

MSc Management

Programme specification

1. Programme details

Item	Information
a) Programme name (incl. pathways):	MSc Management
b) Programme code(s)	TBC
c) Programme credit value(s)	180 CATS 90 ECTS
d) Programme author(s)	Alex Pickering
e) Entry requirements	A BA or BSc degree at level 2:2 or above in any discipline. OR Applicants with a minimum of 3- 5 years relevant work experience.
f) Academic year effective from	2026/27

2. Programme Aims & Overview

Aims

The MSc Management will provide you with conceptual and practical skills to perform different kinds of leadership roles in diverse organisations from large multi-nationals to entrepreneurial start-ups, and from non-profits to government agencies. Skills gained include the opportunity for you to turn your own business idea into a business plan, as well as talent management, research design and marketing plan development. The programme has a focus on innovation theory and practice - how new markets are created and shaped. It also introduces different perspectives on real-world organisational problems, strategic management approaches including creativity and innovation management, product development, and AI strategy and implementation. This will culminate in a self-directed empirical research project that answers a management, consumer, brand or market question of your choice. This programme encourages you to engage critically with emerging real-world challenges facing businesses and organisations, to develop innovative transformation plans and support your career progression.

Overview

The MSc Management offers you a practical, creative and advanced grounding in the latest management and innovation concepts and practices, including AI strategy and implementation, equipping you to make an immediate difference in your workplace and support your career ambitions. Your learning journey will be supported by a wide range of case studies and frameworks exploring different market and

organisational challenges. You will be encouraged to critique these and apply management and innovation concepts to drive change. Over the course of the programme, you will also benefit from regular peer to peer discussions, opening up a range of critical perspectives. The structure of the programme spans marketing strategy, innovation and product development, competitive advantage, research methods and business insights, market creation, entrepreneurial practice and talent management, as well as AI Strategy and Implementation.

Having consolidated these areas of practice, you will then have the opportunity to address a burning management, consumer, brand or marketing question of your choice with your own final project. You will have flexibility to select a research method suited to the question. Aside from the creativity and innovation focus, one of the defining features of this programme is the wide variety of assessment methods to showcase your work and develop your skills, including portfolios, business plans, recorded presentations, coursework and some exams to simulate the time-bound analysis and fast conceptual thinking required in work settings.. As a result of this programme you will be able to deploy a wide range of managerial problem-solving techniques to business challenges and communicate to a range of stakeholders to drive change.

3. External reference

Item	Information
a) FHEQ Level of Award:	7
b) UCAS Code(s):	N/A
c) HECoS Code(s):	100089
d) QAA Benchmark group:	Business and Management

4. Awards

Item	Information
a) Awarding institution:	Goldsmiths, University of London
b) Teaching institution:	Goldsmiths, University of London
c) Home School:	Creative Management If other, name here: N/A
d) School(s) also involved in teaching of the programme:	1. None 2. None 3. None If other, name here: N/A
e) Entry awards:	☐ Foundation Cert ☐ CertHE ☐ DipHE ☒ PGCert ☒ PGDip
f) Interim exit awards:	☐ Foundation Cert ☐ CertHE ☐ DipHE ☒ PGCert ☒ PGDip
g) Final awards:	PG Cert Management PG Dip Management MSc Management

5. Delivery

Item	Information	
a) Language of study:	English.	
b) Valid intake points in year:	☐ January ☒ Sept/Oct ☒ Other If other, specify: August, October, March and June	
c) Mode of study:	Online Distance Learning Indicate the overall balance of teaching modes in the rows below. Row d) shows total hours of directed learning, with e) and f) showing how this is broken down in in-person vs. online learning, in hours and percentages.	
d) Total hours directed learning/year	1800	
e) In-person hours	0	0%
f) Online hours	1800	100%
g) Pace of study:	☐ Full time ☒ Part time	
h) Duration of programme	Full time: N/A ☐ years ☐ months Part time: 24 ☐ years ☒ months	
i) External accreditation:	N/A	
j) Apprenticeship Standard:	N/A	

6. Programme Learning Outcomes

Also, see the [curriculum map](#) at the end of document.

For UG exit awards, Learning Outcomes must be achieved in the level indicated below:

- CertHE = Level 4
- DipHE = Level 5

Learning outcomes are grouped in categories of:

- **Declarative learning** - knowledge, thinking & facts (D1-3)
- **Functional learning** - application of knowledge, thinking & facts (F1-3)
- **Professional and transferable skills and behaviours** (P1-3)

On successful completion of the programme, you will be able to:

	Learning Outcome	Level	Graduate Attribute
D1	Synthesise different conceptual and practical perspectives in management.	7	Diversity of perspective

	Learning Outcome	Level	Graduate Attribute
D2	Apply management and innovation concepts and tools to a range of technological and market environments.	7	Diversity of perspective
D3	Create evidence-based innovation, business and marketing plans that leverage points of difference and advantage	7	Responsible agency
F1	Critique entrepreneurial, people and team development practice and approaches in diverse organisational settings.	7	Political in the personal
F2	Evaluate different business structures and market landscapes	7	Diversity of perspective
F3	Develop customer journeys in a range of business and entrepreneurial contexts.	7	Responsible agency
P1	Integrate managerial problem solving techniques to a range of real-world business challenges	7	Responsible agency
P2	Develop people and team practices to meet a range of organisational needs and settings	7	Collaboration
P3	Communicate to a range of stakeholders to drive change	7	Responsible agency

7. Programme Structure

For Undergraduate programmes (UG), each level must amount to at least **120 CATS** (60 ECTS).

Postgraduate (PGT) programmes must amount to at least 180 CATS (90 ECTS), with exception to interim exit awards.

Programmes are staged in **Phases**, where each Phase relates to an exit award.

Compulsory modules must be taken by all students.

Option modules – you must choose one or more of the options available to this programme at this level and point. The option modules available from this list may vary from year to year, depending on student numbers and staff availability. Selection takes place during your studies, not before.

Programme structure notes (where relevant):

You will typically study one 15 credit module before moving onto the next. Modules within a phase may be taken in any sequence, but there are expectations of valid module and assessment attempts before being able to progress to the next phase.

Phase 1 (PT)

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Marketing Strategy	TBC	15	7	Compulsory	Multi	N/A	N/A

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Creativity and Innovation Management	TBC	15	7	Compulsory	Multi	N/A	N/A
New Product Development	TBC	15	7	Compulsory	Multi	N/A	N/A
Strategic Management: Building Competitive Advantage	TBC	15	7	Compulsory	Multi	N/A	N/A

Phase 2 (PT)

Module Name	Module Code	Credit	Level	Module Type	Term	Year PT	Pathway
Market research and business insights	TBC	15	7	Compulsory	Multi	N/A	N/A
Technological innovation and market creation	TBC	15	7	Compulsory	Multi	N/A	N/A
AI Strategy and Implementation	TBC	15	7	Compulsory	Multi	N/A	N/A
Entrepreneurial Practice	TBC	15	7	Compulsory	Multi	N/A	N/A

Phase 3 (PT)

Module Name	Module Code	Credit	Level	Module Type	Term	Year PT	Pathway
People and Team Leadership	TBC	15	7	Compulsory	Multi	N/A	N/A
Final Project	TBC	45	7	Compulsory	Multi	N/A	N/A

8. Learning, Teaching & Assessment

Learning & Teaching methods

Teaching will be via a range of formats to be as relevant as possible to the topic and learning outcomes. This may be through VLE content including recorded lectures, curated readings, structured formative activities, and forum discussions. It may have a mix of synchronous webinars

and online activities, designed to give you the best learning experience and to make the most out of your learning experience. You are expected to attend all of your timetabled learning activities.

Specifically, this programme will be taught in the following ways:

Case studies, short videos, critical readings will be presented in relevant modules. You will be invited to engage with the content in discussion forums, encouraging an exchange of different cultural perspectives. You will also be required to schedule critical reflection time to embed key concepts by applying to market examples.

Assessment modes and approaches

You will be assessed in a range of ways throughout your course. These will be both Formative (for feedback and development), and Summative (required to pass and progress to the next level). Summative assessments are compulsory.

Feedback is a crucial part of your learning and development in this programme. You will receive feedback both on your Formative (work in progress) tasks/assessments, and your Summative (graded) assessments. This feedback will help the assessment to be a part of your learning, not just a test. It may be verbal, written or video based. Please engage with this feedback to improve your future work.

Specifically, this programme will be assessed in the following ways:

You will be assessed in a variety of ways including portfolio work, recorded presentations, weekly journal, coursework, business plans, and some exams to simulate the time-bound analysis and fast conceptual thinking required in work settings. This will be supported by formative assessments to support personal development, including the creation of posters, leader interviews and other module-specific activities.

Assessment diet (number of assessments for compulsory modules)

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	Total
Coursework	0	0	0	0	3	3
Exam	0	0	0	0	2	2
Live	0	0	0	0	0	0
Portfolio (multi-modal)	0	0	0	0	4	4
Practical / multimedia	0	0	0	0	1	1
Written	0	0	0	0	1	1
TOTAL:	0	0	0	0	11	11
Of which...	Individual:	10	Group:	1		

9. Other information

Item	Information
a) Assessment regulations	https://www.gold.ac.uk/gam/taught-programmes/assessment/

Item	Information
b) Placement opportunities	N/A
c) Programme-specific requirements	N/A
d) Programme specific costs and resources	A laptop with camera and audio interface.
e) Employability and potential career opportunities	This programme is designed to develop future leaders across a wide range of organisations from large multi-nationals to entrepreneurial start-ups, and from non-profits to government agencies. Graduates will be able to apply managerial problem-solving techniques a range of organisational, market and business challenges, and develop positive people and team practices. Those aspiring to become future heads of department will therefore be particularly suited. The AI Strategy and Implementation element will support those wanting to deploy AI for value creation across their organisation or department. The creativity and innovation focus of this programme means this is also well suited for those wishing to move into new product development and innovation roles or increase the innovation success rate in their current organisation. Peer to peer networking will be encouraged through the discussion forums and the People and team leadership module will help to improve your understanding of your role within teams and organisations. Additionally, those wishing to enhance their stakeholder influence will benefit from the professional skills gained in this programme, specifically communication to drive change.

10. Academic support

There is a range of support available to you to give you the best possible chance of success in this programme.

Please see your tutors and student portal/VLE for details of what's available and how to access this support.

11. Curriculum map

Programme Learning Outcomes assessed by each module:

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
Marketing Strategy	TBC	Compulsory	☐	☐	☒	☐	☒	☒	☐	☐	☒
Creativity and Innovation Management	TBC	Compulsory	☐	☒	☒	☐	☒	☒	☒	☐	☐
New Product Development	TBC	Compulsory	☒	☒	☒	☐	☐	☐	☒	☐	☐
Strategic Management: Building Competitive Advantage	TBC	Compulsory	☒	☐	☒	☒	☒	☐	☒	☐	☐
Market Research and Business Insights	TBC	Compulsory	☐	☐	☒	☐	☒	☐	☐	☐	☒
Technological Innovation and Market Creation	TBC	Compulsory	☐	☒	☒	☒	☒	☐	☐	☐	☐
AI Strategy and Implementation	TBC	Compulsory	☒	☒	☐	☒	☒	☐	☒	☐	☐
Entrepreneurial Practice	TBC	Compulsory	☒	☒	☒	☒	☐	☒	☐	☐	☒
People and Team Leadership	TBC	Compulsory	☐	☐	☐	☒	☐	☐	☐	☒	☐
Final Project	TBC	Compulsory	☒	☒	☒	☐	☒	☐	☒	☐	☒