POSTGRADUATE TAUGHT
MSC AND MBA PROGRAMMES
ADDITION A BUSINESS MASTERS DEGREE TO YOUR CV INCREASES YOUR LIFETIME EARNINGS MORE THAN ANY OTHER POSTGRAD MASTERS QUALIFICATION.

RESEARCH TELLS US THAT LIFETIME EARNINGS SOAR BY APPROXIMATELY HALF A MILLION POUNDS

MARK WHITTINGTON,
DEPUTY DEAN OF THE BUSINESS SCHOOL

LET US HELP YOU GET STARTED
WHY ABERDEEN?

TOP 3 UK UNIVERSITY FOR WORLD-LEADING RESEARCH IMPACT IN BUSINESS AND MANAGEMENT STUDIES
TOP 10 REASONS TO CHOOSE US

1. WANT TO STUDY IN ONE OF THE WORLD’S FINEST UNIVERSITIES?

2. WANT A QUALIFICATION THAT SAYS ‘EMPLOY ME’?

3. WANT TO PICK UP PROFESSIONAL QUALIFICATIONS AND RECOGNITION AS WELL AS YOUR DEGREE?

4. WANT TO STUDY ALONGSIDE CLASSMATES FROM 51 DIFFERENT NATIONALITIES IN OUR SCHOOL AND BUILD A GLOBAL CONTACT LIST?

5. WANT ACCESS TO HIGH QUALITY TEACHING – WE ARE RANKED AS A TOP 3 UK UNIVERSITY FOR WORLD-LEADING RESEARCH IMPACT IN BUSINESS AND MANAGEMENT STUDIES (REF 2014).

6. WANT A PERSONALISED EDUCATION, IN AVERAGE CLASS SIZES WHERE YOU DON’T GET LOST IN THE CROWD?

7. WANT TO BENEFIT FROM PROFESSIONAL TRAINING FACILITIES SUCH AS OUR VIRTUAL TRADING ROOM?

8. WANT A UNIVERSITY THAT’S COMMITTED TO SUPPORTING YOUR EMPLOYMENT PROSPECTS? IN 2014-15, 97% OF OUR POSTGRADUATES WENT ON TO WORK OR FURTHER STUDY WITHIN SIX MONTHS OF GRADUATION.

9. WANT TO LIVE IN SCOTLAND’S SAFEST UNIVERSITY CITY?

10. WANT GUARANTEED ACCOMMODATION FOR THE DURATION OF YOUR MASTERS IN THE HEART OF THE CITY?

WE UNIQUELY OFFER ALL OF THIS – AND MORE.
THE UNIVERSITY OF ABERDEEN

BY NUMBERS ...

97% EMPLOYABILITY*

RANKED #158 IN QS WORLD UNIVERSITY RANKINGS 2017-18

STRONG LINKS WITH INDUSTRY

20 FTSE 100 COMPANY OFFICES IN OUR CITY
TOP 1% OF UNIVERSITIES INTERNATIONALLY†

DON’T MISS OUT ON
25 X £5000 SCHOLARSHIPSPERFOR OUR BUSINESS MASTERS PROGRAMMES* FOR 18/19 ENTRY

EST. 1495

5 NOBEL PRIZE WINNERS

82,500 ALUMNI IN 192 COUNTRIES

*Does not include MBA Programmes
†QS World Rankings 2018
WHY ABERDEEN?
ACADEMIC RIGOUR WITH THE PROFESSIONAL EDGE

THE ACADEMIC RIGOUR OF OUR PROGRAMMES IS STRENGTHENED WITH A SHARP, COMMERCIAL EDGE. THIS THEORY-INTO-PRACTICE ORIENTATION MEANS WE BOAST UNRIVALLED INDUSTRY LINKS, RESPECTED PROFESSIONAL ACCREDITATION AND FIRST CLASS PROFESSIONAL FACILITIES, ENSURING YOU GRADUATE AS INDUSTRY-READY.

EVERY STUDENT MATCHED WITH AN INDUSTRY MENTOR

ON MBA ENERGY MANAGEMENT

PICK UP GLOBALLY-RECOGNISED INDUSTRY QUALIFICATIONS, SUCH AS CFA LEVEL 1 coached by city of London trainers, BEFORE you graduate.

PROFESSIONALLY ACCREDITED PROGRAMMES FROM LEADING INDUSTRY BODIES SUCH AS THE ROYAL INSTITUTION OF CHARTERED SURVEYORS (RICS) AND ACCA (THE ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS).
UK’S FIRST UNIVERSITY TRADING ROOM
GIVES HANDS-ON EXPERIENCE OF DEALING IN STOCKS & SECURITIES

WORKSHOPS WITH VISITING LECTURERS AND INDUSTRY SPECIALISTS

WORK-BASED PROJECTS WITH PRESTIGIOUS COMPANIES

ASSIGNMENTS ARE DESIGNED TO BE APPLIED TO THE WORKPLACE, SO YOU CAN GRAPPLE WITH ‘REAL-WORLD’ CHALLENGES AS PART OF YOUR STUDIES
WHY ABERDEEN? FROM GLOBAL TO PERSONAL

At our Business School, we offer much more than a degree, extending study beyond the classroom so you experience real-world business challenges.

Take advantage of our Asian studies tour, visiting Hong Kong, Singapore, Tokyo, Beijing and Shanghai for 4 weeks, meeting with experts and Academics in the real estate sector.

IT’S PRICELESS. NO OTHER PROGRAMME ACROSS EUROPE OFFERS YOU THE OPPORTUNITY TO DO THIS. EACH OF THE SPEAKERS WITHIN THESE SEMINARS WILL BE A PROFESSIONAL CONTACT OF MINE IN THE NEAR FUTURE

Carlos Miguel Garcia, MSc Real Estate (International)
SPOTLIGHT ON AN INDUSTRY-TRUE LEARNING EXPERIENCE
COLLABORATE WITH INTERNATIONAL CLASSMATES THAT INSPIRE, FROM **51 DIFFERENT NATIONALITIES** IN OUR SCHOOL.

BUILD A GLOBAL CONTACT LIST YOU’LL USE THROUGHOUT YOUR CAREER.

ESSENTIAL EXPERIENCE FOR OPERATING IN AN INTERNATIONAL MARKET.
YOU BENEFIT FROM VERY INDIVIDUALISED ATTENTION, SO IT IS TRULY A POST-GRADUATE EXPERIENCE. IT’S ALSO A FRIENDLY LEARNING COMMUNITY, WITH RELATIVELY AVERAGE COHORT SIZES. IN 2015, NO PROGRAMME LEADER WAS ASSIGNED MORE THAN 45 STUDENTS ON ANY MASTERS PROGRAMME.

This means that our Academics have the opportunity to get to know their students very well on an individual basis. This personalised, student-centred approach unequivocally delivers added value – and is rated as a real asset by students and graduates.
Distinct from some other Business Schools, you won’t get lost in the crowd here. We keep our class sizes relatively average so that our Academics have the opportunity to get to know their students very well on an individual basis.

FROM GLOBAL TO PERSONAL
A PERSONAL EDUCATION

**DR RANDALL IS MY FRIEND, MY MENTOR AND MY TEACHER.**

Cindy Permana, Indonesia, MSc Management Consultancy
ABERDEEN OPEN FOR BUSINESS
ABERDEEN IS AN INTERNATIONALLY RECOGNISED BUSINESS CENTRE WITH GLOBALLY COMPETITIVE INDUSTRIES, INCLUDING THE OFFICES OF 20 FTSE 100 COMPANIES.

Given Aberdeen’s position as a financial hub, it’s not surprising that our Academics enjoy close business connections that help enhance your interaction with industry practice, issues and ideas.
**GRADUATE WORKPLACE SUCCESS**

**RECENT RECRUITERS INCLUDE:**

<table>
<thead>
<tr>
<th>Company Name</th>
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<tbody>
<tr>
<td>Accenture</td>
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<tr>
<td>Aditya Birla</td>
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<tr>
<td>BP</td>
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<td>Standard Chartered Bank</td>
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<tr>
<td>Talisman Energy</td>
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<tr>
<td>Taqa</td>
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<tr>
<td>Turkish National Oil Corporation</td>
</tr>
<tr>
<td>UBS Investment Bank</td>
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<td>Xodus</td>
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</table>

**CREATING OUTSTANDING CAREERS**

THE UNIVERSITY OF ABERDEEN’S ALUMNI NETWORK IS INCREDIBLY DIVERSE AND TRULY GLOBAL WITH MANY REPRESENTATIVES IN LEADING BUSINESSES AROUND THE WORLD. WE HAVE 82,500 ALUMNI ACROSS 192 COUNTRIES.

We count amongst our alumni many high profile figures in the world of international business including, for example, the Group Finance Director of HSBC Holdings, the CEO of Aberdeen Asset Management and the Chief Operating Officer of Hasberg Global Investors amongst our Business School graduates.
97% *

OF OUR GRADUATES GO INTO WORK, FURTHER STUDY OR TRAINING WITHIN 6 MONTHS

*HESA 14/15

ALUMNUS & SENIOR GOVERNOR AT THE UNIVERSITY OF ABERDEEN

MARTIN GILBERT, CO-FOUNDER & CEO, ABERDEEN ASSET MANAGEMENT
HALF WAY THROUGH MY MASTERS, I ACTUALLY LANDED 3 JOB OFFERS FROM THE BIG 4 ACCOUNTING FIRMS – EY, KPMG AND PWC. FINALLY, BEING SPOILT FOR CHOICE, I LOOK FORWARD TO STARTING WITH EY IN THEIR BERLIN OFFICE AFTER I GRADUATE.

WITHOUT QUESTION, THIS MASTERS HELPED GIVE ME A COMPETITIVE EDGE TO KICK-START SUCH SUCCESS IN THE JOBS MARKET.

Kristoff Kunst, Berlin, Germany
MSc Finance and Real Estate
# PROGRAMMES & ENTRY REQUIREMENTS

## PROGRAM & REQUIREMENTS AT A GLANCE

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<td>MSc Petroleum Energy, Economics and Finance</td>
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<td>MBA Energy Management</td>
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Every effort has been made to ensure the accuracy of the information contained within this brochure but it is subject to alteration without notice. However, the University reserves the right to make variations to the contents or methods of delivery of courses and programmes. Please visit our website for the latest information.

The University of Aberdeen Business School continues to pursue best practice and high standards of service for all students. Information is correct at time of going to print.
**DID YOU KNOW?**

You can convert your undergraduate degree from **any subject, any discipline** into a highly valuable Masters in Accounting, Finance, Marketing Management or Real Estate.
**ENTRY REQUIREMENTS**

**MSC PETROLEUM ENERGY, ECONOMICS AND FINANCE**

The minimum entry requirements for this programme 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 a strong background in quantitative methods.

**MSc ACCOUNTING AND FINANCE**

**MSc FINANCE AND INVESTMENT MANAGEMENT**

**MSc FINANCE AND REAL ESTATE**

**MSc INTERNATIONAL BUSINESS FINANCE**

**MSc INTERNATIONAL BUSINESS MANAGEMENT**

**MSc INTERNATIONAL FINANCE**

**MSc MARKETING MANAGEMENT**

**MSc LEADERSHIP, CSR AND SUSTAINABILITY**

**MSc REAL ESTATE**

Our minimum entry requirement for these programmes 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).
MBA AND EXECUTIVE MBA

This programme is for you if you have a 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.

MBA ENERGY MANAGEMENT

This programme is for you if you have a minimum of 3 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.

MSC DIGITAL MARKETING LEADERSHIP

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.

LANGUAGE REQUIREMENTS

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). However, if the language of study for your first degree was English, or you have undertaken substantial other English study marked by achievement, you may be eligible for exemption from the language requirement.

If you have not yet achieved the required 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: www.abdn.ac.uk/languagecentre
I’D ALWAYS WANTED TO PURSUE A POSTGRADUATE DEGREE, AND THE FACT THAT I ACHIEVED THIS GOAL WHILE CARING FOR MY CHILDREN GIVES ME AN ADDED SENSE OF ACCOMPLISHMENT.

Manjula Erandathi Shaw took her first degree in Houston - a Bachelors in Business, majoring in Finance.

‘MY ACADEMIC SUPERVISORS HAVE BEEN EXTREMELY ACCOMMODATING WITH REGARD TO MY WORK-LIFE BALANCE, TAKING INTO ACCOUNT THAT I HAVE RESPONSIBILITY FOR MY YOUNG FAMILY, AND I GIVE MY SINCERE THANKS TO THEM.’
‘BEING ABLE TO PAY FOR JUST ONE MODULE AT A TIME WAS THE REAL DEAL-MAKER FOR ME.’

WHETHER YOU WANT TO IMPROVE YOUR JOB PROSPECTS OR FIND A NEW CAREER, OUR FLEXIBLE LEARNING LETS YOU BALANCE STUDY AROUND WORK AND HOME LIFE.

BENEFIT FROM A VARIETY OF OPTIONS:

January & September Start Dates
You don’t always need to wait until September to start your degree. In fact, 30% of our Postgraduate community start their Business Masters degree in January. Choose from our MBA, MBA Energy Management, Digital Marketing Leadership, Executive MBA, MSc International Business Management and MSc International Business Finance.

Part-time Study
Several of our programmes have flexibility built in to help fit around the demands of your work commitments and the needs of your family. Modules start and end on predetermined dates. You can study as many modules in a year as you have time for, so you can complete your degree in as little as 2 or 3 years.

Online and Distance Learning
There’s nothing distant about the online MBA, MSc Finance and Digital Marketing Leadership programmes at Aberdeen! Study flexibly online, whenever and wherever you choose. Receive strong support in your studies via our online learning environment available 24/7.

Individual Subject Study
Our portfolio of Business and Management programmes also offers the option to study individual modules from these degrees. This can be advantageous to those looking to further their educational knowledge in a specific area.
APPLYING TO OUR PROGRAMMES

Step 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

Step 6
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.
**Step 2**
Submit your online application

All applications should be submitted online through our Applicant Portal: [abdn.ac.uk/study/postgraduate/apply](http://abdn.ac.uk/study/postgraduate/apply)

---

**Step 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.

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**Step 4**
Identify 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](http://abdn.ac.uk/funding)

---

**Step 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.
A career in accounting or financial services requires an in-depth understanding of both the theory and practical knowledge of accounting and finance. This programme offers students the opportunity to master a wide range of financial tools and acquire a solid foundation of key accounting and finance topics - without any requirement of having previously studied accounting or finance - while developing the necessary skills for management roles in these areas.

Led by renowned Academics and top practitioners, you gain access to the latest finance research, software and techniques. Our strong links with financial institutions, recruiters and practitioners ensure a focus on tangible, marketable employability skills, relevant to the real financial world.

We will provide you with industry certifications from the prestigious Institute of Chartered Accountants in England and Wales (ICAEW). Our Professional Accounting module comes complete with the International Financial Reporting Standards (IFRS) Certificate. This will equip you with the knowledge of the reporting standards used by the majority of countries around the world.

You will have access to top notch facilities, including the UK’s first University trading room. This virtual trading room gives you access to the same professional tool used by major international financial services companies. You can also earn certificates to demonstrate your ability to handle professional investing tools.
WHY STUDY ACCOUNTING AND FINANCE?

- Excellence with relevance

- A full ‘conversion’ programme open to students with little or no previous background in accounting or finance

- Gain an essential understanding of the principles underlying current thinking in accounting and finance

- Study with a highly practical approach to learning, for real world finance experience

- Earn top accounting credentials to accelerate your career, from the Institute of Chartered Accountants in England and Wales (ICAEW)

- Experience world leading facilities - access to the UK’s first University trading room to support in-depth understanding of finance in practice

- Connect with financial institutions and practitioners

- Build your business network on a global scale whilst you’re with us - we attract students from over 15 nationalities onto the programme

- Develop a well-rounded skillset – gain the tools to succeed in your job search, as well as the communication and professional skills that finance recruiters are looking for

- Access top-tier global recruiters. Students benefit from employer-led skills sessions from the big 4 global firms - Deloitte, KPMG, PwC and EY - to explore how to stand out at an interview or assessment centre

- Our Business School is internationally recognised for its excellence in world-leading research impact in Business and Management Studies, recently ranked in REF 2014 as a Top 3 UK University
WHAT YOU’LL 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’LL STUDY

**LEARNING METHODS**
- Lectures, Tutorials, Research, Seminars, Individual Projects, Group Projects and Assessment

The programme assesses the competency and skills that you’ll need in the financial world in a number of ways. You’ll give individual and group presentations, prepare reports, sit traditional exams, write academic essays and, over the summer period, complete the Dissertation.
INDUSTRY LINKS

Our Academics come from the commercial world as well as Academia and we’re constantly engaging with industry. Our business connections mean we provide opportunities to network with, present to, brainstorm with and do work for industry, including:

- The chance to have your work seen by eminent members of your profession
- ‘Live’ projects for and site visits to prestigious companies or institutions
- Project work and workshops with visiting lecturers and industry specialists

ACCREDITATION

The value of our MSc Accounting and Finance has been further enhanced by being recognised by ACCA. They have agreed that those gaining their MSc from the programme will be exempt from the first four professional papers in their syllabus. We are hoping to add further exemptions to this.

Additionally, you benefit from industry certification from one of the most prestigious accounting bodies in the world, The Institute of Chartered Accountants in England and Wales (ICAEW). This Masters comes complete with a professional module, enabling you to earn the International Financial Reporting Standards Certificate. IFRS is used by the majority of countries around the world.

PROFESSIONALLY RECOGNISED BY

ICAEW CHARTERED ACCOUNTANTS

ACCA
CAREERS

Having a recognised accountancy qualification opens many career doors. Did you know, a higher percentage of company board members have an accountancy qualification than any other kind of postgraduate qualification?

The MSc in Accounting and Finance at the University of Aberdeen has been created to thoroughly prepare you for a successful career across a variety of potential accountancy and financial related roles and industries. Whether that’s training to become an auditor, working for an accountancy firm or in an accountancy department within a large company, the knowledge and financial skills you’ll gain will enhance your potential.

Employers and graduates increasingly ask Universities to concentrate on the graduate attributes which make job applicants employable. In short, to focus on the real need of business. This programme is designed to deliver that.

Not only do our Accounting and Finance postgraduates leave with the underlying business knowledge essential to successful business, they develop and thus can offer potential employers the crucial characteristics and skills - strong communication and interpersonal skills, quantitative knowledge and technical skills - sought after in today’s globally competitive business environment.

WHAT WILL IT COST?

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/tuition-fees.php

<table>
<thead>
<tr>
<th>Programme Length:</th>
<th>Start Date:</th>
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<tbody>
<tr>
<td>Full time: 12 months</td>
<td>September</td>
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<tr>
<td>Part time: A minimum of 24 months</td>
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For entry requirements please see pages 22 - 23

“Accounting students with IFRS education, experience or knowledge should highlight it at the top of their CV. It shows you as current on trends and standards.”
My favourite part of studying for this degree has been learning in an environment where we all come from such a diverse range of backgrounds. You meet people that have been accountants for years, people that have been in the banking industry, people that have worked for years on totally different career paths, and people fresh out of school – and we can all learn so much from each other.

Meredith Greta
Iowa, United States of America
MSc Accounting and Finance
Online MSc, PG Dip, PG Cert
DIGITAL MARKETING
LEADERSHIP

OVERVIEW

Future-proof your marketing career by upgrading your current thinking on digital marketing at an advanced level. Delivered online, this programme combines the expertise and insight of our top Academics and a practicing digital marketing consultancy. It aims to equip you with the skills to not only create strategy but to lead its practical implementation across the digital mix within an organisation.

The programme can be studied to postgraduate degree level or taken as Continuing Professional Development modules. Its duration is fully flexible and is dependent on your individual circumstances. A choice of exit levels is provided, allowing you to gain a greater depth of skills as you advance through the modules, leading to the award of a postgraduate Certificate, Diploma or MSc qualification respectively. This makes it an ideal choice for professionals in employment who want a qualification that fits around their current work commitments.

The programme will develop your ability to deliver a business-led strategic approach to marketing, through an in-depth knowledge and understanding of the key theories, techniques and tactics of digital marketing. You will also explore some of the disruptive opportunities offered by digital marketing.

Our theory into practice orientation will enable you to add value quickly and confidently to an organisation as you will understand not just the theory and the techniques that underscore digital marketing and marketing as a discipline, but also the challenges and techniques of digital marketing implementation.

Assignments are designed to be applied to the workplace and suitable for multiple contexts, so you can grapple with ‘real-world’ challenges as part of your studies.

On completion of the full programme, you will have gained key digital marketing knowledge, but also improved your communication and consultancy skills. You will be better equipped to undertake market analysis and create digital strategy, as well as lead digital marketing projects.
STUDY ONLINE WITHOUT INTERRUPTING YOUR CAREER
WHY STUDY DIGITAL MARKETING LEADERSHIP?

- Study flexibly online, whenever and wherever you choose
- Excellence with relevance
- Acquire frameworks and the technical know-how that upgrades your knowledge, along with understanding of the context that puts these new skills into action
- Benefit from a variety of options due to the choice of exit levels, from Certificate and Diploma to full MSc
- Combine strategic marketing alongside a digital focus to take a leadership role as a digital marketer
- Learn from the best teachers, professional experts in the field of digital marketing so you stay current with industry developments
- Real-world learning – tutors post regular tasks and activities designed to simulate workplace challenges
- Experience innovative teaching methods
- Develop your critical thinking, reflection and interpersonal skills
- Join a network of like-minded professionals
- Career progression

WHAT YOU’LL 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 300 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
INDUSTRY LINKS

This programme was designed and delivered in consultation, and in conjunction with, leading industry professionals and organisations in the digital space.

Their input ensures the programme is aligned to increase your employer appeal, by developing and deepening the core competencies and skills today’s digital marketing recruiters demand.

CAREERS

Students graduating from the MSc Digital Marketing Leadership will be equipped to meet a significant and growing market need for digital ‘know-how’. Graduates are likely to be able to choose from a wide variety of marketing careers, from those traditionally associated with marketing (such as advertising, direct marketing, event management, market research, public relations and sales) to specialist digital marketing roles such as:

- Analytics Manager
- CRM (Customer Relationship Marketing) and Email Marketing Manager
- Digital Agency Account Manager
- Digital Marketing Manager and Web Manager
- E-Commerce Manager
- PPC (Pay Per Click) Search Manager
- Search Manager / SEO Manager
- Social Media Manager
- Web Developer

WHAT WILL IT COST?

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/tuition-fees.php

<table>
<thead>
<tr>
<th>Programme Length: 2-4 years (Online)</th>
<th>Start Dates: January, June and September</th>
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</table>

For entry requirements please see pages 22 - 23
UNIQUE PARTNERSHIP BLENDING LEADING UK DIGITAL MARKETING SPECIALISTS + ACADEMIC LEADERS
**MSc**

**FINANCE AND INVESTMENT MANAGEMENT** (CFA and non CFA options)

**OVERVIEW**

This well-established MSc is founded on years of financial and investment expertise within the Department – and on some powerful global connections with the financial sector. We focus not only on academic success but on helping students to build the broad range of specialist skills and experience that contribute to employability.

We are home to the UK’s first University trading room that streams up-to-the-minute data to enable would-be traders and fund managers to ‘practice’ investing. It’s a hands-on opportunity for you to react instantly to live news feeds and gain the skills required to work productively in the financial services industry, picking up the practical skills required for life at the Stock Exchange before you graduate.

You don’t need a background in finance or business-related-subjects, but being numerate will be advantageous. This programme will provide a thorough grounding in theoretical and practical aspects of finance, economies and investment for both early career finance professionals and those aspiring to enter a finance profession.

With a highly practical approach to learning, topics cover a wide range of finance discipline areas, such as;

- Corporate finance
- Economics
- Portfolio management
- Accounting and financial reporting
WITH CFA OPTION

The programme runs in parallel with the globally-recognised qualification CFA Level 1, so you have the opportunity to take this leading professional qualification as part of the MSc with 6 weeks dedicated study to maximise your chances of successful completion. CFA Level 1 will open up the investment management world in more depth and sets a base for what you need to know at the beginning of your career as an investment professional. You’ll add allure to your CV with this upgrade, plus have fewer exams to take whilst working.
WHY STUDY FINANCE AND INVESTMENT MANAGEMENT (CFA & NON CFA) OPTIONS

- Excellence with relevance

- A full ‘conversion’ programme that may be completed in a single year

- Does not require accounting, finance or any quantitative study to be completed at undergraduate level

- Expand knowledge of the industry

- Strong emphasis on the practical application of theory

- Develop awareness of professional best practice and the principles underlying current thinking in finance

- Earn top credentials to accelerate your career before graduation with CFA Level 1 and be taught by experienced professionals who are active in consultancy in the City (CFA option)

- Use of advanced tools and quantitative techniques to appraise financial opportunities

- Experience world leading facilities – access to our in-house stock exchange provides opportunities to work with a real trading platform and supports in-depth understanding of finance in practice

- Develop a well-rounded skillset – gain the tools to succeed in your job search, as well as the communication and professional skills that finance recruiters are looking for

- Access top-tier global recruiters. Students benefit from employer-led skills sessions from big name global finance brands – Deloitte, KPMG, PwC and EY – to explore how to stand out at an interview or assessment centre

- Acquire and develop research skills and techniques relevant to higher academic qualifications in finance
WHAT YOU’LL 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 for Finance Programmes

HOW YOU’LL STUDY

**LEARNING METHODS**
Lectures, Tutorials, Research, Individual Projects, Group Projects, Seminars

ASSESSMENT

The programme assesses the competency and skills that you’ll need in the financial world in a number of ways – you’ll give individual and group presentations, prepare reports, sit traditional exams, write academic essays and complete the Dissertation over the summer period.
CAREERS

A qualification that’s gaining momentum, aspiring financiers and junior bankers are taking Masters in Finance qualifications and CFA exams in increasing numbers. Hiring trends in investment banks are shifting, with sales and trading desks looking for a more technical skill set with a higher level of quantitative skills. Finance graduates are highly sought-after, with employer demand showing little sign of slowing down.

Graduates of this programme typically aim for positions in the global corporate and financial sector as a business analyst, asset manager, trader, broker, hedge fund / investment advisor, consultant, credit controller, treasurer, banker, market specialist or accountant.

On the flip side, you might want to opt out of taking the professional finance module (the CFA) and pursue a further academic study of finance – maybe building to a PhD.

Whatever direction you choose, you’ll no doubt go further.

WHAT WILL IT COST?

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/tuition-fees.php
WORK WITH A REAL TRADING PLATFORM TO SUPPORT IN-DEPTH UNDERSTANDING OF FINANCE IN PRACTICE
A top notch business school with a high degree of possibility for employment within a maximum of 6 months was the key reason for my interest in UoA. The inclusion of CFA level 1 curriculum into the course syllabus with an opportunity to take the exams after extensive tutoring was definitely a plus for me. The ability to learn a new culture and meet other people from diverse cultural backgrounds, the amazing granite city with gorgeous ancestral buildings such as the King’s College chapel and the Marischal College was an adventure worth embarking on.

Pamela Bassey-Duke
MSc Finance and Investment Management
**MSc**

**FINANCE AND REAL ESTATE**

(with CFA and non CFA options)

**OVERVIEW**

Combining the study of two complementary subject areas with leading industry accreditations and professional training ensures our students graduate as industry-ready and are highly sought-after by employers all over the world.

Designed to extend your capability and range in all financial aspects of real estate and property development, this Masters offers a particular focus on commercial property valuation and investment and the study of international real estate markets. Several key strengths include:

- Your degree is accredited by the Royal Institution of Chartered Surveyors (RICS)
- The programme runs in parallel with the globally-recognised qualification CFA Level 1, so you can take this qualification as part of the MSc, being coached by professional finance trainers
- Your degree is recognised by the well-respected Investment Property Forum (IPF) to add further allure to your CV
- We support your understanding of finance in practice with access to a market-leading financial database

During the year, the programme provides you with a deep understanding of the latest theoretical and numerical materials, such as:

- How do developers decide what to build?
- How are commercial properties valued?
- What is the difference between value, worth and price?
- What sources of finance are available to a property investor?
- What are the benefits to an investor of owning a mixed asset portfolio that includes commercial property investments?

This programme is open to graduates from any discipline, and does not require business or management study to be completed at undergraduate level.
On this programme, you get to take advantage of our Asian studies tour, visiting Hong Kong, Singapore, Tokyo, Beijing and Shanghai for 4 weeks, meeting with experts and Academics in the real estate sector.

**IT’S PRICELESS** NO OTHER PROGRAMME ACROSS EUROPE OFFERS YOU THE OPPORTUNITY TO DO THIS. EACH OF THE SPEAKERS WITHIN THESE SEMINARS WILL BE A PROFESSIONAL CONTACT OF MINE IN THE NEAR FUTURE.

Carlos Miguel Garcia, MSc Real Estate (International)
WHY STUDY FINANCE AND REAL ESTATE

This programme offers:

- Excellence with relevance
- A ‘conversion’ programme that can be completed in a single year as a route to a professional career in real estate
- Combine two complementary specialisms within one degree programme
- The skill sets, employable knowledge and the practical experience demanded by financial and real estate markets and appropriate techniques applied in these markets
- The only professional accredited Masters in Real Estate in Scotland within a business school
- Secure the global gold standard in finance, the CFA Level 1 qualification during your studies
- Multi-disciplinary input (Economics, Finance, Law as well as Real Estate)
- Investment Property Forum (IPF) has included this programme on their selected list of graduate programmes that they consider to provide the relevant skills necessary for those operating in the property investment market
- Excellent employment prospects

We are also home to the Centre for Real Estate Research (CRER), which acts as a focus for interdisciplinary research in the area of Real Estate Investment and Property Market Analysis. Since inception in 1995, CRER has matured into an established and internationally recognised research grouping. It supports staff in the development of collaborative activity and seeks to shape the rapidly emerging international research agenda in real estate.

And because our staff offer programmes that relate to their research specialism - which informs our teaching - you’ll benefit from a learning experience that’s enthusiastic and up to date on the latest thinking.
**WHAT YOU’LL 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**  
Asian Cities – Hong Kong  
Asian Cities – Seoul/Tokyo  
Asian Cities – Singapore  
Asian Cities – Shanghai/Beijing

**HOW YOU’LL STUDY**

**LEARNING METHODS**
Lectures, Research, Individual Projects, Tutorials, Field Trips, Group Projects, Seminars

**ASSESSMENT**
The programme assesses the competency and skills that you’ll need in the financial and real estate world in a number of ways – you’ll give individual and group presentations, prepare reports, sit traditional exams, write academic essays and complete the Dissertation over the summer period.

**INDUSTRY LINKS**
The Real Estate Group has strong links with the profession with practitioners regularly involved in workshops and field trips.

These connections mean we provide unrivalled opportunities to build your employable knowledge and networks locally, nationally and globally.

**ACCREDITATION**
Accreditation and world-wide recognition from the Royal Institution of Chartered Surveyors (RICS) allows graduates to proceed to the RICS Assessment of Professional Competence (APC).

This degree is also recognised by the well-respected Investment Property Forum (IPF). All of which gives you strong advantages in the jobs market - which makes a very compelling argument for choosing Aberdeen.
CAREERS

This MSc’s unique combined programme provides a credible platform for both finance and real estate career options – preparing students for rewarding posts in real estate finance or real estate portfolio management. Once you possess the key professional skills and commercial knowledge this programme provides, you’ll have greater scope to apply for higher-level positions and enjoy higher levels of reward.

Our MSc graduates have entered into a wide variety of employment, including professional firms, finance, real estate research, consultancy and the public sector.

WHAT WILL IT COST?

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/ tuition-fees.php

An option may be available to complete our Asian Cities Tour modules in lieu of the dissertation at a cost of £1,000 for the tuition fees only. Students choosing this option must note they are responsible for the travel and accommodation expenses additional to this sum.

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For entry requirements please see pages 22 - 23

PROFESSIONALLY RECOGNISED BY

RICS
Accredited Course
Half way through my Masters, I actually landed three job offers from the Big 4 accounting firms – EY, KPMG and PwC. Finally, being spoilt for choice, I look forward to starting with EY in their Berlin office after I graduate. Without question, this Masters helped give me a competitive edge to kick-start such success in the jobs market.

Kristoff Kunst, Berlin, Germany
MSc Finance and Real Estate
MSc
INTERNATIONAL BUSINESS FINANCE

OVERVIEW

Would you like to enter the business world with not only broad management awareness, but also enhanced finance savvy – making yourself more marketable, with a broad knowledge of the practice of global business and finance?

Our MSc International Business Finance has a distinctive focus on business and the financial world, providing an in-depth understanding of the interrelationships of general management and finance in an international setting. This programme builds on our strengths in Business Management and in Finance, which have been taught to postgraduates at the University of Aberdeen Business School for over 20 years. We have long recognised that some students will want to be finance specialists and work in the banking industry for example, while others would prefer a broad general management programme to prepare them for the wider jobs market. There are students who sit between these two distinctive paths and it is for this reason we have launched International Business Finance, for those who want to enter general management with an edge in finance.

This programme is designed for graduates who do not have a financial background, but are confident in numeracy and combines key elements of management with a core foundation in finance. Participants will be able to not only see how they would operate as managers, but also know that they can be confident in analysing business financial performance and making decisions in a broader context.

The combination of a research-led approach and a practical, professional focus, makes the prospect of studying our MSc International Business Finance highly appealing for those seeking to develop their knowledge and analytical skills in not only management, but also finance-relevant fields. Our high quality programme develops skills valued by employers, including independent learning and research, analytical skills, group work, presentation skills, project work, computer skills and numeracy.

For someone who is already confident and competent with numbers, this programme will take these strengths and enable you to embed them in a financial context. By combining a solid foundation in finance with a broad management understanding, this programme will give you the knowledge and skills you need to succeed.
WHY STUDY INTERNATIONAL BUSINESS FINANCE?

- Our Business School is internationally recognised for its excellence in world-leading research impact in Business and Management Studies ranked in REF 2014 as a Top 3 UK University

- Does not require a background in business or a finance degree

- Develop core finance knowledge and be able to apply it in real world settings

- Bring together management and finance in a unique way

- In a single year, create a major job-search advantage by kick-starting a new direction in your professional life

- Broad-based business training in international business theory and practice

- The University, Academic staff and study body are truly international

- Develop a well-rounded skillset – gain the tools to succeed in your job search, as well as the communication and professional skills that business recruiters expect

- Strengthen your capacity for geographical and cultural mobility

- Access top-tier global recruiters such as Deloitte, KPMG, PwC and EY - to explore how to stand out at an interview or assessment centre

- Experience world leading facilities - access to our in-house stock exchange provides opportunities to work with a real trading platform and supports in-depth understanding of finance in practice

- Use of advanced tools and quantitative techniques to critically appraise financial opportunities

- Numeracy and an understanding of how to interpret and use financial data

- Project and resource management

- A close understanding of economic fluctuations and other external changes affecting business
WHAT YOU’LL STUDY

SEPTEMBER ENTRY

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

JANUARY ENTRY

SEMESTER 1
Leadership Challenge
Accounting & Reporting
Internationalisation
International Finance

SEMESTER 2
Corporate Governance and Ethics
Strategic Financial Analysis
Professional Skills for Finance & Data Analysis
Critical Financial Report 1

SEMESTER 3
Marketing Management
Critical Financial Report 2
International Issues
Business Economics
HOW YOU’LL STUDY

LEARNING METHODS
Lectures, Tutorials, Research, Seminars, Individual Projects, Group Projects and Assessment.

ASSESSMENT
Students will be assessed based on the competencies and skills that are needed in the financial world in a number of ways, through the preparation of; individual and group presentations, posters, reports and academic essays. The modules are delivered in block mode, where each one is taught separately over a three week period, before moving on to the next module. There are no examinations for the modules, which are all assessed using a variety of continuous assessment methods.

INDUSTRY LINKS
Our Academics come from the commercial world as well as Academia and we’re constantly engaging with industry. Our business connections mean we provide opportunities to network with, present to, brainstorm with and do work for industry, including:

- The chance to have your work seen by eminent professionals

- ‘Live’ projects for, and site visits to, prestigious companies or institutions

- Project work and workshops with visiting lecturers and industry specialists
CAREERS

With many years of equipping students for the finance industry, it is clear that a combination of the academic and professional will put you in the best position to get the next job or to build your career. You will have 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 the advantage of having an edge over other general management graduates, as you will be able to understand financial objectives and the need for good financial planning.

Our programme will help to position you at the more quantitative end of a range of professions and will provide you with the knowledge and confidence you need to succeed in industries such as; accounting and professional services, investment banking, consultancy, supply chain management, corporate mergers and acquisitions and marketing.

WHAT WILL IT COST?

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/tuition-fees.php

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Part time students will negotiate their programme of study with the Programme Leader.
**MSc**

**INTERNATIONAL BUSINESS MANAGEMENT**

**OVERVIEW**

The world’s economy is increasingly global. As a result, demand continues to grow for individuals who understand the global context of business. By specialising in international business, you’re putting yourself in a more powerful, marketable position because a broad knowledge of the practice of business around the world is highly relevant, becoming increasingly valuable to employers.

This programme helps you connect with a deeper, more focused set of business skills, with an international orientation for an overview of how global organisations work. It is designed to provide an in-depth understanding of global practices across the spectrum of business fields in preparation for a career in global management.

Combining academic rigour with real life examples and activities designed to develop practical skills, topics cover a range of business fields, from finance and marketing to management and leadership. You’ll be challenged to explore these fields within an international context to understand how globalization impacts the business community, locally, nationally and internationally.
WHY STUDY INTERNATIONAL BUSINESS MANAGEMENT?

- Excellence with relevance
- A ‘conversion’ masters programme for students without an undergraduate degree in business/management - open to graduates from any discipline
- In a single year, create a major job-search advantage by kick starting a new direction in your professional life
- Broad-based business training in international business theory and practice
- The material, perspective, student body and Academic staff are truly international
- The programme attracts students from a wide range of backgrounds and nationalities, further enriching your learning experience, helping develop your cross-cultural skills and your future business network
- Develop a well-rounded skillset – gain the tools to succeed in your job search, as well as the communication and professional skills that business recruiters expect
- Strengthen your capacity for geographical and cultural mobility
- Enhance your Masters credentials with a direct pathway to a fast track MBA – after 3 years work experience, during which you keep a Professional Reflective Diary, all it would take is 3 one week blocks of learning

You can expect to gain many valuable transferable skills, such as;
- An understanding of how global organisations operate
- Strong communication skills (oral and written)
- Analytical and critical thinking
- Decision making
- Presentation and report writing skills
- Numeracy and an understanding of how to interpret and use financial data
- Self-motivation, initiative and effective time management
- Project and resource management
- A close understanding of economic fluctuations and other external changes affecting business

Armed with real-world knowledge and the confidence that brings, you’ll be able to credibly take on a wider range of business management roles.
WHAT YOU’LL STUDY

**SEMESTER 1**
Accounting and Finance for Managers
Interpersonal Management, Negotiation and Persuasion
Marketing Management
Issues in International Management

**SEMESTER 2**
Managing Human Resources
Internationalisation
Research Practice
The Leadership Challenge

**SEMESTER 3**
One elective choice plus
**two compulsory modules:**
Critical Studies Paper
New Venture Creation

**Progressing your MSc to an MBA**
On completion of the MSc International Business Management, students will be permitted to undertake a further 3 modules along with a Professional Reflective Journal for the award of an MBA.

All courses are subject to revision.

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**Did you know?**
On completion of the MSc International Business Management compulsory modules, students will be permitted to undertake a further 60 credits for the award of an MBA. Importantly, in addition to the completion of the modules the students must have completed 3 years relevant work experience. This requirement will be necessary to complete the Professional Diary.
CAREERS

The range of career opportunities and management roles is wide, across a variety of sectors and types of organisation. International Business Management graduates are typically hired by multinational corporations, businesses involved in foreign trade (import/export), government and public institutions, international relief and environmental organisations.

Whether you would like to develop your career in the private or public sector, a multinational or SME, this programme enables you to build commercial awareness and gain a deep understanding of the challenges and trends facing global business leaders today. Whether you want to move into a specific function (like Marketing or HR), or your goal is general management, this MSc is the degree to help you make those moves and contribute quickly and effectively to your chosen employer.

To help link up what you learn on the programme with your career path beyond it, you’ll be supported by a comprehensive range of career services focused on providing you with the tools and additional skills you need to advance and transform your career potential.

INDUSTRY LINKS

It’s because many of our Academics come from the commercial world as well as Academia and because we’re constantly engaging with industry, that we’re able to give you the focused knowledge and real world skills you’ll need to compete.

IF I HAD TO DESCRIBE ABERDEEN IN 3 WORDS IT WOULD BE CHALLENGING, GIVING AND MAGICAL

Carina Hoddo Steinbakk, Norway
WHAT WILL IT COST?

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/fee.php

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For entry requirements please see pages 22 - 23

DIRECT PATHWAY TO A FAST-TRACK MBA

THIS PROGRAMME OFFERS YOU A DIRECT PATHWAY TO A FAST TRACK MBA - AFTER 3 YEARS WORK EXPERIENCE, DURING WHICH YOU KEEP A PROFESSIONAL REFLECTIVE DIARY, ALL IT WOULD TAKE IS 3 ONE WEEK BLOCKS OF LEARNING.
The way you get to focus 100% on each course for IBM because of the block study set-up is amazing, and it lets you really dive into what you are working on. I especially liked the way you are challenged in each and every course, and I have grown immensely both academically and as a person, becoming stronger in both areas. The professors are really devoted and passionate in what they are doing, and I have really appreciated the level of dedication. The courses themselves are constantly updated, kept relevant by internal and external expertise brought in from across disciplines both in and outside Aberdeen. I have not regretted my choice once – and only continue to love the experiences offered to me here at the University of Aberdeen.

Carina Hoddo Steinbakk, Norway
MSc International Business Management
My favourite part of this programme is that it offers so much opportunity to implement my knowledge in real-life case practice. I got direct access to meet with so many industry players and work on real cases and interact with real clients. I had great opportunities to make connections with the decision makers in various industry sectors in Aberdeen, such as some leading oil and gas, construction, farming, and transportation companies.

It has been the ultimate international experience and the Aberdonians are so friendly. In this one year period, I built new friendships and it’s like a family. I feel Aberdeen is like home to me.

Cindy Permana, Indonesia
MSc Management Consultancy
MSc
INTERNATIONAL FINANCE

OVERVIEW

Are you a highly motivated graduate looking to succeed in the world of finance? Our MSc International Finance has a distinctive focus on international business and the financial world, providing highly numerate students with a broad knowledge and understanding of the changing role and nature of finance and investments, within the context of a global marketplace.

Our MSc in International Finance is a challenging programme, designed for students who are already confident with numbers and are looking to gain an understanding of the theory and practice of finance with an international perspective. The programme has a strong basis in economics and international trade and will provide students with an understanding of the key elements of the operation of global financial and economic systems. Students will develop the ability to evaluate and manage the risks involved in international business in order to understand investment decisions relevant for multinational businesses, governments and international organisations in both developed and emerging markets.

Over the year, students will develop skills in the analysis of a range of issues in international trade and the international monetary and financial systems, including foreign direct investment, balance of payments, sovereign debt, international currency and commodity markets. This will involve drawing on relevant elements of international macroeconomics, trade theory, the theory of option pricing, futures, the economics of international financial markets and other key elements of international finance.

Students who graduate from our programme will be well-placed to secure a position in an international organisation, in areas such as corporate finance, investment management or trading, benefiting from our strong links with the finance and accounting professions.
WHY STUDY INTERNATIONAL FINANCE?

- Our Business School is internationally recognised for its excellence in world-leading research impact in Business and Management Studies ranked in REF 2014 as a Top 3 UK University

- The University, Academic staff and study body are truly international

- Develop core finance knowledge and be able to apply it in real world settings

- Learn to critically appraise models, issues and theories relevant to international finance and apply these to decision making

- In a single year, create a major job search advantage by kick-starting a new direction in your professional life

- Gain an in-depth knowledge of corporate finance, financial markets, investment and international banking

- Develop a well-rounded skillset – gain the tools to succeed in your job search, as well as the communication and professional skills that business recruiters expect

- Strengthen your capacity for geographical and cultural mobility

- Experience world leading facilities - access to our in-house stock exchange provides opportunities to work with a real trading platform and supports in-depth understanding of finance in practice

- A close understanding of economic fluctuations and other external changes affecting the environment
WHAT YOU’LL STUDY

Students will have the opportunity to explore a range of themes to broaden their knowledge and sharpen their critical analysis of current debates and challenges. Some of these themes include:

- Corporate finance
- Economics for finance and accountancy
- International economics
- Issues in international trade and the international monetary and financial systems
- Foreign direct investment
- Balance of payments
- Sovereign debt
- Portfolio management
- International currency and commodity markets

HOW YOU’LL STUDY

LEARNING METHODS

Lectures, Tutorials, Research, Seminars, Individual Projects, Group Projects and Assessment.

ASSESSMENT

Students will be assessed on the competencies and skills that are required in the financial world in a number of ways, through the preparation of individual and group presentations, reports, academic essays and exams.
CAREERS

Our Business School has been preparing students for careers in the finance industry for over 20 years, with graduates entering a wide range of roles and industrial sectors, including investment analysis, securities trading, banking and investment banking, accountancy and financial management.

Our MSc International Finance is built on a combination of the academic and professional and can help to position and enhance our students, so they can confidently enter a range of quantitative based industries including: traditional lending, securitisation, credit derivatives, bridge financing, asset management, trading foreign exchange and securities. It is particularly suited to graduates looking to pursue careers in corporate finance.

WHAT WILL IT COST?

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/tuition-fees.php

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Part time students will negotiate their programme of study with the Programme Leader.
OVERVIEW

Our MSc addresses the social and environmental challenges facing businesses and how responsible leaders can create and embed responsible business practices across organisations. We aim to equip our students with the knowledge and insight to understand how ethical and responsible management can lead positive organisational and social change.

Students will explore responsible business practices and sustainability in the context of international business and will develop an understanding of its strategic role and explore its future economic, environmental and social impacts on today’s organisations.

Through the programme, students will develop the ability to apply critical and innovative ways of re-thinking social responsibility and citizenship for local and global industries. They are encouraged to develop their knowledge and understanding and importantly, their interpersonal and leadership skills to be able to affect positive change.

In addition to developing relevant theoretical insights, our Industry Weeks allow students to interact with organisations and to develop practical and hands-on solutions to opportunities. This encourages entrepreneurial thinking and gives them a chance to develop, test and plan ideas for new sustainable ventures. We will also teach them how to pitch ideas to investors and key stakeholders.

Our programme combines a research-led approach with a practical, professional focus to meet the growing demand for leaders who can help organisations identify and achieve their social and sustainability aims. We offer a robust programme for those seeking leadership with a CSR and sustainability component which provides students with the opportunity to focus and interact with industry issues and ideas, in the context of a continuously changing world.

We apply a cross-disciplinary approach to explore the current and future challenges faced by businesses, not-for-profits and government. It is aimed at professionals in corporations, not-for-profits and governmental agencies who want to bring about fundamental changes in business practices, individual and social behaviours.
WHY STUDY MSC LEADERSHIP, CSR AND SUSTAINABILITY?

- Our Business School is internationally recognised for its excellence in world-leading research impact in Business and Management Studies ranked in REF 2014 as a Top 3 UK University

- Develop critical insights into current and emerging approaches and apply these in real world settings

- Understand the developing role of responsible leadership, social enterprise, business ethics and sustainability issues for international business

- Choose between becoming a Social Entrepreneur or Leader of Sustainability in an international corporation and charity

- Balance theory and practice and become an expert within the field of responsible management and stakeholder engagement

- Develop a well-rounded skillset – gain the tools to succeed in your job search, as well as the communication and professional skills that business recruiters expect

- Strengthen your capacity for social, geographical and cultural mobility

- Drive organisational change and help organisations to face some of today’s biggest social and environmental challenges

- Change the world!
WHAT YOU’LL STUDY

Students will have the opportunity to explore a range of themes to broaden their knowledge and sharpen their critical analysis of current global debates and challenges. Industry weeks provide an opportunity for students to engage with industry and use their knowledge and theories in the real world setting. Students will study a range of themes, these include:

- Social Innovation
- Governance and Accountability
- Social Entrepreneurship and High-impact Ventures.
- Social Marketing
- Ethics, Community and Stakeholder Engagement
- Change Leadership

HOW YOU’LL STUDY

LEARNING METHODS

Lectures, Industry Research, Seminars, Individual Projects, Group Projects and Assessment.

ASSESSMENT

The programme assesses the competencies and skills through individual and group presentations, digital media presentations, report writing and company-led research projects. The modules are delivered in block mode, where each one is taught separately over a three week period, before moving on to the next module. There are no examinations for the modules, which are all assessed using continuous assessment.

INDUSTRY LINKS

Our Academics come from the commercial world as well as Academia and we’re constantly engaging with industry. Our Industry Weeks offers the opportunity to work with real businesses to solve real issues. We will provide opportunities to network, brainstorm and present to specialists including:

- Experts from the industry, policy and third sectors
- Visits to learn best practice from prestigious companies, social entrepreneurs and research bodies.
- Project and course work directed by visiting academics and practitioners from partner organisations.
CAREERS

Increasingly, sustainable development and leadership are thought to be major challenges for governments and organisations around the world as they continue to achieve greater environmental sustainability and higher level of community engagement. There are an increasing number of posts in the sustainability sector as organisations, non-profit and private, are under pressure to address their social and environmental impacts.

Students who graduate from our programme will be able to enter a variety of industries and take up positions in: government ministries and public sector bodies concerned with policy analysis in sustainable development and impact assessment, consultancies and NGOs concerned with addressing issues of sustainability and multinational corporations seeking to develop their reputation and work with wider groups of stakeholders.

Our students will develop and be able to offer potential employers the crucial characteristics, knowledge and skills in demand in today’s globally competitive business environment.

WHAT WILL IT COST?

For details about fees and funding please see our website:
www.abdn.ac.uk/infohub/finance/tuition-fees.php

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<td>Part time: A minimum of 24 months</td>
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Part time students will negotiate their programme of study with the Programme Leader.
**MSc**

MARKETING MANAGEMENT

**OVERVIEW**

The programme is ideal for students who want to pursue a vibrant and fulfilling career in marketing – across a diverse range of business environments.

Marketing is one of the most popular graduate jobs you’ll come across. So on this programme, we help you market a very important product. Selling YOU, as a marketing professional, is what this programme is all about.

The programme offers all the elements of a high-level Masters with an innovative approach. It is built around the very latest marketing research insights into what employers need, current expert thinking and real-world practical experience.

Academic skills from your degree, such as the ability to interpret complex information, solve problems and work to deadlines will help open doors into a marketing career. Plus, practical skills are central to the programme.
Within a core structure of eight learning modules and a dissertation/project, you’ll learn how to:

- Appraise the marketplace for opportunities and threats
- Understand the role of marketing within an organisation
- Critically appraise and challenge the relevance and practicality of marketing theories
- Interpret, apply and adapt marketing theories for use in practical settings
- Think and operate creatively to scope, refine and deliver practicable marketing proposals and solutions
- Translate ideas, theories and plans into practice
- Promote products via traditional and online media
- Work effectively as part of a marketing team

There are also live learning projects – ‘3 industry weeks’ where you’ll pick up the sort of practical tools and techniques you can immediately apply to the day job.

The programme also gives the option of a practical ‘consultancy project’ focused on an industry-relevant company issue.
WHY STUDY MARKETING MANAGEMENT?

- Excellence with relevance
- A ‘conversion’ Masters with the distinctive duality of management and marketing that can be completed in a single year, from any undergraduate discipline
- Gain the professional skills and industry awareness you’ll need to impress recruiters
- Develop advanced knowledge of marketing strategies, principles, models, theories and practices including how to apply and adapt them across a wide range of markets
- Create a depth of knowledge through experiential learning
- Pick up a practical skill-set that is directly applicable to the workplace, gaining the ability to research and critically assess key performance indicators (KPIs)
- Diagnose problems accurately and solve them creatively
- Communicate effectively (in both oral and written contexts)
- Persuade and negotiate, honing strong presentation skills
- Work seamlessly in a team
- Mix with students from a wide variety of educational and cultural backgrounds
- Be guided by the best teachers, who are leaders in their field. We are ranked as a Top 3 University for world-leading research impact in Business and Management Studies (REF 2014)

97% OF OUR GRADUATES* ARE IN WORK OR FURTHER STUDY WITHIN SIX MONTHS OF GRADUATION

*HESA 14/15
INDUSTRY LINKS

Reflecting the dynamic and technologically innovative nature of contemporary marketing, there are Live learning projects – ‘3 industry weeks’ where we’ll work with you to develop your practical skills through live (real) case workings and skills development workshops.

Importantly, in the third semester, you will also learn about the practicalities of digital marketing as we work with a digital agency in the Digital Marketing module. You will be equipped to say you know about digital!

The programme also gives the option of following one of two routes during the third semester, where you either:

Complete a traditional research dissertation.

OR

See through a practical ‘consultancy project’ focused on an industry-relevant company issue.
WHAT YOU’LL STUDY

SEMESTER 1
Interpersonal Management, Negotiation and Persuasion
Marketing Management
New Product and Service Development
Marketing Decision Making

SEMESTER 2
Consumer Behaviour
Marketing Communications
Business Model Innovation
Research Practice

SEMESTER 3
Digital Marketing
MSc Dissertation
OR
Marketing Project

HOW YOU’LL STUDY

The modules that you study will 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, marketing pitch presentations.

LEARNING METHODS
Lectures, Group Projects, Seminars, Tutorials, Individual Projects

ASSESSMENT

Our programme employs a variety of assessment methods which are designed to assess knowledge, competencies and skills that are required in the role of a modern marketer.

- Just like industry, we don’t run our programme around exams – in fact there are no exams. Just intensive real-world learning that helps you gain relevant knowledge, quickly and effectively
- All assessments are done by a portfolio of work-based assignments
CAREERS

If you are looking for a challenging and exciting career in business and have a results driven, hands-on approach combined with an entrepreneurial attitude, this could be just the programme for you.

Marketing is used by virtually every organisation, both commercial and public, and the quality of that marketing often determines a business’s success or failure. Whether it’s a financial institution, fashion retailer, government department, e-business or charity organisation – each needs good marketing to succeed, and each requires a different kind of sell. By applying your marketing nous in whatever field or industry interests you, you can be a key player in driving the success of any business.

This programme has been designed to prepare you for a wide range of marketing and management roles. You will develop the skills to pursue a career in all aspects of marketing including:

- Branding
- Customer relationship management
- Marketing
- International marketing
- Advertising
- Promotion
- Market research

WHAT WILL IT COST?

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/tuition-fees.php
The University of Aberdeen’s marketing management programme combined marketing strategy with other business courses I felt would be most beneficial to my future career. I was also intrigued by the mix of classes with “industry weeks” where students work closely with local organisations, and the potential to work with one of these organisations for my final research project.

Margaret Brinkley, Maryland, United States of America
MSc Marketing Management
**MSc**

PETROLEUM ENERGY, ECONOMICS AND FINANCE

**OVERVIEW**

It’s a highly-distinctive, 1-year Masters programme combining the disciplined study of economic principles with a deep understanding of the dynamic, constantly evolving energy industry.

In the first semester, we’ll make sure you’re fully versed with the key micro and macroeconomic modelling techniques. To make financial sense of the data, there will be time spent understanding the critical aspects of financial analysis. You’ll also gain an in-depth understanding of energy and petroleum economics and explore issues like the Hotelling model and oil price behaviour, the role of OPEC and the issues of global warming and renewables in an economic context.

Semester two will be where we ramp up your strategic thinking using game theory to demonstrate how businesses interact strategically, globally. We’ll help to develop your individual analytical skills and judgement surrounding energy industry investment decisions having to be made in an uncertain world. Finally, we also cover some more advanced quantitative techniques such as time series analysis and Monte Carlo simulation.

During the summer term, you’ll undertake a dissertation project from a range of possible key topics in the petroleum and energy industries. Past subjects have included economic evaluation of oil and gas taxation, empirical analyses of energy commodity prices and analyses of the viability of energy investment projects - in both the petroleum and renewable sector.
WHY STUDY PETROLEUM ENERGY, ECONOMICS AND FINANCE?

Aberdeen University is an established leader in teaching and research in the fields of economics and energy. Our MSc Petroleum Energy, Economics and Finance builds on our considerable strength in these fields.

The Business School is nationally and internationally renowned for its research in Energy and Environment, Finance and Governance, Work, Health and Wellbeing and Property Market Analysis. In the last Research Excellence Framework (REF) 2014, 71% of our research was graded as ‘world leading’ or ‘internationally excellent’.

With a world expert in Energy Economics, Professor Alexander Kemp OBE, actively teaching on this programme, it is a programme of study that is without equivalence.

We draw a highly distinctive mix of students, spanning both nationalities and disciplines. So you’ll be encouraged to look at energy business challenges from across disciplines, with an integrated perspective – about a third of students come from an economics/finance background, a third have a scientific background and the final third come from the social sciences.

Last year, in a class of 38, students represented 26 different nationalities – the students referred to themselves as the ‘United Nations class!’

It is this diversity of the student cohort that brings a richness of experience. Learning alongside classmates who contribute wide-ranging perspectives will help you acquire skills beyond the Academic and the technical - that cultural intelligence, those soft skills - that employers increasingly seek.
WHY STUDY PETROLEUM ENERGY, ECONOMICS AND FINANCE?

- A distinguished department, we're home to two highly-rated relevant research centres – Aberdeen Centre for Research in Energy Economics and Finance (ACREEF) and the Scottish Experimental Economic Laboratory (SEEL)
- All staff members teaching on the programme are actively involved in research in a range of energy economic areas: crude oil markets, crude oil prices, renewable energy, electricity markets, and trade and environment
- Strong links and active engagement with professional practice, multi-nationals and government agencies around the world
- Obtain insights into commercially-oriented analysis
- Develop quantitative skills to better utilise data to inform strategic decisions
- Learn toanalyse energy markets and the micro and macro impacts of various stimuli
- Work and network with employers from a range of national and multi-national companies through our visiting speaker programme
- Field trips organised to energy industry sites
- Acquire the global perspectives essential to professional success

INDUSTRY LINKS

The programme incorporates significant input from the Energy industry. Our MSc Petroleum Economics, Energy & Finance has seen former students creating their dissertations in association with specific companies such as BP, Total and Scottish Government.

We also bring together a range of visiting speaker and mentors from leading industry names such as Wood Mackenzie and Palantir Solutions who share their knowledge with students of how the economic world of energy works.
WHAT YOU’LL 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’LL STUDY

LEARNING METHODS
Lectures, Tutorials, Research, Individual Projects, Seminars

ASSESSMENT
By course work, by written examination or by a combination of those, as prescribed for each module.
MEET ONE OF OUR WORLD EXPERTS: PROFESSOR ALEX KEMP OBE.

PROFESSOR KEMP WROTE THE ENERGY ECONOMICS RULEBOOK. LITERALLY.

THINK WHAT YOU COULD LEARN FROM HIM.
AND, DISTINCT FROM SOME OTHER BUSINESS SCHOOLS, OUR WORLD EXPERT ACADEMIC DOES STILL ACTIVELY TEACH STUDENTS ON THIS PROGRAMME.
CAREERS

Most of our students are aiming to specialise as analysts in the oil or gas industry or perhaps in a government department that deals with industry. The programme has paved the way to success for former students securing roles as Energy and Business Consultants, Strategy Analysts, Market Analysts, Commercial Analysts, Economists, Project Managers and Oil and Gas Associates.
We’ve had many students going through to successful, rewarding careers with a range of top employers. Let’s name drop a few:

- Aditya Birla
- BP
- Citibank
- Centrica
- ConocoPhillips
- Deloitte
- EY
- ExxonMobil
- Petroleum Commission, Ghana
- KPMG
- npower
- Oil and Gas UK
- Petrofac
- Palantir Solutions
- PwC
- Sapient
- UBS Investment Bank
- UK Department of Energy and Climate Change (DECC)
- Schlumberger
- Talisman
- Total
- Turkish National Oil Corporation
- UBS
- Wood Group

The list really does go on and so does the number of posts our past students have successfully applied for. Here’s a small selection:

- Energy and Business Consultant
- Strategy Analyst
- Market Analyst
- Commercial Analyst
- Economist
- Oil and Gas Associates
- Project Manager

WHAT WILL IT COST?

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/tuition-fees.php

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For entry requirements please see pages 22 - 23
STUDENT VOICE

Philip Pataraya, Moscow, Russia
MSc Petroleum, Energy, Economics and Finance

THE PROCESS THAT ALMOST NEVER STOPS, THE CONSTANT FEELING OF LEARNING SOMETHING NEW.
I chose Aberdeen University for its reputation in teaching and research in Energy Economics coupled with Finance. In our class, there were so many opportunities to undertake work based dissertations which gives meaning to the research by making it applicable outside the classroom environment. Aside the knowledge acquisition, my research and reporting skills have been enhanced with introduction to tools such as EViews, Stata and Sage. The whole experience of the beautiful Granite City has been worthwhile. I came to get an education but I have received way more than that.

Peggi Denkyi, Accra, Ghana
MSc Petroleum, Energy, Economics and Finance
MSc
REAL ESTATE

OVERVIEW

Want to join an exciting profession with excellent career prospects?

The degree is a 12 month full time ‘conversion’ programme for students with a wide range of first degrees who want to fast-track a career path into the real estate profession.
With proven academic credentials, this Masters degree has been running at the University of Aberdeen for over 25 years, underpinned by our 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.

The main emphases of the programme are on:

- Economics, finance, business and quantitative skills
- Institutional and legal factors and the policy environment of real estate
- Property valuation, market analysis, investment and development
- Analysis and problem solving in a strategic business context

You can choose from:

- A commercial UK focused real estate pathway aimed at students wishing to pursue a career in the UK
  OR
- An international real estate pathway, enabling students to gain an in-depth understanding of real estate from a global perspective

For our international pathway students, we’ve incorporated a 5 cities Asian studies tour into the module to expose you to key players in the international real estate business. Cities include Hong Kong, Beijing, Shanghai, Tokyo and Seoul. And for both pathways there’s a week-long European field trip which in the recent past has been to one of the three cities: Lisbon, Madrid or Barcelona. During these field trips, students benefit from site visits and engage in talks with leading industry figures and planning department officials.

The Real Estate Group, based within the School, is internationally recognised for its research excellence in this specialist field – and as such gives our students the great advantage of accessing a wealth of powerful data.
WHY STUDY REAL ESTATE

The programme has several key strengths:

- Degree is fully accredited by the Royal Institution of Chartered Surveyors (RICS) allowing graduates to proceed to the RICS Assessment of Professional Competence (APC) following appropriate work experience
- Degree has been running for over 25 years and has established a strong reputation among employers with many past graduates employed in senior positions in the profession
- Programme is based in the Business School and benefits from strong links with the economics, finance and management disciplines
- Offers a particular focus and strength on commercial property valuation and investment and the study of international real estate markets
- International Real Estate module includes a week long European field trip
- Students on the international pathway can elect to travel to Asia and visit 5 cities as part of the Asian Cities module
- Average cohort size of 15 to 25 students ensures an interactive, friendly learning environment
- Teaching staff are active researchers ensuring that the content is at the forefront of current thinking
- The Real Estate Group has strong links with the profession with practitioners regularly involved in workshops and field trips
WHAT YOU’LL 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’LL STUDY

LEARNING METHODS
Lectures, Tutorials, Seminars, Field Trips and Research

ASSESSMENT
By course work, written examination or a combination of those, as prescribed for each module.
INDUSTRY LINKS

Our business connections mean we provide opportunities to network with, present to, brainstorm with and do work for industry, including:
- The chance to have your work seen by eminent members of your profession
- Work and network with employers from a range of national and multi-national companies through our visiting speaker programme
- Live projects for and site visits to prestigious companies or institutions
- Project work and workshops with visiting lecturers and industry specialists

ACCREDITATION

Accreditation and world-wide recognition from the Royal Institution of Chartered Surveyors (RICS) allows graduates to proceed to the RICS Assessment of Professional Competence (APC).

CAREERS

Our graduates achieve notable success in the employment market, with many employed by the major surveying firms in lucrative careers spanning surveying, investment, property valuation, planning and development and property management.

As there are more chartered surveying positions in London than there are in the rest of the UK, it’s no surprise that many of our past students are now enjoying careers with major surveying firms in the capital. But we also have significant numbers of former students in Glasgow and Edinburgh – not to mention many engaged with local practices throughout the UK.

As for the former students who took the international real estate pathway – many of them are now forging strong, rewarding careers across the globe from Shanghai to Hong Kong to Frankfurt.

WHAT WILL IT COST?

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/tuition-fees.php

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For entry requirements please see pages 22 - 23
I had several job interviews and in almost every interview they told me that one of the main reasons for inviting me was the degree from the University of Aberdeen.

Christoph Weisser, Konigsfeld, Germany
MSc Real Estate
The RICS accredited course offered by the University provided me with the qualification I required to enter into the field of work I was interested in - chartered surveying. The small class size enabled and encouraged student participation and considerable interaction with the teaching staff, which has assisted in creating a friendly environment to learn in.

Emma Macfadyen, UK
MSc Real Estate
The postgraduate degree I studied only allows for a small number of students to study the course per year, which I thought was a positive aspect over the other Universities. This allowed each student to receive the help they may need in order to complete the course, rather than being one of a hundred students.

Jessica Skinner, UK
MSc Real Estate
**MBA**

**MASTER OF BUSINESS ADMINISTRATION**

**OVERVIEW**

The Aberdeen MBA is focused on the real needs of business and will provide you with an opportunity to develop your understanding of the key knowledge and skills required to succeed in today’s challenging business world, when it’s going to be harder and harder to move up without a higher-level qualification.

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

During your studies, you’ll learn about data management for better decision-making and operations management, as well as going on to work on strategy formulation and implementation.

You’ll work on your personal development: skills, style and leadership. You are prepared to mature as a manager and become able to lead, motivate and manage. But we do all this in a refreshingly different way. Our MBA is not about business dogma. It’s about getting you to challenge the way business is done and find new, more effective, more creative ways of doing it.

The MBA Faculty use a range of different methods to engage you, with an emphasis on experiential learning. These range from formal lectures, group discussions, industry-real role-plays, simulation exercises, case study analysis and project work. You will take cutting edge modules during our summer school which is led by visiting scholars as well as staff.

Our MBA attracts talented people from different industries, from all over the world. In this way, you’ll be able to learn from your classmates, share ideas, create professional networks and make friendships which last well beyond the academic experience.
WHY STUDY AN MBA?

A University of Aberdeen MBA gives you:
- An internationally recognised MBA delivered by a reputable University – we are ranked as a Top 3 University for world-leading research impact in Business and Management Studies (REF 2014)
- High quality teaching staff in a Business School and University with an excellent academic reputation
- Teaching informed by close links with business and industry
- Specialist subject knowledge of the core areas of business, for example marketing, operations, finance and human resource management
- The interpersonal skills required to lead, manage and motivate successful networks, teams and organisations
- The opportunity to explore new perspectives, ideas and challenges for business
- Optional modules to help you tailor your MBA
- Credibility with your business peers
- Career development support
- Flexible study options whether you are learning full time over one year on campus or part-time over two to five years

MBA FINANCE

Our MBA Finance programme is another option for students. This pathway MBA equips students with an enhanced knowledge and understanding of accounting and finance that will enable them to pursue more specific roles in the areas of project finance and corporate finance. Students taking this pathway have to take a more focussed elective programme in their summer term.

STUDENT BODY

NUMBER OF NATIONALITIES: 43
AVERAGE AGE: 30 YEARS
FEMALE TO MALE RATIO: 45:55
AVERAGE LENGTH OF WORK EXPERIENCE: 5+ YEARS
WHAT YOU’LL STUDY

**SEMESTER 1**
Business Economics  
Accounting and Finance for Managers  
Business Strategy  
Accounting and Finance for Managers

**SEMESTER 2**
Strategic Marketing  
Managing People at Work  
Managing Change and Innovation  
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  
Internationalisation  
Essential Human Resources Management

INDUSTRY LINKS
Our business connections mean we provide opportunities to network with, present to, brainstorm with and do work for industry, including:
- The chance to have your work seen by eminent members of your profession
- ‘Live’ projects for and site visits to prestigious companies or institutions
- Project work and workshops with visiting lecturers and industry specialists

WHAT WILL IT COST?

Undertaking an MBA is a substantial investment of your time and your finances. We aim to ensure that the return on your investment is considerable.

For details about fees and funding please see our website:  
www.abdn.ac.uk/infohub/finance/tuition-fees.php

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For entry requirements please see pages 22 - 23
MBA GRADUATES ARE IN HIGH DEMAND

80% are employed in senior manager or director positions worldwide*

42 CEOs of the Fortune Top 100 companies hold an MBA
ACCORDING TO RESEARCH FROM THE ASSOCIATION OF MBAS, GRADUATES CAN EARN 18% MORE THAN THOSE WITHOUT AN MBA. IN FACT, THE AVERAGE SALARY INCREASE ON PRE-MBA SALARIES CAN BE AS MUCH AS 53%

CAREERS

Aberdeen Alumni have enjoyed much success in the workplace with recent graduates going on to work in the following organisations:

- Accenture
- Bank of Scotland
- BP
- Bureau Veritas
- Centrica
- Citibank
- Conoco Phillips
- EY
- Google
- High Speed 2
- KPMG
- Npower
- Royal Bank of Scotland
- Shell
- Standard Chartered Bank
- Talisman
- Taqa
- Yes Bank (India)
I got a fantastic first impression of Aberdeen. I applied to several other Universities in the UK but it was Aberdeen that replied to me just two days after my online application, and with the offer of a graduate business school scholarship too. I was so glad to receive such a quick response from the University that it really helped me make up my mind – if this University can be so responsive, so quickly, then that’s got to be a good thing going forward for the level of support I am likely to receive. And, I wasn’t wrong! Throughout the admissions process, the International Officers assisted me hugely. Right from arriving at the airport, I met colleagues who made me feel really at home. Twelve months on, I have never once regretted choosing University of Aberdeen.

I read a lot about the University and I was pleased to see everything I read about has not disappointed and has lived up to my expectations - the Sir Duncan Rice Library, IT facilities, the student support system and availability of lecturers, and administrators, in the business school always there to assist students. It’s all just amazing.

I am now more enlightened, creative and talented. Some of the block courses are so practical and all very much involve practice which can be easily applied to real life activity. The opportunities for human capital development I must say are enormous. For instance, I have involved myself in Aberdeen University Students Union (AUSA) activities. I have been an election assistant during the March, 2016 Sabbatical elections. Currently, I am a student ambassador and give advice to students who may want to come here.

Standing before the mirror showed me by the University of Aberdeen, I see a Judith Teiko empowered to empower the world.

Judith Teiko, Ghana, Africa
MBA
WE RECOGNISE THAT AS A BUSY PROFESSIONAL, FLEXIBLE PROVISION IS THE KEY; OUR ONLINE MBA ALLOWS YOU TO STUDY WHEREVER YOU ARE, ON THE DEVICE OF YOUR CHOOSING.

YOU CAN GAIN A PRESTIGIOUS PROFESSIONAL QUALIFICATION WITHOUT THE NEED FOR A CAREER BREAK.

Our MBA is for individuals who want to challenge traditional perceptions of how business is done; someone who wants to discover more effective, more creative approaches to building and managing successful and sustainable organisations.

The authentic, hands-on nature of the programme means that you can apply your newly acquired knowledge, skills and business expertise to your professional work, immediately.

Aberdeen’s online MBA is delivered through our interactive learning platform, which accurately reflects the digital environments used by today’s leading corporations and business organisations.

- Receive unlimited one-to-one tutor and student support
- Personalise the MBA to suit your aspirations and professional circumstances by choosing from three pathways: Entrepreneurship, Consultancy or Enterprise
- Log on to our bespoke online study site and access a wealth of learning materials including informative podcasts, instructional videos featuring Executive Fellows and University Faculty, subject based simulations and specialist written content
- Manage your learning around fixed module start dates and set assessment submission schedules

The online MBA also gives you the opportunity to become part of the next generation of business specialists equipped to enter the global marketplace as entrepreneurs, consultants and inspirational leaders.
A WORLD CLASS EDUCATION. AT YOUR FINGERTIPS.
EXECUTIVE MBA
MASTER OF BUSINESS ADMINISTRATION

OVERVIEW

The University of Aberdeen Business School Executive MBA aims to meet the needs of the contemporary international business world and will give you the skills, vision and strategic leadership skills to accelerate your career.
We recognise that the business leaders of the future will be required to demonstrate professional skills, such as critical analysis and strategic planning, in addition to personal qualities, such as flexibility, adaptability and commitment. Successful organisations need leaders who can confidently navigate an increasingly competitive landscape, characterised by economic and financial instability, rapid technological development and increasing resource insecurity. Our Executive MBA will prepare you to progress with confidence into leadership roles in this new world.

The programme is designed for working professionals who have a preference for part-time study, are seeking advancement and have significant post-graduation/relevant work experience. Students will also have a strong desire to develop and enhance a range of transferable skills which are highly appropriate to a career in business. These prerequisites are reflected in the syllabus, which consists of core (compulsory) subjects with no specialism, but have an emphasis on work-based assessment and reflective practice. Students will cover key aspects of business and management theory and practice through the modules, with a strong emphasis on balancing knowledge and skills.

We recognise that understanding the relationship between theory and practice, evaluating business tools and learning from good practice, is only a small part of what is required for a successful career in business. With this in mind our EMBA provides students with the tools to:

- Innovate, evaluate trends and drive change across all areas of business
- Understand the nature of value and value creation across all sectors of an economy
- Develop, promote and pitch ideas, products and services while establishing presence, demonstrating competencies and outlining a unique business vision in a highly competitive marketplace
- Acquire and develop managerial competence including the enhanced abilities to analyse problems, scenarios and big data
- Manage projects
- Negotiate and communicate in a fast-changing world

Our programme will be delivered in London, UK, over long weekends (Friday to Sunday), following a 9 week sequence. This modular programme offers a convenient format for busy executives and an accessible venue in the heart of one of Europe’s most vibrant cities.

The EMBA is unique in its mode of delivery with an emphasis on work-based assessment and on reflective practice. Professionals can gain a prestigious qualification without the need for a career break and put themselves on the fast track to becoming the business leaders of tomorrow.
WHY STUDY EXECUTIVE MBA?

- Our Business School is internationally recognised for its excellence in world-leading research impact in Business and Management Studies ranked in REF 2014 as a Top 3 UK University

- Develop critical insight into current and emerging issues and apply it in real world settings

- Learn from leading Executive Fellows

- The University, Academic staff and study body are international and multi-disciplined

- Develop a well-rounded skillset – gain the tools to succeed in your job search, as well as the communication and professional skills that business recruiters expect

- Strengthen your capacity for social, geographical and cultural mobility

- Expand your understanding of how businesses and markets work

- Critically evaluate how value is created through innovation and marketing and how strategies are designed

- Gain an understanding of the complexities and challenges of doing business with emerging economies

- Drive organisational change and help organisations to face some of today’s greatest financial and economic challenges

- Develop interpersonal, management and leadership skills
WHAT YOU’LL STUDY EXECUTIVE MBA

The EMBA is designed as a career development degree. This is reflected in the syllabus which consists of core (compulsory) subjects which do not require prior specialist knowledge and which have an emphasis on work-based assessment and on reflective practice. Students will therefore cover key aspects of business and management theory and practice through the modules, with a strong emphasis on balancing knowledge and skills.

There are 8 core modules bearing 15 credit points, plus a 60 credit Practical Intervention Project:

- Leading Strategic Change
- Management Effectiveness: Negotiation, Analysis, Communication, Project work
- Marketing, Reputation and Value
- Strategy
- Entrepreneurship and Innovation
- Governance, Responsibility and Ethics
- Strategic Human Resource Management
- Accounting and Finance for Executives
- Practical Intervention Project

(The final module comprises an action research project and bears 60 credit points)

The Practical Intervention Project module includes a significant research training component in the form of 20 hours of classroom teaching and 5 hours of individual supervision. The classroom teaching - which comprises a mix of lectures, group work, case studies and discussion- focuses on action research training, set within general research concepts and tools. It is designed to provide a sound underpinning to the student’s own Practical Intervention Project report.
HOW YOU’LL STUDY

LEARNING METHODS

Lectures, facilitated discussions, case studies and business simulations.

Students are expected to attend face-to-face lectures in London, UK, over long weekends (Friday to Sunday), following a 9 week sequence; one module will be delivered every 8-10 weeks.

This programme will enable students to learn from the critical understanding and discussion of theory and practice, through direct class contact and the subsequent reflective transference of this learning to the workplace environment. This learning will be supported by on-line forums and further learning materials and frameworks.

Individual supervisions complement the generic training by providing one-to-one support and feedback on the student’s specific programme of research.

CAREERS

Graduates from our EMBA programme will reap multiple benefits for themselves and their career:

- Develop new skills your employer is looking for and progress up the career ladder

- An EMBA can help you move into job positions you wouldn’t be able to otherwise

- Gain the skills you need to start your own business

- The international network you develop is one of the most valuable outcomes of your Executive MBA qualification

- Study alongside world-class peers and benefit from endless professional opportunities

- Advance your leadership skills and learn to lead with vision and purpose

- Enhance your credentials with a globally-recognized MBA degree and first class management training

- Immediate reward for you and your employer, by developing a holistic approach to understanding and solving business problems
WHAT WILL IT COST?

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/tuition-fees.php

Students will be expected to cover all costs incurred when studying in London for delivery of the modules throughout the programme. If a student can’t for any reason come to the programme being delivered in London due to visa issues, the University has no power to influence UK Visa and Immigration.

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<th>Programme Length:</th>
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<td>minimum of 2 years to complete</td>
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For entry requirements please see pages 22 - 23

There are fixed and multiple entry points, as well as exit points where students will gain a PG Cert and diploma. The EMBA is designed to provide additional flexible online provision if required, to accommodate professional work pressures in cases where this is identified as prohibitive to attending proposed module weekend sessions face to face. Each module will be delivered from Friday morning to Sunday evening on a sequential basis, following an 8-10 week pattern of delivery, support and assessment.
MBA
ENERGY MANAGEMENT

OVERVIEW

Create a competitive advantage to advance your career with our specialised, industry-focused MBA. We created the programme in conjunction with industry to enable people already working in the field of energy to improve, move on and move up within the sector.

It might be you’re currently in a technical role, yet want to explore new challenges at higher levels or it could be you’re already supervising, managing or leading teams on projects that simply don’t stretch your abilities enough.

Or, if you’re working outside the energy industry with transferable skills and want to get into this high growth sector, you’ll need to understand the current challenges, financial issues and decision-making processes involved.

Our MBA Energy Management has been designed to develop your talent further by developing both your knowledge base and the necessary skills to be able to put this knowledge into practice.

Our students focus their studies in a number of in-depth areas:
- Business Strategy
- Operations and Project Management
- Business & Money
- Value & Markets
- The Leadership Challenge
- Business Model Innovation
- Managing Self & Others
- Managing Change & Innovation
- Supply Chain Management
- Talking to Teams
- Energy Finance
- Future Energies
WHY STUDY ENERGY MANAGEMENT?

The increasingly complex and competitive world of energy calls for talented professionals. Our industry-led MBA programme stands alone in the UK in developing the next generation. As the curriculum was co-created in consultation with leading industry professionals and organisations, it means that the programme is aligned to industry competencies and satisfies the skills required. In this way, you’ll add value to the industry and the industry will value you more in return. In recommending where to study an MBA Energy Management, The Economist noted ‘the best schools are found in the place where the energy is’. Located in the Energy Capital of Europe, the University of Aberdeen plays a major role in this industry through research, consultancy, training and development.

Our MBA Energy Management programme is built upon established energy-industry research and consultancy excellence. And because our staff offer programmes that relate to their research specialism, this strengthens the teaching we offer, as it’s informed, up to date and enthusiastic. Totally focused on developing your potential and success as an energy industry professional, we match every student with an industry mentor. Imagine the valuable insights and connections you’ll benefit from. Consider how much of an advantage that gives you a year on, when you’re applying for posts in the industry.

By joining this programme, you will prepare to take on higher-level positions in the Energy industry.

- DEEPEN your understanding of the key energy industry structures
- CONNECT you with the main functional areas of businesses
  • overlaying this with decision-making processes
  • revealing how these areas interact as a whole
- DEVELOP your critical-thinking and judgment-forming skills
- ENHANCE and encourage your creative and strategic thinking
- SHARPEN your implementation skills both as a leader and team member
- PROMOTE your global perspective through interaction with fellow participants and mentors from every corner of the globe
WHAT YOU’LL STUDY

**SEMESTER 1**
- Business Strategy
- Business and Money
- Values and Markets
- Operations and Project Management

**SEMESTER 2**
- Managing Change and Innovation
- 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.

OTHER WAYS TO STUDY

We understand the need for flexibility, and that a one year degree may not be suitable for everyone, which is why we offer additional ways to study.

At Aberdeen, we offer incredible flexibility on our MBA Energy Management. You have almost unlimited options about how, where and what pace you study, and a wide choice of what you study. Not to mention the flexible fee payments.
INDUSTRY LINKS

- Every full time student is matched with an Energy business professional as their mentor. This Professional Faculty of Executive Fellows are established professionals from the Energy sector.
- Our mentoring is designed to provide students with an opportunity to connect with a senior industry practitioner from the business community to deepen and enhance their learning and development.

CAREERS

The energy market is crucial to the global economy and is one of the most profitable industries there is. Additionally, our Business School has a long-standing track record of delivering MBA programmes that enhance employability. Our Alumni have enjoyed much success in the workplace with the University of Aberdeen MBA graduates securing employment with:

- BP
- Bureau Veritas UK & Ireland
- Citibank
- EY
- Google
- KPMG
- Npower
- Royal Bank of Scotland
- Stork Technical Services
- Talisman Energy
- Taqa
- Centrica

WHAT WILL IT COST?

Undertaking an MBA is a substantial investment of your time and your finances. We aim to ensure that the return on your investment is considerable.

For details about fees and funding please see our website: www.abdn.ac.uk/infohub/finance/ tuition-fees.php

Programme Length:
Full time: 12 months
Part time: A minimum of 24 months

Start Dates:
September and January

For entry requirements please see pages 22 - 23
“The excellent reputation of the University coupled with its location in the Energy capital of Europe will provide exceptional opportunities to make the most of existing skills and expertise in the wider energy community. The combination of these factors will form the basis for an exclusive student experience.”

Thomas (Rulzion) Rattray, Director, OGAS (Oil & Gas Academy of Scotland)
Just over a year into the MBA programme, I was promoted to a significant managerial position at Xodus Group, which allowed me to put into practice the various management tools and techniques covered in this programme. Had I not undertaken this MBA programme I truly feel that I would have found the transition into a management role far more challenging and daunting.

Babak Alnasser
MBA Energy Management
I undertook the MBA Energy Management to increase my employability profile but what I actually got out of it was a whole lot more. From the course and knowledge it’s given me the confidence to start my own business.

Colin McIntyre
MBA Energy Management
STUDENTS OF THE HIGHEST MERIT AND POTENTIAL WILL BE ELIGIBLE FOR OUR BUSINESS SCHOLARSHIPS. WE ARE LOOKING FOR PARTICULARLY DESERVING APPLICANTS WHO WISH TO UNDERTAKE ONE OF THE SCHOOLS MASTERS OR MBA PROGRAMMES IN 17/18.

Scholarships are available on a competitive basis. The University of Aberdeen invites high-achieving students to apply for the following funds that do not need to be repaid upon graduation. The scholarship will be in the form of a fee discount.
25 x £5,000

SCHOLARSHIPS FOR OUR MASTERS PROGRAMMES*
AVAILABLE FOR 18/19 ENTRY

*Does not include MBA programmes

APPLY NOW! Contact gbs@abdn.ac.uk to find out how to apply.
It meant I could leave my current role at the Bank in Accra to come here and cut the learning curve and accelerate my professional development. I would choose to do it again and again and again and would encourage other students to apply - you might just get it, you'll never know if you don't try!

Peggi Denkyi
MSc Petroleum Energy, Economics and Finance
I was incredibly excited to hear that I had been granted such a prestigious Merit scholarship from the University. It has given me the opportunity to experience a different way of life, to come into contact with new career opportunities and quite simply, to see and enjoy Europe and more of the world.

IT’S BEEN TRANSFORMATIVE.

Carlos Garcia-Gimenez
MSc Real Estate

RECEIVING THIS SCHOLARSHIP FROM ABERDEEN GAVE ME A WONDERFUL FEELING. IT NOT ONLY ALLEVIATES SOME FINANCIAL BURDEN BUT IS ALSO A REMINDER TO WORK HARD AND ALWAYS DO MY BEST.

Natayasa Putri
MSc International Business Management
WE’D LOVE YOU TO JOIN US

CHOOSE THE UNIVERSITY OF ABERDEEN BUSINESS SCHOOL TO PLAN A BETTER FUTURE TODAY.

WWW.ABDN.AC.UK/BUSINESS
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The University of Aberdeen Business School is an international multi-campus School with a campus in Korea and partnership with AFG College in Qatar.