

Business Management

Accredited by the Digital Marketing Institute (DMI) to Associate Membership standard the programme is designed to provide you with an overview of business management and operations and develop you as a leader in corporate, social enterprise, or public sector settings.


This course is for 2025 entry.

Key Information

 **Course Duration:** 1 year; full-time

UC **UCAS Code:** MSTSBMXX

 **Level of Study:** Master's and PhDs

 **Typical Offer:** 2:2 honours degree

Course information

Overview

As a Full-Time student in your first semester you'll learn skills in Project and Operations Management critical to the timely delivery of any business-related endeavour. At the same time you'll be learning and applying practical skills and insights so you can work effectively in the digital media and marketing environment.

In the second semester you'll learn how to interpret and utilise finance and data analytics as well as how to identify and implement competitive advantage. You'll also learn through practical application how to source and recruit quality and staff, how to build high performing teams, and how to manage yourself and wellbeing through work-life balance.

From the very start of the programme you will begin reflecting on and developing a proposal for what you wish to pursue for your Business Master's Project where you can engage directly with a practical problem and work towards finding a solution.

Entry requirements

Academic

2:1 honours degree (2:2 applicants considered individually) in any discipline, or equivalent professional qualification.

Non-academic

Candidates with substantial experience or other qualifications can be considered on an individual basis.

International

In addition to the academic qualification an IELTS 6.5 or equivalent is required.

Please contact us for further information.

Employability

Your career

Industry opportunities on this course are diverse, to ensure you develop the skills, experience and connections needed for your career. Students who successfully complete and pass the Digital Media and Marketing in Sports Business module as part of this course will achieve [Associate level certification](#) and become members of the [Digital Marketing Institute \(DMI\)](#). The DMI is the global certification body that sets the standard in education for digital marketing, operating in more than 100 countries.

Graduate destinations

The MBM equips you to take up professional and graduate management positions. You might continue in an industry that's related to an area you are currently working in or a subject previously studied, or you might prefer to take on an entirely new challenge. From areas such as people, finance or marketing you'll be well-equipped to work in large sector or specialist organisations.

How you'll study

Duration

One year, full-time

You can study this qualification full-time and subsequently complete it within one year.

You'll study on campus normally for across three days a week, with some online delivery to engage with digital marketing.

Your support network

You'll benefit from a strong support network from day one. This will range from your lecturers, supervisors and personal tutor to our specialist academic (Achievement and Success Centre), employability (Innovation, Careers and Enterprise) and wellbeing teams.

Your learning experiences

You'll be assigned a tutor straight away who will help you evolve the problem you wish to investigate for your Master's Business Project from when you start so you are ready to go after you've done the other modules and you'll have access to training in a variety of research methods.

Qualifications and modules

Modules

Module credits

Upon successful completion of your modules, you'll gain academic credit that accumulates towards your award. The marks you gain may contribute towards your final master's degree differential award (pass, merit or distinction).

Modules

Project and Operations Management

Build expert knowledge in core project and operations management techniques to maximise efficiency.

Business Talent and Team Management

Develop recruitment and selection skills as well as how to build, motivate and retain quality staff and high-functioning teams.

Business Finance and Competitive Advantage

Develop in-depth understanding of the structure and function of business finance and techniques for outmanoeuvring competitors.

Digital Media and Marketing

Develop and apply innovative business marketing approaches, evidencing the importance of digital marketing, and understanding the processes involved in producing media, such as blogs and podcasts. Examine digital marketing trends such as search engine optimisation, pay-per-click advertising analytics, social media and content analysis.

Students who successfully complete and pass this module will become Associate members of the [Digital Marketing Institute \(DMI\)](#), the global certification body that sets the standard in education for digital marketing, operating in more than 100 countries.

Postgraduate Business Project

You will design and undertake a supported independent applied research project in a business and management topic in an area meaningful to you.

Teaching modes

The modules contain a mixture of scheduled learning including lectures, practical sessions, seminars and group tasks scheduled alongside independent learning. Students are expected to dedicate at least two to three hours of independent study per contact hour.

The course is taught in English.

	Contact learning	Placement learning	Independent learning
MSc degree	13%	0%	87%

Teaching contact time

Teaching contact time and method will vary depending on the module that you’re studying. However, postgraduate modules on this course normally involve 24 hours of taught contact time with staff per module.

Assessment and Feedback

You’ll be assessed through a mixture of practical assessments, oral presentations and written assignments. Many of the modules will be marked based on a mixture of assessment types, whilst others will be based solely on one type of assessment.

Written feedback will be provided to you for each assessment that you submit and you’ll be able to discuss your feedback by arranging a tutorial with the respective module leader.

	Written exam	Practical exam	Coursework
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MBM degree	0%	33%	67%
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Timetables

Most students study this course in one year, and they study three semesters. The first two semesters will usually consist of 12 weeks of scheduled teaching and then assessment weeks. The timetable will normally consist of:

- Onsite teaching two days a week (normally a Wednesday and Thursday)
- Online teaching half a day (Normally on a Friday)
- During the first semester, there is an off-site-UK based residential field trip of 3-4 days
- Assessments are normally scheduled on the same day as you would normally be taught, to support the management of other commitments.
- The dissertation (independent research project) will normally be completed in semester 3, with tutorial / supervisor support being flexible depending upon the nature of the project.

Specific attendance dates and timetables are available before enrolment (normally in May before a September enrolment).

 **[View term dates](#)**

Fees and funding

Please visit our [student finance page](#) for information on tuition fees and student loans, as well as non-repayable grants, bursaries and scholarships, eligible to different groups, to support with study costs.

Studentship Scheme

Our Postgraduate Studentship Scheme provides a fantastic development opportunity, enabling you to complement your postgraduate study with important real-world research or within teaching within a paid position at Hartpur.

Accommodation and living costs

Please [visit our student accommodation page](#) for details.

 **[Fees & finance](#)**

Further course details

Our [Resource Library](#) is where you'll find all the essential details about Hartpur University's courses. It includes *Programme* and *Module Specifications*, along with *Course Information*

Sheets for every course. You can easily download a complete revision history for each of these, clearly showing the dates changes were made.

Course Information Sheets: These are PDF versions of the course webpages. They provide an overview of the course, what to expect during your studies, and the topics covered.

Programme Specifications: These are detailed, validated documents containing academic specifics for each programme. They include descriptions of the programme, its aims, learning outcomes, year and module structure, as well as teaching, learning, and assessment strategies.

Module Specifications: Each Programme consists of several Modules. Our Module Specifications outline the topics covered and the expected outcomes for students studying each Module.

 **Resource library**

Ask us a question about postgraduate study at Hartpury University or enter your contact details to receive updates on news, events and updates on opportunities to visit us.

Full Name *

First name

First Name

Last name

Last Name

Email address *

your.name@company.com

Home country *

Select an Option

Which subject area are you interested in? *

Select an Option

What year are you planning to start your studies? *

Select an Option

If you have a question, please use the space below

How did you hear about us?

Select an Option

Stay in touch

☐ I would like to keep up to date with Hartpury University courses, student life, events and news.

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Read our privacy policy (<https://www.hartpury.ac.uk/legal/web-privacy-policy/>).
(<https://www.hartpury.ac.uk/legal/web-privacy-policy/>)

Full name *

First name

First Name

Last name

Last Name



Important information

Every effort has been made to ensure the accuracy of our published course information, however our programmes are reviewed and developed regularly. Changes or cancellation of courses may be necessary to ensure alignment with emerging employment areas, to comply with accrediting body requirements, revisions to subject benchmark statements or as a result of student feedback. We reserve the right to make necessary changes and will notify all offer-holders of changes as and when they occur.