



ROYAL  
HOLLOWAY  
UNIVERSITY  
OF LONDON

# SCHOOL OF BUSINESS AND MANAGEMENT

POSTGRADUATE STUDIES

# Business and Management

Join an intellectually rigorous, research-led and AACSB-accredited School of Business and Management, which is highly ambitious for the success of our students and staff. We support today's graduates to become tomorrow's business leaders, by offering a truly international learning experience to reflect the global nature of modern business.



“My cohort was so diverse! I really enjoyed meeting people from all over the world. The fundamental skills I’ve learned are invaluable, I use them daily and they have helped me to succeed.”

**Nishka**

MSc Human Resource Management



## Profile

- Our first-class reputation for internationally excellent and cutting-edge research, coupled with the extensive industry experience of our academics from around the world, feeds directly into our postgraduate degrees.
- Our degrees combine academic knowledge with practical insights into international business, providing you with knowledge, skills and expertise to progress your career.



The Moore Building, home of the School of Business and Management

\* Degree under development

# 82%

research rated world-leading or internationally excellent

(Research Excellence Framework 2021)



INTERNATIONAL  
COHORT

## CIM

Accredited Degree

Marketing degrees

### Courses

- MSc Accounting and Financial Management
- MSc AI for Business\*
- MSc Business Analytics
- MSc Digital Marketing
- MSc Entrepreneurship and Innovation
- MSc Entrepreneurship and Innovation with a Year in Business
- MSc Human Resource Management
- MSc International Business Management
- MSc International Business Management (Marketing)
- MSc International Business Management (Strategy and Leadership)
- MSc Logistics and Supply Chain Management
- MSc Marketing
- MSc Project Management\*
- MSc Sustainability and Management
- MPhil/PhD

### Follow us

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### Tuition fees 2025/26

See website for more details

### More course information and contacts

[royalholloway.ac.uk/courses](http://royalholloway.ac.uk/courses)

### More department information

[royalholloway.ac.uk/business](http://royalholloway.ac.uk/business)



Business and Management students on their presentation day

### **MSc Accounting and Financial Management**

**E** Egham campus, FT, 12 months

Open to all undergraduate backgrounds, this course will develop your understanding of the theory and practice of accounting and financial management, by examining topics from financial accounting and reporting to the concepts of financial management and business economics.

#### **Example modules**

- Financial accounting and reporting
- Foundations of financial management
- Management accounting for decision-making
- Topics in finance and investment management
- Sustainability and accounting

### **MSc AI for Business\***

**E** Egham campus, FT, 12 months

Our Masters will equip you with cutting-edge knowledge and practical AI skills that are increasingly in demand in business. You'll develop an understanding of AI's transformative potential in digital business and will analyse the capabilities and limitations of AI technologies, design AI-driven solutions for complex challenges, and assess the social and ethical implications of AI.

#### **Example modules**

- AI in practice
- AI and future of work
- Business Intelligence
- Digital strategy and business models
- Responsible AI and digital innovation

### **MSc Business Analytics**

**E** Egham campus, FT, 12 months

This Masters will equip you with strong business analytic skills and the capability to make informed decisions based on the data available. You will develop highly sought-after digital skills designed to enhance your employability and learn how to put into practice cutting edge knowledge to make qualified, real-world business decisions.

#### **Example modules**

- Business intelligence
- Machine learning & predictive analysis
- Business analytics in practice
- Cloud computing
- Digital strategy and business models

### **MSc Digital Marketing**

**L** Central London, FT, 12 months

Based at our central London campus, you'll gain a broad perspective of digital marketing, from digital branding and advertising to the consumer journey and metrics. The course teaches you how to create and analyse digital strategies, to make informed tactical and strategic decisions. Certified by the Chartered Institute of Marketing (CIM).

#### **Example modules**

- Digital brand storytelling
- Digital consumer in online culture
- Advertising in a digital era
- Search and metrics

## **MSc Entrepreneurship and Innovation**

**E** Egham campus, FT, 12 months  
(with additional 12 months for Year  
in Business option)

This Masters provides you with an in-depth understanding of entrepreneurship and innovation research, an appreciation of the impact of entrepreneurship and innovation and the processes and practices at every level.

You will look at contemporary issues such as family business management, entrepreneurship and consultancy, and social entrepreneurship.

### **Example modules**

- Venture creation and financial planning
- Entrepreneurial marketing
- Family and small business management
- Business ethics and social entrepreneurship

## **MSc Human Resource Management**

**E** Egham campus, FT, 12 months

Examining the major areas of human resources and employment relations policy, this degree provides you with a rigorous analytical approach and overview of Human Resources Management. You will examine how organisations learn, exchange knowledge and compete in a globalising knowledge-based economy. The course will also enable you to improve your social, communication and presentation skills.

### **Example modules**

- Principles of human resource management
- Organisational learning, knowledge and work
- Human resource management in global contexts
- Strategic human resource management
- Comparative human resource management

## **MSc International Business Management**

**E** Egham campus, FT, 12 months

Studying International Business Management will provide you with a comprehensive understanding of organisations, their management, and the environment in which they operate. You will examine accounting and finance as well as human resource strategies from a manager's point of view and will develop knowledge of how international management fits into the organisation and running of a company or multi-company corporation.

### **Example modules**

- Operation management
- Economics, finance and accounting
- Strategy and ethics in international business management
- Digital business and marketing

## **MSc International Business Management [Marketing]**

**E** Egham campus, FT, 12 months

The Marketing specialism for the International Business Management degree is an intensive and rewarding programme, which will prepare you for the competitive world of work. You'll gain a comprehensive knowledge of general management concepts with a focus on how international marketing fits into the organisation and running of a company or multi-company corporation. Certified by the Chartered Institute of Marketing (CIM).

### **Example modules**

- Marketing communications
- Economics, finance and accounting
- Strategy and ethics in international business management
- Digital business and marketing

## **MSc International Management [Strategy and Leadership]**

**E** Egham campus, FT, 12 months

This International Business Management pathway will allow you to gain a comprehensive and integrated knowledge and understanding of organisations, their management, approach to strategy and leadership, and the environment in which they operate. It will prepare you to be a contemporary leader and strategist, able to enter the globalised workplace on a competitive footing.

### **Example modules**

- Professional business and applied research skills
- Economics, finance and accounting
- Strategy and ethics in international business management
- Digital business and marketing

## **MSc Logistics and Supply Chain Management**

**L** Central London, FT, 12 months

Accredited by The Chartered Institute of Logistics and Transport and taught in central London, this degree will provide you with the knowledge of logistics and supply chain management needed to make a significant contribution in an international marketplace. Advised by leaders from industry, this course equips you with the tools necessary to make future supply chains more sustainable, resilient and responsive in an increasingly digital and unpredictable world.

### **Example modules**

- International logistics and supply chain strategy
- Digital supply chains
- Transport and network design
- Customer service and omni channel retailing
- Circular economy and sustainable supply chains

## **MSc Marketing**

**E** Egham campus, FT, 12 months

This is a unique interdisciplinary course aimed at developing your professional and practical skills as a marketing manager. You will build a sound knowledge and understanding of marketing's contemporary challenges and be provided with cutting-edge insights into consumer markets.

Certified by the Chartered Institute of Marketing (CIM).

### **Example modules**

- Contemporary issues in marketing
- Strategic brand management
- Digital marketing
- Managing consumer experiences
- Marketing data analytics



“Royal Holloway has become a second home, full of people I gel with and trust. It has fulfilled the promise of giving me a bright future. I would strongly recommend my course.”

**Dev**

MSc International Business Management





MSc Accounting and Financial Management students visiting the European Headquarters of Bloomberg in London

### **MSc Project Management\***

#### **L Central London, FT, 12months**

Informed by industry connections, this course has been designed to meet the demands of employers across competitive global markets. It suits graduates from a range of backgrounds interested in a career which involves managing projects, from fashion and film to the charity sector, and from scientists to government employees. You'll be equipped with practical tools and skills, together with an understanding of the academic theories underpinning them. You'll learn about basic and advanced project management concepts, strategy and ethics, the funding of projects and risk management, finance and accounting and gain an understanding of the challenges of managing projects in different industries.

### **MSc Sustainability and Management**

Taught in partnership with the Department of Geography. See page 48.

### **Research opportunities**

We undertake agenda-setting research on management and organisation theory, policy and practice, addressing pressing cultural, social, economic and business challenges.

**E** Egham campus    **L** Central London

\* Degree under development

FT (Full-time) PT (Part-time) 12/24 (Months duration)

This brochure was published in February 2025 and the information given was correct at that time. It is intended primarily for those considering admission to Royal Holloway, University of London as postgraduate students in 2025/26. Occasionally it may be necessary for the University to vary the content and delivery of degree courses so we advise all applicants to refer to the website prior to making any application. Full terms and conditions of admission can be found at [royalholloway.ac.uk/admissionspolicy](http://royalholloway.ac.uk/admissionspolicy)

We frequently collaborate with industrial and commercial research partners, as well as academic colleagues at other institutions (both in the UK and internationally) and in other departments at Royal Holloway.

Our research centres:

- Centre for Critical and Historical Research on Organisation and Society (CHRONOS)
- Digital Organisation and Society Research Centre (DOS)
- Centre for Research Into Sustainability (CRIS)

### **Your future career**

Our postgraduate business and management degrees can help grow your employability for success throughout your chosen career. Accredited by the Association to Advance Collegiate Schools of Business (AACSB), this means your qualification is recognised in industry, giving you a competitive edge when applying for jobs.

As well as employability-focused teaching, we also have dedicated support through our Careers Services including CV support, interview training and one-to-one consultations.



**School of Business and Management**

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