



**Course Length** 1 year (full-time)  
**Places Available** Approx 50  
**SCQF Level** 11

## Key information

### Entrance Requirements

Honours degree in any field (minimum 2.ii) or equivalent

Entry with advanced standing, and with qualifications other than those stated, will be in line with the University's policy and regulations.

### Want to know more?

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### Related courses

MSc Human Resource Management p99

Master of Business Administration p105

PGDip Business Administration p84

## Key features

- Strong international flavour
- Opportunity for specialisation
- Emphasis on areas central to contemporary and future-oriented business and organisation
- Case study approach and practical focus
- Company insight and guest speakers
- Management skills and career development course
- Business management project

# Management MSc Management (Retail Marketing) MSc

This one year course is designed for graduates from many different fields who are keen to seek significant management responsibilities in businesses operating in the global arena. Managing complex organisations requires a sound knowledge and understanding of the drivers which impact on organisations and the management responses required. Organisations must build on what they can do best yet develop their capabilities for constant renewal as they respond to an ever changing environment.

The particular challenges of the 21st century are related to issues of sustainability, and the management of environmental and societal impacts of business activity. This is a challenging task in the international arena in particular. Today's managers need to be able to sense emerging trends and changes, opportunities and risks in their industries and markets, and plan and manage their organisations and their resources for sustainable success. In practice this means the combination of flexibility and control, innovation and continuity, consolidation of existing competitive advantage and the exploitation of new opportunity. But any business decision must be measured against

its environmental and societal impacts, and corporate social responsibility has never been more important. Issues of sustainable management are equally important in small and large enterprises, and in markets around the world.

This course offers the blend of knowledge, analytical and practical skills required for effective management practice in the challenging context of contemporary international business. The course will enable you to take and drive responsible business decisions on which the future of your organisation depends. One particular focus is the management of technology-based enterprises. These make the most significant contribution to wealth generation and economic prosperity and their growth and survival is of vital importance for countries in all parts of the world. In any business, current and future trends in retail will impact on business opportunity and understanding retail marketing is an invaluable expert management skill.

Those exiting the course after successful completion of the taught component (i.e. Postgraduate Diploma) would be eligible for the award of Postgraduate Diploma (PGDip) in Management.

## What you study

Your core course will include the essential foundation areas of management and business and lead you towards strategic decision making and strategic management and leadership. Options allow you to develop specialist interest in many fields of management. The pathway develops a special interest in greater depth. Throughout the course we place emphasis on contemporary and emerging management topics which you will often explore through case studies. The project module allows you to undertake a piece of international management research of your choice, or to produce a business solution or international consultancy report. Throughout you will develop your management and interpersonal skills in business scenarios and contexts.

## How you learn

In addition to attending lectures, you will be required to contribute actively to group and seminar discussions. You will be able to develop your own specialist interests through a range of options. You will work in teams, prepare case analysis or develop scenarios, and deliver presentations using professional tools. Your practical management skills will be developed in a specially designed two-semester course.

## How you are assessed

Assessment is diverse to reflect the broad range of knowledge and skills you will develop throughout the course, and also to recognise the diverse learning style preferences our students bring to our course. You will be assessed through conventional examinations and coursework, and through presentations, team work and skills-based tasks.

## Career opportunities

Your advanced understanding of management will be valuable to any organisation, domestic or international, that operates and wants to leave a mark in the global arena. The course prepares you for management roles with significant responsibility in any industry or sector that requires dynamic and forward looking management capacity.

**Abertay  
 University**

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