

Aston Business School ,Birmingham, United Kingdom

- Aston Business School is a part of an elite group of global business schools that holds the gold standard of 'triple-crown' accreditation from AACSB, AMBA and EQUIS.
- Aston Business School is renowned for its excellence in teaching, research, the employability of graduates and is committed to innovative approaches to teaching and education.
- Aston Business School is very close to Birmingham, one of the UK's most diverse cities and home to an unrivalled cultural heritage, top sporting events, music, performing arts and outstanding world cuisine and has been voted the UK's most entrepreneurial region by Start Up Britain.
- The average expected salary after internship varies between £41,000 to £ 65,000 per annum
- GMP collaborated with Aston since 2022
- Click here for Website
<https://www.aston.ac.uk/bss/aston-business-school>
- Click here for Virtual Tour
<https://www.youtube.com/watch?v=pn1cKghEHWA>
- Click here for ranking/recognition
<https://www.aston.ac.uk/undergraduate/why-aston/rankings>

Aston offers MS programmes and details are as follows:

Programme with specialization	Partner school architecture link
MS – Progression (12 months)	
Business Analytics	<p>In a data-rich society, every organisation needs analytical planning and big data analysis. This course has been designed to meet the growing demand from employers and will equip students with the skills to extract meaningful information from data to inform strategic decision-making. https://www.aston.ac.uk/study/courses/business-analytics-msc/september-2022</p>
Business and Management	<p>This course has been designed to develop management skills and techniques and gain an extensive understanding of how companies operate. https://www.aston.ac.uk/study/courses/business-and-management-msc/september-2022</p> <p>This course will help students to learn the complex yet subtle art of managing people in organisations, and develop skills for analysis and in-depth policy formation as well as the broader discipline of management. https://www.aston.ac.uk/study/courses/human-resource-management-msc/september-2022</p>
Human Resource Management	<p>This course will help students to understand information systems, how they empower business operations and develop technical skills in building and maintaining ICT systems and project management skills that are in huge demand. https://www.aston.ac.uk/study/courses/information-systems-and-business-analysis-msc/september-2022</p> <p>This course will help students to take accounting and finance skills to the next level and enhance international employability. It also helps to understand the</p>

<p>Information Systems and Business Analysis</p> <p>International Accounting and Finance</p> <p>International Business</p> <p>Investment Analysis</p> <p>Strategic Digital Marketing</p> <p>Strategic Marketing Management</p>	<p>crucial role accounting and finance plays in organisations and strategic decision making. https://www.aston.ac.uk/study/courses/international-accounting-and-finance-msc/september-2022</p> <p>This course will equip students with the highly sought-after global mind-set, skills and knowledge that are required for doing business in rapidly changing global context and prepares you to tackle the business challenges across the world confidently. https://www.aston.ac.uk/study/courses/international-business-msc/september-2022</p> <p>This course will help students to discover how to undertake security valuation and portfolio management by studying equity, debt and derivative markets in domestic and international sectors, and learn about the key techniques used by financial traders. https://www.aston.ac.uk/study/courses/investment-analysis-msc/september-2022</p> <p>This contemporary course will equip students with the creative and strategic skills needed to work in Digital Marketing. The emergence of the circular economy and digital transformation has led to the creation of significant career opportunities worldwide ranging from small business to larger enterprise level. https://www.aston.ac.uk/study/courses/strategic-digital-marketing-msc/september-2022</p> <p>This course will help students to stand out from the crowd, kick-start your career in marketing and learn the core concepts, discover how to develop and deliver successful strategy and explore specific areas, such as brand management or consumer behaviour including their aspects. https://www.aston.ac.uk/study/courses/strategic-marketing-management-msc/september-2022</p>
<p>MS – Articulation (9 months)</p> <p>Business Analytics</p>	<p>In a data-rich society, every organisation needs analytical planning and big data analysis. This course has been designed to meet the growing demand from employers and will equip students with the skills to extract meaningful information from data to inform strategic decision-making. https://spjimr.org/content/aston-business-school-birmingham-uk</p> <p>This course will help students to stand out from the crowd, kick-start your career in marketing and learn the core concepts, discover how to develop and deliver successful strategy and explore specific areas, such as brand management or consumer behaviour including their aspects. https://spjimr.org/content/aston-business-school-birmingham-uk</p>

Strategic Marketing Management	
---	--