

Postgraduate pathways

Business & Management



(Guardian University League Table 2017)

**Stage 1:
Pre-Masters**



Intakes

September, January and May

Duration

One semester

Modules

- Research Methods and Skills
- Academic Writing
- Economics Environment for Business
- Business Strategy
- Human Resource Management

Progression rule to Stage 2

Minimum 50% pass mark in all modules except ILSC which is 60% with minimum 85% attendance required across all modules.

**Stage 2:
Masters Degree**

MSc Accounting & Financial Management

MA Human Resource Management (HRM)

MSc International Business

MSc International
Tourism & Hospitality Management

MSc Management

MSc Marketing

MSc Project Management

Intakes

September and January

Duration

Two semesters

Modules

More information about the University's degree modules can be found on their website: www.herts.ac.uk/apply/schools-of-study/schools/hertfordshire-business-school.

Employment & career options

Previous graduates have gone to work in advertising, management and marketing roles with companies such as British Airways, Citibank, Coca Cola, Deutsche Bank, IBM, Mercedes Benz, Mitsubishi, Rolls Royce, Sony Europe, Times Newspapers.



✓ Accredited courses



Pre-Masters in Business (Two Semesters)

Business

Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1:						
4	ILS005	Interactive Learning Skills and Communication with mini-dissertation	15	65	-	100
4	PMAE	Academic Writing	15	50	-	100
4	PG1001	Economic Environment of Business	15	50	-	100
4	PG1003	Managing People	15	50	-	100
Semester 2:						
4	PG1000	Research Methods & Skills	15	50	-	100
4	PG1002	Business Strategy	15	50	-	100
4	PG1006	Marketing	15	50	-	100
4	PG1005	Service Operations Management	15	50	-	100
Postgraduate Stage 1:			120 credit points			
University Pre-Masters in Business & Management						

Interactive Learning Skills & Communications (ILS005)

The aims of this module are to develop a range of academic and communicative skills necessary for successful study at postgraduate level, develop a range of transferable communicative skills (written and oral) to prepare students for professional life and to develop independent learning and encourage students to take responsibility for their personal, academic and professional development.

Assessment: 100% Coursework

Academic Writing (PMAE)

The Academic Writing module aims to provide students with a structured introduction to all aspects and stages of the academic writing process. It is designed to allow students the knowledge and skills required for the preparation and completion of written assignments within University of Hertfordshire parameters. This includes research and note-taking; structuring work; drafting and redrafting; editing and proof-reading; achieving an effective academic style; referencing; writing effectively under exam conditions; using feedback on your written work and grammar and punctuation.

Assessment: 100% Coursework

Economic Environment of Business (PG1001)

This module aims to enable students to understand the economic context of modern business by introducing and developing an appreciation of the utility of economic approaches in studying the business environment. The basic tools and approaches which economists use, demand and supply and industry analysis, among others, will be introduced and applied to help understand the economic issues involved and the public policy that can be derived. Economics provides one of the key pillars of a solid education in business and this module represents a step in this direction. It also highlights some of the major contemporary issues in our society such as the credit crunch and recession.

Assessment: 100% Coursework

Managing People (PG1003)

This module aims to enable students to focus on People Management providing students with an introduction into the management of human resources from a mainly international focus. Students will consider how people are managed at work, with emphasis on recruitment and selection, equal treatment and opportunity, flexible working, reward and performance management. When considering these activities, the module does not attempt to teach the practicalities of managing people, but rather to develop the students' critical understanding of the subject area. The module aims to raise students' awareness of possible discrepancies between theoretical models and business reality.

Assessment: 100% Coursework

Research Methods & Skills (PG1000)

This module aims to enable students to understand research methods in the context of modern business by introducing and developing an appreciation of the approaches used to study the business environment. The philosophy of research and the unpredictability of business information is reviewed, giving an overview to research philosophies and strategies. Students are acquainted with defining research questions and objectives and shown the requirement for underpinning research with theory, using tertiary sources in conducting literature research. The methods and sources of primary and secondary data are introduced, including survey techniques; assessing data quality and methods of analysis are explored. English language classes are fully integrated into the Research Methods module to provide maximum support.

Assessment: 100% Coursework

Business Strategy (PG1002)

This module aims to enable students to focus on the conflicting perspectives within Business Strategy and consider the problems involved in researching and developing strategies and plans and implementing them within the limitations of organisations. A range of analytical techniques and concepts are applied and critically evaluated through the use of case study work. The module includes a comprehensive review of current strategic issues identifying the contradictions and paradoxes of strategic decision-making and planning.

Assessment: 100% Coursework

Marketing (PG1006)

Marketing today is an exciting and rapidly changing field of study, essential for all business people to understand. It's about understanding your customers and relating to them, providing products and services that are relevant at the right price, the right time and in the right place. In this module students will learn the theory behind how to understand and satisfy consumer needs in an ever changing world, dominated by new issues such as social media, globalisation, sustainability and corporate ethics. The subject is applied using example of companies they see in everyday life and calling upon their own experiences as consumers.

Assessment: 100% Coursework

Service Operations Management (PG1005)

The aims of this module are to enable students to understand the importance and role of operations management in service organisations; and develop the knowledge, understanding and skills required of a service operations manager. The sessions will be used to impart the basic content and to explore issues, problems and cases and also provide the opportunity for in-class and small group discussion where students can readily engage with one another and learn in the process.

Assessment: 100% Coursework

Pre-Masters in Business (One Semester)

Business

Core Modules		Credit Points	% Examination	% Coursework
Module Code	Module Name			
Semester 1:				
PG1000	Research Methods and Skills	15	-	100
PG1001	Economic Environment of Business	15	-	100
PG1002	Business Strategy	15	-	100
PG1003	Managing People	15	-	100
PMAE	Academic Writing	15	-	100
Postgraduate Stage 1: Business		75 Credit Points		

Research Methods & Skills (PG1000)

This module aims to enable students to understand research methods in the context of modern business by introducing and developing an appreciation of the approaches used to study the business environment. The philosophy of research and the unpredictability of business information is reviewed, giving an overview to research philosophies and strategies. Students are acquainted with defining research questions and objectives and shown the requirement for underpinning research with theory, using tertiary sources in conducting literature research. The methods and sources of primary and secondary data are introduced, including survey techniques; assessing data quality and methods of analysis are explored. English language classes are fully integrated into the Research Methods module to provide maximum support.

Assessment: 100% Coursework

Economic Environment of Business (PG1001)

This module aims to enable students to understand the economic context of modern business by introducing and developing an appreciation of the utility of economic approaches in studying the business environment. The basic tools and approaches which economists use, demand and supply and industry analysis, among others, will be introduced and applied to help understand the economic issues involved and the public policy that can be derived. Economics provides one of the key pillars of a solid education in business and this module represents a step in this direction. It also highlights some of the major contemporary issues in our society such as the credit crunch and recession.

Assessment: 100% Coursework

Business Strategy (PG1002)

This module aims to enable students to focus on the conflicting perspectives within Business Strategy and consider the problems involved in researching and developing strategies and plans and implementing them within the limitations of organisations. A range of analytical techniques and concepts are applied and critically evaluated through the use of case study work. The module includes a comprehensive review of current strategic issues identifying the contradictions and paradoxes of strategic decision-making and planning.

Assessment: 100% Coursework

Managing People (PG1003)

This module aims to enable students to focus on People Management providing students with an introduction into the management of human resources from a mainly international focus. Students will consider how people are managed at work, with emphasis on recruitment and selection, equal treatment and opportunity, flexible working, reward and performance management. When considering these activities, the module does not attempt to teach the practicalities of managing people, but rather to develop the students' critical understanding of the subject area. The module aims to raise students' awareness of possible discrepancies between theoretical models and business reality.

Assessment: 100% Coursework

Academic Writing (PMAE)

The Academic Writing module aims to provide students with a structured introduction to all aspects and stages of the academic writing process. It is designed to allow students the knowledge and skills required for the preparation and completion of written assignments within University of Hertfordshire parameters. This includes research and note-taking; structuring work; drafting and redrafting; editing and proof-reading; achieving an effective academic style; referencing; writing effectively under exam conditions; using feedback on your written work and grammar and punctuation.

Assessment: 100% Coursework