

# MA

**BUSINESS AND  
MANAGEMENT**



Postgraduate Study  
2023 / 24



Fairfield School of Business

in proud partnership with  
**BATH SPA  
UNIVERSITY**



[www.fsb.ac.uk](http://www.fsb.ac.uk)

Founded in 2006, the Fairfield School of Business is a leading provider of Higher Education within the UK that focuses on enterprise, leadership and deep understanding in three leading cities – London, Luton and Birmingham.

We work with the business-minded to explore student tenacity, resilience, and determination as a practical means of transitioning managers into leaders.

Our mission has always been to provide a supportive and inspiring student experience that is inclusive. In 2021, FSB celebrated a record NSS score of **90.48%** demonstrating our ongoing commitment to excellence in Higher Education.

**Let FSB be your MA launchpad!**

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FSB Croydon Campus

# Hello from the **CEO**

At FSB, our career-focused campuses have been proudly training the next generation of leaders since 2006. We endeavour to give you the best student experience possible and place the student at the centre of everything we do. Whatever your aim, we are here to champion it!

Offering the best of both worlds, our MA is accredited by our strategic partner Bath Spa University and is taught with your career in mind. Our extraordinary industry connections and our deep understanding of the business sector will maximise your career impact, for life.

Whatever your aspirations, our diverse and helpful community will be with you every step of the way as you explore the exceptional experiences that FSB has to offer.

Let FSB be your MA launchpad where you will experience innovative networks, findings and capabilities.

With best wishes,

**Mohammed Zaidi**  
*Chief Executive Officer*





# Hello from Bath Spa

We are extremely proud to be offering the MA with the Fairfield School of Business. The MA is a life-changing experience that provides you with a fantastic opportunity to enhance your career and join a global community of change-makers, leaders and business managers. We have a significant part to play in developing the employer-ready MA graduates and this programme offers the leadership skills that are sought by many leading employers. We look forward to welcoming the students into this exciting programme to make a truly positive personal and professional impact on your life.





Bath Spa University - Newton Park Campus

# MA Business & Management

Develop your career as a socially and ethically engaged, globally connected professional who is creative, enterprising, resilient and innovative.

**Gain a thorough grounding in current best practice and theory, enriched by real-world problem-solving.**

**Benefit from access to a valuable network of industry links and opportunities for further accreditation.**

**Choose a broad programme of study, or specialise in accounting, entrepreneurship, international business or marketing.**

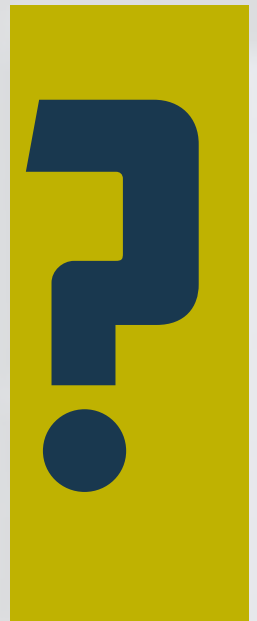
This Business and Management degree provides you with a broad introduction to the fundamental principles of business and management in a rapidly changing, increasingly globalised world.

Supported by practice-based interdisciplinary teaching and research, you'll develop your business expertise alongside the practical and professional skills needed to effectively manage the challenging issues affecting organisations today.





# What you'll learn



Our courses are designed to allow you to tailor your programme of study to your academic interests and career aspirations. You'll take a mix of taught modules and complete a dissertation/consultancy project.

If you choose to study one of our Business and Management pathway routes, there are pathway-specific required modules, and your final dissertation/consultancy project will be in your chosen specialism.



## Course structure

The MA programme is delivered either full-time over one year, or part-time over two years.

You need to take 120 credits of classroom-based taught modules first, before completing your 60 credit dissertation project.



## How will I be assessed?

You're assessed in a variety of methods that may include some or all of the following across the various modules on the course:

- Reports on work-based assignments
- Research project reports
- Portfolios
- Reflective learning and work-experience journals
- Reviews
- Proposal papers for projects, funding or events, business plans, or strategy documents
- Project progress reports
- Project evaluations
- Presentations
- Essays
- Exams.



## Programme modules

The programme of course modules will be the following for 2023 / 24.

- International Business Environment
- Marketing Management
- Financial and Management Accounting
- Entrepreneurship
- Managing People
- Governance, Ethics and Risk Management
- Research Methods
- Digital Marketing
- Dissertation.



## How will I be taught?

We combine academic study with practice-based teaching. You'll learn through a variety of activities including lectures, seminars, workshops, tutorials, online activity and discussion, work-based learning and research projects.

Staff on this course offer access to a wide range of academic and practical expertise in business and management. You'll benefit from one-to-one tutorials, workshops, peer support and shared learning.

We work with you to ensure that what you learn on the course translates into effective practice in the workplace, and develops your professional potential.

*Source: Bath Spa University (2022)*





## Course Fees

### 2023/24 ENTRY

Full time course 1 year fee £8,210



## Master's Loan/Funding

For courses starting in 2023/24, you can get an English postgraduate student loan of up to £11,836\* towards your tuition fees, study costs and living expenses. The Master's loan from Student Finance England is not means-tested, therefore the amount you receive does not depend on your financial background or that of your family. You can choose how much you want to borrow, up to the maximum amount.

To be eligible for funding you must:

- be a UK national or have settled status
- normally live in England
- have lived in the UK, Channel Islands or Isle of Man for the past three years
- be under the age of 60 on the first day of the first academic year of your course
- not already have a Master's degree or higher qualification.

Register MA applications at

[online.fairfield.ac](https://online.fairfield.ac).



## Scholarships

Please contact our Admissions Team for details regarding eligibility criteria for scholarships and bursaries.

[admissions@fairfield.ac](mailto:admissions@fairfield.ac)

\* ref: [gov.uk/masters-loan/what-youll-get](https://gov.uk/masters-loan/what-youll-get)

# Your FSB learning experience



Your learning experience is our passion at FSB and has been ever since our inception in 2006. Your MA at FSB is accredited by Bath Spa University's Business School and will be awarded at a marvellous postgraduate degree awarding ceremony held by the university. Staff from Bath Spa University regularly visit and meet with FSB staff and are involved in the administration and delivery of the course.

All of our student support services are easily available to help you with any problems or concerns you may have.

When you study with us you are a **Partner in Education** and will benefit from how we bring learning to your doorstep, offer amazing variety and flexibility as well as a community culture that you are perhaps part of.

# Our Journey

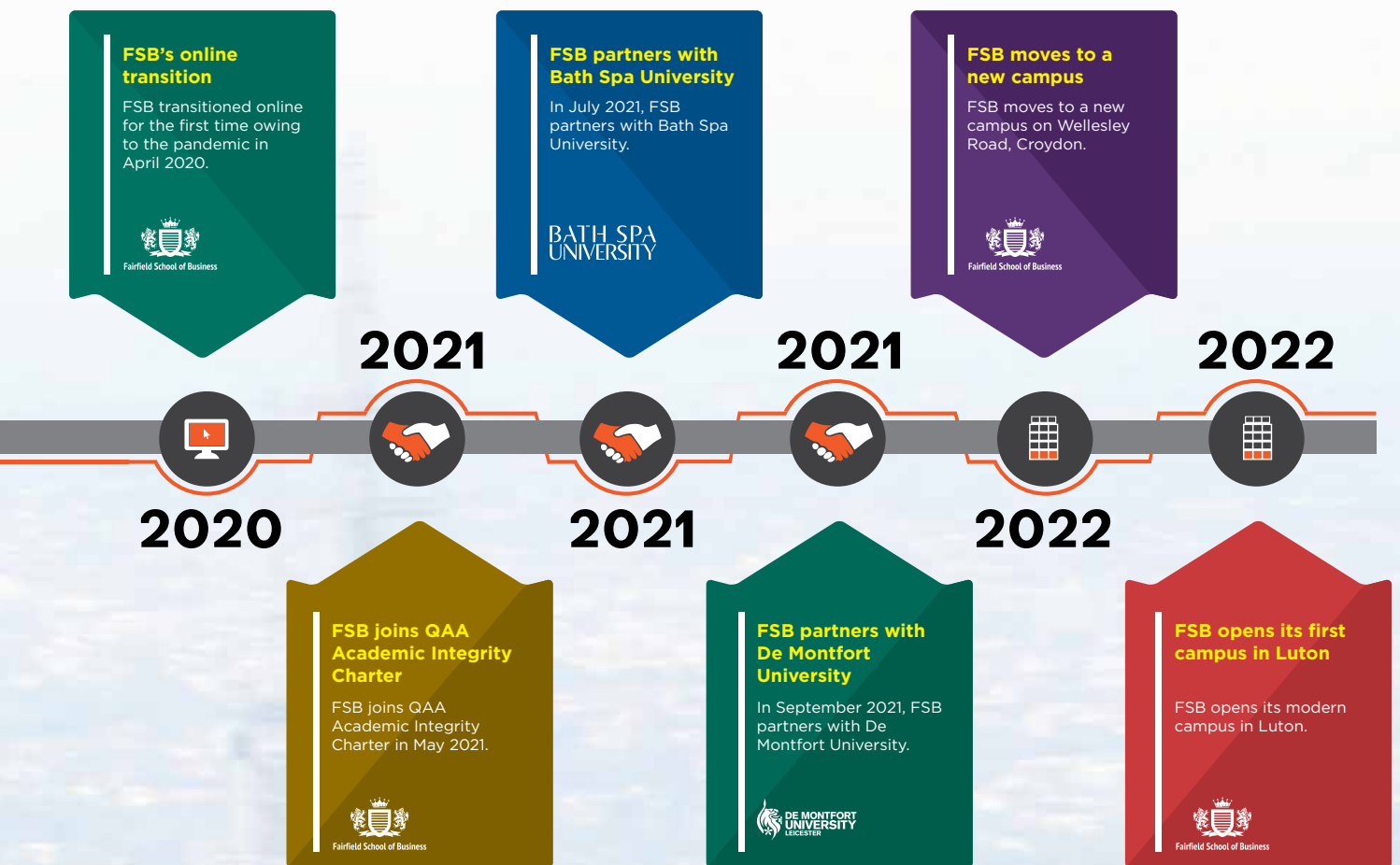
Growing strength to strength



## Did you know

*FSB is the first and only Higher Education provider to offer a MA in Croydon.*





# 10

## Reasons to study an MA at FSB

1. Study a career-boosting course accredited by Bath Spa University
2. Gain a globally recognised professional qualification
3. Stand out from the crowd with an armour of academic integrity and skills
4. Enhance your expertise in your chosen field
5. Augment your employability factor
6. Study at one of our campuses in London, Luton or Birmingham - some of the largest cities in the UK offering networking opportunities to enhance your career development aspirations
7. Taught in small groups so you get more lecturer support and increased group interaction
8. Flexible delivery timetabling, organised with your work commitments in mind
9. Study with like-minded individuals from professional and business backgrounds
10. Excellent opportunities to grow your professional and social networks.

# 90.48%

FSB's overall NSS 2021 student  
satisfaction rating







## FSB Vision

Our Vision is to be instrumental in advancing the economic and professional prospects of individuals within the local communities where the school is based, and to extend the reach of high-quality education to those who may benefit from it, but who are unable to study at a mainstream institution.



## FSB Mission

Our Mission is to provide accessible and transformational learning experiences that meet or exceed the exacting standards of UK education, to inspire and develop future business leaders.



## FSB Values

**Our values are:**

- ❶ Education and learning through excellence
- ❷ Accountability and academic integrity
- ❸ Professionalism and support
- ❹ Widening access and participation and promoting equality of opportunity.



**£41,021**

Average Business  
Management  
salary in 2022\*

**30+**

Different student  
nationalities

**90.48%**

NSS 2021 student  
satisfaction rating

**36**

Average  
student age

**Dragons' Den  
Style Event**

up to £4,000 up for  
grabs annually

**100%**

Mature and  
professional  
learners

\* Source: [reed.co.uk](https://reed.co.uk)

# FSB is a leading provider of Higher Education in the UK

FSB has been helping business leaders progress their careers through educational excellence since 2006.

## Our Partners:

**BATH SPA  
UNIVERSITY**

**AdvanceHE**

Affiliate Member 21-22

**DC Develop  
Croydon**

 **Pearson**

**QAA Reviewed**

Quality Assurance Agency  
for Higher Education

# Our MA is delivered with your career in mind

At FSB you will join group-based lectures to learn the detailed concepts of your MA. You will also join seminars and tutorials to discuss these concepts with fellow students and staff.

## Learning for your career

FSB staff appreciate how important it is that your MA supports your career choices and aspirations. That is why we involve leaders and industry in your teaching. This could be through guest speakers, external trips, or by working on real-world projects.

You will be studying with like-minded people developing their careers and leadership roles. This will enable peer-to-peer learning where students learn a great deal by explaining their ideas to others and by participating in activities in which they can learn from their peers. They develop skills in organising and planning learning activities, working collaboratively with others, giving and receiving feedback and evaluating their own learning. Peer learning is becoming an increasingly important part of many courses, and it is being used in a variety of contexts and disciplines in many countries.

The awarding body Bath Spa University is an established provider of Higher Education and while studying at FSB you will have full access to Bath Spa University's online facilities.



# The MA Business and Management programme is a respected qualification that is the hallmark for a robust and stand-out CV



An MA programme can open new spheres of earning potential and transitions you to new business and leadership horizons.

No wonder an increasing amount of CEOs and directors are in-waiting for students with an MA.

Our Bath Spa University accredited MA is your launchpad that will help you obtain the skills to become the leader you want to be.

#### **Disclaimer**

Please note that [www.fsb.ac.uk](http://www.fsb.ac.uk) is the most up-to-date source of our information for courses and campuses. We highly recommend that you always visit our website before making any commitments.

# Location and Life



## Campuses in cities you will love

**We are many campuses in many cities but one family.**

FSB is delighted to have creative campuses situated in dynamic cities at the hearts of Croydon (London), Digbeth (Birmingham) and Luton. Each campus gives you a business advantage and has its own characteristic atmosphere, and you can be assured that wherever you wish to study, you will have a fabulous student experience and excellent networking and career progression opportunities.



Photo: London City



Photo: Gas Street Basin, Birmingham



Photo: Luton Town Hall, Luton





**£42,562**

Average Business Management Salary in **London\***

**£30,000**

Average Salary in **Croydon**

**33,500**

new homes planned over the next 20 years

**2,540**

new tech businesses created in **Croydon** last year

**20** mins to central London

**15** mins to London Gatwick

\* payscale.com

# There are so many great reasons to study in **Croydon**

Croydon is a foremost office headquarters hub, with the likes of **Alig Europe**, **Superdrug**, **HMRC**, **The Home Office** and **EDF Energy** all based in the town centre.

No wonder why Croydon is well on its way to becoming London's biggest growth centre, and a destination to live, work and visit.

The borough offers a unique mix to businesses and residents alike, ideally located around 15 minutes from either Central London or London Gatwick Airport by train and Canary Wharf is only 30 minutes away.

Croydon is proving to be a viable option to investors from around the world and when you look at the facts, it's easy to see why:

- ❶ The UK's best-connected business hub - London's second busiest train station, and easy connectivity to Bedford, Portsmouth, Southampton or Watford
- ❷ Croydon has a higher rate of employment by micro firms as compared to London and national averages (Source: ONS IDBR 2021)
- ❸ Croydon has a higher business survival rate compared to London and national averages (Source: ONS IDBR 2021)
- ❹ Grade A office space at one-third of the cost of Central London
- ❺ Exceptional quality in last-mile logistics for London, with Purley Way as a key industrial hub for the capital and southeast.



## Transport

Our campus is a minute walk from East Croydon station, where trains run frequently from and to central London, Brighton, Gatwick and much of South England.

The campus is served well by Croydon Trams, and many buses that connect us to South London.



**FSB is a proud member of Develop Croydon – a not-for-profit Community Interest Company made up of more than 65 businesses and organisations that collectively work together to promote Croydon.**



# There are so many great reasons to study in **Birmingham**

As one of the most vibrant and diverse cities in the United Kingdom, Birmingham is home to people from all walks of life. With a population of 1 million and counting, thousands of students from all four corners of the globe descend on Birmingham for their place of study. And it's easy to see why students choose to study in Birmingham, as this major city is considered to be the social, cultural, financial, and commercial centre of both the East and West Midlands. The city is a major international commercial centre ranked as a beta-world city by the Globalisation and World Cities Research Network.

## £42,500

Average Business Management salary in **Birmingham**<sup>1</sup>

## £33,082

Average salary in **Birmingham**<sup>2</sup>

## 50,000

New professional and managerial jobs expected in next few years<sup>3</sup>

## £2.1 Billion

Additional economy generation in the next few years<sup>3</sup>

1. Totaljobs.com
2. Talent.com
3. Big city plan Birmingham



## Transport

Birmingham is located at the centre of the national motorway network (M5, M6, M40 and M42) and at the heart of the UK rail network.

The Digbeth Campus is in the heart of the city and is easily accessible by road and public transport.

- ❶ New Street Station to Digbeth Campus 9 min walk
- ❶ Moor Street Station to Digbeth Campus 6 min walk
- ❶ Curzon Street Station terminal for the new HS2 line from London to Digbeth Campus will be 5 min walk when completed
- ❶ National Express terminal to Digbeth Campus 3 min walk
- ❶ M6 Junction 6 to Digbeth Campus 11 min drive.

Photo source: [www.visitbirmingham.com](http://www.visitbirmingham.com)



**BIRMINGHAM EASTSIDE METRO EXTENSION**



# There are so many great reasons to study in Luton

Luton is a vibrant region full of networking opportunities and exhilarating places to experience – such as local business centres, retail complexes, extraordinary museums, green spaces, and inquisitive heritage sites. Luton offers a rich myriad of employers from global businesses, banks, hospitality and retail.

**£40,000**

Average Management salary<sup>1</sup>

**£27,765**

Typical annual salary 2022<sup>2</sup>



The historical town, from the Saxon era, is also famous for hat-making so manufacture, creativity and business have long been at its core. With events such as the International Carnival or Bedford River Festival, there is always something innovative to do in Luton making the place inspiring to live and learn.

Our Luton campus is a vibrant and well-equipped centre offering all student facilities and access to all local public transport routes enabling more members of the community to join courses and achieve their potential.

Luton is just 50 km from London and is linked perfectly with the other parts of the country.

## Transport

### Train

9 min walk away from Luton Train station

### Buses

38 Arriva  
(Between Luton Town centre & Dunstable)

31 Arriva  
(Between Luton Town centre & Dunstable)

27 Arriva  
(Between Luton Town centre & Marsh Farm)

**3,500**

new businesses  
opened in 2021<sup>3</sup>

**25** minutes

to **London**

**8** minutes

to **London Luton  
Airport**

1. totaljob.com
2. glassdoor.co.uk
3. lutontoday.co.uk

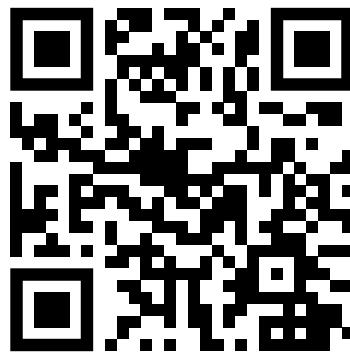


# Meet us online or in-person

**Discover FSB. We offer a broad range of opportunities to help you make an informed choice.**



FSB holds multiple in-person and online events where you can meet and greet our staff who will share the various benefits of studying a postgraduate course at FSB. These take place throughout the year.



find out more:

[www.fsb.ac.uk/open-days](http://www.fsb.ac.uk/open-days)

Organisations and industries are transforming at an unparalleled speed and thus employers today seek employees with the right skills and abilities to lead, direct and inspire. That is why we connect you with industry leaders, business CEOs, politicians, local Mayors, and celebrities and aspire for you to be truly civic members of the communities in which we serve. That is the #FSBFamily ethos.





// FSB is a friendly and inclusive place full of vibrant and inspiring business students. Whenever I visit FSB, I always look forward to intellectually exciting business and leadership discussions. //

*Jemelin Artigas, BBC Apprentice star (2019), entrepreneur, public figure, and actress*



**Watch Jemelin speak with FSB students here:**



[www.fsb.ac.uk/bbc\\_apprentice\\_star](http://www.fsb.ac.uk/bbc_apprentice_star)

# Instilling employability confidence

James Reed, CEO of Reed, and The Mayor of Croydon visit FSB students – read more: [www.fsb.ac.uk/james\\_reed\\_visits\\_fsb](http://www.fsb.ac.uk/james_reed_visits_fsb)



At FSB, employability is the heartbeat of your student experience, and we provide you with the opportunities and support you will need to develop into highly employable MBA postgraduates.



# Read more about our business work

[www.fsb.ac.uk/news](http://www.fsb.ac.uk/news)



**FSB's Deputy CEO speaks with the British Retail Consortium about 11 months of pandemic turmoil**

- MARCH 1, 2021

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**FSB's Deputy CEO looks to John Lewis as the 'barometer' of shopping trends**

- JANUARY 25, 2021



**The Chancellor of the Exchequer, Rishi Sunak, tells FSB students: We have taken decisive action to protect our economy**

- JULY 20, 2020

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**FSB's Deputy CEO speaks with the United Nations Global Compact about a united response to the COVID-19 outbreak**

- MARCH 24, 2020





// The world never stops changing and neither should you.

The MA study can be your academic compass to a leading career. It can guide a current career into something that helps you to further progress your passion. I am convinced that the MA can further support and enhance your career goals and aspirations. //

**John Pomeroy**  
Principal, FSB

// As a new student on the current MA, you will not only be having an exposure to the various world-class facilities provided in the establishment, but also to an arena of experience shared by the lecturers and colleagues, together with the numerous networking opportunities available to you in Croydon as well as Central London (only 20 minutes away by train!). I therefore welcome you on-board this wonderful journey, and hope together we can help you achieve your objectives, and expectantly exceed your expectations. //

**Dhan Chooramun**  
Associate Dean,  
Croydon

// The MA will improve leadership and people management skills, develop, advertise and sell your services and products. The MA will enable you to network and create connections and partnerships. The programme will take you out of your comfort zone and challenge you to improve yourself and your business. I look forward to welcoming you to the Digbeth Campus. //

**Michael Hill**  
Associate Dean,  
Digbeth, Birmingham

// MA course will provide the academic knowledge and skills to pursue global career opportunities and helps you to understand businesses and specific areas.

Additionally, studying at FSB, the MA in Business Management, will allow you to enhance your knowledge and understanding of Business Management. The MA course adds value by enabling you to acquire an integrated and strategic view of management in the rapidly changing business world. We are looking forward to having you as our school student. //

**Sajid Hussain**  
Associate Dean,  
Luton





# GET IN TOUCH

**Want to ask us a question first?  
We would love to hear from you.**

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## FSB Croydon Campus


 The Citylink West  
2 Addiscombe Road  
Croydon, CR0 5TT


 020 8681 8305

 [info@fairfield.ac](mailto:info@fairfield.ac)

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## FSB Luton Campus


 4 Dunstable Road  
Luton  
Bedfordshire  
LU1 1DX


 01582 729 486

 [info@fairfield.ac](mailto:info@fairfield.ac)

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## FSB Birmingham – Digbeth Campus

 84 Bordesley Street  
Birmingham  
B5 5PN

 0121 6341590

 [info@fairfield.ac](mailto:info@fairfield.ac)





## Fairfield School of Business

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The Citylink West  
2 Addiscombe Road  
Croydon, CRO 5TT

**Company Number:** 05849002

