

Liverpool Business School

POSTGRADUATE STUDY AND RESEARCH



**LIVERPOOL
BUSINESS
SCHOOL**

ljmu.ac.uk

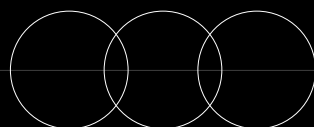


Liverpool Life

One of the most affordable and safest student cities in the UK, Liverpool is packed with attractions. There's a legendary music scene that's bigger than the Beatles; a city centre brimming with clubs, pubs, bars, restaurants and cafes; award-winning shopping facilities, museums, galleries and theatres, not to mention two Premier League football clubs, golf courses, beautiful parks and outstanding countryside just a short drive away.

Come to study in this magnificent city and you are guaranteed a second home for life.

And when it comes to exploring Liverpool, thanks to our numerous cultural partnerships, you'll have a host of opportunities to get involved with the city's arts scene during your studies. Whether it's listening to a classical concert in the newly refurbished Philharmonic Hall, watching a performance in the award-winning Everyman, or visiting Tate Liverpool in the Albert Dock, as an LJMU student you will have unprecedented access to world-class attractions.



Welcome to Liverpool Business School

Liverpool Business School has served the regional business community for over 40 years, developing excellent links with business and commerce. We aim to address some of the 21st century's most complex and challenging issues in all sectors of the economy, nationally and internationally, with an emphasis on developing the region's burgeoning creative and digital sectors.

The School provides responsive business education, preparing graduates for a wide range of business and management careers. Our supportive and approachable staff focus on practical knowledge and its application. We concentrate on the employability of people entering the private, public and voluntary sectors, boosting the productivity of work forces and generating innovation and growth.

Keen to develop the 'business leaders of tomorrow', Liverpool Business School offers taught postgraduate courses and research programmes. Many programmes provide direct progression from undergraduate study, while others focus on the growing needs of the professional and international business markets, such as our MSc Management degrees, MBA, MSc in Digital Marketing and MSc Entrepreneurship programmes. The MA Human Resource Management and MSc International Human Resource Management are fully approved by the Chartered Institute of Personnel and Development (CIPD).





Leading the way in education

In 2016, LJMU became the first university to receive two commended judgements in the Higher Education Review by the Quality Assurance Agency (QAA).

All UK universities undergo a rigorous independent review by the QAA to check that they meet set standards. Our review saw us far exceeding the criteria, being commended for the quality and enhancement of our student learning opportunities and being praised for nine other areas of good practice.

The benefits of studying at LJMU were clearly outlined by the QAA. The report commented on our:

- provision of clear expectations for students
- curriculum enhancing placements
- continual development of teaching staff
- work, enabling students to reach their graduate potential
- programme monitoring and improvement processes
- ability to collect and act on student feedback
- identification of enhancement opportunities for students
- strengthening collaborative partnerships
- partnerships with postgraduate research students

This ground-breaking result means that, as a future student, you can have total confidence that LJMU delivers an exceptional learning experience and ranks amongst the very best in the UK.

Postgraduate study options

QUALIFICATIONS AVAILABLE

LJMU offers a wide range of taught and research programmes delivered by academics actively involved in innovative research and ground-breaking consultancy projects. Indeed, it is this combination of academic expertise and 'real world' experience that helps ensure our programmes: are up-to-date, accredited by key professional bodies and deliver the knowledge, skills and experience required to achieve your professional ambitions.

Postgraduate Certificates (PgCert) and Diplomas (PgDip)

- can act as stand-alone professional qualifications
- can mark interim achievements en route to a full (taught) masters qualification

Taught Masters (MA, MSc)

- builds on undergraduate knowledge and skills
- can be studied 12 months full-time, with a two year part-time option often available
- often enables you to select specialist optional modules based on your own interests
- involves a dissertation
- sometimes available for those with little/no academic experience in the subject area

Taught Masters (MBA)

- designed to provide knowledge and skills for experienced professionals from a broad range of backgrounds
- prepares you for strategic leadership in your organisation
- previous university education is helpful but not essential for candidates with the experience and drive to succeed

MPhil

- focuses on using appropriate research methods and techniques to conduct an independent enquiry
- can be completed in one to four years, depending if you are a full or part-time student

Doctorate or PhD

- focuses on making an original, personal contribution to the understanding of a problem, the advancement of knowledge or the generation of new ideas
- takes between three and six years to complete, depending on your mode of study

Professional Doctorate

- involves making a significant contribution to the enhancement of an occupational or professional area through the application, development and testing of theoretical frameworks



Why study at LJMU?



A global university

LJMU is a global university, welcoming students and staff from over 100 different countries and working in collaboration with businesses, professional bodies and educational institutions from all over the world.

We offer students and staff exciting opportunities to work, train or study overseas, encouraging them to embrace international employment opportunities. Our appetite for collaboration has created huge success and inspired our graduates to see beyond national boundaries and cultural traditions.

Liverpool Business School has excellent connections with industry bodies, Erasmus partners, employers and academic institutions. Such interaction results in exclusive seminars and sessions with leading academics and business leaders, exciting work-related learning opportunities plus invaluable professional body accreditation, during and after your studies.

Excellent facilities

The £38 million Redmonds Building, located in Liverpool's growing Knowledge Quarter, is home to: Liverpool Business School, Liverpool Screen School and the School of Law. As well as high quality lecture theatres and seminar rooms, social spaces and a ground floor cafe, the School has a state-of-the-art professional suite for conferences and seminars plus a dedicated postgraduate and research area.

First class learning resources

LJMU has three libraries: the Aldham Robarts library at the Mount Pleasant Campus, the Avril Robarts library in the City Centre and the IM Marsh library.

The Redmonds Building is only a short walk from the Aldham Robarts Library, which houses all the resources you will need for your studies, and is open 24 hours a day, seven days a week.

A hub for all front-line student services, our libraries are the place to: register and enrol, hand in your coursework, pay fees and get guidance on anything related to the student experience. All libraries have Wi-Fi so you can work on your own device, borrow a laptop or book a PC. You can also book a space to work quietly with friends and can print, copy and scan items here too.

In essence, our libraries offer:

- 2,000 study spaces - including designated postgraduate areas for when you need some quiet time to focus and meeting areas so you can collaborate in groups
- helpful and friendly academic liaison librarians for each Department/Faculty
- Wi-Fi access
- networked PCs and access to 2000+ applications
- laptops you can borrow when you need to be out and about

- helpdesk and induction sessions to familiarise yourself with the resources and facilities available
- a user-friendly search engine for more than 820,000 items including 650,000 printed resources, 129,000 e-Books, 45,000 electronic journal titles, online newspapers, legal databases, company journals and special collections

World-leading research

On joining our dynamic and intellectually challenging postgraduate community, we invite you to interact with professionals from other sectors and engage with the latest research from expert academics. Our research covers a range of disciplines, is varied in scope and dynamic and multidisciplinary in practice. Areas of particular strength include:

- small businesses and entrepreneurship
- stakeholder research
- public services management
- digital marketing
- national and international human resource management
- human resource development
- knowledge management and transfer
- economic thought
- emerging research in language and intercultural communications

Our research directly informs our postgraduate taught programmes and helps ensure that our students are kept up-to-date with the latest thinking and developments in their chosen field. Our programmes are accredited by a diverse range of Chartered Institutes in the fields of: marketing, human resource management, personnel and development, and management as well as by the Institute of Directors.

Employment opportunities

Liverpool Business School has an excellent employability record. Postgraduates from the Business School go on to a wide range of careers. Recent alumni are now working in roles including: Strategy and Planning Consultant, District Manager, Commercial Manager, Compliance Handler, Acquisition Surveyor, HR Business Partner, Training and Development Manager, Organisational Development Specialist, Talent and Resource Manager, Finance Trainee, Assistant Operations Manager, Marketing Officer, Auditor, Export and Business Development Manager, Transport Officer, Trainee Accountant, Business Consultant, Events Manager and Learning Adviser.

Their employers include: American Apparel, Bank of America, Capita Lloyds Banking Group, Camarthen County Council, Co-operative Bank, Department for International Development, Emerald Law, Grant Thornton, Jaguar Land Rover, EY Real Estate (Munich), ThyssenKrup, Manchester United, Merseyrail, Nigerian High Commission, Trinity Mirror Group, Westminster Kingsway College, Seadrill, Advisor Plus, Iceland, The Libyan Bank, Indonesian Port Corporation and HS2.

“I would encourage anyone to come to LJMU to study at postgraduate level.”

Mature student, Catherine Gadd

Our people

Our academics have the specialist knowledge and industry insight to make a real difference to your future. Here are just some of the tutors based in Liverpool Business School.



SENG KIONG KOK

Financial Management

"I like to engage with colleagues in active academic debate. Whether it is in a cognate area or something entirely out of the box, individuals at LJMU are keen to share, talk and engage, giving me an interesting insight into areas outside of my own."

Seng graduated from LJMU with an undergraduate and a postgraduate degree in finance before completing his PhD in management studies, majoring in alternative financial systems at the University of Liverpool. He spent three years at the University of Wolverhampton as a lecturer in international finance before moving to LJMU in 2016.

Seng's research is centred on alternative financial systems with a focus on non-interest banking or Islamic banking and finance.

Outside of academia, Seng loves the great outdoors regardless of the weather. He has recently discovered a passion for running and hopes to train for a marathon at some time in the future.



DR PHIL KELLY

Business and Management

"Taking an eclectic view of business and management, I enjoy a broad range of scholarly activities from learning, teaching and researching through to problem solving, writing and publishing within a diverse community. I find all aspects of management stimulating, preferring practical application."

Former adviser to Asia's highest paid CEO, Phil worked for over 20 companies in almost as many countries prior to becoming a senior lecturer at Liverpool Business School.

Phil has an MA (distinction) in teaching and learning in Higher Education and is a senior fellow of the Higher Education Academy. In 2012 Phil received an excellence award from our Vice Chancellor in recognition of distinction in teaching.

Author of a number of key business publications, Phil can regularly be seen on Amazon's list of top selling authors.

Outside academia, Phil divides his time between visiting his sons who are currently enjoying their own university careers and playing his beloved 5-a-side football.



DR LILIAN OTAYE

Human Resource Management

"I like being part of the students' journey, seeing them learn and develop. I also enjoy the opportunity to make a positive difference in the lives of both students and staff. I appreciate being part of a community of individuals that value knowledge and are supportive, friendly and an absolute joy to work with."

Prior to joining LJMU, Lilian worked as a post-doctoral research associate at Lancaster University; a sessional lecturer at Aston University Business School; a research associate on a project sponsored by the British Safety Council and with the Aston Centre for Human Resources.

Lilian's research explores the influence of HR strategies and practices on employee work outcomes, and has appeared in 4* and 3* Journals. Lilian is an editorial board member of the Journal of Organizational Effectiveness: People and Performance and a member of the British Academy of Management (BAM), Academy of Management (AOM) and the Nigerian Institute of Management (NIM). She is also an associate member of the Higher Education Academy (AHEA) and an academic member of CIPD.

Her research interests focus on strategic human resource management, employee relations, diversity management, work-life interface, international HRM and employee well-being.

Outside of academia, Lilian enjoys travelling, reading, writing and playing chess.



WHAT OUR STUDENTS THINK...

Connor Tilston, a graduate in Accounting and Finance from LJMU, is currently completing his masters in Financial Management.

"I chose LJMU for my first degree because of its reputation for getting students into work. I then decided to do the masters to make myself stand out from other graduates in the job market.

Postgraduate study wasn't really what I was expecting as the workload was

entirely different but it has certainly developed me. I am now much better at organising myself and managing my time effectively. Academically the support is always there for you, tutors will see you whenever they are free and are always happy to answer your questions.

The highlight of my programme has been winning the Chartered Institute for Securities and Investment (CISI)

Educational Trust Award as it has really defined the path I want to follow in terms of my career. I have also had a massive amount of support from the careers team, ranging from help applying for jobs to interview practice. I want to work as a wealth manager and, thanks to LJMU, I am now well on the way to achieving my goal."

Our people

Meet some more of the academics based in Liverpool Business School.



DR SION OWEN

Financial Management

"I enjoy the interaction between finance and accounting and the process of accounting change. I like working in partnership with Liverpool Central Library and the Archive on Impact Research."

A fellow of the Institute of Chartered Accountants in England and Wales, Sion has a PhD from the University of Warwick on the Political Economy of Accounting Firms.

He is a committee member of the Liverpool Society of Chartered Accountants and, working in partnership with Liverpool Central Library, he is carrying out research into Liverpool accounting history.



DR ABEL DUARTE ALONSO

Business

"I joined LJMU in March 2016 and particularly enjoy conducting field research internationally."

Since earning his doctoral degree, Abel has worked in academia in New Zealand, Australia and the United States. As well as carrying out research in these countries, he has been a researcher in the UK, Spain, Italy and Latin America. His specialist research areas include: micro, small, medium and family enterprises; entrepreneurship, innovation and management; wine, craft beer and food and rural and community development.

Prior to his academic career, Abel worked in the family business; in the tourism/hospitality industry in Switzerland and in real estate administration in Spain.

In his spare time, Abel enjoys travelling, baking and working on his Spanish farm.

"We nurture talent and provide the knowledge, experience and contacts our students need to succeed."

**Timothy Nichol,
Dean of the Business School**



WHAT OUR STUDENTS THINK...

Having worked for a year as a Sports Competition Intern following her undergraduate degree in History and Politics at Loughborough University, Alysha now studies for her masters in event management.

“During my year as an intern I realised that I really wanted to work in the events sector and, as my undergraduate degree was not easily transferable, I decided to do a masters in the subject.

Postgraduate study is intense but it gives you more hands on experience than undergraduate study and there's always lots of support available.

The academic staff at LJMU are really lovely and understanding. When I spoke to them about my hearing problem and dyslexia, they were keen to offer whatever support they could and I felt very comfortable talking to them about it. Our tutors really do understand the pressures we are under and, because we all have full or part-time jobs alongside

our studies, they are flexible with us when they need to be.

There is a great deal of academic support available and we receive frequent emails telling us about sessions and courses that may be of use to us. We always know where to turn if we need assistance. LJMU staff are ambitious and keen to push the university forward but they are never so academically driven as to forget the needs of the students who study here.”

Digital Marketing

MSc

Open to international students

The MSc Digital Marketing will extend your knowledge of traditional marketing and equip you with the new knowledge and approaches needed to reach digital audiences.

Why study this course at LJMU?

As the digital economy continues to grow, businesses need to develop a multi-channel digital presence to reach customers. Your postgraduate study on this specially designed course at LJMU will place you at the leading edge of creative strategy in this exciting area of the marketing industry.

Developed in partnership with industry, the programme aims to equip the next generation of digital marketing professionals with the knowledge and practical skills to develop, manage and lead a digital marketing campaign. It is accredited by the Institute for Direct and Digital Marketing, recognising that course content is of a professional standard relevant to potential marketers.

Informed by current industry best practice, the course is aimed at graduates interested in pursuing a career in digital marketing and professionals who may already be in a marketing role and would like to diversify into the digital arena. During the course, assessment via a digital marketing campaign will provide you with valuable experience and enable you to develop a digital portfolio as a showcase for potential employers.

To help you appreciate the challenges faced by digital marketing practitioners, guest speakers will deliver seminars based around their own professional experiences. Previous guest speakers have included: Paul Corcoran, owner of Agent Marketing, Bill Givens from Consensus UK, Chris Ellerby-Hemmings from Barbellogic, Michael Green from Transactis Media and Manchester-based futurologist, Michael Ryan.

You will study the following modules:

- Digital Marketing in Context
- Digital Marketing (current and emerging technologies)
- Marketing, Consumer and Business Insights
- Digital Marketing Strategy and Planning
- Digital Marketing Campaign Management
- Research Methods for Digital Marketing
- Activity Based Learning Project/Dissertation

Teaching and assessment

Knowledge and understanding are assessed through: tutor assessed presentations, case study-based assignments, essays, group coursework, individual coursework, project work on live client briefs, a research plan and a dissertation.

Given the applied nature of the programme, many individual module assessments are designed so that students can demonstrate professional practical skills.

Graduate employment

The programme offers opportunities to gain professional certification awards and will prepare you for roles in digital agencies, large companies and SMEs or for self-employment.

As a digital marketing graduate you will be equipped for roles such as: Analytics Manager, CRM and Email Marketing Manager, Digital Agency Account Manager, Content Creator, Digital Marketing Manager, Web Manager, eCommerce Manager, Pay per Click Manager, Search Engine Optimisation (SEO) Manager and Social Media Manager.

Many of our graduates have secured exciting positions in the field of digital marketing. Graduate destinations include digital marketing agencies in the areas of social media management, content marketing and SEO.

“The MSc in Digital Marketing sets you up perfectly for employment through the knowledge, modules, skills and placements you’ll acquire. I would recommend anyone looking into a career in this area to sign up.”

Cathryn Appleton, graduate



Study full-time over one year or part-time over two years

Entry requirements:

A good second class honours degree, preferably in Marketing, PR, Business, Computing or Media.

IELTS 6.0 (minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Natalie Counsell n.k.counsell@ljmu.ac.uk

Open to international students



“Tutors have provided the contacts and networks an emerging entrepreneur can struggle to gain and guest lecturers have brought real life experiences to the course.”

Andrew Judge, graduate

This course is a hothouse for entrepreneurs with the ingenuity and desire to pioneer their own fortunes. It encourages an innate sense of business acumen within a framework of surrounding expertise.

Why study this course at LJMU?

Designed for those wishing to set up a new business venture or for current business owners wishing to enhance and develop their entrepreneurial skills, this programme is delivered by teaching staff with an excellent record in academia and business. It is the essential programme of study for those seeking success with their own company.

The programme has been developed with leading business organisations and has an academic team comprising experienced lecturers and business experts including: Dr Adam Frost, Senior Lecturer of Enterprise and Small Business Management; Business Psychologist Dr Cath Groves; Senior Lecturer in Management and Project Management, Dr Seng Kok and Programme Leader, Seamus O'Brien.

In this traditionally independent field of business, your learning will be tailored and streamlined to ensure the smoothest route to your success as an entrepreneur.

During your studies your business network and involvement in current business culture will expand to provide you with a strong platform from which to launch your business and new career direction. You will receive student membership of the Institute of Directors (IoD) which offers a wide range of bespoke services including personal, confidential support from a 'guru panel' and a placement and internship noticeboard advertising work experience opportunities.

By choosing to study at LJMU, you are placing yourself in a key city for international business and trade, putting you and your studies in a truly global commercial setting. You will be based in the Liverpool Business School in the £38million Redmonds Building. A forward looking, professional centre of learning, the Business School is active locally and globally, providing a responsive business education that prepares graduates for a wide range of business and management careers.

You will study the following modules:

- Innovation, Creativity and Technology
- Entrepreneurship Concepts and Practice
- Entrepreneurship – Business to Business
- Psychology of Entrepreneurship
- Financial Planning
- Research Methods and Applied Research Methods
- Extended Research Project

Teaching and assessment

This programme is taught using realistic case studies, workshops, lectures, seminar support, our virtual learning environment, coursework assignments, directed reading and guided study. All of these link theory to practical scenarios and examples.

You will be assessed via coursework and will have to relate your learning to an entrepreneurial/enterprising context. You will have to produce: individual/group reports, essays and individual/group presentations as well as taking class tests and exams.

Formative assessment is provided through: oral presentations, debates, VLE tests and quizzes, class group discussions and discussion forums and there are practical tasks to assess practical skills.

Graduate employment

As a student on this course you may already be employed in a small or medium sized enterprise or be a business owner. If this is the case, the MSc Entrepreneurship will enhance your skills and knowledge of running a business, from developing leadership skills and project management and even using new and innovative technologies to improve your business to understanding the psychology of being an entrepreneur.

If you are a recent graduate with the passion and drive to do what it takes to become a successful entrepreneur, this course will provide you with the vital knowledge and skills to succeed in your field of business.

Course modules have been developed in close consultation with business leaders and academics to ensure they give you a distinct and thorough grounding in the key aspects of successful entrepreneurialism. Indeed, whatever your background, this programme will enhance your CV and make you stand out from the competition.

Study full-time over one year or part-time over two years

Entry Requirements:

Minimum second class honours degree. IELTS 6.0 or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Seamus O'Brien s.o'brien1@ljmu.ac.uk



Financial Management

MSc

Open to international students

This MSc has been designed for those wishing to pursue a career in the diverse financial or accounting sectors. You will learn to think strategically about finance, with an emphasis on research and critical analysis.

Why study this course at LJMU?

In every arena, the effective financial management of funds enables businesses to operate successfully, achieving and superseding their set goals. This degree, recognised by the Chartered Institute for Securities and Investment (CISI), will enable you to implement the essential frameworks that support high performance businesses through optimum operational management.

As a student on this programme you will develop a perennial skillset. If you are interested in strategic analysis and making a contribution to the long term goals and success of the organisations that you advise, you can look forward to the further development of your financial acumen. The programme is also suitable for graduates who have no knowledge of finance but want to develop a career in the sector. You will have the opportunity to develop your practical skills through case studies and worldwide events, applying financial and management knowledge to improve organisational effectiveness and efficiency.

The overall aim of this programme is to produce postgraduates who are able to make a valid and meaningful contribution within the field of finance. Course tutors have expertise in a variety of financial disciplines, offering you an ideal introduction to a wide range of careers in finance. Many graduates will go on to work as financial managers, advising clients on the decisions that will direct their business in the most desirable directions.

During your studies you will be able to sit one of the Chartered Institute for Securities and Investment (CISI) professional exams: Level 6 Financial Markets. Successful completion of this module will enable you to progress further and achieve either the CISI's Chartered Wealth Manager qualification or the Capital Markets pathway designation.

You will study the following modules:

- Quantitative Methods for Finance
- Financial Markets and Institutions
- Strategic Management
- Corporate Finance
- Globalisation of Finance
- Portfolio Management
- Dissertation

Teaching and assessment

Programme tutors constantly review the course to reflect ongoing changes in the financial sector. This process of review and revision adds value to the modules tutors deliver through the academic research they produce. Tutors also work with a range of financial/accounting professional bodies to ensure that teaching reflects current practice within the industry.

Knowledge and understanding is assessed using a range of techniques including: traditional essay-based coursework assignments, reports, seminar presentations, poster presentations and closed book exams. Formative assessment will be used to critically analyse relevant literature, theories and models.

Graduate employment

As the finance industry continues to grow, expanding its headcount regionally, nationally and globally, the demand for financial services and financial management will play an important role in stimulating economies, with nations such as China, India and the UK seeking graduates with qualifications in this discipline.

This programme develops valuable transferable skills in finance, research, analysis and strategy. On graduation you will be able to apply for a number of positions within the finance industry. You may work in retail and investment banks, insurance/pension companies, financial management/financial consultancy, investment consultancy and analysis or accountancy.

Potential roles include: Finance Manager; Financial Controller; Business Strategist and Financial Consultant. Indeed, you will be able to occupy this kind of advisory position, or similar, in a wide range of interesting sectors.

“Undertaking this course has enabled me to really expand my knowledge of areas such as managing funds and how economic factors influence investment decisions.”

Lauren Crowder, graduate



Study full-time over one year full or part-time over two years

Entry Requirements:

Minimum 2:1 honours degree or a 2:2 with at least two years work experience. Applications are also welcome from those with no degree but at least five years managerial or equivalent experience.
IELTS 6.0 (with a minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Michael Franco m.franco@ljmu.ac.uk

Human Resource Management

Open to international students

MA



“There is a lot of ground covered, and with the materials provided and tutor guidance, the course has really helped me to think broadly and more strategically as a practitioner.”

Mel Porter, course graduate and HR consultant, RSA Insurance Group



Study full-time over one year or part-time (an afternoon and evening or two evenings) over two years. This course can also be studied as a one year top up course part-time for those with the CIPD's Advanced Standards qualification.

Entry Requirements:

Minimum 2:2 honours degree plus professional experience or the desire to work in this area. Other qualifications will also be considered.

IELTS 6.0 (with a minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Maureen Royce m.a.royce@ljmu.ac.uk

This long established Human Resources masters will enable you to apply advanced knowledge of HR in diverse environmental contexts, developing crucial analytical and behavioural skills.

Why study this course at LJMU?

Human resource management strategically supports and adds value to business growth and development. Indeed, resource costs are among the most expensive operational spend for many companies.

As employee needs evolve and the external environment changes, organisations are demanding the knowledgeable, capable and sustainable human resource specialists developed on this programme.

With three distinct cohorts, this MA meets diverse student requirements and is particularly popular with those who need to fit their studies around work and life commitments. Enabling you to operate professionally across organisational contexts, the programme focuses on: the analysis and evaluation of different organisational approaches and academic perspectives on a range of HRM issues.

Human resource professionals are encouraged to add value to their organisations and develop throughout their career. This programme supports the growth of professional skills and behaviours through an interactive developmental module.

Professional HR practice is at the heart of the HRM teaching team. Staff run the Professional HR Network Group which organises industry events, online forums and employer visits, undertakes a range of practitioner and contemporary research and is fully engaged with the Chartered Institute of Personnel and Development (CIPD).

LJMU is a CIPD approved centre and assessment is set internally, with external examiner approval. Completion of this programme results in approval against the knowledge requirements of the CIPD's Advanced Diploma Level Standards.

The value placed on this masters by employers is clear from the number of public and private sector organisations who send their staff to study with us on an ongoing basis. This has also been reflected in the sustained growth of our portfolio of masters programmes.

You will study the following modules:

- Developing Academic Business & Leadership Competencies
- HR Context
- Strategic HR & Leadership
- Employment Relations and Engagement
- Managing Resource Strategies
- Development and Performance Strategies
- Engagement in the Digital Age
- Research Methods for HR
- Dissertation and Impact Report

Teaching and assessment

The programme calls on a variety of learning approaches. Electronic resources such as e-journals, session notes and module guides are available on and off campus. Workshop sessions comprise: lecturer input, facilitated discussions of organisational approaches, presentations to develop learning, discussion groups around research, journal articles, reading, organisational approaches/practice and case study work. There will be opportunities to discuss assignments, clarify requirements and explore approaches with colleagues.

You will be assessed via: coursework, exams, a portfolio of skills development, a research proposal and the dissertation.

Graduate employment

The CIPD's Advanced (Level 7) Standards are recognised as the key HR qualification required by employers when recruiting HR Business Partners, Advisors and Managers.

Successful completion of the MA Human Resource Management gives you the knowledge requirements from which, with appropriate experience, you will be able to apply for Chartered Membership of CIPD.

International Business and Management

MSc

Open to international students



The International Business and Management masters degree will enable you to explore the operational and strategic breadth of modern global business.

Why study this course at LJMU?

The standard model for business operation in the 21st century is global in scope. This is due to a number of factors, not least the widespread use of digital technologies and the ease with which labour and the distribution of goods can be migrated. Such economic circumstances create the need for internationally-minded and effective management professionals who can negotiate cultural and commercial location-specific protocols.

Studying the MSc in International Business and Management will open up a wealth of global opportunities for graduates with the knowledge to negotiate between countries, cultures, political and economic systems and other commercial borders.

The degree will not only take you to the next level of academic achievement, it will also boost your knowledge base and enable you to apply for roles that surpass your current position. You will gain advanced business acumen plus the enhanced skills in leadership and strategy to be an effective management professional, regardless of location.

This qualification will also enable you to move from a UK-based perspective to a wider remit of roles requiring an international, commercial world-view. If you are proficient in a second language, your opportunities for progression within the international job market are likely to be further enhanced.

Liverpool is a key city for international business and trade and studying here places you in a truly global commercial setting.

You will study the following modules:

- Management Theory and Leadership
- Economics and Finance
- Strategic Management
- Managing Business Research 1
- Managing Business Research 2
- Management Competencies

- Managing Across Cultures
- International Business and Trade
- International Research Project

Teaching and assessment

A variety of assessment methods are used in the programme including: problem-solving exercises, practical projects, case studies, research-based projects, literature reviews, group presentations, group and individual reports, reflective reviews and class tests.

Feedback is provided in all modules and extensively in supporting workshops. In most modules, you will be expected to complete more than one piece of formal assessment.

Graduate employment

This is a diverse degree with a global outlook. It will give you valuable knowledge in advanced management theory and principles of core management and application. It will also enable you to undertake internships with leading business organisations.

By developing your key management skills and giving you valuable insights into contemporary business topics, the degree will help you prepare for the workplace and a successful career in strategic management. You will be ready to work in sectors around the world including transport, the public sector, banking and finance, marketing and supply chain management.

Study full-time over one year, available as both January and September starts.

Entry Requirements:

Minimum second class honours degree or an equivalent professional qualification.

IELTS 6.0 (minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Sue Hill s.j.hill@ljmu.ac.uk

International Events Management

Open to international students

MSc



This masters in International Events Management will give you a critical, theoretical, strategic and practical knowledge and understanding of the sector from an international perspective.

Why study this course at LJMU?

The international scope of the events industry has moved beyond geographical and cultural boundaries, presenting a strong demand for innovative professionals. Employers have identified a skills gap in candidates applying for international events management posts and recent industry sector reports confirm the continued growth of the worldwide events sector.

This programme is ideal if you are interested in working as an Events Manager or are already working in the industry and want to enhance your knowledge of the sector in an international context. It provides a critical understanding of relevant contemporary issues, whilst focusing on the practical application of theory and events management 'know-how'. You will develop a real understanding of event planning and management processes and how you can develop your career in this ever-growing global industry.

Delivered by staff with practical and academic expertise, the course offers a variety of learning approaches. Tutors have been involved in the delivery of a wide range of international events including: the World Firefighter Games, national and international Professional Bull Riding championships and the USA Pro Cycling Challenge.

Over the last decade, Liverpool has hosted many major events, such as the MOBO Awards, MTV Europe Music Awards and Four Nations Rugby League Final, making it the ideal backdrop for your studies. This programme will provide experiential links to the city's event environment to facilitate, contextualise and enhance events-related learning. There are strong links with the Arena and Convention Centre Liverpool, Liverpool Sound City and Aintree Racecourse, whilst connections with EventStart mean you can engage with the wider events community through volunteering and paid work opportunities.

LJMU has cultural partnerships with big names in the events industry, including the Tate, Everyman Theatre and Light Night. These partnerships give our students unique opportunities in the events sector, as well as discounts and exclusive offers.

This course will be delivered as part of the School of Sport Studies, Leisure and Nutrition for 2018 entrants. For 2019 entrants, the course will be delivered as part of Liverpool Business School. All aspects of the course, including the content, programme team and location of taught classes in Liverpool city centre, remains the same for both years of entry.

You will study the following modules (subject to revalidation):

- Learning at Masters Level
- International Event Studies
- Strategic Management
- Managing Business Research 1
- Managing Business Research 2
- Experiencing Events
- Event Policy
- Digital Communication Management
- Research Project

Teaching and assessment

The programme features a wide range of teaching activities including: interactive lectures, workshops, tutorials, seminars, group work and practitioner engagement via guest lectures and event site visits. This blend of contact with academics and practitioners will enable you to apply your theoretical learning, grow your network and enhance your learning experience.

You will be assessed via: independent project work, critical reviews of industry practice in relation to theory and current research, written assignments and formal presentations. You will also have to demonstrate the development of your professional practice by planning, executing and evaluating a live event in Merseyside.

Graduate employment

The growth of the global meetings, incentives, conventions and exhibitions (MICE) industry is reflected in increased employment rates: between 2000 and 2013 some 400 million jobs were generated which represents 20% of global employment growth (MPI UK Economic Impact Study).

As a graduate in international events management you will enjoy excellent career opportunities within the public, private and not-for-profit sectors. You will be able to work as a: Global Events Manager, International Events Project Manager, International Business Conference Producer, an International Media Events Salesperson or an International Events Executive.

Study one year full-time or two years part-time

Entry Requirements:

Minimum 2:2 honours degree.

IELTS 6.5 or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Dr Lindsey Gaston L.E.Gaston@ljmu.ac.uk



International Human Resource Management

MSc

Open to international students



This MSc will enable you to become a globally knowledgeable practitioner with an appreciation of multi-cultural international practice and the HR issues that underpin contemporary global organisations.

Why study this course at LJMU?

Approved by the Chartered Institute of Personnel and Development (CIPD), this programme has been developed to enhance and build your abilities to critically examine and apply contemporary approaches to HR management within organisations operating in a global environment. The programme builds professional core areas such as: managing resourcing strategy internationally, global consultancy skills and organisational development in an international environment.

Acknowledging the growth of global consultancy, the programme will encourage you to develop the financial, strategic management and relationship skills required by contemporary human resource managers to perform their roles effectively.

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

Using international business case studies highlighting best practice across a variety of sectors, industries and stakeholders, you will also evaluate different approaches to designing and managing human resource strategy.

You will study the following modules:

- Developing Academic Business and Leadership Competencies
- Introduction to HRM Strategy and Context
- Management Theory and Leadership
- International Consultancy Skills
- Managing Resourcing Strategy
- Organisation Development in an International Environment
- Research Methods
- Global Engagement in Digital Age
- Dissertation and Impact Report

Teaching and assessment

Assessments will run throughout the academic year. For the majority of modules, you will be assessed by presentations, case studies, written essays and reports.

Examples of assessment methods include: written assignments reviewing the implications of current research for contemporary organisations; an IT portfolio evidencing your development; a research proposal for your dissertation and face-to-face presentations, including role play.

Graduate employment

Successful completion of this programme fulfills the knowledge requirements from which, with appropriate experience, you will be able to apply for Chartered Membership of CIPD.

Employers will recognise this as a globally valuable HR qualification when recruiting for a range of key HR roles, including: HR Business Partners, Advisers and Managers, particularly in organisations with an international dimension.

“There are many international students on my programme and it is great to hear about diverse views and how things are done in different countries.”

Bianca Geiss, graduate



CIPD
Approved centre

Study full-time over one year

Entry Requirements:

A good second class honours degree, preferably in a business-related subject. Industry experience in the field of HR, training, development or related area is recommended but not essential.

IELTS 6.0 (minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Maureen Royce m.a.royce@ljmu.ac.uk

International Public Relations

Open to international students

MSc



This exciting masters programme will provide new and experienced practitioners with the essential skills and experience required for a successful career in digital communications and PR.

Why study this course at LJMU?

The growth of digital communications and its effect on reputation and branding have been apparent in recent years. News and opinions can spread quickly online often fuelling international print and broadcast media news agendas and providing new challenges for PR practitioners.

The CIPR's report, 'The State of the Profession 2013/14', presents a healthy industry with an increasing range of opportunities for graduates and practitioners. As such, graduates of this exciting masters course are expected to enjoy enhanced career prospects whether they are new to the industry or seeking promotion.

The programme is fully recognised by the Chartered Institute of Public Relations and aligns with the professional body's criteria for employability and market relevance. It provides a global focus in an increasingly international discipline. It is aligned to the Public Relations Consultants Association and Chartered Institute of Public Relations knowledge standards.

In addition to our expert academic staff, keynote tutorials and seminars will be delivered by industry practitioners and guest speakers from a variety of organisations, further enhancing your understanding of this fascinating field. Indeed, the programme places a strong emphasis on contemporary case studies from industry partners and scenarios.

Liverpool Business School is home to a vibrant and active research community committed to innovation and excellence in research. Our main areas of interest include: entrepreneurship and small businesses, public management, evaluation research, research with practitioners.

The School provides responsive business education, preparing graduates for a wide range of business and management careers. We are proud of our approach to business education, which emphasises practical knowledge and its application and is delivered in a supportive environment by friendly and approachable staff.

You will study the following modules:

- Perspectives
- Public Relations Planning and Strategy
- Corporate Communications
- Managing Business Research 1
- Digital Communication Management
- Managing Business Research 2
- Media Relations
- International Research Project
- International Public Relations

Teaching and assessment

The programme uses a variety of assessment methods including formal exams, coursework (including formal reports and presentations) and project work.

The individual research project plays a major role in course assessment.

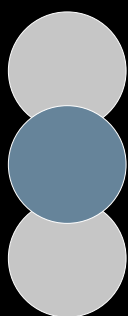
Practical work is assessed via practical tasks, formal reports, presentations and portfolios.

Graduate employment

This programme enables you to gain sector relevant expertise, as well as valuable transferable skills in research, analysis, interpretation and presenting. The course focuses on fulfilling roles which address the international aspects of public relations.

Postgraduate study will deepen your awareness and understanding of PR practices, tactics and strategy in national and international contexts, for a range of audiences and purposes. Graduates can expect to find work in: media communications, marketing, new media, digital industries, business and management, politics and social science.

Typical roles for graduates include: Public Relations Officer, New Media Professional, Talent Agent and Copywriter/Writer.



Study full-time over one year or part-time over two years

Entry Requirements:

A good second class honours degree, preferably in a business-related subject, computing or media.

IELTS 6.0 (minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Jack O'Farrell j.ofarrell@ljmu.ac.uk

International Tourism Management

MSc

Open to international students

This MSc in International Tourism Management develops the knowledge and skills required to work in this fast-paced sector, calling on wide-ranging links with the tourism industry.

Why study this course at LJMU?

Study global tourism in the heart of Liverpool – a thriving, cosmopolitan city with its own multi-million pound tourist industry. Led by expert tutors actively engaged in research and consultancy work, this eagerly-anticipated masters covers a host of key topics and develops the knowledge and skills required by management professionals in the international tourism sector.

Re-launched in 2016 with a contemporary, international perspective, the programme is flexible in design and is aimed at both new graduates and those already working in the tourism, leisure and hospitality sectors.

During your studies you will learn about current and emerging sector developments through the programme's wide-ranging links with the tourism industry. You will benefit from industry speakers, placement opportunities and trips to tourism organisations, giving you an insider's view of the sector.

This Masters course attracts students from all parts of the globe, including the UK, Italy, Africa, America, Indonesia, Nepal, India and China. Such varied cohorts enrich the learning process, bringing together different experiences and facilitating informed discussion and knowledge sharing. Student support levels are exceptionally high in this subject area, with course tutors previously nominated for Teacher Excellence awards in recognition of their outstanding pastoral and academic support for postgraduate students.

This course will be delivered as part of the School of Sport Studies, Leisure and Nutrition for 2018 entrants. For 2019 entrants, the course will be delivered as part of Liverpool Business School. All aspects of the course, including the content, programme team and location of taught classes in Liverpool city centre, remains the same for both years of entry.

You will study the following modules (subject to revalidation):

- Individual Research Project
- Research Methods
- International Marketing and Management for Tourism and Hospitality
- Critical Perspectives in Tourism and Hospitality Management
- Managing Resources in Tourism and Hospitality
- Developing Professional Practice
- Strategic Management

Teaching and assessment

The programme is taught via: interactive lectures, workshops, tutorials, seminars, group work, guest lectures and engagement with tourism industry managers through presentations and visits to industry partners. It also makes extensive use of LJMU's Virtual Learning Environment.

There are one or two coursework assessment tasks per module. These comprise: case studies, portfolios, reports, oral presentations and research-based projects.

To help you prepare your submissions, timely, constructive, developmental feedback is provided throughout the course.

Graduate employment

During your studies you will benefit from exceptional networking possibilities and, as a graduate, you can look forward to excellent employment opportunities.

The MSc in International Tourism Management will develop a host of transferable skills, preparing you to work in management and marketing roles across a range of sectors.

Graduates of our previous masters courses have gone on to take up management positions right across the global tourism sector. Many hold senior positions in hotels, tourist attractions and tourist resorts, whilst others have set up their own businesses.

"I will never forget my time at Liverpool John Moores University and the exceptional treatment I received from all university staff and classmates, making it possible to achieve my goals."

Proychai Klakayan, graduate

Study one year full-time or two years part-time

Entry Requirements:

Minimum 2:2 honours degree or a professional qualification with work experience or significant industry experience.

IELTS 6.0 or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Dr Takamitsu Jimura T.Jimura@ljmu.ac.uk

Leadership and Management Practice

MSc, PgCert



This course is ideal for managers or those with ambitions for a management role who would benefit from the skills, education and qualification to support career performance and progression.

Why study this course at LJMU?

This part-time programme, which can be undertaken as a PgCert or MSc, offers an alternative management training option to an MBA. It focuses on the practice of leadership and management, as opposed to the MBA, which seeks to understand the functions of business.

Our approach to how managers and leaders learn uses proven management and leadership development approaches. These include recognising the workplace as an important place to learn, self-development planning, flipped learning, coaching (including peer-to-peer coaching), action learning, projects and masterclasses.

At the centre of our philosophy is the notion that we learn best from experience and applying our learning, so action learning and coaching are a key part of our programmes. This approach encourages strong peer learning groups where managers learn from each other in recognition of the fact that management and leadership development is a social and collaborative process.

The programme is personalised to individuals so that you can apply the necessary management practices to ensure that learning results in improved workplace performance, skills are practiced and knowledge is applied.

You will study the following modules:

MSc and PgCert:

- Leadership, engagement and people performance
- Leadership project
- Leadership and Strategic Performance
- Marketing context and Relationship Management

MSc:

- Managing the Business (Optional). If this module is selected you will also need to complete a module entitled 'Managing the Digital Business'.
- Emerging Management Practices
- Leading and managing people practices
- Leading change for sustainable futures
- Research strategies for practitioners (Optional). If this module is selected you will also need to complete a Research Methods module.
- Leadership and management consultancy project (Optional). If this module is selected you will also need to undertake a dissertation.

Teaching and assessment

A variety of assessment methods are used in the programme including: reports, essays, projects and portfolio development. Assignments focus on personal and professional development. Students will have one three-day block of teaching each month.

Graduate employment

By developing key management knowledge and skills you will be in a good position to apply for managerial roles and your qualification will support career progression.

Graduates will be well positioned to undertake management roles in a range of sectors and countries, from financial services to manufacturing, marketing, transport, leisure industries and much more.

Study part-time over two years, available as both January and September starts

Entry Requirements:

Minimum second class honours degree or an equivalent professional qualification.

IELTS 6.0 (minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Andy Doyle a.doyle@ljmu.ac.uk

Please note, we also have a MSc Leadership and Management Practice course available as a Masters level degree apprenticeship. See ljmu.ac.uk/LBS for more detail on this programme and for more information on degree apprenticeships.

Management and Digital Business

MSc

Open to international students



The digital world provides lucrative opportunities for businesses to find new markets and exploit their potential. This MSc will develop an in-depth knowledge of digital technologies and their application in the global marketplace.

Why study this course at LJMU?

Modern management requires digital strategists able to exploit the new technologies at our disposal for a maximum return on investment. They need to be globally aware and digitally trained, and this course represents a new generation of leadership in both thought and practice.

This cutting-edge MSc has been expertly designed by our academics to place you at the forefront of contemporary business practice. It aims to produce graduates with strong technical skills who are intellectually and practically capable of operating effectively as managers and making an early contribution to the implementation of digital solutions.

It covers a range of topics enabling you to understand, control and exploit the digital technologies required by modern global businesses. During your course you will learn to work efficiently on your own and within teams, studying theories, techniques and practical skills within the business and management environment. You will develop your analytical and technological knowledge, while enhancing your strategic development skills.

The programme is delivered in our dynamic business school which has a strong scholarship culture. You will be based in our Redmonds Building, in Liverpool's Knowledge Quarter, where you will benefit from bespoke postgraduate facilities.

You will study the following modules:

- Digital Business
- Management Theory and Leadership
- Economics and Finance
- Research Project
- Strategic Management
- Managing Business Research 1
- Managing Business Research 2
- Management Competencies

Teaching and assessment

A variety of assessment methods are used throughout the programme including: problem-solving exercises, practical projects, case studies, simulations, research-based projects, literature reviews, group presentations, group and individual reports, reflective reviews, class tests and portfolios. There will also be: operational and strategic business simulations, case studies developed by the team in collaboration with local companies, pitching ideas, business analytics, user-centered design principles and social media marketing.

You will apply your learning to real-life scenarios and gain important experience and expertise in effective problem solving.

Graduate employment

The MSc Management and Digital Business is a diverse degree, which provides valuable knowledge in core management, as well as the opportunity to operate as a global leader in the digital age.

Graduates of the programme are expected to deliver the next generation of digital applications and platforms to a wide range of industries. The application of your skill will be most commonly sought after within business analysis, operations and project/consultancy work and your career prospects will benefit, not only from your valuable knowledge, but also from an industry shortage of specialists in this area.

Study full-time over one year or part-time over two-years

Entry Requirements:

Minimum second class honours degree or an equivalent professional qualification.
IELTS 6.0 (minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Phil Kelly p.kelly1@ljmu.ac.uk



The MSc Management is designed to provide you with theoretical and practical perspectives on business and management issues, equipping you to prosper in today's dynamic business environment.

Why study this course at LJMU?

As the national and international market place is constantly changing, it is important to gain the necessary knowledge and skills to make your future a success. By completing this masters, your commercial and strategic acumen will develop, enabling you to make an impressive contribution to contemporary management practice.

Liverpool is a key city for international business and trade and studying here places you in a truly global commercial setting.

Designed for the business leaders of tomorrow, the programme invites you to join a highly supportive scholarly community of like-minded fellow professionals. Our approach features carefully balanced theoretical content, integrating classic research with contemporary analyses of international business topics. There is a strong emphasis on developing the key skills and knowledge required for a successful career in international business management and thus active case studies, developed with commercial and industry partners, directly link theory with practice.

The programme allows you to study different aspects of business and management in parallel and you can look forward to research and internship opportunities in Merseyside and the surrounding areas.

You will study the following modules:

- Management Theory and Leadership
- Economics and Finance
- Strategic Management
- Managing Business Research 1
- Managing Business Research 2
- Management Competencies
- Research Project

Optional modules are also available covering topics such as:

- Supply Chain Management
- Marketing Management
- Managing Human Resourcing Strategy
- Experience Through Internship

Teaching and assessment

A variety of assessment methods are used in the programme including: problem-solving exercises, practical projects, case studies, simulations, research-based projects, literature reviews, group presentations, group and individual reports, reflective reviews and class tests. Opportunities for formative feedback are built into all modules and the supporting workshops. In larger modules there is more than one formal assessment.

Graduate employment

The MSc Management is a diverse degree, which will give you valuable knowledge in core management, as well as the opportunity to undertake internships with leading business organisations.

By developing your key management skills and giving you valuable insights into contemporary business topics, the degree will help you prepare for the workplace and a successful career in strategic management.

On graduation you will be well positioned to undertake management roles in a range of sectors and countries, from financial services to the manufacturing, marketing, supply chain management, transport and leisure industries.

Study full-time over one year, available as both January and September starts.

Entry Requirements:

Minimum second class honours degree or an equivalent professional qualification. IELTS 6.0 (minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Sue Hill s.j.hill@ljmu.ac.uk

Liverpool Business School's MBA enables professionals to transform their working practice and enhance career prospects through our personalised approach to learning in this globally recognised qualification.

Why study this course at LJMU?

The MBA is not just about the topics you will learn, it's about the people you meet and the networks you make. We will help you connect with a wider community from within the Business School and outside with an intent to improve the way you lead and manage.

Students past and present have described their experience as transformative; the MBA has made a difference to them personally and to how they perform professionally.

As an MBA student you will be invited to hear exclusive keynotes and masterclasses from business leaders and inspiring individuals from the Liverpool City Region. Bringing these people together with our students will help us address new ideas, provide thought leadership and generate discussions of emerging ideas and trends.

Our teaching team have strong backgrounds in business and considerable experience of working with organisations, which can relate to the practical demands managers face and provide the support and fresh thinking they need to enhance their performance. Our team draws on research-informed insight to bring new ideas and challenges to current practice.

The MBA team is committed to helping you get the best out of the programme. They bring their insight, practical experience and research interests to stretch and challenge your own thinking.

Please note, we also have an MBA course available as a Masters level degree apprenticeship. See ljmu.ac.uk/LBS for more detail on this programme and for more information on degree apprenticeships.

You will study the following modules:

- Leadership, engagement and people performance
- Business project
- Leadership and strategic performance
- Marketing context and relationship management
- Business Process Excellence (Optional). If this module is selected you will also need to complete a Project Management Module.
- Enterprise and Risk Management
- Finance and Decision Making
- Digital Business and Innovation
- Leading Change for Sustainable Futures
- Research Strategies for Practitioners (Optional). If this module is selected you will also need to complete a Research Methods module.

Teaching and assessment

The MBA is delivered flexibly to suit your requirements and existing commitments. The part-time route, for example, is delivered in three day blocks each semester and students are expected to complete their part-time studies in two years. Most modules are assessed via written assessments and presentations.

Graduate employment

You will have an improved career trajectory on graduation and will be able to move more quickly and with confidence up the career ladder.

Many MBA graduates have used the confidence and skills they have developed on the programme to achieve their aspirations and move across sectors and industry boundaries or start their own businesses.

Typically our graduates have achieved promotion following graduation either within their current organisation or elsewhere. MBA alumni job roles include Project Manager, Head of Department, Operations Manager and Consultant.

“The MBA has had a big impact on my life. It has given me more confidence especially when dealing with senior clinical colleagues.”

Jane Dowson, Business Development Lead, Marie Curie Palliative Care Institute Liverpool

Study full-time over one year or part-time over two years, available as both January and September starts.

Entry Requirements:

Applicants who meet the minimum level of industry experience should have a good second class honours degree or above. Applicants with significant experience but who may not be in possession of a first degree are encouraged to apply to study on this programme.

IELTS score of 6.0 (minimum of 5.5 in each component)

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Andrew Doyle a.doyle@ljmu.ac.uk

MBA Business Scale-Ups



This course is ideal for those who would like to learn how to enhance their business or contribute to organisational growth by learning scale up approaches and gaining a greater understanding of the key factors that enable business growth.

Why study this course at LJMU?

Designed to support government aims to increase the number of businesses maximising opportunities to reach growth potential, this course will provide graduates with specialist knowledge and understanding of how to scale up a business.

This course not only equips students with traditional MBA learning, such as a rich understanding of business and how to manage effectively, but also provides specialist teaching in the key areas a business would need to focus on in order to grow. It combines management disciplines from the key QAA and CMI benchmark statements with recent national research on the drivers of business scale up.

The MBA Business Scale-ups is structured in three phases. The first phase studies a range of interventions aimed at realising the potential of growth within businesses. Stages two and three then draw upon these areas to analyse ideas and develop them further in order to plan and enable accelerated growth.

Our approach to how managers and leaders learn uses proven management and leadership development approaches. These include recognising the workplace as an important place to learn, self-development planning, flipped learning, coaching (including peer-to-peer coaching), action learning, projects and masterclasses.

At the centre of our philosophy is the notion that we learn best from experience and applying our learning, so action learning and coaching are a key part of our programmes. This approach encourages strong peer learning groups where managers learn from each other, in recognition of the fact that management and leadership development is a social and collaborative process.

You will study the following modules:

- Scale-up leadership
- Fast strategy for market access
- Productivity, talent and performance
- Finance for Scale-up
- Leading Agile Projects and Change
- Digital Business, Innovation & Sustainability
- Business Development
- Leading Business Growth
- Research Strategies for Practitioners
- Business Growth Project

Teaching and assessment

The MBA Business Scale-Ups programme is delivered flexibly to suit your requirements and existing commitments. The part-time route, for example, is delivered in three-day blocks each month and students are expected to complete their part-time studies in two years. Most modules are assessed via written assessments and presentations.

Graduate employment

Graduates will learn how to identify potential for business scale up and understand how to achieve growth, making them an asset to businesses of any sector. Business owners will gain the skills and confidence to grow their organisation.

You will see a marked improvement in day-to-day performance, confidence and learning in the workplace, enhancing your employability or improving your chances of career progression within your organisation.

Study part-time over two years

Entry Requirements:

Candidates with significant management experience (two years or more) and a demonstrated aptitude for study can be accepted without previous experience of higher education.

IELTS 6.0 (minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Andy Doyle a.doyle@ljmu.ac.uk

Please note, we also have an MBA Business Scale-Ups course available as a Masters level degree apprenticeship. See ljmu.ac.uk/LBS for more detail on this programme and for more information on degree apprenticeships.

Public Relations

MSc

Open to international students

This programme is designed for strategic communicators with a creative flair and delivered by academics with relevant industry experience.

Why study this course at LJMU?

Public Relations is a growing sector worth over £12.9bn and employing over 80,000 people. PR professionals manage strategies, reputation and the direction of their client's public profile. In this ever-evolving digital age, the ability to communicate, understand and shift opinion is highly valued in terms of positioning how a client or product looks and how customers interact with that client/product.

This programme is fully recognised by the Chartered Institute of Public Relations and aligns with the professional body's criteria for employability and market relevance. Studying public relations at postgraduate level will place you at the leading edge of communications in this well-established sector. You will explore how audiences can be produced, influenced and reached using highly influential and successful strategies that, in turn, contribute to the continued success of the business or individual they support.

You will gain the skills and knowledge you need to work in the public relations and/or event management sector(s). Your learning will cover: corporate communications, internal communications and the emerging discipline of online public relations incorporating search engine optimisation and social media strategy development. Taught by expert staff with significant industry experience, you can look forward to enhanced career and promotion prospects.

You will be based in the Liverpool Business School which is home to a vibrant and active research community committed to innovation and excellence in research. Our main areas of research expertise include: entrepreneurship and small businesses, public management, evaluation research, research with practitioners.

You will study the following modules:

- PR Perspectives
- Public Relations Planning and Strategy
- Corporate Communications
- Managing Business Research
- Digital Communication Management
- Managing Business Research 2
- Media Relations
- Research Project
- Event Management
- International Public Relations

Optional modules are also available covering topics such as:

- Event Management
- International Public Relations

Teaching and assessment

You will be assessed using a variety of relevant methods including: coursework, presentations, portfolios, reports and practical work. Information on assessments will be available at the start of each taught module.

Graduate employment

This programme enables you to gain sector relevant expertise, as well as the valuable transferable skills of research, analysis, interpretation, presentation, creativity, writing and initiative.

Graduates can expect to find work in media communications, marketing, new media, digital industries, politics, social science and business/management. Typical graduate roles include: Public Relations Officer, New Media Professional, Talent Agent and Copywriter/Writer.

“This course has been specially designed for 21st century public relations professionals and we warmly welcome applications from those who are looking to develop their knowledge to the next level of influence within media communications.”

Jack O'Farrell, Programme Leader



Study full-time over one year or part-time over two years.

Entry Requirements:

A good second class honours degree preferably in a business-related subject, computing or media.

IELTS 6.0 (minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Programme Leader:

Jack O'Farrell j.ofarrell@ljmu.ac.uk



WHAT OUR STUDENTS THINK...

Originating from Seville, Domingo Leal Perez has lived in Liverpool for six years. He is currently studying for his masters in Digital Marketing.

"I first came to Liverpool on an exchange programme as part of my undergraduate degree. I wanted to step outside of my comfort zone, improve my English and experience a new culture. It seems ironic then that eight years later, this is the place I think of as my home from home, a place that will launch my career and provide the openings I am looking for.

I decided to return to education after a few years working in marketing because I felt that improving my academic skills would drive my career forward. The course is giving me a broader vision of marketing, showing me what marketing can be and how it can enhance my career.

The level of study is just challenging enough. I am learning alongside entrepreneurs and business owners and they are impressed with the level of learning on offer. I think that taking time out of the workplace gives you the space to research and really think about your subject.

The support on offer at LJMU is massive. There is always someone to help you, no matter what your questions. Staff are always in touch with you offering support via email and there are the website and social media channels to help keep you connected. I think that sense of community is something you feel all over Liverpool. The people here are a real asset to the city, they want to help you, they believe in you and, in terms of kick starting your career, they give you opportunities. Liverpool is a thriving, developing city which is even flourishing in the current economic climate and that makes it the perfect place to study and to work."



WHAT OUR STUDENTS THINK...

Duncan Heenan gained an undergraduate degree in Film, Media and Marketing before moving on to work as a chef for five years. Wanting to change his career focus, Duncan came to LJMU to study for a masters in Management.

“Having looked around and spoken to the tutors I felt that LJMU would give me the best opportunity to move into a different field. Having to go back to writing 10,000 words having only really written prep sheets for a number of years was quite a shock, but I soon realised I was more capable than I thought.

One highlight of the programme has been

meeting so many different international students, another has been the chance to spend two weeks working in Italy on a placement.

One of the modules we studied was based around competencies and this has really helped me to develop my CV. With all of my past experience involving my work as a chef, I have learned how to draw on what I have done previously and project it in a way that is more appealing to potential future employers.

Postgraduate study has had a big impact on me from a personal point of view. It has helped me to focus on my time management skills and enabled me to

take to things more easily. I am better organised as a person, more easy going, I can communicate better and am more understanding of others.

I would certainly recommend LJMU as a place to study. It is a well known university with a good range of courses and a really friendly atmosphere. If you are undecided I would advise you to speak to the course tutors, as I did, so that they can give you the reassurance you need.

I have really enjoyed my time at LJMU and am certainly glad that I chose to come here. I now have the confidence to apply for the jobs I want and am looking forward to my future career.”

Professional Doctorate Doctorate of Business Administration

Open to international students

DBA (subject to revalidation)



“The University provides an inspirational learning experience with the highest quality lecturers, doctoral conferences, training programmes, e-library, visiting business leaders and candidates.”

Binu Varghese, current DBA student.

This Doctorate in Business Administration provides senior executives and managers with the opportunity to achieve the highest academic degree while remaining in full-time employment.

Why study this course at LJMU?

Liverpool Business School has an excellent reputation in external research and collaborative ventures with partners across a range of sectors in the UK and internationally. It is a member of the Executive DBA Council (EDBAC) and, as such, focuses on fostering excellence and innovation in executive doctoral degree programmes.

This DBA provides existing senior executives and business leaders with the academic support, expertise and flexibility to carry out individual projects that impact on your organisation and industry. Your employing organisation will directly benefit from your research, gaining valuable and objective feedback.

Equivalent to a PhD qualification, the programme is aimed at senior professionals who are qualified in their own areas of professional practice. It will also appeal to managers who are looking for a challenge and want to pursue the highest academic qualification that will lead to new areas of professional practice.

In contrast to a PhD, a DBA at Liverpool Business School not only requires a contribution to theory, but also a contribution to practice. This means that candidates undertaking a DBA need to demonstrate that they make an impact on the development of a profession and/or an organisation.

In addition to the workshops that you will attend as part of the course, there are additional optional events and opportunities that candidates may wish to attend. These include DBA Writing Retreats, participation in the Doctoral Conference at Liverpool Business School and the opportunity to undertake research methods training offered by NARTI (Northern Advanced Research Training Initiative).

The DBA will enhance your ability to develop new knowledge and apply that knowledge to a professional context, thereby making a real and tangible impact on individuals and organisations. It will also equip you with the necessary skills to carry out rigorous research and concentrate on the needs of your business, driving forward organisational progress without putting your learning or your business on hold.

On graduation you will have developed a specialist range of problem solving and decision making strategies that will take you to the next level of success.

The programme team's research interests reflect the wide-range of knowledge and skills that constitute DBA study. Staff are actively involved in research spanning areas ranging from finance to marketing, international business to e-government, human resource development to performance management and knowledge management to sustainability.

You will study the following modules (subject to revalidation):

- Planning Module
- Investigative Project
- Reflective Module

Teaching and assessment

You will be assessed via coursework featuring a learning agreement, investigative project reports, a portfolio of reflective tasks and seminar presentation exams.

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Graduate employment

If you are employed during the course of your DBA, your research will be of great benefit to you and your employer, particularly if you are focused on a large-scale project. Previous students have found that the research undertaken during their DBA has helped them gain valuable and objective feedback which has essentially provided their employers with high levels of focused, internal consultancy.

Study part-time over four years

Entry Requirements:

A business-related masters or equivalent qualification with recent business and management experience.

IELTS 6.5 (minimum 5.5 in each component) or equivalent.

Fees:

See ljmu.ac.uk/lbs for details.

Contact:

busadmissions@ljmu.ac.uk

Research opportunities

Join Liverpool Business School and conduct an individual body of research in business, commerce, digital marketing, strategic management, human resource development, knowledge management, sustainability, project management or social enterprises.

The Doctorate in Business Administration (DBA) research programmes offer senior managers and executives the opportunity to achieve the highest academic degree while remaining in full-time employment.

The MPhil can be studied full-time over 12 months or part-time over up to 48 months. The PhD can be studied full-time over 24 months or part-time over up to 84 months.

Research can be supervised by individual faculty members or aligned to one of our research centres.

Liverpool Business School's doctoral programmes attract a wide range of UK and international research students. The doctoral student research suite in the Redmonds Building enables students to establish a University base from which to conduct their research and forge networks with other students and staff.

Our current staff and students work across a range of topics, covering social enterprises, corporate and social responsibility, social return on investment, ethnography, place marketing and entrepreneurship. Students are encouraged to publish their research, in collaboration with their supervisors.

For more information
please visit:
ljmu.ac.uk/research



Student support

All LJMU students have access to a wealth of support services to make your time with us as happy and fulfilling as possible.

Counselling and mental health

Our free service offers one-to-one and group counselling sessions, as well as mental health guidance and support.

Disability

We have disability co-ordinators in every academic School and an on-site assessment room for those with additional needs.

English language support for international students

We provide pre-sessional English courses for those whose language capability does not meet entry requirements. See ljmu.ac.uk/isc for more details.

Funding

Our team provide information on postgraduate funding including loans and bursaries as well as offering guidance on budgeting and money management.

Spiritual support

Confidential, non-judgemental pastoral care and support is available for students of all beliefs and backgrounds. We have facilities for quiet meditation, prayer and contemplation on each campus, as well as dedicated space for Muslim prayers.

Student advice and wellbeing

Our team offer advice and guidance on issues ranging from health to accommodation and childcare.

Study skills

Workshops are available on various aspects of postgraduate study, including academic writing, effective reading skills, exam and revision skills, report writing and IT skills.

Support for international students

As well as a 'meet and greet' service when you arrive in the UK, our international team will help with issues such as your visa, setting up a UK bank account and an email address and registering with the police, contact: international@ljmu.ac.uk

“In my opinion the support on offer is one of the main benefits of studying at LJMU.”

Stephen Smith, LJMU student



Career guidance

Research shows that postgraduates earn, on average, 24% more than those with an undergraduate degree.

Postgraduate study at LJMU is geared towards meeting the needs of employers and an impressive 96% of our postgraduates are in work or further study six months after graduation.*

Develop the skills you need

We offer an exceptional careers support service which enables you to demonstrate to potential employers that you have the skills and experience they are looking for.

Additional support

Our careers centre runs regular workshops and webinars covering topics such as CV writing, application forms, interviews, assessment centres, psychometric testing and more. Our Faculty careers zones at Byrom Street, IM Marsh and the Aldham Robarts library host regular employer visits where you can meet, network and discuss career opportunities.

Careers support for postgraduate researchers

Catering for the specific needs of Postgraduate researchers, our three month 'Your Career, Your Choice' programme enables you to complete up to 12 interactive workshops. You will receive one-to-one career coaching as well as developing practical skills in writing impactful CVs, job hunting, preparing for interviews and creating an online profile.

Entrepreneurship

If you have ambitions to be your own boss or work freelance, expert help is available from our Centre for Entrepreneurship. As well as providing mentoring services, the Centre helps entrepreneurs to achieve key milestones by offering advice on a wide range of topics including access to funding.

**HESA 2016*



“My studies at LJMU and the help I have received from the careers team have given me the confidence to go out and work in industry, applying the knowledge and skills I have gained at LJMU.”

Omer Chiyoyo Kamwena, LJMU student



Accommodation

All new LJMU students are guaranteed a room endorsed by the University no matter what your level of study.

For further details of University endorsed accommodation, go to:

ljmu.ac.uk/postgraduate/accommodation

For details of private rental accommodation go to:

liverpoolstudenthomes.org.uk

Funding your studies

An annual tuition fee is payable for all postgraduate courses, either in full at the beginning of the academic year or in instalments throughout the year.

For details of full and part-time annual tuition fees, please see individual programme factfiles. You can search for your specific programme at ljmu.ac.uk/courses/postgraduate

For information about loans, scholarships and bursaries to fund your postgraduate study, go to: ljmu.ac.uk/postgraduate-funding

LJMU graduates will also find details of the 20% tuition fee reduction here.



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E: busadmissions@ljmu.ac.uk

W: ljmu.ac.uk/lbs



@LJMUBusiness



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