognise and value your Master's degree from the University of Edinburgh. Recent graduates from our HRM Master's degree have gone on to work for a range of organisations including:

- Accenture SA
- Bayer AG
- CHINA Eastern
- Daimler AG
- Husavik Hotels
- Sector Alarm
- Slingshot Group Thailand
- Solar Turbines
- Stirling Council
- WABCO Vehicle Control Systems
- Witt/Kieffer International

Your MSc - Accredited by CIPD

The CIPD is the main professional body to accredit and award professional Human Resources qualifications. The CIPD's qualifications are the recognised professional standard for HR and training specialists working across the UK's public, private and charity sectors.

LEARNING OUTCOMES

Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM

Demonstrate competence in Development and Problem-Solving in the area of HR Management

Provide innovative solutions to problems in the fields of HRM

Be able to identify and appreciate the significance of ethical issues in HRM

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
Core Competencies for HR Professionals Organisational Behaviour Human Resource Management in Context Reward Management	Managing Employment Relations Methods of Research in HRM Students choose 2 option courses <i>Option 1</i> <i>Option 2</i>	Dissertation	<i>Employment Law</i> <i>Global Talent Management</i> <i>HR Issues in Outsourcing</i> <i>Leadership and Management Development</i> <i>Performance Management</i>

GRADUATE PROFILE



Vera Schneider

Management Consultant at Accenture

MSc in Human Resource Management

I was hired by a large consumer goods company for a HR consultancy position regarding a major business and HR transformation. The MSc equipped me perfectly in terms of the underlying theories as well as the state of the art practice and knowledge for that role. I then joined Accenture as a management consultant in the field of talent and organisation, where I am helping to shape the future of HR for world-leading organisations operating in different industries.

Looking back, I would come to the exact same decision when applying for an MSc programme in the field of HR as I benefited personally, academically and especially professionally. Moreover, the programme is CIPD accredited which gives you access to ample resources and an international HR practitioners network.

For me the interaction during group work with people from all kind of personal and academic backgrounds enabled me not only for a deep cultural experience but also allowed me to learn more about myself. Pursuing the programme as an experienced student who has already worked in HR, I very much enjoyed the application of academic knowledge on practical topics such as case studies and real-life examples.

For more information on application and entry requirements please see back page or visit our website.

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

MSc in International Business and Emerging Markets

Across a dynamic global economy, emerging markets are developing increasing significance. Suited, but not limited, to those with a background in international business/commerce and strategy, our MSc will focus your studies on the challenges faced in today's globalisation context.

These challenges are varied. They include issues like global governance in international business, the development of sustainable corporate strategy, business internationalisation and attracting foreign direct investment. This programme has been prepared to equip you with the skills and knowledge you'll need to address these questions, and to operate successfully in countries with different cultures, institutions, laws and business practices.

If you're from an emerging economy, you will gain knowledge of contemporary thinking in international business and corporate strategy. You'll study crucial areas including sustainability, financial management, business economics and development-related policies.

Students from advanced economies will gain an understanding of how businesses can benefit from the globalisation of the world economy and the rapid development of new economic powerhouses.

However you approach the programme, you'll work alongside the School's Student Development Team. Here, working in real-world business environment, you will develop the personal skills essential to effectively dealing with peoples and businesses in a multicultural context.

Structure and assessment

Following induction and welcome week, you will study three core courses and one option course in Semester 1. Semester 2 brings two more core courses alongside two option courses. These are drawn from an extensive, annually reviewed list. Learning is achieved through lectures, class debates, set readings, case studies, and consultancy projects. Assessment methods comprise a combination of formal examination, individual/group assessment and group presentations.

Dissertation

Your MSc concludes with a dissertation. This personal piece of work brings all of your year's learning together. Your dissertation should, preferably, have a focus on international business and emerging markets, but should certainly align with your career plans.

Previous topics chosen by students include: Microfinance and informal lending activities of women entrepreneurs in Africa; The role of Government in business development in Dubai; How can entrepreneurs enhance the tourist potential of Malawi?; Promoting technological innovation to emerging markets, and Diversification strategy of firms from emerging markets.

Career progression

This programme could lead to a multitude of roles, including: Analysts, Business consultant, Corporate Manager, Human Resources Manager, various roles in Investment Banking, Project management roles, Sales and distribution positions.

Valued by employers

Recent graduates from our International Business and Emerging Markets programme have gone on to work for a range of organisations including:

- Aerotask
- Ankura
- CapitalOne
- Continental Automotive
- CP Retailink
- Edelman
- IDA Ireland
- KPMG Singapore
- Palladium: Make It Possible
- ShareIT.io
- Skimlinks
- UV Smart

Group Consultancy Projects

Working in a team, and supported by academic staff, you will carry out hands-on company projects. This part of your course connects you with a real business clients as you apply course learning to genuine challenges. Recent projects have supported:

- Scottish Businesses entering China, India and Latin America
- Early stage Colombian companies looking to internationalise.

LEARNING OUTCOMES

Explain and apply the key factors underlying the competitiveness of international business

Explain and evaluate the influences of the changing landscape of global politics, technology development, and regulatory regimes in individual countries and international institutions

Critically evaluate the differences between individual emerging economies in terms of their changing business environments and business practices

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
<p>Developing Knowledge based International Businesses in Emerging Economies</p> <p>Doing International Business Projects with Emerging Markets 1</p> <p>Current Debates in International Business and Emerging Markets</p> <p>Students choose 1 option course <i>Option 1</i></p>	<p>Doing Business Projects in Emerging Markets 2</p> <p>Students to select 1 of the 2 following courses: Qualitative Research Methods Quantitative Research Methods</p> <p><i>Option 1</i> <i>Option 2</i></p>	<p>Dissertation</p>	<p>Semester 1</p> <p><i>Accounting and Financial Management</i></p> <p><i>Marketing Management</i></p> <p><i>Organisational Behaviour</i></p> <p><i>Service Management</i></p> <p><i>The Entrepreneurial Challenge: Creating a New Venture</i></p> <p>Semester 2</p> <p><i>Global Creative Industries</i></p> <p><i>Outward Investment from Emerging Markets</i></p> <p><i>Organising for Social Change: Strategy, Governance and Innovation</i></p> <p><i>Financial Analysis</i></p> <p><i>Global Financial Markets and Emerging Economies</i></p> <p><i>Global Strategic Management: Issues and Perspectives</i></p> <p><i>Corporate Responsibility & Governance in a Global Context</i></p> <p><i>International Marketing Strategy</i></p>

GRADUATE PROFILE

Sylvia Zhao Zhou
Research Associate,
Gerson Lehrman
Group

MSc in International
Business and
Emerging Markets



The knowledge that I learnt from the professors, for instance Economics, International Strategy and Entrepreneurial Venture, as well as its emphasis on Emerging Markets, has been really helpful when working back in China. Besides that I have also gained skills that cannot be taught. Through interactions with fellow students and professors, academic staffs from different background, I have earned communication and social skills that I did not sign up for, which is significantly valuable when interacting with clients and colleagues.

I was offered an internship of Digital Marketing Executive at Rabbie's Trail Burners, a tourism company based in Edinburgh after I did a consulting project as part of the Doing Business with Emerging Market class. I then decided to come back to China and start my career in Shanghai. I am now in my current job with GLG, my team offers investment research support to top financial institutions. I am now working on several projects across regions with different clients.

This might sound unreal to some of you, but my favourite memory was actually the time I spent in the library working on my dissertation. I was under a lot of pressure, and the dissertation was really hard. But now when I look back, I am grateful for those days and I thank Dr. Rick Woodward for supervising me and helping me throughout the whole process, I have learnt so much from it.

For more information on application and entry requirements please see back page or visit our website.

business-school.ed.ac.uk/msc/international-business

MSc in International Human Resource Management

An organisation's people are often both its most valuable and costly resource. Globalisation, changing demography and shifting economic and political landscapes are imposing new thinking, new opportunities and new practices on effective HR management. It's a genuinely exciting time for this discipline and its practitioners.

Combining practice and theory, our fully accredited Masters concentrates on developing knowledgeable HR professionals who are primed to operate across national borders. With a true international focus, our programme places you at the forefront of research-led education. Thanks to carefully developed core and option courses, you will graduate from this MSc with the confidence and ability to apply learning and knowledge to a variety of real-world international HR issues.

Structure and assessment

Following induction and welcome week, four core courses make up Semester 1. In Semester 2 you'll study two more core courses and, allowing you to specialise, two option courses. Learning is achieved through a combination of lectures, tutorials, presentations, research assignments, and the year-end dissertation. A range of assessments include team presentations, essays and formal degree exams.

Dissertation

Your dissertation unites all of the year's learning in one unique piece of work.

Your chosen subject should have an international HRM focus, and it should reflect your career ambitions. Examples might include topics like Repatriation; Expatriate management and Transfer of HR practices from headquarters to subsidiaries.

Career progression

Your MSc is focused on your employability. It will help you stand out by equipping you with specialist knowledge, insights and practical skills. The specialist knowledge it delivers opens the doors to positions including:

- International careers advisor
- Quality and diversity officer
- International HR analyst
- Employee benefits manager
- Compliance administrator
- HR rewards, personnel, or recruitment manager

Valued by employers

Leading employers will recognise and value your Master's degree from the University of Edinburgh. Recent graduates from our International HRM

programme have gone on to work for a range of organisations including:

- Accenture Oy, Helsinki
- Accord Group (India)
- AkzoNobel
- Carlson Wagonlit Travel
- Deloitte Consulting
- Hays
- HeidelbergCement AG
- Millenium & Copthorne Hotels
- Nestle
- NHS
- Tencent
- Universitas Indonesia

Your MSc - Accredited by CIPD

Reflecting its high standards and vocational strength, your MSc is fully accredited by the Chartered Institute of Personnel and Development (CIPD).

The CIPD is the main professional body to accredit and award professional Human Resources qualifications. The CIPD's qualifications are the recognised professional standard for HR and training specialists working across the UK's public, private and charity sectors.

LEARNING OUTCOMES

Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM

Obtain, through elective courses, an in-depth knowledge of specific HRM-related theories, skills and practices

Appreciate the implications of increasing globalisation for the management of human resources, with particular reference to HRM in multinational corporations

Develop an ability to undertake qualitative and quantitative research and apply this knowledge in the context of an independently constructed work (i.e. dissertation)

To be able to identify and appreciate the significance of ethical issues in HR practices and the management of people in the workplace

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
Core Competencies for HR Professionals (IHRM) Organisational Behaviour International HRM Policies and Practices Reward Management	Multinational Enterprises & Comparative Employment Relations Methods of Research in HRM Students choose 2 option courses <i>Option 1</i> <i>Option 2</i>	Dissertation	<i>HR Issues in Outsourcing</i> <i>Global Talent Management</i> <i>Performance Management</i> <i>Employment Law</i>

Border-free business

International. It's just one word, but it's at the heart of your MSc in International Human Resource Management. This course builds upon the long-standing success of our Human Resource Management MSc to offer a programme with a strong international emphasis and a clear focus on the distinct disciplines of global HR. Course names across the two programmes may be similar but the teaching will be tailored towards an international focus for this particular MSc.

Designed for destinations

Robust, up-to-the-minute theory and practice equip graduates to work in almost any territory.

Global - just like our graduates

Students join our School from across the world, establish valuable networks and learn key skills from one another.

GRADUATE PROFILE



Vinzenz Ackermann

BASF (Germany) HR Business Partner

MSc in International Human Resource Management

The MSc International Human Resource Management at the Business school helped me to enhance both my professional and personal skills. Having gained academic knowledge around my degree now helps me to successfully manage my role as HR Business Partner. More importantly, working with people from all around the world during my studies, has helped me to better understand different ways of thinking, communicate better with people with different perspectives, and make better use of the opportunities working in multi-cultural environments offer.

After completing my MSc, I re-joined BASF as HR Business Partner in September 2016. After settling in and on-the-job training, I started taking over more responsibility and am now fully able to fulfil my role.

The MSc in International Human Resources Management offers plenty of opportunities to challenge yourself. You will be able to learn a lot about others and most importantly, about yourself. The time in Edinburgh can help you reflect on what kind of person you are, your strengths and your opportunities to grow. If you are ready for this, the Business School is the perfect place for you.

The most valuable part of the program is the people you will get to meet. Working with other students and university staff from all around the world is a great opportunity to connect and learn about different ways of life, about different challenges people have and to share ideas about how to move forward.

The whole year has been full of exciting moments each of them so special and unique, that it's not possible to pick just one such as working together in one of the syndicate rooms on a rainy Sunday afternoon. Standing on top of Arthur's seat overlooking Edinburgh. Hiking in the highlands and experiencing the Scottish raw nature. Celebrating Burns Night at the Royal Botanic Garden are just a few memories I enjoy thinking about, because each of these were shared with great people in a wonderful country.

For more information on application and entry requirements please see back page or visit our website.

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

MSc in Management

Without good management there can be no cohesion, teamwork, direction – or business success. Equally valuable if you're a new-start or if you're progressing an existing career, our MSc blends classic management techniques with contemporary thinking. It is especially beneficial if you're approaching the course from a non-business background such as engineering, sciences, social sciences and the arts.

On this course, ranked in the top 10 in the UK by the Financial Times (2018), an emphasis on practical skills will take you beyond the theory. Via workshops, simulation exercises, teamwork and the application of strategies you'll find yourself at the heart of real-life management challenges. The result is greatly enhanced employability from an MSc packed with the insight, theories and skills successful management depends on.

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

Structure and assessment

Following induction and welcome week, you'll choose four option courses in Semester 1. Semester 2 brings the Methods of Research core course and three option courses which you'll select from an extensive, annually updated list. Learning is achieved through lectures, set reading, exercises and case studies and is assessed by formal examination, individual/group assessment and presentations.

Dissertation

Your MSc concludes with a dissertation. This gathers together all of the year's learning in one personal piece of work. Your dissertation topic is your own choice,

but it should reflect your career plans. Previous topics have included quantitative, qualitative and mixed methods pieces of research such as: The Impact of CSR on Poverty and Corruption: The Case of Mexico; The Effect of Age and Gender Stereotypes on the Experiences of an Ageing Population; A Study of Work-life Conflicts in China: Reasons, Attitudes and Coping Strategies of Chinese Employees; The future of Thai start-ups in Equity Crowdfunding; How Economic and Cultural factors shape the Animation Industry in different regions: A comparative study.

Career progression

Your MSc is focused on enhancing your employability. It is highly regarded by leading employers, with graduates securing positions at a variety of firms including well-known names such as KPMG, McKinsey & Co and Deloitte. Graduates in this programme will typically pursue roles in a wide variety of areas including Management Consulting, Strategy Consulting, Business Development, Finance, Management, Marketing, PR and Project Management.

Valued by employers

An MSc in Management prepares you to make an impact across a variety of businesses and sectors. Recent graduates from our Management programme have gone on to work for a range of organisations including:

- Aldi
- AM Steel

- Amazon
- Barclays
- Classic Electrodes (India) Ltd
- Deloitte
- Imperial College London
- M&C Saatchi Malaysia
- Ministry of Home Affairs of Indonesia
- ÖBB
- Potentiallife
- PwC
- Shanghai International Port Group
- Universal Pictures

Group Consultancy Projects

During your MSc you may elect for a course which involves a consultancy project; this involves working closely with companies or businesses as part of a team to assist with a real-life active project. In most cases, the client will ask you to write a report which you will research and develop during the taught component of the course. Furthermore, there is likely to be an opportunity to present your findings back to the business. Topics range from broad, strategic issues to more specialised business matters. Your group will have to work together to produce clear and practical recommendations while meeting deadlines.

Students on our MSc in Management programme also have the opportunity to apply for a partially funded international trip. Last year students travelled to Dublin where they gained first-hand insight from managers in organisations such as Facebook, Oracle and Accenture.

LEARNING OUTCOMES

Demonstrate a general knowledge framework and understanding of key functions in management as applied in practice

Obtain through electives in-depth knowledge and understanding in more specific management related areas

Identify and appreciate the ethical issues in management decision areas

Obtain an understanding of how to undertake qualitative and quantitative research and apply this knowledge in the context of a major independent work (e.g. final dissertation)

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
<p>Students choose 4 option courses</p> <p><i>Option 1</i> <i>Option 2</i> <i>Option 3</i> <i>Option 4</i></p>	<p>Students to select 1 of the 2 following courses:</p> <p>Qualitative Research Methods Quantitative Research Methods</p> <p>Students choose 3 option courses</p> <p><i>Option 1</i> <i>Option 2</i> <i>Option 3</i></p>	<p>Dissertation</p>	<p>Semester 1</p> <p><i>Accounting and Financial Management</i></p> <p><i>Economic and Operational Decision Making</i></p> <p><i>Marketing Management</i></p> <p><i>Organisational Behaviour</i></p> <p><i>Service Management</i></p> <p><i>Entrepreneurial Challenge: Creating a New Venture</i></p> <p>Semester 2</p> <p><i>Carbon and Environmental Consulting Project (restrictions may apply)</i></p> <p><i>Corporate Responsibility & Governance in a Global Context</i></p> <p><i>Corporate Strategy (MSc)</i></p> <p><i>Entrepreneurial Leadership in the Social and Sustainable Enterprise</i></p> <p><i>Financial Analysis</i></p> <p><i>Global Financial Markets and Emerging Economies</i></p> <p><i>Project Management in Business Analysis</i></p> <p><i>Marketing Communications</i></p> <p><i>Leadership and Management Development</i></p> <p><i>Marketing of Services</i></p> <p><i>Organising for Social Change: Strategy, Governance, and Innovation</i></p> <p><i>Technology Entrepreneurship and Commercialisation</i></p>

GRADUATE PROFILE



Andrea Wiesinger Account Manager at Amazon Germany MSc in Management

I made most key learnings for my future career during the various group projects in this programme. Working with students from various disciplinary backgrounds showed me how to seek diverse perspectives on topics and how to disconfirm my own beliefs in order to achieve great results together.

After graduation, I started my position as an Account Manager at Amazon Germany where I am initiating and developing strong relationships with sellers in the German Marketplace as well as working on business solutions to better serve customers.

Next to the academic insights, studying at the University of Edinburgh Business School gave me the opportunity to connect with like-minded people from all over the world. For me, the international network and friendships that resulted from my studies in Edinburgh are the most valued part of my student experience there.

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/management

MSc in Marketing

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

Tailored to graduates from a general business or management-related discipline, our programme will help you develop a career as a critical, reflective marketer. Working towards the development of key skills and knowledge sought by employers, our course offers you the chance to develop in-depth marketing expertise that places both theory and practice at the centre.

Structure and assessment

Your MSc begins with a comprehensive induction and welcome week. This is followed by the four core courses that make up Semester 1. In Semester 2 you will partake in one further core course and then select three option courses from an annually reviewed list. These courses focus on specific areas, allowing you to match your studies to your career goals.

Learning is achieved through lectures, set reading and case studies, and assessed using a combination of formal examination, individual/group assessment and presentations.

Dissertation

Your MSc concludes with a dissertation that unites all of the year's learning in one unique piece of work. Your dissertation subject will typically relate to your interest in an aspect of marketing, an emerging trend or a particular company or sector. Often, topics reflect career plans.

Previous subjects have included: Consumers as supporting actors: a cross-cultural study of film consumption in Brazil and

the UK; An examination of mobile apps in the geotargeting of fashion consumers; A study of body image and consumption behaviour in UK fitness centres; To what extent do loyalty schemes generate brand loyalty for retailers?; Ethical consumption in Greece: quantitative insights into attitudes towards fairtrade products; More than a game: the symbolic consumption and identity construction of football fans in the UK and US; A cross-cultural study of the relationship between brand personality and brand equity amongst grey consumers.

Career progression

Your MSc in Marketing can lead to varied client or agency positions across marketing, branding, digital and public relations.

Typical graduate roles include: Marketing Manager; Agency Account Coordinator/Executive; Product/Brand Manager; Product Development Manager; Brand Strategist; Marketing Communications Coordinator; Media Planner; Marketing Data Analyst; Sales Account Manager; Digital/Social Media Marketing Manager and Public Relations Manager.

Guest Speakers

Our programme attracts a range of talented marketing practitioners and academics who will share their experiences and expertise with you.

In addition to being embedded into individual courses, these guest speakers will engage with you in programme-wide workshops and site visits.

Talks have included subjects such as:

- Social media and digital marketing
- Branding in the alcohol industry
- The use of mobile applications to drive revenues
- Behavioural economics
- Sports marketing
- Digital virtual goods
- Use of data insights in campaign development
- Working in agencies
- Masterclass in pitching
- Rebranding products
- Experiential marketing

Valued by Employers

Your MSc in Marketing will prepare you for a variety of career paths and destinations. Recent graduates from our Marketing Master's degree have gone on to work for a range of organisations including:

- Aryxe Group
- Fanatics Inc
- Gartner
- Interbrand
- Mills AS
- Mobkoi
- Netease
- OBXtek
- Oliv
- Owlting Group
- Q Story Company Limited
- Ryte
- Samsung Electronics
- The Hindu National Daily
- Travian Games

For more information on application and entry requirements please see back page or visit our website.
business-school.ed.ac.uk/msc/marketing

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
Principles of Marketing Management Marketing Decision Analysis Marketing Research Consumer Behaviour	Marketing Applications Students choose 3 option courses <i>Option 1</i> <i>Option 2</i> <i>Option 3</i>	Dissertation	<i>Marketing Communications</i> <i>Marketing and Society</i> <i>Understanding Brands</i> <i>Marketing of Services</i> <i>Marketing in a Digital World</i> <i>International Marketing Strategy</i>

LEARNING OUTCOMES

Critically evaluate the key analytical frameworks and tools used in Marketing

Apply key Marketing theories, frameworks and tools to solve Marketing problems

Utilise information on a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies

Exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment

Critically evaluate the Marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings

Evaluate and act upon the ethical and environmental concerns linked to Marketing activities

GRADUATE PROFILE



Lars Haitjema

Social Advertising Consultant (Medior) at IPG Mediabrands

MSc in Marketing

The fundamental way my degree has prepared me for my future career is the focus on creating different points of view for every situation and thought process. By challenging everything, I've found myself becoming more creative and able to apply this to my daily duties.

The most valuable part of the degree to me has been the ability to create lifelong connections with people all over the world. Everyone from my year is working somewhere else. Everyone can help each other and offer insights in to certain business areas or questions. Furthermore, the university offers such a vast wealth of knowledge through the library, this has helped me achieve immense in depth knowledge of the subjects which still helps me every day.

I met my girlfriend a few months in to the programme. But in all seriousness, my favourite memory of the year must be the graduation ceremony. Everyone was glowing with happiness and pride and we were all celebrating our achievement together.

MSc in Marketing and Business Analysis

Marketing professionals are frequently utilising data analysis and predictive modelling to shape key decisions. Increasingly, these activities are being seen in areas including customer profiling, data mining and forecasting. Led by a quantitative approach, our MSc will offer you an in-depth study of the marketing and management science disciplines behind these interventions.

This programme is ideal if you're from a general business or management-related field. It delivers a unique learning experience that will see you exploring the theoretical marketing foundations and business modelling approaches at the heart of marketing decisions.

Reflecting this, core and elective courses are shared equally between marketing and management science, giving you expertise in both areas. Delivered by the School's renowned Marketing faculty, this programme also benefits from the School's Management Science Group whose expertise and experience informs a number of the courses.

Structure and assessment

Following a comprehensive induction and welcome week you will study four core courses in Semester 1. Enabling you to tailor your MSc, in Semester 2 four option courses are chosen from an extensive, annually reviewed list. Learning is achieved through lectures, case study and computer-based tutorials, group work and set readings. You work will be assessed using a combination of formal examination, individual/group assessment and presentations.

Dissertation

Your MSc concludes with a dissertation. This brings all of your year's learning together in one unique piece of work that should reflect your career plans.

Past topics have included: Sales forecasting in the fast-moving consumer goods industry; Good debt – Bad debt: an investigation into the use of credit scoring techniques in assessing default of customers; The use of simulation in business decision-making: insights from

manufacturers and retailers; Does measurement matter? An examination of the use of marketing metrics in small and medium-sized businesses; Data mining in the clothes industry: a case study on the harvesting of customer data in a national clothing retailer; To what extent can performance measures improve marketing effectiveness in multinational companies? and Distribution decisions: how can decision trees and resource allocation models assist managers?

Career progression

Your MSc will give you the knowledge and practical skills essential for a range of roles.

Examples include:

Consumer/Market/Social Researcher; Trend Analyst; Data Insight Analyst; Marketing Campaign Analyst; Data Mining Statistician; Business/Marketing Consultant; Credit Analyst; Account Planner; Marketing Communications Manager and Digital Marketing.

Valued by Employers

Your MSc is highly rated by a broad range of recruiters. Recent graduates from our Marketing and Business Analysis MSc have gone on to work for a range of organisations including:

- 8 Million Stories
- Czech Airlines
- DYMATRIX
- Kantar Millward Brown
- Ketchum
- Koddi
- one.Vip
- Petco Trading Labuan Company Ltd
- TYCONZ
- WG Services

Guest Speakers

The School regularly welcomes industry speakers from a variety of sectors. Guests have included:

- **Sainsbury's Bank** Database Marketing Manager
- **Accenture** Global Head of Strategy
- **AEGON** Head of Strategy
- **First ScotRail** Managing Director
- **Glenmorangie** Operations Director
- **Lloyds TSB** Chief Economist
Roche Group CEO
- **Royal Bank of Scotland** Head of Group Analytics
- **Scottish Development International Operations** Director
- **Shell** General Manager of Oil Market Analysis
- **Siemens** Chief Financial Officer
- **Tesco** Chairman
- **VisitScotland** Head of International Marketing
- **Weber Shandwick** Managing Director
- **Wolfson Microelectronics** Co-Founder and Non-Executive Director

Talks have included subjects such as:

- Market analysis for online games
- Digital marketing strategies for a bank
- Risk management methodologies used in public, private and NFP organisations
- Tackling the credit cycle and too big to fail
- New market analysis for an online travel site
- Incentives, models and the credit crunch

For more information on application and entry requirements please see back page or visit our website.

business-school.ed.ac.uk/msc/marketing-business-analysis

PROGRAMME STRUCTURE

Please note courses are subject to change and correct at time of printing.

SEMESTER 1	SEMESTER 2	SUMMER	OPTIONS
Principles of Marketing Management Marketing Decision Analysis Marketing Research Business Statistics	Students choose 4 option courses <i>Option 1</i> <i>Option 2</i> <i>Option 3</i> <i>Option 4</i>	Dissertation	Select 2 options from this list <i>Marketing Communications</i> <i>Marketing and Society</i> <i>Marketing Applications</i> <i>Understanding Brands</i> <i>Marketing of Services</i> <i>Marketing in a Digital World</i> <i>International Marketing Strategy</i> Select 2 options from this list <i>Methods and Tools for Business Analytics</i> <i>Data Mining</i> <i>Project Management in Business Analysis</i> <i>Industrial Analytics</i>

LEARNING OUTCOMES

Define, explain and apply the key terms, concepts and theories in marketing and business analysis

Critically evaluate analytical tools and frameworks used in marketing and business analysis

Discuss the challenges facing marketing decision-makers in modern organisations

Collect, analyse and synthesise a range of information sources to inform discussion on topical issues in marketing and business analysis

Explain, apply and evaluate qualitative and quantitative approaches to marketing and business analysis problems

OPTIONS

Select 2 options from this list

Marketing Communications

Marketing and Society

Marketing Applications

Understanding Brands

Marketing of Services

Marketing in a Digital World

International Marketing Strategy

Select 2 options from this list

Methods and Tools for Business Analytics

Data Mining

Project Management in Business Analysis

Industrial Analytics

GRADUATE PROFILE

Melissa Jaramillo Lopez

Senior Consultant, EY

MSc in Marketing and Business Analysis



For my undergrad, I studied industrial engineering and social sciences in Colombia. Before starting the MSc, I worked a couple of years in small consultancy doing business analysis, and then a couple of years as a Business Analyst looking at economic trends, performance improvement, and market analysis. During my studies, I fell in love with Edinburgh and I decided to stay, so after graduating from the MSc I started a job as a Senior Consultant with one of the Big 4. I work for UK major banks helping to innovate and improve their processes to provide even better services for all.

In the MSc I put in practice a full range of skills required for my job. For example, every day at work I talk about customer journeys and service delivery. I am constantly thinking critically to solve questions around the value delivered to the customer. I work in multi-cultural teams to deliver projects in demanding timelines, and I need to clearly communicate my ideas to different audiences in challenging environments, just to cite a few examples of the skills I gained that prepared me for my career.

Rather than the most valuable, what was invaluable of the MSc are the friendships I made that I am sure I will keep for life. You suddenly gain this family from different backgrounds and languages along with valuable lessons about subjects you would never imagine to learn about. For example all the traditions of Indian weddings, the secrets of Austrian baking, or the similarities between Latin American and Philippino people.

ARE YOU READY FOR THE CHALLENGE?

Finding out more

We encourage you to attend one of our Open Days or make an appointment to come and visit the campus. If you are not able to make it to campus you also have the opportunity to find out more by meeting some of our staff and alumni at various Masters Fairs taking place globally. Details of forthcoming events and opportunities are posted on our website. We can also arrange one-to-one sessions with our Student Recruitment Manager either via telephone or various phone and video calling apps such as WhatsApp.

Educational and professional experience

Entry requirements

The entry requirement is normally a UK first or 2:1 Honours degree from a University. Our website clarifies international equivalents to the desired UK 2:1/1st Honours degree.

Individual programmes may have slightly different requirements so please visit our website for up-to-date information.

Professional experience requirement

Work experience is not required, although relevant experience may increase your chances of acceptance. Conditional offers can be made whilst you wait for a final degree result/language score result.

English language

You may be required to submit one of the following English Language Tests:

- Internet based Test of English as a Foreign language (TOEFL):
Overall score of 100 or above (with a score of at least 20 in each section).
- International English Language Testing System (IELTS): Overall score of 7.0 or above (with a score of at least 6.0 in each section)
- Cambridge Certificate of Proficiency in English (CPE): 185 (at least 169 in each module)
- Cambridge Certificate in Advanced English (CAE): 185 (at least 169 in each module)
- Pearson Test of English (PTE):
Overall score of 67 or above (with a score of at least 56 in each of the Communicative Skills sections).
- Trinity Integrated Skills in English (ISE):
ISE III (with a pass in all four components)

Please visit our website for full details.
business-school.ed.ac.uk



How to Apply

We ask all candidates to complete an online application and a personal statement which should indicate your reasons for applying to the programme. For full details about the application process and deadlines please visit our website. We run a staged admissions process and thereby it is important to check the website for the given deadlines throughout the application cycle. This will also give you the most up-to-date information about requirements. We recommend submitting your application by June in order to allow plenty of time to organise your move to Edinburgh especially if you require a visa. To apply online please visit the specific programme pages at business-school.ed.ac.uk

Fees

Fees for entry are listed on our website under each individual Masters programme.

Scholarships

We offer a range of generous scholarships. Please visit our website for details.

GET IN TOUCH

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