

# Business & Management

Postgraduate



# WELCOME

## to Regent's University London

Regent's is London's only independent, not-for-profit university, with a highly cosmopolitan community, based in royal Regent's Park and Marylebone.

Set in the heart of the UK's vibrant capital, Regent's is a superb place in which to live and study, just minutes away from all that this world-class city has to offer.

Regent's is a leading institute for business and management. We offer a range of programmes at postgraduate level, along with a series of professional short courses.

Visit our beautiful central London campus and find out what Regent's can offer you.

[regents.ac.uk/visit](https://regents.ac.uk/visit)



### Welcome to Business & Management at Regent's.

Our faculty is a family of scholars and students with a wide disciplinary base, and varied applied interests. We are connected

by a commitment to create an excellent student experience.

We come from over 140 countries and celebrate the differences among those countries in language, culture, and business behaviour. Our graduates are worldly, business savvy, and

job-ready. We train them to become tomorrow's global leaders.

We offer a range of different programmes, from master's to doctoral degrees. Some are targeted at students seeking a broad understanding of business and management, others are more focused and technical.

Our areas of expertise include leadership and change management, marketing, finance and entrepreneurship, with specific applications in luxury brand

management, digital marketing and analytics, commodity trading, wealth management, marketing psychology and more.

We welcome your interest in Regent's University London and trust you will find the information you need in this brochure.

**Professor Michael Luger  
Pro Vice Chancellor  
(International) and Dean,  
Faculty of Business  
& Management**



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# BUSINESS & MANAGEMENT AT REGENT'S

Regent's offers a world-class business education delivered in a truly cosmopolitan, multilingual and dynamic learning environment. Our graduates are creative, and have the skills and knowledge to generate new ideas, predict emerging trends and respond to any business challenge.

Our degrees draw on real-life business challenges by blending formal academic delivery with practical application.

Our approach to learning is highly personal and practical. You will get plenty of opportunities to gain real, hands-on experience in the international workplace.

Our academic staff have wide-ranging business experience and research interests. They deliver innovative, highly practical classes that focus on the most current industry knowledge.

At Regent's, you will benefit from:

- Industry-relevant degrees that blend formal academic training with practical experience
- Specialist staff with a wide range of industry and academic expertise
- Guest lectures from industry experts
- Specialist support to develop your skills and shape your future career
- A central London location, with plenty of opportunities to build a global network and enhance your business acumen

## International outlook

Our programmes have a strong global focus to ensure you gain the knowledge and skills needed to work successfully across international business markets.

Our vibrant cosmopolitan community is made up of staff and students from all corners of the globe. Studying and socialising at Regent's will enable you to build your understanding of other cultures and develop the skills to thrive as a global business leader.

You will also be able to build an international network that will support and accelerate your future career.

Languages are a core element or option on many of our business and management programmes. We offer tuition in several economically important languages, including Mandarin Chinese, French, German, Italian, Japanese, Russian and Spanish.

## Practical, hands-on learning

A strongly practical ethos runs throughout our programmes. We focus on teaching the current skills that graduates need to succeed in the international business environment, both now and in the future.

You will be encouraged to apply your learning to real-life business scenarios through case studies, seminars and workshops.

You will enjoy a close working relationship with staff to help maximise your potential. Every student is treated as an individual, with high levels of support from both academic and professional staff.

This is supplemented by regular guest lectures and workshops with visiting academics and industry experts, bringing the most current business practices into the classroom environment.

## Future prospects

We are proud of our growing body of influential alumni, many of whom occupy high-profile positions throughout the world, particularly in the fields of finance and investment, manufacturing, marketing and advertising, luxury brands and information technology.

## The Hive

Many of our students have a strong entrepreneurial flair and go on to set up their own company or join their family business after graduating. The Hive is a dedicated facility on campus that aims to build a community of innovative entrepreneurs who pursue their individual dreams together. The Hive offers extra

support and a dedicated workspace for Regent's entrepreneurs to develop their business ventures. With access to a growing offer of specialist coaching, masterclasses and advice sessions, as well as events such as summer schools and competitions, Hive members receive the help and support they need to achieve their business aspirations.



### Meryem El Hayani, Morocco, MA Management

Meryem is one of the first Regent's entrepreneurs to join The Hive cohort. She has been building her edible Moroccan argan oil start-up business, with the support of a Regent's careers coach.

*Everyone has a purpose in life and I found mine at Regent's University London. For me, Regent's has been a resourceful knowledge incubator. It has given me the opportunity and the guts to finally jump into the entrepreneurial adventure – something I have wanted to do for the past 10 years.*



# MEET THE FACULTY

Our academic staff come from a wide range of backgrounds in business and industry. They combine academic credentials with extensive professional experience across many different disciplines.

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## **Professor Michael Luger**

Pro Vice Chancellor (International) and Dean, Faculty of Business & Management

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Professor Michael Luger joined Regent's in December 2017. Until 2014, he was dean of the Manchester Business School,

helping to transform it after a large merger. Prior to that he held professorships in economics, public policy, business and planning at universities in the United States, notably the University of North Carolina at Chapel Hill and Duke University, and on a visiting basis in Austria, Bulgaria (as a USIA Fellow), and New Zealand (as a Fulbright Distinguished Scholar). He was the founding chairman of the consolidated programme in public policy and the founding director of the Centre for Competitive Economies, both at the University of North Carolina. Professor Luger has served as a member of university advisory boards in China and Finland, and as a peer reviewer for business school accreditation bodies. He received his AB (architecture and planning) and MPA from Princeton University, and his MCP (planning) and PhD (economics) from the University of California, Berkeley. Throughout his career, Professor Luger has served as a consultant to governments around the world, to multi-national businesses, and to new, entrepreneurial companies, including non-executive board positions. He also has served on high-level government bodies in the US and UK, most recently as chairman of an NHS Foundation Trust and on the board of the Office of Rail and Road, the national regulatory body for the rail and road sectors.

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## **Dr Mikko Arevuo**

Head of Programmes  
MA International Business  
and MA Management

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Mikko Arevuo's career spans over 20 years in international corporate and investment banking, consulting and academia. Prior to

his move into academia, he was vice president at Citigroup's institutional banking division, where he was responsible for market strategy development and global risk management of the bank's exposure to the insurance industry in the Nordic countries. He has worked on EU-funded privatisation initiatives in the emerging European economies including Bulgaria, Slovakia and Ukraine. Mikko's current research and teaching interests are in the areas of managerial and organisational cognition, collective decision-making, strategy as managerial practice, and the influence of Austrian economics on strategic management theory. Mikko is originally from Finland but was educated in both the US and the UK. He holds a degree in economics from the University of Michigan, Ann Arbor, MBA, and a PhD from Cranfield University, UK.

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**Dr Elias L. Boukrami**

Head of Programmes  
MSc Oil & Gas Trade Management and  
MSc Finance with Specialisations

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Elias Boukrami is a member of the Energy Institute, a fellow of the Higher Education Academy and member of the Chartered Management

Institute. He is also associate director of the Regent's Centre for Migration & Integration. Elias holds a PhD in empirical finance. His core research on swaps and derivatives has been cited in leading international journals such as *Economic Modelling* and the *Journal of Risk*. He has also written and edited several textbooks for global editors. Elias acts as an external examiner and adviser to UK and international academic and non-academic institutions. He is an honorary visiting professor at University of Lyon 3, France. He has been a keynote speaker and conference chair at several international conferences and on high-level multi-lateral government discussion panels.

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**Dr Eleonora Cattaneo**

Head of Programme  
MA Luxury Brand Management

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Eleonora Cattaneo has extensive experience consulting in a variety of industries including automotive, fashion and non-profit. She previously taught at

SDA Bocconi and was a visiting lecturer at EM Lyon and the Helsinki School of Economics. Her research interests focus on the management of iconic brands and luxury consumption.

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**Dr Bhavini Desai**

Head of Programme  
MSc Digital Marketing & Analytics

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Bhavini Desai is a senior fellow of the Higher Education Academy and a member of the Chartered Management Institute. In a career

spanning more than 15 years, her core area of research has been e-business, with particular focus on the success and failure of the various e-business models. Alongside her primary research, Bhavini has acquired extensive experience and knowledge in marketing, management and data analytics. She acts as an external examiner and adviser to UK and international academic and non-academic institutions.

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**Dr Zubin Sethna**

Head of Programme,  
Marketing Psychology  
PhD, DipM, MSc, FCIM, FRSA,  
FAMS, PGCHE, MAM, SFHEA, FCMI,  
Chartered Marketer

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Zubin is a principal lecturer (associate professor) in entrepreneurial marketing, qualified marketing practitioner and serial entrepreneur. He has

extensive experience working in universities across the UK and has also successfully launched five businesses, one of which has won a UK National Award. He has worked in marketing in a variety of capacities and sectors including healthcare, music, travel, education and manufacturing. He is editor-in-chief of the *Journal of Research in Marketing and Entrepreneurship*, co-chair of the Academy of Marketing's Special Interest Group on entrepreneurial and small business marketing, and is an invited member of the prestigious Global Research Symposium for Marketing and Entrepreneurship in the USA. Zubin has delivered invited keynote lectures at higher institutions in the UK, EU, USA, China and India.

# ■ MA International Business

This programme is under review and there may be some changes to the content outlined below. Please check our website for the latest information.



Business today moves fast. To be an effective manager you must be able to analyse, make decisions and implement strategies in dynamic international environments. This programme gives you the technical and strategic expertise, as well as wider management, entrepreneurial and communication skills to thrive in a changing global marketplace.

The MA International Business is designed for students seeking to build a career in a dynamic international business environment. The programme will enable you to develop a sound understanding of international business issues and drivers, and build on your knowledge of key linked disciplines including international marketing, human resource management, strategic management, finance and entrepreneurship.

Speaking multiple languages will enable you to communicate effectively in an international business context. We offer module options in a range of economically important languages including Mandarin Chinese, French, German, Italian, Japanese, Russian and Spanish.

The programme will develop your evaluative and problem-solving skills and increase your awareness of change, the impact of entrepreneurial disruption, and the dynamics of different cultures.

There is a focus on developing your personal as well as analytical and professional attributes. This can be done by attending co-curricular activities that are accredited for Continuing Professional Development (CPD).

Alongside studying the core disciplines of international business and management, you will also have the opportunity to study a series of elective modules in a range of specialist areas, such as family business, entrepreneurship and innovation, private equity and venture capital, and negotiation and coaching in different cultural contexts. This will enable you to broaden your knowledge in related fields of business.

You will be actively supported in developing your career path through consultations with our specialist advisers, and will have the opportunity to be mentored by a member of the Chartered Management Institute. In the final term, you will complete a major piece of work – either a dissertation or business project – that demonstrates your abilities to research, analyse and apply your knowledge in practice.

## Key features

Central London location giving direct access to companies and experts from the international business community

A supportive environment for both your career and personal development

Guest lectures and workshops with visiting practitioners who are experts in their field

Strong emphasis on teamwork and practical, experience-based learning linked to the world of business

## Programme content

This is a full-time programme, comprising three terms of study. You will take the following core modules:

Corporate Entrepreneurship and Human Resource Management

Global Marketing and Communications

International Business and Finance

Research Methods

Strategy and Decision-Making

Dissertation or Business Research Project

In addition to the core modules, you will choose two of the following elective modules for the spring and summer terms:

Business Analytics
Coaching
Creative Processes
Emerging Economy Enterprise
Entrepreneurship and Innovation
Family Business
International Business and Economic Policy
International Negotiation
Language
Private Equity and Venture Capital
Transnational Marketing Seminar

### Programme accreditation

The programme is accredited by the Chartered Management Institute (CMI). If you choose to join as student members of the Institute (students have a specific period to register) and complete the mapped modules within the programme, you will receive a CMI Level 7 Diploma in Strategic Management and Leadership.

### Learning and assessment

You will study a range of current theories and practices in the management of international business, and explore the application of academic theory to real-life business scenarios.

Teaching methods include individual and small-group tutorials, seminars, workshops, case-study analysis and group work. Much of your learning will take place through participation in seminars, where you will discuss topics and tasks that you have researched.

Guest speaker events will give you access to the most contemporary expertise and experience in business. You will also benefit from company visits to see businesses in action.

Assessment methods include individual essays and assignments, group coursework, debates, individual and group presentations, time-based exams, and research plans.

### Future opportunities

The diverse, practical nature of the programme will enable you to develop a range of transferable skills that will enhance your employment prospects across a wide range of businesses.

You will gain the ability to analyse dynamic situations, respond with creative solutions and communicate effectively in complex, fast-moving international environments.

Your skills will also open doors in areas such as strategic analysis and management, consulting, marketing and developing business start-ups.

### Entry requirements

A minimum of a lower-second class (2:2) UK honours undergraduate degree or its international equivalent from a recognised institution.

Alternatively, you may be eligible to apply for exceptional entry if you have alternative qualifications and/or relevant experience. Please see our website for further details.

## MA International Business

 <b>Duration</b>	12-16 months full time
<b>Start dates</b>	September and January
 <b>Tier 4 visa sponsorship</b>	Yes
<input checked="" type="checkbox"/> <b>Entry requirements</b>	Undergraduate degree with a minimum 2:2 classification, or international equivalent.
<b>English language requirements</b>	IELTS: Overall score of 6.5, with 6.0 or above in all 4 component parts, or equivalent.
<b>Exceptional entry</b>	Yes
 <b>Fees (per year)</b>	£18,500*
 <b>Location</b>	Regent's Park

\* Fees for the January intake may vary. Please check the website.

### Accredited by



For module descriptions, visit us online [regents.ac.uk/study](http://regents.ac.uk/study)

*International business at Regent's provides you with all the relevant skills you need to work internationally in emerging markets, sustainability-related fields and multinational enterprises. I have gained self-confidence, a clearer vision of my future, and new perspectives on current issues.*

Tita Lindauer, Germany



# ■ MA Luxury Brand Management

This programme is under review and there may be some changes to the content outlined below. Please check our website for the latest information.



The luxury industry has evolved rapidly over the last decade, with brands expanding and consolidating into mature and fast-developing markets. Successful professionals in this field demonstrate the ability to operate in a highly competitive global context. An innovative and creative approach with a strong cultural perspective is also key.

The MA Luxury Brand Management takes a strategic view of the dynamic characteristics and opportunities within the global luxury goods and services industry. It combines academic study with the practicalities of management. You will develop the knowledge and skills to deliver an exceptional consumer experience and gain a global competitive advantage.

This programme offers a high level of teaching contact and support from lecturers who have a breadth of expertise and experience across a variety of luxury sectors. You will also benefit from lectures by guest speakers and visits to companies managing luxury brands.

Through taught classes, hands-on projects and contact with industry experts, you will develop the knowledge, insights and critical skills to make informed judgements about the strategic and tactical business activities of luxury brands.

The programme is kept current by the research, business practice and networks of academic staff, who incorporate the latest industry thinking into their teachings.

You will be able to apply the knowledge and skills you develop on the programme through a final project – either an academic dissertation, live business project or start-up project.

## Key features

Learning and teaching based on the luxury industry, with a focus on professional and personal development

Collaborations with the luxury industry through live business projects

Programme content provided by industry experts and key international luxury summits

Central London location close to key luxury hubs of Mayfair and Bond Street

A high level of taught contact and interaction with staff who are experts in their field

## Programme content

This is a full-time programme, covering three terms. You will take five core modules, plus two further modules of your choice, and complete a final project.

### Terms 1 and 2

Historical and Contemporary Perspectives in Luxury

Luxury Brands and Creativity

Luxury Marketing Management

Research Methods

Strategic Management of a Luxury Business

In addition, you will choose two of the following:

Entrepreneurship and Luxury
Law and the Luxury Environment
Luxury Curating and Creation
Digital Marketing and Analytics in Luxury
Luxury Goods
Luxury Services

### Term 3

Dissertation OR Live Business Project OR New Venture Start-Up Project

### Programme accreditation

The programme is accredited by the Chartered Management Institute (CMI). If you choose to join as student members of the Institute (students have a specific period to register) and complete the mapped modules within the programme, you will receive a CMI Level 7 Diploma in Strategic Management and Leadership.

### Learning and assessment

Teaching and learning methods include lectures, seminars, structured workshops, case study analysis, group work, individual and group tutorials. There is much emphasis on self-directed study, particularly in the dissertation/business project.

You will be assessed through coursework assignments, including presentations, essays, simulation exercises, fieldwork, research-based projects, and written or oral examinations.

### Future opportunities

This programme will equip you with the knowledge, confidence and skills to pursue roles in international luxury brand management, marketing, communications and retailing.

You will be able to develop a network of industry contacts that will be invaluable in your future career. Our alumni are working in a range of roles in advertising, PR, brand management and marketing, in prestigious companies throughout the industry. Others have started their own companies.

### Entry requirements

A minimum of a lower-second class (2:2) UK honours undergraduate degree or its international equivalent from a recognised institution.

Alternatively, you may be eligible to apply for exceptional entry. For this, you will be asked to write a 1,000-word personal statement outlining your reasons for applying, and how your previous experience is of relevance to the programme. Please note you may also be invited for an interview.

## MA Luxury Brand Management

 Duration	12-16 months full time
Start dates	September and January
 Tier 4 visa sponsorship	Yes
<input checked="" type="checkbox"/> Entry requirements	Undergraduate degree with a minimum 2:2 classification, or international equivalent.  Applicants may be invited for an interview
English language requirements	IELTS: Overall score of 6.5, with 6.0 or above in all 4 component parts, or equivalent.
Exceptional entry	Yes
 Fees (per year)	£21,000*
 Location	Regent's Park

\* Fees for the January intake may vary. Please check the website.

### Accredited by



For module descriptions, visit us online [regents.ac.uk/study](http://regents.ac.uk/study)



# ■ MA Management

This programme is under review and there may be some changes to the content outlined below. Please check our website for the latest information.



The MA Management offers an advanced study of management that will develop your understanding of the changing global context in which organisations operate. The programme emphasises the personal nature of effective management and leadership. Graduates will develop a holistic approach to management, becoming catalysts for change in both business and society.

The MA Management will equip you with the essential business and life skills to master management practices at an enhanced level. You will be prepared to become a more effective leader, manager and citizen, capable of making a positive difference in both your work and community.

The programme brings together management and leadership theory, practice and values. You will examine the personal style of particular leaders – how they manage people and operate in ever-changing external environments. As well as gaining specialist knowledge, you will develop strong communication and ‘people skills’. This foundation will help you to build valuable professional relationships and confidently manage challenging business situations.

The course focus is on developing your personal and professional

attributes. You will evaluate your strengths and abilities, and plan your own development, learning how to think for yourself, work in teams and take responsibility. You will be encouraged to become more self-reliant and self-aware, developing your ability to cope with change, uncertainty and ambiguity. This will help you cultivate your own sense of managerial and personal accountability.

We continually aim to apply theoretical learning to the world of business. You will be taught by staff with considerable academic and industry experience, and hear from guest speakers from business and community backgrounds.

The programme will enable you to develop positive and critical attitudes towards management and leadership. This experience will give you the

skills and knowledge to respond positively to a dynamic, complex global environment. Alongside your study of the core disciplines, you will also have the opportunity to develop your interests and knowledge through options in a range of specialist areas, such as business analytics, family business, international negotiation or coaching.

In the final term, you will complete a major piece of work – either a dissertation, company-focused business project, or business start-up plan – that demonstrates your abilities to research, analyse and apply your knowledge in practice.

Your learning will be underpinned by practical preparation for a career in management and leadership with the help of our specialist careers advisers. You will graduate with a portfolio of relevant professional knowledge and skills.

## Key features

Individual attention from staff who combine academic credentials with varied experience in management

Strong emphasis on teamwork and practical, experience-based learning

A holistic and reflective approach to management practice that develops key transferrable skills and self-awareness

Combines management and leadership theory, practice and values with the social and emotional aspects of learning

## Programme content

This is a full-time programme, comprising three terms of study. You will take the following core modules:

Leadership
Managing Complexity
Organisational Dynamics
Research Methods
Strategy and Decision-Making
Dissertation/Business Project/Business Start-Up

In addition to the core modules, you will choose two of the following elective modules:

Business Analytics
Coaching
Creative Processes
Emerging Economies Enterprise
Entrepreneurship and Innovation
Family Business
International Business and Economic Policy
International Negotiation
Private Equity and Venture Capital
Transnational Marketing Seminar

## Programme accreditation

The programme is accredited by the Chartered Management Institute (CMI). If you choose to join as student members of the Institute (students have a specific period to register) and complete the mapped modules within the programme, you will receive a CMI Level 7 Diploma in Strategic Management and Leadership.

## Learning and assessment

Teaching methods include lectures, seminars, workshops, case-study analysis, group work, individual and group tutorials.

Terms 1 and 2 are preceded by an Action Learning Week during which you will develop essential skills for business and life through a series of hands-on workshops.

You will take part in business, strategy, decision-making and team management simulations that will enhance your ability to work, co-create and problem-solve as part of a team.

Assessments include essays, coursework assignments, individual and group projects, reports, exercises, presentations, research proposals, and business plans.

## Future opportunities

You will graduate with a diverse portfolio of professional knowledge and skills.

You will be equipped with the transferable skills that will enable you to succeed in a variety of different organisational contexts, including the private, public, and not-for-profit sectors or social enterprises.

Specialist areas that could be open to you include management consulting, running a family business, developing new businesses and products, training and coaching.

## Entry requirements

A minimum of a lower-second class (2:2) UK honours undergraduate degree or its international equivalent from a recognised institution.

Alternatively, you may be eligible to apply for exceptional entry if you have alternative qualifications and/or relevant experience. Please see our website for further details.

## MA Management

 Duration	12-16 months full time
Start dates	September and January
 Tier 4 visa sponsorship	Yes
<input checked="" type="checkbox"/> Entry requirements	Undergraduate degree with a minimum 2:2 classification, or international equivalent.
English language requirements	IELTS: Overall score of 6.5, with 6.0 or above in all 4 component parts, or equivalent.
Exceptional entry	Yes
 Fees (per year)	£18,500*
 Location	Regent's Park

\* Fees for the January intake may vary. Please check the website.

## Accredited by



For module descriptions, visit us online [regents.ac.uk/study](https://regents.ac.uk/study)

*This programme combines many different areas in organisational dynamics and managing complexity. After an undergraduate degree in finance, I wanted to study a combination of these areas as I have a long-term goal of setting up my own business.*

Chunneath Hiv, Cambodia



# ■ MSc Digital Marketing & Analytics



Digital technology and analytics are changing the face of marketing. Five key trends will shape the future – social media, mobile technology, cloud computing, big data and data analytics. In order to harness the ever-growing amounts of customer data, practitioners now need a combination of traditional marketing knowledge and digital, analytical and social media expertise.

The MSc Digital Marketing & Analytics will prepare you to be an effective marketing practitioner in this exciting, ever-changing business environment.

It bridges the gap between marketing and IT to produce graduates with solid digital and analytics skills, set within the context of marketing planning and strategy.

The programme is aimed at students who wish to acquire the technical expertise needed to work in any aspect of marketing, either client-side or agency.

Technical and marketing skills are blended together in each module, rather than being treated separately. You will gain a practical overview of the key elements of digital marketing communications and be encouraged to work towards a Google Analytics Individual Qualification (GAIQ).

The programme will give you a solid understanding of digital marketing strategy, planning and control, together with the practical analytical skills needed in the new data-driven world.

You will explore the way that digital technology is altering consumer behaviour. You will also learn how to use data to construct a multi-dimensional view of customers that not only describes how they acted in the past but also predicts how they will behave in the future.

Guest speakers will enhance the applied nature of the programme and help to develop your understanding of digital marketing and analytics in an industry context.

You will work with digital experts to develop practical skills in analytics software such as SAS and SPSS. Working with marketing managers and agency staff, you will also develop your understanding of marketing decision-making in the world of work.

The programme will help you become a marketing professional who can communicate effectively with, and appreciate the challenges faced by, technical staff. It will also help you to master the quantitative analytics skills needed to conduct your own data analysis and evaluate analysis done by others.

## Key features

Training in the technical skills that marketing professionals require now

A blend of technical and marketing skills in each module

Bridges the gap between traditional marketing techniques and the ever-evolving digital media landscape

In-depth look at how digital technology is shaping marketing operations across different industries

## Certificates

The programme has been accredited by the Chartered Management Institute and the students will become eligible to receive a certificate for CMI Level 7 Diploma in Strategic Management and Leadership (7D1V1). Students will also become eligible to receive a joint Regent's/SAS certificate.

The programme is accredited by the Institute of Direct and Digital Marketing (IDM), offering you the opportunity to take the IDM Certificate in Digital Marketing without the need for additional study.

## Programme content

You will study the following modules:

### Term 1

Digital Consumer and IT Trends for Marketing

The Evolution of Marketing Management  
Research Methods

### Term 2

Digital Marketing Data Analysis

Integrated Digital Marketing Communications and Analytics

Social Media Marketing and Analytics

Web Marketing and Analytics

### Term 3

Consultancy Project/Dissertation

## Learning and assessment

On this programme, emphasis is placed on interaction and activity-based learning. Many assignments take the form of live briefs, enabling you to experience the kinds of projects that you will be working on as marketing practitioners.

All our staff are actively engaged in the areas of digital marketing and analytics. Their extensive experience and continuing practise within the field will ensure their teaching reflects the most up-to-date industry practices.

Attending industry events will give you a deeper understanding of the digital marketing and analytics landscape outside the classroom environment.

## Future opportunities

Marketing is constantly shifting further into the digital sphere. Marketing graduates are now expected to have the creative mindset of a traditional marketer, combined with the digital and analytics skills to keep up with this changing landscape.

The knowledge and qualifications acquired from this programme will make you very attractive to marketing employers and agencies. It will open up opportunities in areas such as web analytics, social media, content marketing, mobile marketing, digital advertising and data analysis.

## Entry requirements

A minimum of a lower-second class (2:2) UK honours undergraduate degree or its international equivalent from a recognised institution.

Alternatively, you may be eligible to apply for exceptional entry if you have alternative qualifications and/or relevant experience. Please see our website for further details.

## MSc Digital Marketing & Analytics

 Duration	12-16 months full time
Start dates	September and January
 Tier 4 visa sponsorship	Yes
<input checked="" type="checkbox"/> Entry requirements	Undergraduate degree with a minimum 2:2 classification, or international equivalent.
English language requirements	IELTS: Overall score of 6.5, with 6.0 or above in all 4 component parts, or equivalent.
Exceptional entry	Yes
 Fees (per year)	£18,500*
 Location	Regent's Park

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## Accredited by



For module descriptions, visit us online [regents.ac.uk/study](https://regents.ac.uk/study)

*I'm not the typical grad student. I'd had a successful career in marketing, communications and change management, but took a 9-year career break to raise my kids. When it was time to return to work, I looked for a postgraduate programme to refresh my skills, and Regent's MSc Digital Marketing & Analytics programme stood out amongst others in the UK. Regent's provided an insightful immersion into the world of 'digital natives'.*

Joanne Wang, USA

# ■ MSc Finance with Specialisations

Financial theory is constantly shifting to reflect the dynamic market reality. Financiers must have an in-depth understanding of these developments and the skills to adapt their strategies in order to thrive in this complex industry. The MSc Finance will provide you with the strong academic underpinning needed to pursue a career in finance.

This programme offers the rigorous academic and practical training required to meet the challenges of today's financial markets.

Set within a practical business context, this programme teaches the most current practices and latest developments in the industry.

The MSc will enable you to gain a critical understanding of the different aspects of finance. You will also have the opportunity to specialise in one of three key areas: banking, risk management or trading.

You will learn to deal with financial issues and critically analyse different financial strategies. You will also learn to consider a range of contrasting theoretical perspectives and interpret information across all aspects of international finance.

Teamwork is a core feature on this programme. You will be encouraged to work with your peers and learn from their different experiences to develop collaborative skills.

We simulate a real-life experience of the financial industry within a classroom setting to equip you with the essential knowledge and skills needed to work in finance. You will be working with live data using the Thomson-Reuters platform, and participating in real-life case studies presented to panels of capital market practitioners.

Our specialist lecturers boast high academic credentials and varied, real-market experience. Throughout your studies, you will attend guest lectures by financial professionals and participate in industry meetings and academic conferences. This experience will provide first-hand accounts of the issues, challenges and solutions explored by today's financial practitioners and senior academics.

## Key features

A focus on the international environment of banking and finance

Specialisations in banking, risk management and trading

Combines financial theory with practical, hands-on training

Individual attention from staff who combine academic credentials with varied, industry experience in banking and finance

Personalised careers support

## Programme content

If you start in September, you will study the following modules. If you start in January, you will study all the same modules, but the order in which you study them may differ slightly. Please contact us for further information.

### Term 1

Corporate Finance

Corporate Valuation

Investment Analysis

Research Methods

<b>Term 2</b>
Bank Risk Management
Econometrics
Monetary Policy and Central Bank Operations

You will specialise in one of the following elective modules:\*

Banking Regulation (banking specialisation)
Fixed Income and Derivatives (risk management specialisation)
Trading in Financial Markets (trading specialisation)
Wealth Management

\* Modules are offered subject to demand and availability

<b>Term 3</b>
Dissertation

### Learning and assessment

The MSc will enable you to explore a range of contrasting theoretical perspectives and research models.

Teaching methods include lectures, seminars, workshops, case-study analysis, group work, tutorials and self-directed study.

You will be assessed through a combination of written assignments, presentations, essays and examinations.

### Future opportunities

A career in finance promises intellectual, personal and social challenges as well as rewards, both monetary and intellectual. This programme will give you the essential preparation for a career in the diverse world of finance.

Whether you aspire to become a private wealth manager in the City of London, a risk analyst on Wall Street or a treasurer in your family business, the MSc will give you the rigorous academic and practical training, plus the business and intercultural skills you need to succeed.

### Entry requirements

A minimum of a lower-second class (2:2) UK honours undergraduate degree or its international equivalent from a recognised institution.

Applicants with a degree in a non-business discipline must demonstrate relevant analytical and numerical experience and understanding through their personal statement.

Alternatively, you may be eligible to apply for exceptional entry if you have alternative qualifications and/or relevant experience. Please see our website for further details.

## MSc Finance with Specialisations

Duration	12-16 months full time
Start dates	September and January
Tier 4 visa sponsorship	Yes
<input checked="" type="checkbox"/> Entry requirements	Undergraduate degree with a minimum 2:2 classification, or international equivalent.
English language requirements	IELTS: Overall score of 6.5, with 6.0 or above in all 4 component parts, or equivalent.
Exceptional entry	Yes
Fees (per year)	£18,500*
Location	Regent's Park

\* Fees for the January intake may vary. Please check the website



For module descriptions, visit us online [regents.ac.uk/study](http://regents.ac.uk/study)



*I wanted to get in-depth knowledge of the financial markets, and further understand the impact of financial markets within the global economy. I worked part-time during my studies as an analyst for a boutique investment firm. It gave me the opportunity to gain further experience and helped me to see how my studies had practical implications in the world of work.*

Nils-Christian Folkesson, Sweden

# ■ MSc Oil & Gas Trade Management



Today's energy sector demands talented, highly trained individuals who can demonstrate leadership, strategic thinking and the ability to manage risk in complex business situations. This specialist programme will equip you with the knowledge, practical skills and social responsibility to succeed in this growth industry.

The MSc Oil & Gas Trade Management explores the process of trade in oil and gas products from the perspectives of both buyer and seller. It has been designed in consultation with oil and gas trader experts to ensure its relevance to industry needs.

The programme will enable you to develop the practical problem-solving skills needed for success in a complex industry. It will also raise your awareness of corporate social responsibility and the environmental, sustainability and social issues involved.

Our lecturers offer a well-balanced mix of academic expertise, active research and industry experience at managerial and executive level.

You will hear from prestigious guest lecturers and work on projects using live databases – such as Thomson-Reuters, Shipping Intelligence Network and CQG Trader – to devise solutions to real energy-sector issues.

You will be eligible for free or discounted one-year associate membership of the Energy Institute, Westminster Energy Forum and the Chartered Management Institute.

Your career development will be supported by dedicated internal and external career advisers and coaches who specialise in the oil and gas sectors.

## Key features

Specialist programme offering the professional skills for success in a growth industry worldwide

Unique focus on the 'downstream' side of the oil and gas industry

Based in London, the prime energy market location in the UK

An emphasis on practical learning through projects based on real data

Strong industry links for learning, networking and career development

## Programme content

This is a full-time programme, covering three terms. Risk management, strategy and 'value added' are the three key themes that feature through the programme.

If you start in September, you will study the following modules. If you start in January, you will study all the same modules, but the order in which you study them may differ slightly.

### Term 1

Oil and Gas Markets

Refining and Shipping in the Oil and Gas Industry

Research Methods

### Term 2

Corporate Finance and Financial Markets

Oil and Gas Contracts and Regulation

Oil and Gas Trading and Risk Management

Sustainability in the Oil and Gas Sector

### Term 3

Dissertation or Live Company Project

## Programme accreditation

The programme is accredited by the Chartered Management Institute (CMI). If you choose to join as student members of the Institute (students have a specific period to register) and complete the mapped modules within the programme, you will receive a CMI Level 7 Diploma in Strategic Management and Leadership.

## Learning and assessment

You will learn in small group seminars and tutorials, where the emphasis is on interaction and activity-based learning.

Part of your training will be delivered by a major city-based trading company, giving you practical experience of trading in real conditions.

Methods of assessment include class activities, presentations and papers, essays, simulation exercises, fieldwork, research-based projects and examinations.

## Future opportunities

Successful completion of this programme will enable you to develop the numerical, analytical, communication and research skills required for management positions in any organisation where energy is a key variable.

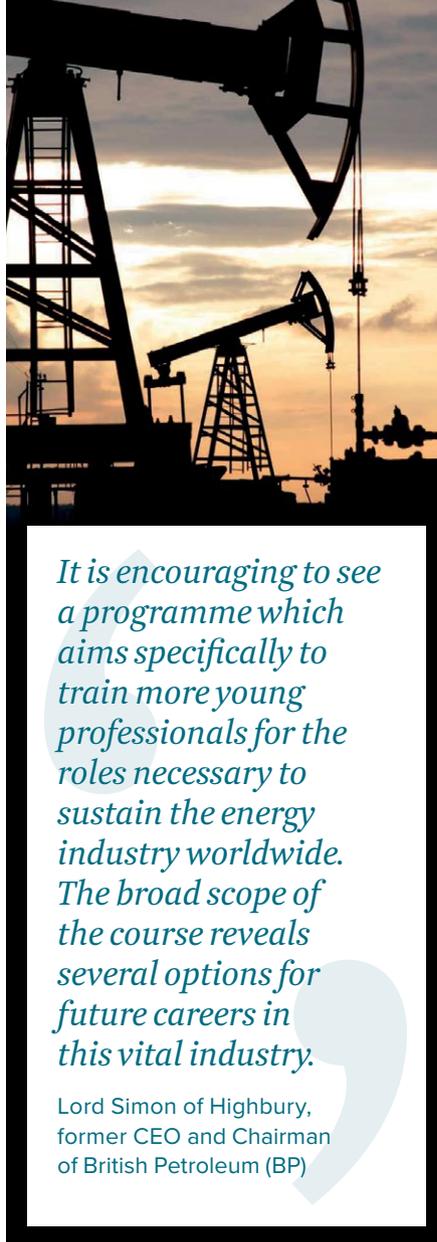
Your negotiation and leadership skills will enable you to identify new, beneficial opportunities and respond effectively to complex business situations.

## Entry requirements

A minimum of a lower-second class (2:2) UK honours undergraduate degree in any discipline demonstrating sufficient analytical and numerical skills, or its international equivalent from a recognised institution.

Applicants with a non-business background should demonstrate their relevant experience or sound understanding of the subject area through their personal statement.

Alternatively, you may be eligible to apply for exceptional entry if you have alternative qualifications and/or relevant experience. Please see our website for further details.



*It is encouraging to see a programme which aims specifically to train more young professionals for the roles necessary to sustain the energy industry worldwide. The broad scope of the course reveals several options for future careers in this vital industry.*

Lord Simon of Highbury,  
former CEO and Chairman  
of British Petroleum (BP)

## MSc Oil & Gas Trade Management

 Duration	12-16 months full time
Start dates	September and January
 Tier 4 visa sponsorship	Yes
 Entry requirements	Undergraduate degree with a minimum 2:2 classification, or international equivalent.
English language requirements	IELTS: Overall score of 6.5, with 6.0 or above in all 4 component parts, or equivalent.
Exceptional entry	Yes
 Fees (per year)	£18,500*
 Location	Regent's Park

\* Fees for the January intake may vary. Please check the website.

### Accredited by



### Affiliated to



For module descriptions, visit us online [regents.ac.uk/study](http://regents.ac.uk/study)



*I found it very valuable as a future manager, to be able to see the whole picture, with market analysis and an insight into the economic situation of a particular company, in order to choose the right strategy.*

Adilet Utessinov, Kazakhstan

# ■ MSc Marketing Psychology



MSc Marketing Psychology is a unique interdisciplinary programme that blends scientific theory with marketing practices. You will use extensive research and practical application of the social sciences to gain knowledge and insight. In this way, you can develop and design innovative business solutions.

Developed by a team of chartered marketers and psychologists, the MSc Marketing Psychology encompasses new disciplines such as digital anthropology, behavioural economics and neuro-marketing.

This intensive programme is designed to develop the brand strategists, senior brand managers and senior market researchers of the future. It brings together two disciplines for which Regent's is internationally renowned: marketing and psychology.

The scope is both broad and practical. You will examine a range of consumer cultures and focus on regions of the world where cross-cultural differences affect branding, marketing and consumer behaviour.

You will take an ethnographic view, looking at brands as psychological and cultural objects that can be manipulated.

You will develop your intellectual integrity, critical thinking, and advanced quantitative and qualitative research skills.

This interdisciplinary education will help you stand out from other more traditional marketing and psychology graduates. You will learn how to use psychological techniques to identify changes in consumer behaviour, and create and implement new marketing strategies to reflect the fluctuating industry.

You will attend a dedicated series of guest lectures from industry experts who will show you how marketing psychology knowledge and insight are applied to real-world business situations.

In your final term, you undertake a professional work placement where you will solve real problems in a professional organisation. This will be followed by a traditional dissertation.

## Programme content

You will study the following core modules:

Brands, Ads and Aspirations
Cross-Cultural Aspects of Marketing Psychology
Entrepreneurial Marketing Strategy
Individual Marketing
Psychology of Consumer Behaviour
Research Methods
Professional Practice (Placement)
Dissertation
<b>Plus one of the following:</b>
Leadership, Engagement and Motivation
Marketing Communications

### Specialist facilities

Our psychology department has a dedicated laboratory with specialist testing cubicles designed for experimental research. Laboratory computers are installed with analysis software (SPSS and NVIVO) and online experiment software (Coglab). SurveyMonkey, ePrime, Qualtrics and MATLAB software is available.

Specialist hardware includes an eye-tracker, olfactory testing equipment, olfactory diffusion equipment, and a system for recording and analysing psychophysiological data (BIOPAC). This system is able to record electrical brain activity (EEG), skin conductance (GSR), heart rate (ECG), pulmonary response, blood pressure, eye movement (EOG) and other psychophysiological parameters.

You will have access to video recording and editing facilities. There is also an established test library which contains physical or online versions of all major measures, batteries and questionnaires in psychology, including a substantial number related to occupational, organisational and business psychology.

### Entry requirements

You will require a minimum of a lower-second class (2:2) UK honours undergraduate degree in marketing, psychology or business, or its international equivalent from a recognised institution.

Alternatively, you may be eligible to apply for exceptional entry if you have alternative qualifications and/or relevant experience. Please see our website for further details.

### Future opportunities

You may consider a career in brand strategy and management, consumer insight and market research in agencies, client-side organisations and consultancies.

Regent's has a long track record of launching graduates into international careers in both marketing and psychology. We have a reputation for producing enterprising students who go on to build their own businesses. Many of our graduates are self-employed or have started up their own businesses.

## MSc Marketing Psychology

 Duration	12 months, full time
Start dates	September
 Tier 4 visa sponsorship	Yes
 Entry requirements	Undergraduate degree in marketing, business or psychology with a minimum 2:2 classification, or international equivalent
English language requirements	IELTS: Overall score of 6.5, with 6.0 or above in all 4 component parts, or equivalent
Exceptional entry	Yes
 Fees (per year)	£18,500*
 Location	Regent's Park

\* Fees for the January intake may vary. Please check the website.



For module descriptions, visit us online [regents.ac.uk/study](http://regents.ac.uk/study)



# HOW TO APPLY

At Regent's, we are interested in your potential, as well as your prior achievements. We review each application comprehensively and on its individual merit, considering all your skills, interests and attributes.

## The application process

Applying to study at Regent's University London is a straightforward process. We accept direct applications all year round. There is no application deadline and no application fee. Just visit our website to apply:

[regents.ac.uk/apply](https://regents.ac.uk/apply)

You can expect to receive a decision on your application within 10 working days from when we receive your completed application and supporting documents.

If you still have to finish your education, or have yet to attend an interview, we will issue a conditional offer. If you have met all the conditions, we will send you an unconditional offer.

## English language requirements

All our programmes are taught in English, and you will need to meet the requirements of your chosen programme. We will ask for evidence of your English language ability and assess whether you need to take an English language test, depending on your educational background.

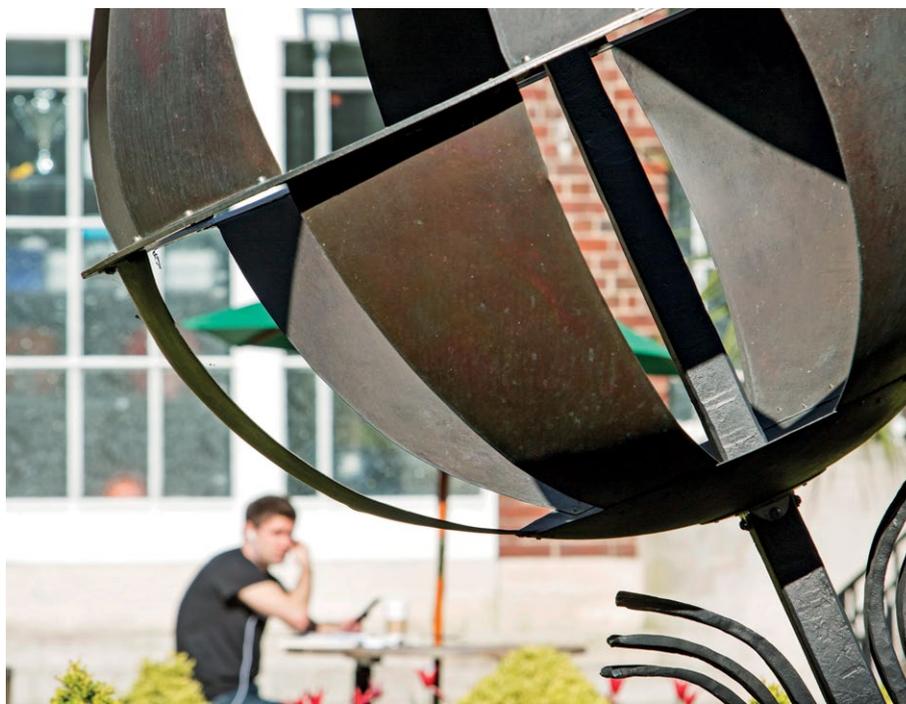
## Visa requirements

Students who require a Tier 4 (General) visa to study in the UK may be required to meet specific grade requirements and conditions of study as stipulated by UK Visas and Immigration. Please check their website for current information:

[gov.uk/tier-4-general-visa](https://gov.uk/tier-4-general-visa)

To find out if you need a visa to study in the UK please consult the UK Visas and Immigration website:

[gov.uk/visas-immigration](https://gov.uk/visas-immigration)



## Funding

Regent's University London is an independent, not-for-profit institution. Our students pay the same fees, regardless of nationality, enabling us to provide the highest level of service and education.

We offer a range of postgraduate scholarships to help with the cost of tuition fees.

UK and EU nationals can apply for tuition fee and maintenance loans through Student Finance England. Nationals of non-EU countries

resident in the UK may also qualify for support.

Students outside the UK/EU may be eligible for funding through state-sponsored schemes in their own country, such as US Financial Aid.

Regent's students can also apply for loans through Future Finance.

Please see our website for more details on funding options.

[regents.ac.uk/funding](https://regents.ac.uk/funding)



# VISIT US

A personal visit is the best way to discover the magic of Regent's and explore our beautiful location.

We hold postgraduate open evenings throughout the year, giving you the chance to find out what it's like to be here, with talks and taster lectures, tours and opportunities to chat to staff and students.

Alternatively, we'd be delighted to welcome you for a personal consultation and guided tour. Please contact us to arrange an appointment.

If you have any particular access requirements or support needs for your visit, please let us know so that we can make any necessary arrangements in advance.

[regents.ac.uk/visit](https://regents.ac.uk/visit)



For a copy of this publication in an alternative format, please contact us on +44 (0)20 7487 7505 or [enquiries@regents.ac.uk](mailto:enquiries@regents.ac.uk)

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