

MANAGEMENT AND LEADERSHIP

At Westminster Business School we offer a range of innovative management programmes all of which combine rigorous academic study with the practical and evidence-based skills required to operate effectively in a rapidly changing international business environment.

Each of our programmes has been carefully designed to produce competent, creative and enterprising practitioners with the expertise and confidence to build rewarding careers, while having a real impact on the businesses or organisations in which they work.

Some courses, like the Management MA and International Business and Management MSc, cover a number of different disciplines and bring together both operational and strategic aspects of management. Other courses are more specialised. The Digital Business MSc is designed to develop your digital capabilities alongside the management skills needed to follow a career in digital business. The Entrepreneurship, Innovation and Enterprise Development MSc seeks to develop your entrepreneurial skills and help you to put these into practice in your own business or in a corporate environment. Finally, the International Development Management MSc focuses on combining theoretical knowledge and practical expertise in a range of development disciplines and contexts to help manage organisational or broader processes of change in developing or emerging economies.

Whichever course you choose, you will be part of a friendly, supportive and diverse student community in the heart of London, a truly global city.

“The practical and application-focused approach of the International Business and Management MSc has given me a solid foundation to pursue my professional career. Not only did the strong community spirit help me to enhance my collaborative skills, but the diversity of classmates and international focus enabled me to develop my cross-cultural and communicative competences significantly.”

Christian Born, International Business and Management MSc



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



DIGITAL BUSINESS MSc

Length of course: one year full-time or two years part-time, starting in September
Location: Central London (see map p196)
Fees and funding: see course web page and 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

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. You will be able 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 are core and contribute to the essential body of 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 p196)
Fees and funding: see course web page and 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

We provide aspiring entrepreneurs and people who want to add value to their workplace with the opportunity to gain a broad understanding of entrepreneurship, innovation theory and enterprise development. We help you to put this knowledge 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 modules are designed to be taken by students 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 is reflected in the variety of practical activities that provides 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 Strategies
- Innovation through Design Thinking



Associated careers

The capabilities and experience you will develop during the course will give you the skills to start your own business; or become an enterprising employee within an organisation or enter 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

The International Business and Management MSc and the International Business and Management MA 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. Our ultimate vision is to empower you to achieve 6C's, namely Cross-cultural competence, Collaboration, Communication, Critical thinking, Creativity and Compassion.

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 option modules.

Length of course: one year full-time, starting in September or January
Location: Central London (see map p196)
Fees and funding: see course web page and 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

Core modules

MSc and MA:

- 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 – MSc
- Project – MA

MSc:

- Digital Information Management

MA:

- Human Resources Strategies for the International Manager

Option modules

MSc:

- Global Financial Markets
- Contemporary Finance
- Human Resource Strategies for the International Manager
- Innovation and Sustainability Management
- Quantitative Analysis for Marketing Management

MA:

- Digital Information Management
- Marketing Creativity and Innovation

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 Work 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 p196)
Fees and funding: see course web page and 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

Core modules

- Current Issues in International Development
- Development Economics and Policy
- International Development Finance
- Managing Data
- Managing Development Interventions
- International Development Management Project
- Research Methods
- Sustainable Energy Policy

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.

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 would 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.

MAJOR PROJECT AND PROGRAMME MANAGEMENT MSc

Effective project and programme management is recognised as a key element of success in today's global environment.

This course builds on the University of Westminster's already strong reputation in the area of project management and has been designed to allow you to undertake a deep examination of organisational issues without leaving your current employment.

With emphasis on both strategic thinking and leadership in major project and programme management, it offers a balance between theory and practice. This is further augmented by the peer-to-peer learning opportunities that arise from the expected professional project management experience within the student cohort.

The Major Project and Programme Management MSc will enhance your knowledge and skills as a leader capable of managing major projects and programmes in international, complex strategic contexts. You will develop your ability to critically analyse and manage risks in the context of major projects and programmes using appropriate tools and methods. Professional and communication skills development is also part of this course and you will explore and familiarise yourself with the codes of practice as expected by the leading project management professional bodies.

The taught modules on this course collectively provide the coverage expected by the professional bodies (Body of Knowledge) of project management. You will also be invited to a series of guest lectures delivered by leading experts from industry and the relevant professional bodies.

Study trip

As part of this course, you will be offered the opportunity to join a subsidised four-day overseas study trip. The aim of the trip is to expose you to real experience of large (international) organisations practicing project management in action. Past visits for students on our Project Management MSc have included organisations such as Red Bull, Swarovski, Munich International Airport and Mozart Foundation.

Length of course: two years part-time block-mode, starting in September or January
Location: Central London (see map p196)
Fees and funding: see course web page and westminster.ac.uk/fees
Entry requirements: see page p192

For full and most up-to-date information, see course web page: westminster.ac.uk/major-project-and-programme-management-msc

Course structure

All modules in the programme are core. Each one contributes to the development of the core knowledge, subject-specific capabilities and transferable skills of the subject. The course has two recruitment points (September and January).

Taught modules are usually in blocks of five teaching days, with independent learning either side of this combining to create an 11-week learning period per module. The first of these will include a residential weekend in Cambridge, which will aim to enhance group integration and give you and your peers the opportunity to informally share professional experience.

Teaching will include a mixture of discussion led lectures, tutorials and seminars. Lectures will include guest speakers who offer practice or research based insights into the challenges facing the field or the profession whilst seminars will allow for other problem solving settings, ranging from individual to group tasks. Case studies of high profile projects and programmes will also be used to critique current practice and highlight best practice. On successful completion of the taught modules, you will also undertake a dissertation.

In addition to the core modules, you will be given the opportunity to attend a five-day in-house course leading to the Managing Successful Programmes (MSP) Foundation and Practitioner certificates.

Core modules

Major Projects and Programmes:

- Foundations
- Strategic Management
- Project Finance and Procurement
- Risk Management and Cyber Security
- Stakeholder Engagement and governance
- Leadership and managing change
- Dissertation

Associated Careers

Successful completion of this course should enhance your career prospects either within your current organisation or in other national and international organisations where programme management is an established function.

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 challenging tasks 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.

Length of course: one year full-time, starting in September or January
Location: Central London (see map p196)
Fees and funding: see course web page and 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



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 as an additional 10 credit module. The 6-12 weeks (16-20 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 Work 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 with supervisory or managerial component in a range of areas according to your previous academic and professional qualifications and prior work experiences. Some of our graduates are employed in companies such as Accenture, Procter & Gamble and Unilever as well as the NHS and local councils.

