Contents

4 Welcome
6 Home to community
8 Home to industry
10 Home to networking
12 Best of both
14 Scholarships and funding
16 The Bloomberg Finance Lab
18 International reach
20 Applying to our programmes
22 Entry requirements
24 MBA and Management programmes
44 Accounting and Finance programmes
54 Economics programmes
62 Real Estate programmes
69 Coming soon
70 Course index

The small print

Every effort has been made to ensure the accuracy of the information contained within this prospectus but it is subject to alteration without notice. The University reserves the right to make variations to the contents or methods of delivery of programmes and courses, to discontinue programmes and courses and to merge or combine programmes and courses. The University is constantly developing new programmes and courses, so please visit our website for the latest information.

The University of Aberdeen continues to pursue best practice and high standards of service for all students.

If you would like to receive this document in an alternative format, please contact the Marketing and Student Recruitment Service for more information.

Tel: +44 (0)1224 273235
Email: study@abdn.ac.uk
At our Business School you will be part of a thriving, diverse community of students and staff. You will make valuable industry contacts, learn from tutors with business experience, and work on live projects to prepare you for the real world.

When it comes to launching your career, we are home to the things that matter.
Home to community

At our Business School you will benefit from a tight-knit community of students and staff, and all the support that comes with it. You will meet people here from all over the world; who all feel like they belong. Wherever you come from, whatever you are passionate about, you will build friendships that will last a lifetime.

“I don’t know who I’d be if I hadn’t come here. It’s only been a year but I’ve met so many amazing people; they’ve all helped me become the person I am today.”

Sophia-Marie Korpian
Business Management and Psychology
Home to industry

This is the perfect place to prepare for the changing world of business. You will learn from tutors with hands-on business experience, benefit from the Business School’s great industry links, and work on live business projects. By bringing the business world to you, we will help prepare and inspire you.

“I’m gaining knowledge from lecturers who have been there and who have industry experience, not just people who have studied the subject. That ability to teach us about real world situations is crucial.”

Gopnauth Bobby Gossai Jr
PHD, Economics
Home to networking

Here you will be networking with your fellow students, just as you would in the business world. As part of a global student base, you will graduate with an international network of contacts. Who knows where your connections could take you?

“I found my mentor here. She’s running her own business now, and has offered to help me in any way she can. I know there’s someone I can contact when I leave.”

Gaia Calvio
Business Management and Psychology
Best of both

Studying at the University of Aberdeen Business School means you not only benefit from our awards and accolades, but also those of the wider University.

University of Aberdeen

— Founded —
1495

Voted
SCOTTISH UNIVERSITY
OF THE YEAR¹

MOST AFFORDABLE
STUDENT CITY IN THE UK²

—Associated with
FIVE
NOBEL PRIZES

75%
of research classified as
WORLD LEADING³

Business School

40+ NATIONALITIES

Real-time trading in our
BLOOMBERG
FINANCE LAB

CFA LEVEL 1 OR IFRS
qualifications can be obtained while studying a masters

£50,000
OFFERED IN SCHOLARSHIPS

Accounting and Finance
PROFESSIONALLY
RECOGNISED
by the ACCA and ICAEW

---
¹ The Times and Sunday Times Good University Guide 2019
² Royal Bank of Scotland Student Living Index 2017
³ Ranked by the Times Higher Education based on REF 2014 GPA scores
Scholarships and funding

The Business School is delighted to offer international students (those classified as overseas for the purpose of tuition fees) the opportunity to apply for a Merit scholarship. We have 10 competitive awards available, each worth £5,000. In order to apply, you must meet the following criteria:

- Hold a conditional or unconditional offer for entry in September 2020 for a Business School postgraduate taught programme delivered on campus in Aberdeen (excluding Executive MBA, MBA Finance, MBA and MBA Energy Management).
- Demonstrate an excellent academic track record and hold, or expect to obtain, the overseas equivalent of a UK second class upper (2:1) or first class honours degree.
- Demonstrate excellent personal and professional skills.
- Must not be in receipt of another scholarship or bursary.

For more details email gbs@abdn.ac.uk

“I’ve always wanted to see the world. My dad travelled to places like China and Hong Kong for business, and I always thought, ‘I want to do that’. That’s what I want – that sense of adventure.”

Amy Scott
Business Management
The Bloomberg Finance Lab

Finance students will gain real-world experience dealing with stocks and securities through our Bloomberg Terminal. This software platform provides real-time and historical data, market-moving news and analytics that help leading business and financial professionals make better informed investment decisions.

The service also features execution platforms for every asset class, research and a global network to communicate securely and reliably.

You will experience what life is like for the 325,000 leading banks, corporations and government agencies around the world who already use the software, giving you real-world experience that will enhance your career prospects.

“The Finance world is so broad and as a Finance graduate you can work in any industry and anywhere in the world. That’s really inspiring to me.”

Lea Emvula
MSc, Finance and Investment Management
In 2017, we became the first UK University to have a dedicated campus in the Gulf State of Qatar offering mainstream degrees. The multi-million pound facility in Doha is a partnership between the University and the Al-Faleh Group for Educational and Academic Services (AFG) that offers business degrees to Qatari nationals and the country’s expatriate community.
Applying to our programmes

1. CHOOSE YOUR PROGRAMME
   This guide contains an overview of all of our taught programmes, but you can find much more information and all our entry requirements at:
   - abdn.ac.uk/study/postgraduate

2. SUBMIT ONLINE APPLICATION
   All applications should be submitted online through our Applicant Portal:
   - abdn.ac.uk/study/postgraduate/apply

3. RECEIVING A DECISION
   You will be sent an email with our decision. If there are conditions attached to the offer, please upload documents to satisfy the conditions to the Applicant Portal as soon as possible.

4. REVIEW YOUR JOINING PACK
   Once cleared for admission you will receive a pack of joining instructions which includes a Certificate of Acceptance, information on accommodation, registration, tuition fees etc. International students who declare they require a Tier 4 visa to enter the UK will receive a CAS number so that they may apply.

5. ACCEPTING YOUR OFFER
   If you wish to accept the offer, please return your completed acceptance and financial guarantee forms as soon as possible. If you are waiting to hear the outcome of a funding application, you can still accept the offer of admission then send the completed financial guarantee form with the letter of sponsorship later.

6. YOUR FUNDING OPTIONS
   Most funding bodies have application deadlines, so we advise that you submit your funding application as early as possible. It’s important that you have an offer from the University before you apply for funding, so you need to get your application to us well before the funding body’s closing date:
   - abdn.ac.uk/funding

“Getting a degree just proves how capable you are. I keep the certificate from my last graduation on the fireplace in my living room, to make sure I don’t forget. I can’t wait to get another one!”

Alex Severn
MSc in Environmental Partnership Management
Entry requirements

**PROGRAMME**

- MScEcon Accounting and Finance
- MSc Finance
- MScEcon Finance and Investment Management (with CFA Level 1 exam)
- MSc Finance and Real Estate (with CFA Level 1 exam)
- MSc International Business Finance
- MSc International Business Management
- MSc International Human Resource Management
- MSc Marketing Management
- MSc Real Estate (International or Commercial options)
- MSc Law and Economics of Oil and Gas
- MScEcon Petroleum, Energy Economics and Finance
- MBA (Global)
- MBA, MBA Finance and Executive MBA
- MBA Energy Management
- MSc, PgCert or PgDip Digital Marketing Leadership

**ENTRY REQUIREMENTS**

Minimum entry requirement is a degree at **2:2 (lower second class)** UK Honours level (or a degree from a non-UK institution which is judged by the University to be of equivalent worth).

Minimum entry requirements is a degree at **2:1 (upper second class)** UK Honours level (or a degree from a non-UK institution which is judged by the University to be of equivalent worth and evidence of a strong background in quantitative subjects).

Minimum of two years’ post-degree work experience (five years is required for the Executive MBA); a track record of professional achievement and a good first degree (equivalent to a British second-class Honours degree) or above in any discipline. The Programme Director may consider applicants with non-standard qualifications. If you have non-standard qualifications and extensive work experience, please ensure to enclose a complete CV and detailed work references.

Minimum of three years post-degree work experience; a track record of professional achievement and at least the equivalent of a British 2:2 (Hons) degree. OR a minimum of 5 years work experience; associated training and an excellent track record of professional achievement.

A good honours degree from a UK University (or equivalent qualification from a recognised institution for those with non-UK qualifications). OR Substantial industry experience and a portfolio of training / achievement. Individuals seeking entry via this route will be required to provide a comprehensive CV detailing the experience, training and qualifications they have obtained to date. It is anticipated that all individuals applying via this route will be interviewed via skype or an alternative technology.

All students entering the University must provide evidence that they can use English well enough to study effectively at the University of Aberdeen. If you have not studied in the UK, the requirement is IELTS minimum overall: 6.5 IELTS minimum by component: 6.0 in writing and reading, 5.5 other elements (or equivalent PTE). If you have not yet achieved the required IELTS or equivalent scores, we offer extensive pre-sessional English courses, designed to take you to the level of English ability and skill required for your studies here. For more information:

[abdn.ac.uk/languagecentre](http://abdn.ac.uk/languagecentre)
MBA and Management programmes
MBA

The MBA is our on campus MBA programme. It is focused on the real needs of business and is designed to provide you with an opportunity to develop your understanding of the knowledge and skills required to succeed in today’s challenging business world.

WHY STUDY THIS PROGRAMME?

An MBA is the most popular professional degree programme in the world. The University of Aberdeen MBA is a globally recognised qualification designed to develop your leadership skills, underpinned by practical and theoretical knowledge. It offers you the opportunity to formally recognise your business expertise and will take you to the next level in terms of career progression, earnings potential and job satisfaction. In short, our MBA will provide you with the credentials needed to compete against the best.

WHY STUDY WITH US?

Our MBA is not all about business dogma, it’s refreshingly different. Our programme encourages you to challenge the way business is done, and find new, more effective, more creative ways of doing it. Our MBA attracts many talented people from different industries, from all over the world. In this way, you will be able to learn from your peers, share ideas, create professional networks and make friendships that last well beyond the academic experience.

WHAT WILL YOU GAIN?

Although the programme is aimed at working professionals, with significant business experience, there is still a lot to learn. We will explore both the practical and theoretical aspects of business, broadening and deepening your knowledge – and focusing on powerful business insights – many of them from newly emerging business models that will shape tomorrow.

WHAT WILL YOU STUDY

Semester 1
- Business Economics
- Operations and Project Management
- Business Strategy
- Accounting and Finance for Managers

Semester 2
- Strategic Marketing
- Managing People at Work
- Managing Change
- The Leadership Challenge

Semester 3
- New Venture Creation
- Plus three modules from the summer school electives:
  - Strategic Financial Analysis
  - Talking to Teams
  - People, Creativity and Change
  - Supply Chain Management
  - Digital Marketing
  - Essential Human Resources Management

HOW YOU WILL STUDY

The MBA programme consists of a stimulating mix of lectures, tutorials, seminars, case studies, fieldwork and business simulations, which are further supported by on-line forums and additional learning materials. All of modules are assessed entirely by coursework – there are no exams – so you will be required to produce reports, briefing notes, presentations and reflective journals. Together these will build up into a personalised portfolio of experience – tangible proof that you’ve acquired key business skills and knowledge and something we know that prospective employers find very useful.

YOUR FUTURE CAREER

MBA graduates are in high demand worldwide and the average salary of an MBA graduate is over £80,000 according to the Association of MBAs. Our Alumni have enjoyed much success with recent graduates going on to work in organisations such as Accenture, Bank of Scotland, Centrica, KPMG, Shell and Standard Chartered Bank.

WHAT TO DO NEXT?

For details on entry requirements, please visit: abdn.ac.uk/pgt/mba
For details on fees and funding, please visit: abdn.ac.uk/tuition-fees
MBA Energy Management

Advance your career in this high-growth, profitable global sector with our specialised, industry-focused MBA. Whether you’re already in the energy sector or you have the transferrable skills to move into it, this programme will give you a competitive advantage.

WHY STUDY THIS PROGRAMME?

Our industry-led MBA programme is unique in the UK for developing the next generation of skilled, talented and knowledgeable professionals for higher-level positions within the energy industry. This programme will provide you with the knowledge base and necessary analytical skills to understand the major challenges, financial models and decision-making processes that will characterise the energy industry in the coming decades.

WHY STUDY WITH US?

Located in the energy capital of Europe, the University of Aberdeen plays a major role in the energy industry through research, consultancy, training and development. The MBA Energy Management was designed in consultation with leading energy industry professionals and organisations to ensure it is aligned with the competencies and skills needs of the industry. Our programme has been endorsed by recognised industry bodies such as The Energy Institute.

WHAT WILL YOU GAIN?

This programme enables you to focus your studies across a wide number of areas including Business Strategy, Project Management, Finance, Supply Chain Management and The Leadership Challenge. You will develop your business acumen, problem-solving skills and strategic thinking with a global perspective designed to help accelerate your career in the energy industry.

• Deepen your understanding of key energy industry structures
• Connect you with the key functional areas of energy businesses
• Develop your critical-thinking and strategic decision-making skills
• Sharpen your implementation skills as a leader and team member
• Enhance your global perspective via interaction with your peers

WHAT YOU WILL STUDY

Semester 1
• Business Strategy
• Business and Money
• Values and Markets
• Operations and Project Management

Semester 2
• Managing Change
• Business Model Innovation
• Managing Self and Others
• The Leadership Challenge

Semester 3
• Talking to Teams
• Energy Finance
• Future Energies
• Supply Chain Management
• Or, for part-time students two of the above and a work-based project

HOW YOU WILL STUDY

You will study in a contemporary university environment and experience innovative teaching methods that give you the chance to interact with industry. The taught element of the programme is delivered through an inspiring mix of lectures, workshops, role-plays and simulation exercises. There are no exams – the programme focuses on real-world learning to help you gain relevant knowledge, quickly and effectively – with all assessment done by portfolio or work-based assignment.

YOUR FUTURE CAREER

The energy market is crucial to the global economy. Many of our MBA graduates have secured high-level employment with some of the biggest companies in the world including BP, Citibank, Ernst and Young, Google, KPMG, Npower and Royal Bank of Scotland.

WHAT TO DO NEXT?

For details on entry requirements, please visit: abdn.ac.uk/pgt/mba-energy-management
For details on fees and funding, please visit: abdn.ac.uk/tuition-fees

energy institute

Deepen your understanding of key energy industry structures
Connect you with the key functional areas of energy businesses
Develop your critical-thinking and strategic decision-making skills
Sharpen your implementation skills as a leader and team member
Enhance your global perspective via interaction with your peers

LEARNING MODE
On-campus

START MONTH
September & January

STUDY MODE
Full-time and part-time

ENTRY REQUIREMENTS
2:2

QUALIFICATION
MBA

WORK EXPERIENCE
3 years minimum

DURATION
12 months full-time
24 months part-time
MBA Finance

The MBA Finance is designed for managers looking to take a strategic step forward in their career with a specific focus on finance. It offers an opportunity to formally recognise your business expertise and take you to a higher level of earnings potential and job satisfaction.

WHY STUDY THIS PROGRAMME?
Our MBA Finance will equip you with the knowledge and insight to understand contemporary issues and practices in management and finance. Importantly, you will develop practical interpersonal skills to bring about positive organisational and market change. In all of this, you will explore management and finance in the context of international business and gain the skills and capabilities needed to be a leader in your chosen field.

WHY STUDY WITH US?
Our Business School is internationally recognised and plays a major role in industry through research, and consultancy. Our unique industry weeks will enable you to interact with businesses, working with them to identify opportunities and develop possible solutions for investors and key stakeholders. Not only will you acquire the business knowledge essential to success, you will also develop the crucial characteristics such as strong communication and interpersonal skills, quantitative knowledge and technical skills – most sought after in the highly competitive global business environment.

WHAT WILL YOU GAIN?
This pathway MBA will equip you with an enhanced knowledge and understanding of accounting and finance to enable you to pursue more specific roles in the areas of project finance and corporate finance. You will not only enhance your credentials with a globally-recognised MBA and first class management training, you will develop a holistic approach to understanding and solving major business problems.

WHAT YOU WILL STUDY
Semester 1
- Business Economics
- Accounting and Finance for Managers
- Business Strategy
- Operations and Project Management
- Entrepreneurship in Practice

Semester 2
- Strategic Marketing
- Managing People at Work
- Managing Change and Innovation
- The Leadership Challenge

Semester 3
- New Venture Creation
- Strategic Financial Analysis
- Professional Skills for Finance and Data Analysis
- Corporate Governance and Ethics

HOW YOU WILL STUDY
You will study in a contemporary university environment and experience innovative teaching methods that give you the chance to interact with industry. You will learn through a combination of theory and practice, taking the knowledge from the classroom to the workplace. A stimulating mix of lectures, tutorials, seminars, case studies, field work and business simulations will be further supported by on-line forums and additional learning materials and frameworks.

YOUR FUTURE CAREER
MBA graduates are in high demand worldwide and our Alumni have enjoyed much success with recent graduates going on to work in organisations such as Accenture, Bank of Scotland, Centrica, Citibank, KPMG, Shell and Standard Chartered Bank.

WHAT TO DO NEXT?
For details on entry requirements, please visit: abdn.ac.uk/pgt/mba-finance
For details on fees and funding, please visit: abdn.ac.uk/tuition-fees

LEARNING MODE
On-campus

START MONTH
September

STUDY MODE
Full-time

QUALIFICATION
MBA

DURATION
12 months full-time

ENTRY REQUIREMENTS
2:2
The MBA (Global) is designed to help you to change the way the world does business. Delivered online, it challenges you to explore forward-thinking and disruptive approaches to business alongside your international peers – gaining skills in leadership, innovation, change management, strategy development, sales and marketing.

**WHY STUDY THIS PROGRAMME?**

The MBA (Global) provides the opportunity to study for our MBA wherever you are, and at times that suit you. This MBA is delivered via a custom-built online learning environment that offers a level of support and tutor interaction that we believe is second-to-none. There are no face-to-face, residential or attendance-based elements.

**WHY STUDY WITH US?**

This programme offers you the best of both worlds – study online, part-time, wherever you are – while gaining the same MBA award as on-campus students at the University of Aberdeen Business School. The two-year MBA (Global) programme starts in January, July and October each year with a focus on developing skills in all areas of business, from Leadership and Strategy Development to Marketing and Project Management.

**WHAT WILL YOU GAIN?**

The MBA (Global) is delivered in partnership with the Interactive Design Institute. It is focused on the real needs of business and provides an opportunity to develop the knowledge and skills required to succeed in today’s challenging business world. This online MBA is delivered by high quality teaching staff.

- Gain insight into the innovation process, challenging current practice to remain relevant and competitive
- Manage projects, change and teams, developing the skills to excel in a variety of management roles
- Lead smartly and effectively, developing a strong leadership style
- Understand marketing and sales, and how to identify and satisfy your target markets
- Develop profitable strategies, analysing your current position, goals and routes to success

**WHAT YOU WILL STUDY**

Block 1 – Understanding Yourself, Your Business and The Market
- The Leadership Challenge
- Marketing and Sales Management
- Business Model Innovation

Block 2 – Preparing, Implementing and Evaluating
- Strategy and Practice In A Dynamic World
- Future Thinking
- Leading and Managing High Performance Teams

Block 3 – Scoping, Planning and Motivating
- New Venture Creation
- Strategic Financial Analysis
- Professional Skills for Finance and Data Analysis
- Corporate Governance and Ethics

Block 4 – Research Practice, Action and Reflection
- Making Sense of Research
- Research in Practice
- Developing Business Solutions

**HOW YOU WILL STUDY**

The MBA (Global) is studied entirely online, but at all times you will be fully supported by tutors and our student support service. Tutors are available to provide feedback and one-to-one guidance. Our online learning materials are specifically designed for the modern business professional. Their intuitive functionality enables you to engage with your studies wherever and whenever. Activities include investigating case studies, creating innovative business proposals, and completing reflective exercises – all designed to help you gain an in-depth knowledge of best global business practices.

**YOUR FUTURE CAREER**

Our MBA is designed to enhance your employability and provide a platform for your future career success. Our Careers Service can help you to plan your career and support your choices. Recent Business School alumni have gone to work with major organisations such as Accenture, Google, KPMG, Shell and Standard Chartered Bank.

**WHAT TO DO NEXT?**

Please contact admissions-onlineidi@abdn.ac.uk for more information about this programme.

For details on entry requirements, please visit:  
[abdn.ac.uk/pgt/mba-global](abdn.ac.uk/pgt/mba-global)

For details on fees and funding, please visit:  
[abdn.ac.uk/tuition-fees](abdn.ac.uk/tuition-fees)
Executive MBA – London and Shanghai

The Executive MBA is designed for ambitious professionals who are willing to embrace challenging, part-time study. The modular programme offers a convenient format for busy executives and is delivered in London or Shanghai.

WHY STUDY THIS PROGRAMME?
We recognise that the business leaders of the future will be required to demonstrate an array of professional skills, critical analysis and strategic planning in an increasingly challenging world. Our unique Executive MBA is focussed on developing these core, transferable business skills. It offers ambitious professionals the opportunity to further advance their careers by developing the vision, knowledge and strategic leadership skills needed to pursue a high profile career in business.

WHY STUDY WITH US?
We will cover key aspects of business management theory and practice with a strong emphasis on balancing knowledge and skills. You will develop a broad understanding and holistic view of the drivers of global business and the most effective approaches to the management of an international organisation. In short, you will be more than ready to move on to the next stage of your career.

WHAT WILL YOU GAIN?
Our Executive MBA is designed to enhance your professional credentials with a globally-recognised MBA degree and first-class management training. The programme consists of nine core modules, and a Practical Intervention Project that will evidence the culmination of your study.

Our core modules include:
- Strategy
- Leading Strategic Change
- Accounting and Finance for Executives
- Management Effectiveness
- Strategic Human Resource Management
- Corporate Responsibility, Sustainability and Business Ethics
- Marketing, Reputation and Value
- Entrepreneurship and Innovation
- Global Strategy
- Practical Intervention Project

WHAT YOU WILL STUDY
Our Executive MBA consists of nine core modules, each bearing 15 credit points, plus a 45 credit Practical Intervention Project that will evidence the culmination of your study.

The core modules are:
- Strategy
- Leading Strategic Change
- Accounting and Finance for Executives
- Management Effectiveness
- Strategic Human Resource Management
- Corporate Responsibility, Sustainability and Business Ethics
- Marketing, Reputation and Value
- Entrepreneurship and Innovation
- Global Strategy
- Practical Intervention Project

HOW YOU WILL STUDY
Our Executive MBA programme is delivered in London or Shanghai, over long weekends (Friday to Sunday), starting in September or January. You will follow an eight-week cycle of part-time study over two years, during which you will be taught by a wide range of experts including professors, lecturers, teaching fellows and postgraduate tutors. The classroom teaching comprises a mix of lectures, group work, case studies and discussion, and this along with one-to-one supervision is designed to provide you with a sound underpinning for a specific programme of practical research.

For those attending the classes in Shanghai, translations of some programme material will be made available to students and Mandarin speaking staff will form part of the delivery team.

YOUR FUTURE CAREER
The Executive MBA is professional learning tailored to help accelerate your career in the world of international business. You will gain the skills employers are looking for in senior positions and/or acquire the skills to you need to radically change career path or start your own business.

WHAT TO DO NEXT?
For details on entry requirements, please visit:
- abdn.ac.uk/ptg/mba-london
- abdn.ac.uk/ptg/exec-mba-china

For details on fees and funding, please visit:
- abdn.ac.uk/tuition-fees

LEARNING MODE
London or Shanghai

START MONTH
London – Feb & Oct
Shanghai – Mar & Oct

DURATION
24 months part-time

QUALIFICATION
MBA

WORK EXPERIENCE
5 years minimum

STUDY MODE
Part-time

ENTRY REQUIREMENTS
2:2
Digital Marketing Leadership, MSc, PgCert or PgDip

The MSc in Digital Marketing Leadership equips students with the cutting-edge digital expertise that is sought-after by businesses around the globe today – enabling you to advance your career opportunities in this significant, influential and growing sector.

WHY STUDY THIS PROGRAMME?

The online MSc in Digital Marketing Leadership is designed to meet the rapidly increasing role of digital marketing within the strategic, operational and marketing functions of organisations worldwide. It is designed to create the next generation of digital marketing leaders by combining strategic thinking with digital know-how in a compelling business-focused package.

WHY STUDY WITH US?

The programme uniquely combines the academic expertise of the University’s Business School with the practical insights of a successful digital marketing consultancy, Jump Digital. Jump Digital has developed and delivered digital marketing consultancy at all levels from strategic to tactical and to all sizes of organisations across various industry sectors. Delivered entirely online, this is a part-time programme that offers excellent flexibility. This programme is accredited by the Chartered Institute of Marketing, the leading professional body for marketers worldwide.

WHAT WILL YOU GAIN?

The programme uses a ‘theory into practice’ approach that allows students to quickly add value to an organisation. This means you will leave with understanding not just of the theories that underscore digital marketing, but also the challenges and techniques of digital marketing implementation. For example, early on in the programme you will follow an entrepreneur’s interactions with a practicing digital marketing consultancy, acquiring knowledge and insight into how a brief is interpreted and then met.

WHAT YOU WILL STUDY

Degree Structure

The MSc Digital Marketing Leadership comprises 5 ‘taught’ modules and a final consultancy-based project module. All modules are 30 credits, each equating to 100 learning hours (reading, research, activities and assignment preparation). Students are given a maximum of 4 years to complete the programme.

Stage 1 (PG Certificate)

• Digital Marketplace and Strategy
• Digital Strategy and Digital Assets

Stage 2 (PG Diploma)

• Executing a Digital Strategy
• Effective Consultancy and Project Management

Stage 3 (Masters)

• Digital Futures
• Consultancy - Based Project

HOW YOU WILL STUDY

With start dates in January, June and September, this programme is delivered entirely online through high-quality, engaging videos, webinars and discussion forums. The programme provides flexibility for individuals to study at a pace that meets their own personal goals. For part-time students, the maximum programme length is four years. The online materials are presented in varied formats with regular use of video so you can also watch digital marketing professionals in action as they review websites, research marketplaces and dissect campaigns.

YOUR FUTURE CAREER

You will leave not just with key digital marketing knowledge, but with improved communication and consultancy skills, enabling you to pursue a career in digital marketing in prestigious organisations around the world. Depending on your previous experience, you could enter roles such as Head of Digital Marketing, SEO Specialist, Online Community Manager or Social Media Executive.

WHAT TO DO NEXT?

For details on entry requirements, please visit: abdn.ac.uk/pgt/dml

For details on fees and funding, please visit: abdn.ac.uk/tuition-fees

LEARNING MODE

Online

START MONTH

January, June & September

STUDY MODE

Part-time

ENTRY REQUIREMENTS

2:2

QUALIFICATION

MSc, PgCert, PgDip

WORK EXPERIENCE

Not applicable

DURATION

24 months part-time
MSc International Business Management

This programme enables you to build commercial awareness and gain a deep understanding of the challenges and trends facing global business leaders today. The world’s economy is increasingly global and demand continues to grow for the leaders of the future who clearly understand the international context of business.

WHY STUDY THIS PROGRAMME?
This programme helps recent graduates and early-stage professionals from any background to develop a global career in business and management. By specialising in international business, you place yourself in a more powerful, marketable position because a broad knowledge of business practice around the world is highly relevant, becoming increasingly valuable to employers.

WHY STUDY WITH US?
Many of our academics come from the commercial world as well as academia, and we are constantly engaging with industry, so you will develop the knowledge and real-world skills you need to compete. This programme helps you connect with a deeper, more focused set of business skills, with a strong view of how international organisations work. By providing you with an in-depth understanding of global practices across a broad spectrum of business fields, this programme will prepare you for a career in global management. And, what’s more, after just two years of work experience in a management position, you will have the option to undertake a direct pathway to a fast-track MBA.

WHAT WILL YOU GAIN?
This ‘conversion’ Masters programme is open to graduates from any discipline, and provides a broad-based training in international business theory and practice. You will gain a good understanding of economic fluctuations and an understanding of how to interpret and use financial data.

WHAT YOU WILL STUDY

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Accounting and Finance for Managers</td>
<td>• Managing Human Resources</td>
<td>• Either Digital Marketing or Corporate Governance and Ethics</td>
</tr>
<tr>
<td>• Interpersonal Management, Negotiation and Persuasion</td>
<td>• Internationalisation</td>
<td>• Critical Studies Paper</td>
</tr>
<tr>
<td>• Marketing Management</td>
<td>• Research Practice</td>
<td>• New Venture Creation</td>
</tr>
<tr>
<td>• Issues in International Management</td>
<td>• The Leadership Challenge</td>
<td></td>
</tr>
</tbody>
</table>

WHAT TO DO NEXT?
For details on entry requirements, please visit: abdn.ac.uk/pgt/int-bus-mgmt
For details on fees and funding, please visit: abdn.ac.uk/tuition-fees

LEARNING MODE
On-campus

START MONTH
September or January

STUDY MODE
Full-time or part-time

ENTRY REQUIREMENTS
2:2

QUALIFICATION
MSc

WORK EXPERIENCE
Not applicable

DURATION
12 months full-time
24 months part-time
MSc International Human Resource Management

This programme will provide you with an exceptional understanding of international human resource management – both its operations and its economic, political and social context. It will deliver a learning experience designed to give you the confidence and the skills to add value to employers immediately upon graduating.

WHY STUDY THIS PROGRAMME?

This programme aims to develop knowledgeable practitioners with an appreciation of multi-cultural international practice. The programme will help you to be able to critically measure HR interventions using quantitative/qualitative, scientific and psychological approaches to managing human resources. This MSc will also equip you with the tools to critically examine and apply contemporary approaches to HR management within organisations that are operating in a global environment. It will cover the financial, project management and relationship skills you need to succeed.

WHY STUDY WITH US?

The University of Aberdeen draws on ancient heritage and globally recognised excellence in research and teaching to challenge students academically and to connect them with the world of practice. This MSc covers core areas in HR such as Resourcing and Talent Management, Managing Performance and Digital Engagement and Relationships. You will develop a thorough understanding of fundamental concepts, principles, theories, practices and legislative frameworks underlying international human resource management.

WHAT WILL YOU GAIN?

You will be able to critically examine and translate your learning of organisations within a changing global environment using quantitative and qualitative skills. You will develop a deep understanding of the key issues, institutions, opportunities and managerial processes that are central to international human resource management.

• Learn to effectively apply CIPD professional behaviours and values
• Analyse criteria and specifications appropriate to issues in leadership and management
• Understand global best practice across varied sectors and industries
• Develop a broad knowledge of fundamental concepts, principles, theories and practices

WHAT TO DO NEXT?

For details on entry requirements, please visit: abdn.ac.uk/pgt/ihrm
For details on fees and funding, please visit: abdn.ac.uk/tuition-fees

HOW YOU WILL STUDY

We build on professional core areas such as Resourcing and Talent Management, Managing Performance and Digital Engagement and Relationships. Recognising the growth of global consultancy, the programme contains the financial, project management and relationship skills needed to perform effectively.

You will critically examine the needs of the global marketplace and the integration of skills, systems and knowledge required to enable organisations to operate efficiently and effectively in dynamic commercial environments.

YOUR FUTURE CAREER

This MSc programme produces graduates who are capable of critically evaluating and applying current research and advanced thinking in international human resource management. You will be equipped with the knowledge and skills to engage within the international HR environment, and will have the potential to enter a wide range of industries around the world as an HR practitioner.

LEARNING MODE
On-campus

START MONTH
September

STUDY MODE
Full-time or part-time

ENTRY REQUIREMENTS
2:2

QUALIFICATION
MSc

WORK EXPERIENCE
Not applicable

DURATION
12 months full-time
24 months part-time
MSc Marketing Management

Convert your undergraduate degree into a specialist Master’s qualification and boost your appeal to potential employers. Our programme is accredited by the Chartered Institute of Marketing and will equip you with all the skills required for a successful marketing career.

WHY STUDY THIS PROGRAMME?

This programme is accredited by the Chartered Institute of Marketing, the leading professional body for marketers worldwide. It offers you the opportunity to gain a professional qualification that is highly sought after by employers and is designed to ensure you will be fully equipped to take advantage of the best opportunities for a successful marketing career. You will develop advanced knowledge of marketing strategies, principles, models, theories and practices, and pick up a practical skill-set that is directly applicable to the workplace across a wide range of sectors.

WHY STUDY WITH US?

Our programme can be completed in a single year, from any undergraduate discipline, and offers all the elements of a high-level Master’s degree within an innovative and stimulating programme structure. Our approach to learning ensures that our MSc stays current with industry developments. The programme is built around the very latest marketing research insights into what employers need, current expert thinking and real-world practical experience.

WHAT WILL YOU GAIN?

You will gain a variety of useful, practical skills such as, the ability to interpret complex information, solve problems and work to deadlines. These practical skills will help to open doors into a marketing career. You will learn to diagnose problems accurately and solve them creatively, while gaining the industry awareness you will need to impress recruiters.

WHAT WILL YOU STUDY

Semester 1
- Consumer Behaviour
- Interpersonal Management, Negotiation and Persuasion
- Marketing Management
- Marketing Decision Making

Semester 2
- New Product and Service Development
- Marketing Communications
- Business Model Innovation
- Research Practice

Semester 3
- Digital Marketing
- Dissertation
OR
- Marketing Project

HOW YOU WILL STUDY

The nine modules that you will study use a mix of highly effective learning techniques from modern to traditional, including small-group workshops, lectures, computer-based simulations, interpersonal role-plays, negotiating workshops and marketing pitch presentations. Furthermore, all assessments are based on a portfolio of work-related assignments and your final dissertation/project. There are no exams, just intensive real-world learning that helps you to gain the relevant knowledge, quickly and effectively.

YOUR FUTURE CAREER

If you are looking for a challenging and exciting career in business that combines an entrepreneurial attitude with a results-driven, hands-on approach, then this is the programme for you. Marketing is a core discipline in virtually every organisation, both commercial and public, and our Master’s degree has been designed to prepare you for a wide range of management roles in areas such as advertising, branding, CRM, marketing and market research.

WHAT TO DO NEXT?

For details on entry requirements, please visit: abdn.ac.uk/ptg/marketing-management

For details on fees and funding, please visit: abdn.ac.uk/tuition-fees

LEARNING MODE
- On-campus

START MONTH
- September

STUDY MODE
- Full-time or part-time

ENTRY REQUIREMENTS
- 2:2

QUALIFICATION
- MSc

WORK EXPERIENCE
- Not applicable

DURATION
- 12 months full-time
- 24 months part-time
Accounting and Finance programmes
MScEcon Accounting and Finance

The Accounting and Finance MSc sets you on a path for a rewarding career in this highly skilled profession, whether you’ve recently graduated or are already working. With this specialised programme you do not need previous experience in this area to gain the skills to advance a career in the financial sector.

WHY STUDY THIS PROGRAMME?

A career in finance requires an in-depth understanding of both the theory and practical knowledge of accounting and finance. With this industry-focused programme, you will master a wide range of financial tools and acquire a solid foundation of key accounting and finance topics, while developing the necessary skills for management roles. The programme will thoroughly prepare you for a successful career across a variety of potential accountancy and financial roles and industries.

WHY STUDY WITH US?

Led by renowned academics and top industry practitioners, you will gain access to the latest finance research, software and techniques. The Business School’s strong links with financial institutions, recruiters and practitioners ensures a focus on tangible, marketable employability skills, relevant to the real financial world. You will have the opportunity to engage with industry throughout the programme, including working on live projects with prestigious companies. We also run workshops with visiting industry specialists from companies such as Deloitte, KPMG, PwC and EY.

WHAT WILL YOU GAIN?

You will leave this highly practical, industry-focused programme with real-world finance experience – as well as recognised certification from the Institute of Chartered Accountants of England and Wales (ICAEW). Our Professional Accounting module comes complete with the International Reporting Standards Certificate, IFRS, used by most countries around the world. You will also be exempt from the first four modules in the Association of Chartered Certified Accountants syllabus.

WHAT YOU WILL STUDY

Semester 1
- Quantitative Methods
- Issues in Corporate Finance Accounting
- Economics Analysis

Semester 2
- Portfolio Analysis
- Financial Analysis and International Accounting
- Management Accounting
- Optional Modules (one of the following)
  - Professional Accounting
  - Studies in Accounting

Semester 3
- Dissertation for Finance Programmes

HOW YOU WILL STUDY

You will enjoy access to first-rate academic facilities, including our finance lab, powered by Bloomberg. This software platform gives you access to the same professional tools used by major international financial services companies. This software platform provides real-time and historical data, market-moving news and analytics to help leading business and financial professionals make better informed investment decisions. You will attend a variety of stimulating lectures, seminars and tutorials. Your skills and competency will be assessed through a combination of presentations, traditional exams, essays and a dissertation.

YOUR FUTURE CAREER

Having a recognised accountancy qualification can give you many career options, with a higher percentage of company board members holding an accountancy qualification than any other kind of postgraduate qualification. You could progress to hold roles such as Accountant, Auditor or Financial Manager in prestigious firms around the world.

WHAT TO DO NEXT?

For details on entry requirements, please visit: abdn.ac.uk/pgt/accounting-finance

For details on fees and funding, please visit: abdn.ac.uk/tuition-fees
MScEcon Finance and Investment Management (with CFA Level 1 exam)

The Finance and Investment Management MSc provides a thorough grounding in this major growth area, enhancing your skills and expertise, and your appeal to employers. You will benefit from our world-leading facilities, including access to our trading platform, and gain hands-on practical experience to support an in-depth understanding of finance.

WHY STUDY THIS PROGRAMME?

This programme covers a comprehensive mix of the theoretical and practical aspects of finance and investment for both early career finance professionals and those keen to enter a finance profession. You will acquire significant theoretical and practical knowledge in a wide range of finance disciplines. The programme will equip you with a solid background in finance, enhanced quantitative and analytical skills, and a strong understanding of financial modelling and investment decisions.

WHY STUDY WITH US?

Our MSc is founded on years of financial and investment expertise within the Business School. It offers an excellent combination of academic rigour, specialist skills and runs in parallel with the globally recognised qualification CFA Level 1. You will have the opportunity to take this leading professional qualification as part of the MSc. We are also home to a Bloomberg finance lab which streams up-to-the-minute data, to enable would-be traders and fund managers to ‘practice’ investing. This is a hands-on opportunity for you to react instantly to live news feeds and gain practical skills required to work productively in the global financial sector before graduation.

WHAT WILL YOU GAIN?

With a highly practical approach to learning, topics cover a wide range of finance discipline areas, such as Corporate Finance, Portfolio Management, Empirical Methods in Financial Research, Economic Analysis, and Accounting and Financial Reporting.

- Expand your knowledge of financial modelling and investment decisions
- Employ advanced analytical tools and quantitative techniques relevant to the financial world
- Experience world-leading facilities with access to our Bloomberg finance lab

WHAT YOU WILL STUDY

Semester 1
- Quantitative Methods
- Issues in Corporate Finance
- Accounting
- Economic Analysis

Semester 2
- Portfolio Analysis
- Empirical Methods in Financial Research
- Financial Analysis and Markets
- CFA OPTION: Professional Finance
- NON CFA OPTION: Studies in Finance

Semester 3
- Dissertation

HOW YOU WILL STUDY

This programme combines the expertise of the University’s Business School with the professional insights of finance practitioners from the city. You will receive a state-of-the-art tablet, pre-loaded with the software and materials for your studies and will learn through a stimulating mixture of traditional lectures, tutorials, projects, research and seminars. Your work will be assessed through essays, exams and a summer dissertation.

YOUR FUTURE CAREER

Finance graduates are in high demand worldwide and careers with a top finance qualification are diverse and often lucrative. Graduates of this programme typically aim for positions in the global corporate and financial sector as business analysts, asset managers, traders, brokers, hedge fund or investment advisors, credit controllers, treasurers, bankers, market specialist or accountants.

WHAT TO DO NEXT?

For details on entry requirements, please visit: abdn.ac.uk/pgt/finance-invest-cfa
For details on fees and funding, please visit: abdn.ac.uk/tuition-fees

LEARNING MODE
On-campus

START MONTH
September

STUDY MODE
Full-time

ENTRY REQUIREMENTS
2:2

QUALIFICATION
MSc

WORK EXPERIENCE
Not applicable

DURATION
12 months full-time
MSc International Business and Finance

The world’s economy is becoming increasingly global, and those who understand the international context of business and finance are in high demand. This programme combines a research-led approach with a practical focus to help you develop your knowledge and analytical skills in both the management and finance-related fields.

WHY STUDY THIS PROGRAMME?

This MSc provides an in-depth understanding of the relationships between general management and finance in an international setting, helping you develop core finance knowledge and how to apply it in real-world settings. The programme also covers broad-based business training in international business theory and practice. You will gain a good understanding of economic fluctuations and an understanding of how to interpret and use financial data.

WHY STUDY WITH US?

Our MSc is founded on years of financial and management expertise within the Business School, which is internationally recognised for its research excellence. This versatile programme combines key elements of management with a core foundation in finance. You will learn how you would operate as a manager, and gain confidence in analysing business financial performance and making decisions in a broader context. You will also have access to world-leading facilities, including our in-house stock exchange, which gives you the opportunity to work with our Bloomberg finance lab and gain the hands-on practical experience that supports an in-depth understanding of finance.

WHAT WILL YOU GAIN?

You will gain a greater understanding of a company’s finances, funding strategies and governance in a financial setting, without being narrowly trained in finance alone. You will have an advantage over other general management graduates, as you will be able to understand financial objectives and the need for good financial planning.

- Develop a well-rounded skillset with the tools you need to succeed
- Experience world-leading facilities with access to our in-house stock exchange
- Create a major job-search advantage by kick-starting a new professional direction
- Learn essential communication and professional skills

WHAT YOU WILL STUDY

Semester 1
- Marketing Management
- Accounting and Reporting
- International Issues
- Business Economics

Semester 2
- Leadership Challenge
- Critical Financial Report 1
- Internationalisation
- International Finance

Semester 3
- Corporate Governance and Ethics
- Strategic Financial Analysis
- Professional Skills for Finance & Data Analysis
- Critical Financial Report 2

HOW YOU WILL STUDY

Our high-quality programme develops skills valued by employers, including independent learning and research, group work, presentation skills and project work. You will use advanced tools and quantitative techniques to critically appraise financial opportunities. Although you don’t need to have a background in this sector, it’s an advantage if you are already confident and competent with numbers. This programme will take these strengths and enable you to embed them in a financial context.

YOUR FUTURE CAREER

Graduates from this programme are highly sought after around the world in lucrative positions. Our programme will provide you with the knowledge and confidence you need to succeed in industries such as accounting and professional services, investment banking, financial consultancy, supply chain management, corporate mergers and acquisitions, and marketing.

WHAT TO DO NEXT?

For details on entry requirements, please visit: abdn.ac.uk/pgt/ibf
For details on fees and funding, please visit: abdn.ac.uk/tuition-fees

LEARNING MODE
On-campus

START MONTH
September or January

STUDY MODE
Full-time or part-time

ENTRY REQUIREMENTS
2:2

QUALIFICATION
MSc

DURATION
12 months full-time
24 months part-time
MSc Finance

The MSc Finance is founded on the considerable financial expertise that exists within the Business School and on powerful global connections with the financial sector. Delivered online, the programme focuses not only on academic success, but also on helping you to build a broad range of specialist skills that will help advance your career.

WHY STUDY THIS PROGRAMME?

Whether you have already embarked on a finance career or you aspire to enter a finance profession, the MSc Finance will provide you with a thorough grounding in theoretical and practical aspects of finance, economics and investment. The programme begins with the core disciplines that underpin finance – including Accounting for Finance, Economics for Finance and Quantitative Methods for Finance – before building through more advanced topics to culminate with a project or dissertation as the capstone of your study.

WHY STUDY WITH US?

Our online programme combines degree-level study with professional training by enabling you to study towards the globally recognised qualification CFA Levels 1 and 2 as part of the MSc. The CFA exams open up the investment management professional world and combined with the MSc Finance will provide you with the tools you need to embark on a successful career in financial management. There are alternative routes for those who do not wish to do CFA or decide to do only level 1.

WHAT WILL YOU GAIN?

- Expand your knowledge of financial modeling and investment decisions
- Acquire research skills and techniques that are relevant to finance
- Access sophisticated financial management technology and software
- Gain invaluable insights from employers and industry practitioners
- Develop essential communication and professional business skills

WHAT YOU WILL STUDY

Block 1 – Fundamental Concepts
- Accounting for Finance
- Corporate Finance
- Economics for Finance
- Quantitative Methods for Finance

Block 2 – Advanced Topics
- Financial Analysis
- Asset Pricing and Portfolio Management
- Derivatives and Risk Management
- Option 1 Professional Finance A
- Option 2 International Finance

Block 3 – Specialised Topics
- International Banking
- FinTech and Big Data
- Fixed Income Analysis
- Option 1 Professional Finance B
- Option 2 Financial and Banking Regulation

HOW YOU WILL STUDY

Our online MSc Finance commences in February, June and October, and is divided into three blocks of approximately eight months of study. The programme takes approximately two years and two months to complete, dependent on your chosen start date and pathway. Learning is delivered via the University’s bespoke online study environment. It is carefully designed to be secure, reliable and user-friendly, and it is where all learning materials are stored and where you will interact with your tutors and fellow students. If you choose to incorporate the CFA preparation into your studies, you will also benefit from training delivered by Fitch Learning via their own online learning platform.

YOUR FUTURE CAREER

Financial qualifications are in high demand worldwide and potential careers are diverse and include positions such as business analysts, asset managers, brokers, hedge fund or investment advisors, credit controllers, treasurers, bankers or accountants.

WHAT TO DO NEXT?

Please contact admissions-onlineidi@abdn.ac.uk for more information about this programme.

For details on entry requirements, please visit: abdn.ac.uk/pga/finance

For details on fees and funding, please visit: abdn.ac.uk/tuition-fees
Economics programmes
MScEcon Petroleum, Energy Economics and Finance

The MSc Petroleum, Energy Economics and Finance is a programme highly regarded for being both intellectually challenging and for providing the career-ready credentials that are essential to increase your appeal with employers within an energy economics context.

WHY STUDY THIS PROGRAMME?

The University of Aberdeen is an established leader in teaching and research in the fields of energy and economics. Our MSc Petroleum, Energy Economics and Finance builds on the Business School’s considerable strength in these fields. The programme incorporates significant input from the energy industry via active engagement with professional practice, multi-nationals and government agencies. With a recognised world expert in Energy Economics, Professor Alexander Kemp OBE, actively teaching on the programme, this is an experience without equivalence in this arena.

WHY STUDY WITH US?

Our Business School is home to two very relevant and internationally recognised research centres: the Aberdeen Centre for Research in Energy Economics and Finance and the Scottish Experimental Economic Laboratory. Former students have worked with organisations such as the Scottish Government, BP and Total to create their dissertations. The programme is accredited by The Energy Institute and a wide range of visiting speakers will share their insights of how the economic world of energy works.

WHAT WILL YOU GAIN?

This programme attracts a highly distinctive mix of students, spanning both nationalities and disciplines. You will be encouraged to look at energy business challenges from across a range of disciplines, with an integrated perspective. In this diverse and stimulating environment, you will acquire skills beyond the academic and the technical.

- Obtain insights into commercially-oriented analysis
- Develop quantitative skills to better utilise data to inform strategic decisions
- Learn to analyse energy markets and the micro/macro impacts of various stimuli
- Network with employers from a range of national and multi-national companies
- Acquire the global perspectives essential to professional success

WHAT TO DO NEXT?

For details on entry requirements, please visit: abdn.ac.uk/pgt/peef
For details on fees and funding, please visit: abdn.ac.uk/tuition-fees

WHAT YOU WILL STUDY

Semester 1
- Accounting
- Introduction to Energy & Petroleum Economics
- Introduction to Corporate Finance for Energy
- Economic Analysis for Energy
- Quantitative Methods for Energy Economics

Semester 2
- Real Options and Decision Making
- Issues in Energy Petroleum Economics
- Business Strategy
- Empirical Methods in Energy Economics

Semester 3
- Dissertation in Petroleum, Energy Economics and Finance

HOW YOU WILL STUDY

In the first semester you will study key micro and macroeconomic modelling techniques and spend time understanding the critical aspects of financial analysis. You will also gain an in-depth understanding of energy and petroleum economics and explore issues such as global warming and renewables in an economic context. In the second semester, the focus is on strategic thinking using game theory to develop your analytical skills and investment decision-making. During the summer term, you will complete a dissertation focused on a key topic in the petroleum and energy industries.

YOUR FUTURE CAREER

Most of our students specialise as analysts or consultants in the oil & gas industry or in government. Former students have found success in roles such as Strategy Analysts, Market Analysts, Commercial Analysts, Economists, and Oil & Gas Associates. Previous employers have included Centrica, Deloitte, ExxonMobil, Oil & Gas UK, Schlumberger and Total.

LEARNING MODE
- On-campus

STUDY MODE
- Full-time

QUALIFICATION
- MSc

DURATION
- 12 months full-time

START MONTH
- September

ENTRY REQUIREMENTS
- 2:1

WORK EXPERIENCE
- Not applicable
Online study in Energy Economics and Finance, PgCert

The PgCert in Energy Economics and Finance combines the disciplined study of economic principles with a deep understanding of the dynamic, constantly evolving energy industry. Studied online, this modular programme is both intellectually challenging and delivers the career credentials to help increase your appeal to employers.

WHY STUDY THIS PROGRAMME?

The global energy sector is a complex environment characterised by various influential factors such as resource constraints, government policy and international agreements. In order to succeed in this sector, a comprehensive knowledge of the relative economics is essential. This programme will help you to analyse issues such as oil price behaviour, enhance your knowledge of economic modelling techniques, and provide you with the fundamental economic skills and knowledge required to pursue a successful career in the energy sector.

WHY STUDY WITH US?

Our Business School is internationally recognised for its world leading research and home to two highly-rated relevant research centres: the Aberdeen Centre for Research in Energy Economics and Finance (ACREEF) and the Aberdeen University Centre for Energy Law (AUCEL). These strong research foundations ensure active engagement with energy multi-nationals and government agencies around the world.

WHAT WILL YOU GAIN?

This programme is designed to expand your knowledge of world energy markets and to develop an in-depth understanding of relevant economic theory. You will learn how to understand and analyse the drivers of energy demand and supply, how investment decisions are made, and how governments design and implement their energy policies.

- Develop quantitative skills to better utilise data to inform strategic decisions
- Learn to analyse energy markets and the micro and macro impacts of various stimuli
- Acquire the global perspectives essential to professional success in this sector
- Develop critical insights into current and emerging approaches to energy finance
- Strengthen your capacity for professional, geographical and cultural mobility

WHAT YOU WILL STUDY

Investment Analysis for Energy
Expand your knowledge of world energy markets. Gain a solid grounding in financial analysis and its application in the energy industry. This online course will equip you with the analytical skills to conduct investment analysis within the energy sector.

Economic Analysis for Energy Markets
Expand your knowledge of world energy markets. Master the economic theory you need to analyse key issues in the energy industry. This online course will give you an in-depth understanding of the microeconomic modelling techniques used by economists, and their application in the energy sector.

Petroleum Economics and Policy
Broaden your knowledge of world energy markets. Learn to make sense of petroleum supply and demand and the policies that govern the petroleum sector. This online course will give you a thorough understanding of petroleum policies. You will also discover the economic modelling techniques used by economists and learn to analyse the petroleum market for yourself.

Quantitative Methods for Energy Economics
Develop an in-depth understanding of economic analysis. Learn the quantitative and empirical methods that economists use to analyse energy markets. This online course equips you with a powerful mathematical and statistical toolset. It’s led by expert academics and our energy industry partners. You will become capable of analysing complex phenomena within the energy and financial sectors.

HOW YOU WILL STUDY

This programme is taught via self-directed, online study with tutoring support. You can enrol in to any module at anytime. Modules can be taken individually and you will have 18 months to complete each module. This means you can study at your own pace, while also engaging with your tutors and fellow students through module-specific interactive webinars and forums. Assessment consists of a series of essays, exercises, tests and mock exams – that you will self-assess against detailed model answers.

YOUR FUTURE CAREER

This programme is designed both for professionals in the energy sector and for others who want to develop a career in government, consultancy, or the environmental or regulatory departments of energy and other companies. The programme reaches beyond corporate interest alone to cover any career path that needs high quality graduates with an excellent understanding of the energy sector.

WHAT TO DO NEXT?

Please contact gbs@abdn.ac.uk for more information about this programme.

For details on entry requirements, please visit: abdn.ac.uk/pgt/energy-economy-finance

For details on fees and funding, please visit: abdn.ac.uk/tuition-fees
MSc Law and Economics of Oil and Gas

This unique and widely recognised Masters programme combines the core disciplines of Economics and Law to equip you with the essential skills required to pursue a successful career either in the global oil and gas industry or in related government organisations.

WHY STUDY THIS PROGRAMME?

The global oil and gas sector operates in a complex environment characterised by various influential factors such as government-controlled hydrocarbons, financial markets, the global crude oil market, economic uncertainty, licensing, taxation and contracts. These factors have a significant influence on both investment decision-making and government policy-making, so a comprehensive knowledge of related economics and law is essential. On this programme, you will gain the real-world knowledge you need to enhance your career opportunities in legal and financial oil and gas contexts.

WHY STUDY WITH US?

The University of Aberdeen is a global leader in teaching and research in the field of energy and this MSc builds on our considerable strengths in these areas. Our Business School is home to two relevant and internationally recognised research centres: the Aberdeen Centre for Research in Energy Economics and Finance and the Aberdeen University Centre for Energy Law. Studying here, you will benefit from interacting with leading researchers in the field of energy economics and law – including one of the world’s best recognised energy experts, Professor Alex Kemp OBE – and with a broad network of national and multi-national employers through our visiting speaker programme.

WHAT WILL YOU GAIN?

This intellectually challenging programme will equip you with the intellectual, critical and practical skills fundamental to a successful career in this area of oil and gas. You will engage directly with professional practice, multi-nationals and government agencies.

- Acquire the global perspectives essential to professional success
- Develop critical insights into current and emerging approaches
- Gain a well-rounded skillset with the tools to succeed
- Obtain insights into commercially oriented analysis
- Strengthen your capacity for social, geographical and cultural mobility

WHAT YOU WILL STUDY

Semester 1
- State Control of Hydrocarbons
- Introduction to Corporate Finance for Energy
- Introduction to Energy & Petroleum Economics
- Accounting

Semester 2
- Real Options & Decision Making
- Issues in Energy & Petroleum Economics
- Contracting in Hydrocarbon Operations

HOW YOU WILL STUDY

You will have the opportunity to explore a range of themes to sharpen your critical analysis of key current global challenges and issues. These include Licensing and Upstream Taxation; Investment Appraisal Techniques and Risk Analysis; Health, Safety and Environmental Regulation; Crude Oil Market; Principles of Accounting; and Oil and Gas Contracts. You will take part in a broad range of stimulating lectures, seminars and tutorials with both lecturers and visiting industry practitioners.

YOUR FUTURE CAREER

Career opportunities range from positions within oil and gas companies, international law firms or government ministries. Past graduates have gone on to be Commercial Advisers, Energy Consultants, Investment Analysts, Market Analysts, and Oil and Gas Associates. Others have gone on to complete a PhD, or to pursue careers in politics, business or international finance.

WHAT TO DO NEXT?

For details on entry requirements, please visit:
abdn.ac.uk/pgt/law-econ-og

For details on fees and funding, please visit:
abdn.ac.uk/tuition-fees
Real Estate programmes
MSc Finance and Real Estate (with CFA Level 1 exam)

The Finance and Real Estate MSc is focused on the real needs of business and will equip you with the knowledge and skills required to succeed in this competitive sector. With two leading industry qualifications built-in, this programme is your foundation in the highest standards of the real estate world.

WHY STUDY THIS PROGRAMME?
This programme bridges the gap between undergraduate studies and employment – combining the study of two complementary subject areas with leading industry accreditations and professional training to ensure you are industry-ready. The programme is designed to extend your capabilities in all financial aspects of real estate and property development with a particular focus on international real estate markets and commercial property valuation and investment.

WHY STUDY WITH US?
This programme holds accreditation from Royal Institution of Chartered Surveyors (RICS), which allows graduates to go on to the RICS Assessment of Professional Competence. It also runs in parallel with the globally recognised qualification CFA Level 1, so you will have the opportunity to take this leading professional qualification as part of the MSc. The Investment Property Forum has included this programme on its selected list of graduate programmes that they consider to provide the relevant skills necessary for those operating in the property investment market. We are also home to the Centre for Real Estate Research, a focus for interdisciplinary research in the area of Real Estate Investment and Property Market Analysis.

WHAT WILL YOU GAIN?
You will gain a deep understanding of the economics of land markets, commercial property valuation and development, portfolio investment and finance.

WHAT YOU WILL STUDY

Semester 1
- Quantitative Methods
- Accounting
- Valuation and Finance
- Real Estate Economics

Semester 2
- Portfolio Analysis
- Financial Analysis and Markets
- Real Estate Development and Appraisal
- Professional Finance

Semester 3
- Real Estate Dissertation
OR
- Optional Modules - Asian Cities Tour
  - Hong Kong
  - Seoul/Tokyo
  - Singapore
  - Shanghai/Beijing

HOW YOU WILL STUDY
The programme assesses the competency and skills that you will need in the financial and real estate world in a number of ways. You will give individual and group presentations, prepare reports, write academic essays and sit traditional exams. In the third semester you can choose to do a dissertation or travel to Asia and study property investment and development case studies.

YOUR FUTURE CAREER
This programme provides a credible platform for both finance and real estate career options – preparing you for rewarding posts in real estate finance or real estate portfolio management. Our graduates are employed in a wide range of professional organisations across real estate, finance, consultancy, research and the public sector.

WHAT TO DO NEXT?
For details on entry requirements, please visit: abdn.ac.uk/pgt/fin-real-est-cfa
For details on fees and funding, please visit: abdn.ac.uk/tuition-fees
Students choosing the Asian Cities option must note that they are responsible for their travel and accommodation expenses.
MSc Real Estate (Commercial and International option)

The MSc Real Estate benefits from strong links with the economics, finance and management disciplines, and offers a particular focus and strength on commercial property valuation and investment and the study of international real estate markets.

WHY STUDY THIS PROGRAMME?
This is a vocational Masters open to students from any discipline looking to kick start a career in the chartered surveying or real estate profession. Fully accredited by the Royal Institution of Chartered Surveyors (RICS), this 12 month, full-time degree has been running for over 20 years and has established a strong reputation among employers with many past graduates employed in senior positions in the profession.

WHY STUDY WITH US?
Our Business School Real Estate Group is internationally recognised for research excellence in this specialist field – and gives our students the great advantage of accessing a wealth of powerful data. The International Real Estate module includes a week-long European field trip, while students on the international pathway can visit five cities in Asia as part of the Asian Cities module. Many of our staff are engaged in active research ensuring that the programme content remains at the forefront of current thinking. You can be confident that you are investing in a learning experience widely recognised as being at the cutting edge and learning from teaching staff who are seen as global leaders in the field.

WHAT WILL YOU GAIN?
This Master’s degree is underpinned by the University’s world-renowned strengths in valuation, property investment, economics and finance. Combining academic rigour with the professional edge, the degree has become highly regarded by employers throughout the world.

• Acquire considerable quantitative skills in economics, finance and business
• Understand the institutional, legal and policy environment of real estate
• Learn about property management, investment and development
• Gain analysis and problem-solving skills in a strategic business context
• Network with employers from a range of national and multi-national companies

WHAT YOU WILL STUDY

Semester 1
• Real Estate Research
• Property Law and Institutions
• Valuation and Finance
• Real Estate Economics

Semester 2
• International Real Estate
• Advanced Valuation and Development
• Strategic Marketing
• Real Estate Finance

Semester 3
When studying on the Commercial pathway you can choose either:
• 2 elective modules from the summer school programme and a critical studies paper
OR
• Dissertation
When studying on the International Real Estate pathway, your options are either:
• Asian Cities case studies - travel to Asia and study property investment and development case studies across five key Asian cities
OR
• Dissertation

HOW YOU WILL STUDY
An average cohort size of 15 to 25 students ensures an interactive, friendly learning environment. You can choose from a commercial UK-focused real estate pathway or an international pathway focused on real estate from a global perspective. Field trips to European and Asian cities (for the international pathway students) provide insights from key players in the international real estate business. Beyond the fieldwork, learning involves a mix of lectures, seminars, tutorials and research. Assessment is by coursework, by written examination, or by a combination of both.

YOUR FUTURE CAREER
Our graduates achieve notable employment success with many enjoying lucrative careers spanning surveying, investment, property valuation, planning and development, and property management. Indeed from Edinburgh and London to Frankfurt and Shanghai, our former students are now forging strong, rewarding careers with major surveying firms across the globe.

WHAT TO DO NEXT?
For details on entry requirements, please visit:
abdn.ac.uk/pgt/real-estate-intl
abdn.ac.uk/pgt/real-estate-commercial
For details on fees and funding, please visit:
abdn.ac.uk/tuition-fees

Students choosing the Asian Cities option must note that they are responsible for their travel and accommodation expenses.

LEARNING MODE
On-campus

STUDY MODE
Full-time

QUALIFICATION
MSc

DURATION
12 months full-time
“I’m going to use the contacts I’ve made here to get my agriculture business up-and-running. If you can make lots of great academic connections then you can turn them into professional connections.”

Duarte Carvalho
MBA

We are always working on adding to our selection of programmes on offer. Please see our website for more details about our latest programmes and courses.

abdn.ac.uk/business
Course index

<table>
<thead>
<tr>
<th>Page</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>MBA</td>
</tr>
<tr>
<td>28</td>
<td>MBA Energy Management</td>
</tr>
<tr>
<td>30</td>
<td>MBA Finance</td>
</tr>
<tr>
<td>32</td>
<td>MBA (Global)</td>
</tr>
<tr>
<td>34</td>
<td>Executive MBA London and Shanghai</td>
</tr>
<tr>
<td>36</td>
<td>Digital Marketing Leadership, MSc PgCert or PgDip</td>
</tr>
<tr>
<td>38</td>
<td>MSc International Business Management</td>
</tr>
<tr>
<td>40</td>
<td>MSc International Human Resource Management</td>
</tr>
<tr>
<td>42</td>
<td>MSc Marketing Management</td>
</tr>
<tr>
<td>46</td>
<td>MScEcon Accounting and Finance</td>
</tr>
<tr>
<td>48</td>
<td>MScEcon Finance and Investment Management (with CFA Level 1 Exam)</td>
</tr>
<tr>
<td>50</td>
<td>MSc International Business and Finance</td>
</tr>
<tr>
<td>52</td>
<td>MSc Finance</td>
</tr>
<tr>
<td>56</td>
<td>MScEcon Petroleum, Energy Economics and Finance</td>
</tr>
<tr>
<td>58</td>
<td>Online study in Energy Economics and Finance</td>
</tr>
<tr>
<td>60</td>
<td>MSc Law and Economics of Oil and Gas</td>
</tr>
<tr>
<td>64</td>
<td>MSc Finance and Real Estate (with CFA Level 1 Exam)</td>
</tr>
<tr>
<td>66</td>
<td>MSc Real Estate (Commercial and International option)</td>
</tr>
</tbody>
</table>
The University of Aberdeen Business School is an international multi-campus School with a campus in Korea and partnership with AFG College in Qatar.