

# MANAGEMENT AND LEADERSHIP

At Westminster Business School we use the best in real-world applications combined with conceptual knowledge and academic theory to produce leading-edge practitioners who can make a real impact on their businesses.

We offer a friendly, supportive and exciting atmosphere in the heart of London.

We will equip you with the skills you need to work in an international business environment. Our management programmes are designed with current business demands in mind and are in line with our high academic standards.

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**“Throughout both the Postgraduate Diploma and Masters, the Professor used examples of how management theory and models can be applied in publicly-funded health and social care settings, helping me to realise their relevance to my workplace environment. I have been encouraged to use examples of real workplace situations within my assignments, which have enabled me to apply my learning to the workplace.**

**I have, therefore, been able to transfer my knowledge and skills into real-life processes and areas of service development within my team to the benefit of the organisation for which I work. The programme has enabled me to meet and work with peers from other areas of health and social care and build networks across a variety of services in the community and cross-boundary sectors.”**

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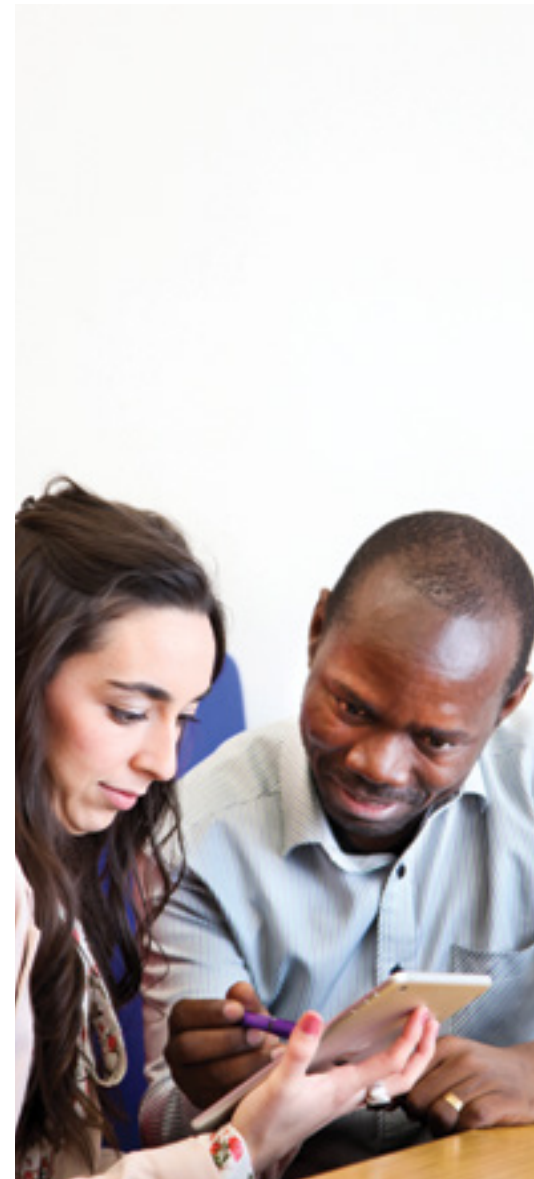
Julie Butler, Management MA

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**“I was a team leader when I started the training and during the course of my studies I have moved from one position of authority to another and currently I am a commissioner. All this happened and continues to happen because of the training.”**

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Christiana A. Solanke, Management MA



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We work with you on developing a strong business background and harnessing your leadership skills.

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## DIGITAL BUSINESS MSc

**Length of course:** one year full-time or two years part-time, starting in September  
**Location:** Central London (see map p200)  
**Fees and funding:** see course web page and [westminster.ac.uk/fees](http://westminster.ac.uk/fees)  
**Entry requirements:** see page p192

For full and most up-to-date information, see course web page: [westminster.ac.uk/digital-business-msc](http://westminster.ac.uk/digital-business-msc)

The Digital Business MSc will allow you to develop the digital capabilities, theoretical background and management skills you need to pursue a career in digital business. The course responds to the increasing market need for degree holders who combine digital with business management knowledge and skills and is open to graduates from any subject area planning to acquire the digital competencies sought by the labour market. It is particularly aimed at graduates who want to enhance their skills and career prospects by becoming business orientated but with sufficient understanding of the latest technology capabilities to envisage, plan and manage digital initiatives.

The course draws on the University's established expertise in the area of digital business and offers a stimulating and innovative knowledge platform that will help you acquire academically robust knowledge and cutting-edge capabilities in digital business and will enable you to manage digital business challenges and lead at the forefront of digital transformation.

### Course content

The following modules are indicative of what you will study on this course. All modules in the course are core modules. Each contributes to the development of the core knowledge, subject-specific capabilities and transferable skills of digital business.

### Core modules

- Tools and technologies for digital business
- Big data analytics and business intelligence
- Contemporary issues in the delivery of digital business
- Customers and competition in the digital era
- Cybersecurity and blockchain technologies
- Digital innovation and disruption
- Leading the digital transformation
- Project

### Associated careers

Upon successful completion of the course, graduates will have the skills and knowledge to pursue a career in digital business, working at the crossroads of business and technology as digital business analysts, consultants and innovators. Should they wish to, our graduates will have the necessary knowledge to pursue further qualifications and professional certification through professional bodies such as the Digital Marketing Institute (DMI), British Computer Society (BCS), SAS Global Certification Programme and Mendix University.



## ENTREPRENEURSHIP, INNOVATION AND ENTERPRISE DEVELOPMENT MSc

**Length of course:** one year full-time, starting in September  
**Location:** Central London (see map p200)  
**Fees and funding:** see course web page and [westminster.ac.uk/fees](http://westminster.ac.uk/fees)  
**Entry requirements:** see page p192

For full and most up-to-date information, see course web page: [westminster.ac.uk/entrepreneurship-innovation-and-enterprise-development-msc](http://westminster.ac.uk/entrepreneurship-innovation-and-enterprise-development-msc)

We provide aspiring entrepreneurs and people who want to create value to their workplace by becoming enterprising individuals (even in a corporate environment) with the opportunity to gain a broad understanding of entrepreneurship and innovation theory and enterprise development, and put this into practice within a supportive, creative and challenging entrepreneurial environment.

This MSc is suitable for you if you simply wish to explore entrepreneurship as a subject and practice, without the need to have previous knowledge or experience in entrepreneurship. All our modules are designed in such a way that can be taken by any student with various backgrounds and levels of knowledge in a variety of subjects. All the modules in the course have no pre-requisites for accessibility.

### Course content

The programme is highly practice-led and this reflects in the variety of practical activities that provide a well-rounded, fully experiential training through classes, international and local business challenges, fieldwork, engagement of experts from the industry, external visits, and project-based assessments. This will help you develop your own business project with the full support of expert supervisors, coaches, mentors with experience in the industry, and entrepreneurs in residence pulled from our extensive business networks.

You are expected to travel abroad with the team for the international business challenge and the cost of travelling is covered in the fees.

### Core modules

- Analytics for Business
- Creativity and Innovation Management
- Enterprise Development
- Entrepreneurial Marketing
- Entrepreneurial Mindset and Opportunities Creation
- Entrepreneurial Project
- Innovation and Digital Platforms in the Sharing Economy
- Innovation through Design Thinking



### Associated careers

The capabilities and experience you will develop during the course will enable you to (or put you in a position to) start your own business; or become enterprising employees within an organisation, or access small business consulting.

We also have access to a network of accelerators across London and Europe, as well as investors' networks, whose members constantly engage with our business showcasing activities, such as pop-up fairs, future start-ups, hackathons, charitable sales events, crowdfunding campaigns and social enterprising. Although all our activities are highly experiential, we also provide a sound grounding in current entrepreneurship theory, because the majority of the members of staff on the programme have both entrepreneurial and industry experience as well as being research-active academics who publish internationally recognised scientific work in their fields of research.

# INTERNATIONAL BUSINESS AND MANAGEMENT MA/MSc

**Length of course:** one year full-time, starting in September or January  
**Location:** Central London (see map p200)  
**Fees and funding:** see course web page and [westminster.ac.uk/fees](http://westminster.ac.uk/fees)  
**Entry requirements:** see page p192

For full and most up-to-date information, see course web page:  
[westminster.ac.uk/international-business-and-management-ma-msc](http://westminster.ac.uk/international-business-and-management-ma-msc)

The International Business and Management MA and the International Business and Management MSc are two separate courses which are designed to advance your knowledge and develop the analytical and evidence-based skills that are needed in your future professional life. In terms of knowledge, the focus is on a range of business and management disciplines. In terms of skills, you will be helped in building up critical thinking, presentation, negotiation and communication skills, sound decision making and evidence based problem solving skills, all of which are desirable for effective business personnel and leaders in a fast changing global business context. A highlight for many students is the study trip and company visits. The course team will continue to develop this kind of experiential learning that fosters an application-orientated approach.

## Course content

The courses place much emphasis on the integration of theory and practice within an international environment and this is reflected in the teaching and learning strategies. A variety of teaching methods aim to enable you to master the key concepts in the business and management field and to achieve a deeper understanding of these. You will be encouraged to be proactive in your approach to learning, by undertaking research and working in teams. You will also be expected to spend an appropriate amount of time in private study.

You will be supported via the Virtual Learning Environment accessing study materials and supporting resources on the Blackboard site. You will have a personal tutor, who will provide you with academic support and guidance throughout your university journey so that you can achieve full academic and personal potential.

We also provide additional support for dyslexic and disabled students. The MA and the MSc are differentiated by one core module and options. The MA and MSc Project modules are distinguished by the focus of topic, the type of research method(s) and the type of data analysis applied in the project.

## Core modules

### MA and MSc:

- Business Research Methods
- Financial Analysis for Managers
- International Economics
- International Marketing and Communications Management
- International Business Strategy
- Leading and Managing in a Global Context
- Project – MA
- Project – MSc

### MA:

- HRM Strategies for the International Manager

### MSc:

- Digital Information Management

## Option modules

### MA:

- Digital Information Management
- Marketing Creativity and Innovation

### MSc:

- Global Financial Markets
- Modern Finance
- Organisational Behaviour and Human Resource Management
- Quantitative Analysis for Marketing Management

## Internship Programme

You can take the internship programme in addition to option modules. The 8-12 weeks accredited internship in a London-based organisation will help you gain invaluable work experience. You will be able to take your internship during the summer period or alongside your studies. You will be responsible for finding your own internship with the support of the Business Experience Team.

## Associated careers

Employability and career development is an important part of both courses. Our graduates have developed their careers in a wide range of multinational corporations, management consultancies, financial services, government institutions and also family businesses around the world. A number of our graduates have moved onto PhD study, developing a research-focused career in academia.

# INTERNATIONAL DEVELOPMENT MANAGEMENT MSc

**Length of course:** one year full-time, starting in September  
**Location:** Central London (see map p200)  
**Fees and funding:** see course web page and [westminster.ac.uk/fees](http://westminster.ac.uk/fees)  
**Entry requirements:** see page p192

For full and most up-to-date information, see course web page:  
[westminster.ac.uk/international-development-management-msc](http://westminster.ac.uk/international-development-management-msc)

This course will give you a firm understanding of development theory in an international context, with a particular focus on how to bring theory into practice and build your practical expertise in range of development disciplines.

The course aims to enhance your capacity to critically evaluate economic, political and social factors that are affecting the development policy environment, on a national and international level. Throughout this Masters degree, you will develop management techniques and skills, and the ability to apply them in a development context. Through empirical research and analysis, you will have the opportunity to develop specialist expertise in a particular aspect of development management.

## Course content

Our regular contributors to teaching and learning activities include experienced field practitioners drawn from international development organisations and NGOs. Active and enquiry-led learning is a central learning method on the course. Learning is based studying on real-world case studies with official project materials and survey data from the World Bank, International Monetary Fund (IMF) and other development agencies.

As part of this course, you have the opportunity to obtain a PRINCE2® Foundation certification in project management. A highlight for many students are the field trips and social events organised throughout the course which provide an opportunity for networking and extending learning in new environments.

## Core modules

- Current Issues in International Development
- Development Economics and Policy
- Human Resource Strategies for the International Manager
- International Development Finance
- Managing Data
- Managing Development Interventions
- Project
- Research Methods

## Option modules

You can choose one option module from the University's postgraduate programme, subject to approval by the Course Leader.

## Internship Programme

You can take the internship programme in addition to option modules. The 8-12 weeks accredited internship in a London-based organisation will help you gain invaluable work experience. You will be able to take your internship during the summer period or alongside your studies. You will be responsible for finding your own internship with the support of the Business Experience Team.

## Associated careers

The course will particularly suit those seeking to work within NGOs and the international development community (including the World Bank, IMF, central and development banks, and government economic planning directorates), as self-employed development specialists or consultants, or as trade attaché in foreign diplomatic offices. Should you wish to complete the PRINCE2® project management qualification, this will also enable you to work with multinational corporations where, alongside good technical skills, an awareness of global development issues and challenges and the ability to think critically about the world are valued. Graduates from the programme are currently working as development consultants, microfinance specialists and as advisors on United Nations-sponsored projects.

**Length of course:** one year full-time or two years part-time, starting in September or January  
**Location:** Central London (see map p200)  
**Fees and funding:** see course web page and [westminster.ac.uk/fees](http://westminster.ac.uk/fees)  
**Entry requirements:** see page p192

For full and most up-to-date information, see course web page: [westminster.ac.uk/management-ma](http://westminster.ac.uk/management-ma)

This course is designed to develop the general management skills you need in the rapidly changing economic environment. As well as giving you the underpinning knowledge and understanding required to operate effectively in a managerial role, the course will develop your analysis, problem-solving and proactive-thinking skills. As the course progresses, the emphasis evolves from operational to a strategic approach.

Studying the Management MA will give you opportunities to gain immediately applicable skills and managerial awareness; whilst learning about other organisations' processes and practices from peers and case study analysis.

### Course content

You will be supported via the Virtual Learning Environment accessing modules on the Blackboard site and availing of current journals and e-books as well as podcasts and other supporting resources. If you are onsite you can make appointments with librarians for specific search support or attend speaker's evenings or study skills ribbon workshops. You will have a personal tutor and we also provide additional support for dyslexic and disabled students.

You will benefit from free access to part of the material on the course reading list.

On successful completion of the Masters you will be eligible to join the Chartered Management Institute (CMI) at member level. This gives you access to the CMI professional network and opportunities to attend events and get the latest news from the sector of leadership and management.

A highlight for many students is the residential weekend organised as part of this course – a weekend away combining presentations and workshops with great opportunities to network and get to know your fellow students. Additional networking events with management professionals and alumni are also organised throughout your course.



### Core modules

- Economics for Management
- Financial Analysis for Managers
- Human Resource Management
- Managers and Organisations
- Managing Operations, Information and Knowledge
- Marketing for Managers
- Strategic Management
- Business Research Methods
- Project

### Internship Programme

You can take the internship programme in addition to option modules. The 8-12 weeks (20 hours per week) accredited internship in a London-based organisation will help you gain invaluable work experience. You will be able to take your internship during the summer period or alongside your studies. You will be responsible for finding your own internship with the support of the Business Experience Team.

### Associated careers

Our graduates occupy a variety of roles in both multinational organisations and small and medium-size enterprises. When you graduate you will be equipped to pursue a career in specialist areas of business, including financial services, operations, human resource management, sales and marketing. Some of our graduates are employed in companies such as Accenture, Procter & Gamble and Unilever as well as the NHS and local councils.

**Length of course:** two years part-time, starting in September  
**Location:** Central London (see map p200)  
**Fees and funding:** see course web page and [westminster.ac.uk/fees](http://westminster.ac.uk/fees)  
**Entry requirements:** see page p192

For full and most up-to-date information, see course web page: [westminster.ac.uk/mba](http://westminster.ac.uk/mba)

You understand that the world is increasingly volatile, uncertain, complex and ambiguous. You have at least three years of professional or managerial experience where you have held a position of responsibility and can share your experience with others. You are aiming high and are prepared for a challenge – that's why you're reading this.

The Aspiring Director's MBA – work with, for, and on boards. Born of Westminster Business School's 30 years' experience of delivering MBA programmes, the new Westminster MBA is designed to support your aspirations. It prepares you to work with, for and on boards, as a professional and versatile director. To help achieve this we have embedded our own Directors Attributes Framework throughout the programme. These attributes are reflected on throughout your MBA journey to help you become a professional director.

By the time you graduate, you will understand your board-level strengths and know how and where you wish to apply them.

### Course content

The Westminster MBA builds on your existing professional experience, skills and capabilities using self-directed and experiential learning. The programme incorporates action learning, and runs within our Directors' Community: a physical board room and a virtual space where you interact with faculty, peers, real organisations and MBA alumni.

You will design your own learning journey using the learning and teaching formats offered by the MBA team in a way that best suits your learning style, your strengths, and your career needs. You will experience four different roles on four shadow boards, working with different kinds of host organisation.

When you graduate you will be able to provide tangible evidence of your ability to perform as a professional board member.

### Core modules

**The programme is divided into three components:**  
 Preparing for the Board: starter knowledge, skills and competencies

- Board Roles and Decision-Making (20 credits)
- Board Level Research and Consultancy (20 credits)

Route to the Board: a transformational pillar of support throughout the MBA which includes comprehensive action learning and reflexive research:

- Board Mindset (30 credits)
- Space for Risk (0 credits)
- Action Learning for Professional Life (30 credits)

Experiencing the Board: work with four different host organisations – international, corporate, entrepreneurial and not-for-profit – in four different roles:

- Corporate Board Experience (20 credits)
- Entrepreneurial Board Experience (20 credits)
- International Board Experience (20 credits)
- Not-for-Profit Board Experience (20 credits)

The Master of Business Administration is not running in 2018/2019 and will be offered again in 2019/2020 with a new completely renewed structure, which was not available when this Prospectus went to print. Please refer to our website for the most up-to-date information.