



REGENT'S  
UNIVERSITY LONDON

*London's Independent University*

# 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.

Our pedagogy has become progressively more focused on the use of technology to support and enhance the learning environment for our students.

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

**Dr Stephen Ellis**  
**Acting 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.

*Regent's 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

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## Stephen Ellis

Acting Dean, Faculty of  
Business & Management

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After an 11 year career with HSBC, Stephen returned to academia, working firstly with Chichester University and then at Regent's. He was

initially appointed head of an academic department in 2014, and then progressed to Associate Dean and now Acting Dean of the Business & Management faculty. He has written various articles and textbooks in the fields of organisational behaviour, flexible working and knowledge management, which was his main focus of his PhD research. He also holds an MBA from Henley and achieved CMI Chartered Manager status in 2013. As an HR professional, Stephen has worked in organisations across the world managing major management development and OD projects and implementing HR policies.

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## John Harrison

Acting Head of Programme  
MA International Business

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John has worked at Regent's since 2006, teaching and supporting the development of various undergraduate and postgraduate

programmes. He has also represented the University at the British Council student fair in Bangkok, Thailand and Tokyo. Prior to joining Regent's, John worked as the programme director for the Bachelors in Business Administration (Hospitality) at Les Roches International School of Hotel Management in Switzerland. As part of this role, he worked with the industry advisor for the Four Seasons Hotels Vice President of Marketing Europe. John has also held managerial and strategic positions in the Middle East, East Africa, Malaysia and Singapore.

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## Dr Elias L. Boukrami

Head of Programme  
MSc Finance & Investment

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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.

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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**Dr Michael Talalay**

Acting Head of Programme  
MA Management

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Michael has a successful background in both academic and commercial worlds. He has served on the faculties of Canadian, American, British,

French and Swiss universities where he has taught, researched and written on international business and on the global political economy. Michael has an SB from Massachusetts Institute of Technology, an MA from York University (Toronto), and a PhD in International Relations from University College London. He is a senior fellow in the Higher Education Academy, a fellow of the Chartered Management Institute and of the Royal Society of Arts. He has also worked with many leading global corporations and with small and medium-sized enterprises. As a manager, he has run systems houses and been in charge of sales and marketing as well as customer support. As a consultant, he works at the interface between technology and business, specialising in change and project management and in the design, selection and implementation of IT systems. His current research is on the selection of IT systems, the politics and economics of natural resource crises and conflicts, and emigration from 1900 to 1940.

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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 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 Zubin Sethna**

Head of Programmes  
MSc Marketing Psychology  
and MA Enterprise  
PhD, DipM, MSc, FCIM, FRSA,  
FAMS, PGCHE, MAM, SFHEA, FCMI,  
Chartered Marketer

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Zubin is a Reader (associate professor) in entrepreneurial marketing and consumer behaviour. He is also a 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 keynote lectures at higher institutions in the UK, EU, USA, China and India.

# ■ MA Enterprise



Whether you intend to start a new venture, run a creative organisation, or join a family business, an enterprising mind-set is essential. MA Enterprise provides the vital training to enhance your business acumen so you can become an effective entrepreneur in your chosen field.

The structure has been designed to enable you to specialise in one key enterprise pathway:

- Creative Industries
- Family Enterprises
- New Ventures

Pathways are subject to demand.

More than any other business discipline, entrepreneurship is about having the right attitude and mind-set. This cannot happen purely within a classroom environment. You need to get your ideas out there, fail early and often, and develop the grit and resilience needed to succeed.

The MA Enterprise programme offers a participant experience that bridges the gap between academia and industry experience.

You will have the platform to test out your ideas, collaborate with peers and mentors, and learn how to solve complex enterprise-related problems.

Using a range of case studies, you will examine different business models – from start-ups to high growth organisations. This knowledge will help you to recognise the practical and ethical dimensions of enterprise, giving you the skills to develop effective solutions.

You will also learn how to determine the managerial and resource priorities that are required to enable enterprises to operate efficiently, sustainably and successfully.

As an entrepreneur, you must always be ready to talk about your vision. The MA Enterprise will prepare you with the skills to successfully communicate your ideas and attract potential stakeholders and industry partners.

## Key features

Taught by staff and guest speakers who boast extensive and diverse industry experience

Access to The Hive, Regent's collaborative space, where you can work with others in a hands-on, barrier-free way

Opportunities to work with your peers and mentors, including a major collaborative project

Opportunities to participate in the London Venture Crawl and other entrepreneurship weeks and summer schools

Be part of Regent's cosmopolitan community and build a global network of business contacts

Access to London's enterprise landscape

## Programme content

This is a full-time programme, comprising two terms of study.

You will take the following core modules:

Elements of Enterprise

Marketing and Finance for Enterprise

Research in Practice

Sustainability for Enterprise

You will also take the specialist modules for your chosen pathway:

### Creative Industries pathway

Challenges in Creative Industries

Planning for Creative Industries

Enterprise Project OR Dissertation

### Family Enterprises pathway

Challenges in Family Enterprises

Planning for Family Enterprises

Enterprise Project OR Dissertation

### New Ventures pathway

Challenges in New Ventures

Planning for New Ventures

Enterprise Project OR Dissertation

Alongside these modules, you will choose two elective modules:

Business Analytics

Managing Complexity

Social Media Marketing Analytics

Technology and Innovation

Languages

### Learning and assessment

Teaching and learning methods include taught and practical elements such as seminars, lectures, workshops, simulations, studio work, and external guest speakers.

Assessments include written reports, group work, presentations, examinations, oral assessments, interviews and peer assessments.

### Future opportunities

A large percentage of our graduates join family businesses or start their own ventures in a wide range of business and creative areas.

The blend of academic and participant experience that the MA Enterprise offers will prepare you for your own entrepreneurial journey wherever that may take you.

Our highly cosmopolitan community will enable you to build a global network of contacts so you can develop your enterprise across international borders.

### Entry requirements

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

We also welcome applications from candidates who do not meet the essential entry criteria. For exceptional entry, you must have a minimum of two years' relevant work experience, provide a 1000-word personal statement outlining your reasons for applying and be prepared to attend an interview with the Postgraduate Admissions Panel.

## MA Enterprise

 Duration	12 months full time
Start dates	September
 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	£21,500
 Location	Regent's Park



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



# ■ MA International Business



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
Diversity and Migration Management
Emerging Economy Enterprise
Entrepreneurship and Innovation
Family Business
Green 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

 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	£21,500
 Location	Regent's Park

### Accredited by



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*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



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

Financial Analysis for Managers

Law and the Luxury Environment

Luxury Brands and Creativity

Luxury Marketing Management

Research Methods

Strategic Management of a Luxury Business

In addition, you will choose two of the following:

- Curating and Creation in Luxury
- Digital Marketing and Analytics in Luxury
- Entrepreneurship and Luxury
- Historical Perspectives on 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**

<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</b>	£21,500
<b>Location</b>	Regent's Park

**Accredited by**



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Megan and Ksenia co-founded Lion/he, a unique skincare consultancy, after studying MA Luxury Brand Management together at Regent's. Their shared passions and frustrations with the industry brought them together as friends and as business partners.

*Without the support of our tutors and the careers team, we wouldn't have been given the opportunity to start our business here in London. They really have been our #1 cheerleaders along this journey.*

Megan Felton, USA  
Ksenia Selivanova, Russia



# ■ MA Management



A manager is an individual who can provide clear purpose and direction to others, inspire trust, communicate clearly, develop individuals and teams, and be a catalyst for change. This programme will equip you with the essential business and life skills necessary to support your future career. You will learn how to unlock your potential as a manager – adapting your leadership style to changing conditions, addressing conflict and working with many different people.

The MA Management aims to produce managers and business specialists with a sound understanding of the principles underpinning general management. It brings together management and leadership theory and values, and features a recurring emphasis on business simulation to demonstrate the application of principles in practice.

The programme is ideal for students who have studied a business-related subject at undergraduate level and wish to develop their knowledge and understanding of management. It is also suitable for students from other disciplines such as engineering or even music who wish to move into management roles.

There is a holistic emphasis on developing your personal approach towards management and leadership practice, based on your individual qualities. The programme will prepare you not only as an effective manager and leader, but as a confident individual and responsible citizen.

You will specialise in one of three key areas of management:

- Finance
- Leadership & Change
- Marketing

In the final term, you will complete a major piece of work related to your chosen specialist pathway – either a dissertation on a topic or a practical business project – that shows your abilities to research, analyse and apply your knowledge in practice.

You will learn from academic staff with considerable industry and consultancy experience. This practical business insight is underpinned by lectures and workshops from visiting academics and industry practitioners – senior manager and leaders – helping to bring the most current workplace experience to your learning.

Our approach to teaching and learning is focused on a developmental experience for students that integrates technical knowledge, critical thinking and people-oriented skills. We aim to create a learning environment that is stimulating, applied, practical, challenging and reflective.

## Key features

An advanced understanding of leadership styles and effective people management techniques in changing external contexts

A nurturing approach to teaching and learning that emphasises the development of personal responsibility, self-direction, initiative, lifelong learning skills and reflective capability

Emphasis on teamwork and practical, experience-based learning

The professional knowledge, attributes, skills and competencies for a successful career in management and leadership

## Programme content

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

Financial Analysis for Managers
Marketing for Managers
Operations Management
Research Methods
Strategy and Decision-Making
Dissertation / Business Project

You will also take the specialist modules for your chosen pathway:

### Finance pathway

Business Analytics
Corporate Finance and Financial Markets
Financial Strategy and Investment

### Leadership & Change pathway

Change Management
Leadership
Managing Complexity

### Marketing pathway

Digital Marketing
Global Marketing Management
Marketing Communications Strategy

In addition to the core and specialist modules above, you will choose one of the following elective modules (subject to availability):

Coaching
Diversity and Migration Management
Entrepreneurship and Innovation
Family Business
Green Business
Private Equity and Venture Capital
Social Media and Analytics
Sustainability for Managers
Technology and Innovation

## Learning and assessment

Teaching and learning methods include seminars, structured workshops, business simulations, experiential sessions, case study analysis, team work, and individual and group tutorials. Group activities include a management strategy simulation weekend.

There is much emphasis on your own self-directed study, particularly for the final dissertation or business project.

Assessment is by written and practical examinations and through coursework assignments such as essays, reports, individual and group projects, research proposals and business plans.

## Professional endorsement and membership

On successful completion of this programme, you will be eligible for the Chartered Management Institute (CMI) dual award accredited extended Level 7 Diploma in Strategic Management and Leadership (at no extra cost). You must register for this award at the beginning of your studies. As student member of the CMI, you will also gain access to the Institute's online resources and selected events during your time at Regent's.

## Future opportunities

You will graduate with a diverse portfolio of professional knowledge and transferable skills. This will enable you to manage people and projects in a variety of organisational contexts, including the private, public and not-for-profit sectors.

## Entry requirements

A minimum of a lower-second class (2:2) UK honours undergraduate degree, or its international equivalent, with evidence of some coursework related to business and management or social science, from a recognised institution.

Alternatively, you may be eligible to apply for exceptional entry if you have a minimum of two years' relevant work 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
 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	£21,500
 Location	Regent's Park



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



# ■ 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	£21,500
 Location	Regent's Park

## Accredited by



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

*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 this 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 & Investment

Modern finance is complex, integrated and dynamic. To work in this challenging arena, financiers must master the skills to maximise capital, while successfully quantifying risk and responding to its implications.

There are four specialist pathways available depending on demand and intake:

- **Banking & FinTech**  
(September and January)
- **Energy Trade**  
(September and January)
- **Financial Trading**  
(September only)
- **Wealth Management**  
(September only)

## Pathways

### **Banking & FinTech pathway**

This pathway focuses on financial innovation and Fintech, with particular emphasis on the impact of technological disruptions in the banking sector.

### **Energy Trade pathway**

This pathway examines and evaluates the global energy trading industry, and the economic and political factors that influence it.

### **Financial Trading pathway**

You will focus on the trading mechanisms that govern the cash and derivatives buy and sell positions.

### **Wealth Management pathway**

This pathway provides an insight into the professional financial planning processes required to manage personal finance, credit, investment and other wealth management tasks.

MSc Finance & Investment is a true finance specialist programme. You will focus on one specialist area while also developing your core understanding of the wider financial industry.

The programme offers the rigorous academic training and applied insights required to meet the challenges of today's financial markets.

You will become proficient in investing, managing and maximising capital and wealth. You will also learn how to deal with risks and understand the regulatory framework of the financial services.

The structure has been specially designed to appeal to both students of financial and non-financial backgrounds.

Core modules provide a solid introduction to finance and investment. You will examine market mechanisms, and learn how the international financial markets work, including how capital is raised and financial securities and commodities are priced.

In your pathway modules, you will learn how to apply this core financial knowledge to address key issues within your specialist field.

Classes are designed to simulate a real-life experience of the financial industry. You will benefit from hands-on training, including access to the University's Thomson Reuters Eikon Terminals, Bloomberg L.P Terminals, Datastream including Worldscope databases and a dedicated trading room.

This programme has a global focus. As well as developing your understanding of finance and investment, you will learn how to apply them at a global level with the appreciation of ethical implications.

You will also examine the interaction between the different financial sectors, and learn how to differentiate and evaluate strategic financial options in an applied setting.

Teamwork is a core feature on this programme. Collaboration with fellow students from around the world will give you a global insight into how international markets operate.

You'll also be able to access one-to-one assistance from staff with valuable experience, as well as insights from guest professionals who are respected in their fields.

## Key features

A focus on the international environment of finance and investment

Opportunities to specialise and tailor your education to reflect your professional interests

Suitable for both finance and non-finance graduates

Taught by specialist lecturers boasting high academic credentials and varied, industry experience

Opportunities to work with live data using the Thomson Reuters Eikon Terminals, Bloomberg L.P Terminals, and the University's dedicated trading room

Strong focus on quantitative and analytical skills, taught in small classes with training on econometrics software

## Programme content

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

Corporate Finance

Financial Econometrics

Financial Statements Analysis and Valuation

International Finance and Economics

Investments and Portfolio Management

Pathway Dissertation

Quantitative Research Methods for Finance

You will also take the specialist modules for your chosen pathway:

### Banking & Fintech Pathway

Financial Technology and Innovation

Money, Credit and Banking

### Energy Trade Pathway

Energy Economics

Oil and Energy Trading

### Financial Trading Pathway

Fixed Income and Derivatives

Global Financial Trading

### Wealth Management Pathway

Financial Risk Management

Wealth Management

## Learning and assessment

The MSc Finance & Investment is delivered by experienced academics and professional guest lecturers, who will teach you the principles of finance and investment and their applications in your chosen pathway.

Teaching and learning methods include seminars, lectures, workshops, simulations, case studies, and external guest speakers.

Assessments include written assignments, examinations, presentations, group work and peer assessments.

## Future opportunities

MSc Finance & Investment will develop you as an effective analyst within the contexts of trading, banking, wealth management and investment.

Prospective careers after successfully completing this programme include assets and wealth management, financial trading, investment banking, energy trading, financial risk management and financial technology.

## Entry requirements

A minimum lower second class (2:2) UK Honours undergraduate degree in finance, accounting, economics, business, mathematics or another quantitative and scientific subject, or international equivalent from a recognised institution.

Alternatively, you may be eligible to apply for exceptional entry if you hold a minimum of two years' relevant work experience and provide a 1000-word personal statement outlining your reasons for applying, and how your previous experience is relevant to the programme. You may also be asked to attend an interview with the Head of Programme.

## MSc Finance & Investment

 <b>Duration</b>	12-16 months full time
<b>Start dates</b>	September (all four pathways) and January (Banking & Fintech pathway and Energy Trade pathway only) <sup>1</sup>
 <b>Tier 4 visa sponsorship</b>	Yes
 <b>Entry requirements</b>	Undergraduate degree with a minimum 2:2 classification in a quantitative or scientific subject 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</b>	£21,500
 <b>Location</b>	Regent's Park

<sup>1</sup> Pathways are subject to intake and demand.



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



# ■ 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	£21,500
 Location	Regent's Park



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

*The MSc Marketing Psychology offers the perfect blend of both disciplines. Until now, I never realised how much psychology is used in marketing, and this really interests me. I already feel prepared to use what I've learned at Regent's to make meaningful changes and additions to the company I work for after graduation.*

Jon Reese



# HOW TO APPLY

At Regent's, we offer a high level of personal attention, and this begins from the moment you apply to study with us.

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.

## How to apply

Applying to study at Regent's University London is a straightforward process. We accept direct applications all year round and there is 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.

## 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.

Please visit the website for information on students loans, scholarships and bursaries.

[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)



*I chose to study at Regent's because it is very business-orientated. I already had a sense that one day I would like to start my own business. Regent's really helped prepare me for today's competitive global environment and real life obstacles.*

Kosara Dangić Melentijević, Serbia

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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