



**MANAGEMENT,
ECONOMICS
& MARKETING**
INSTITUTE OF MANAGEMENT STUDIES

gold.ac.uk/ims

Undergraduate

Goldsmiths
UNIVERSITY OF LONDON

The Institute of Management Studies at Goldsmiths offers degree programmes in three disciplines:

- **Management**
- **Economics**
- **Marketing**

And as an institute, we have a distinct approach to these areas. We're fusing Goldsmiths' academic rigour and creative culture with industry-informed research, interactive group learning and core strengths in psychology, so you can develop your own mode of management, economics or marketing.

We want you to be able to adapt and stand out in today's economy, so we make sure you study a near real-time curriculum that's rooted in current research and driven by what's happening in business now.

You'll gain the skills to develop and realise an idea, and tailor your degree to your own situation. And because our programmes are broad in scope, you can lead within any area, and at any stage of your professional life.

Why study at the Institute of Management Studies

We're research-active. A rich knowledge base and solid academic foundation inform everything you learn, and reflect what's happening within today's industries - whether it's an investment bank in the City, a multinational consultancy or a Silicon Roundabout start-up.

We're holistic. We blend theory, research and practice, so you get a comprehensive model of how to succeed in your career. You also have the freedom and the support to test your ideas in different settings and get inside industry. Through valuable links with TechCity and close interaction with tutors working in a range of sectors, you will analyse current management models.

We're supportive. As a student here you won't be dismissed for having a radical idea. And you'll have the chance to hear from everyone in the room. Our student masterclasses give you the opportunity to listen and learn from the experiences of others, so you can apply different perspectives to the same problem and find new ways of doing things.

We source competitive work placements. We constantly look to collaborate with external partners to provide work opportunities. These usually occur at the end of the second year, and constitute a 15 credit option. You can also study for part of your degree at a European university through the Erasmus+ scheme.



OUR DEGREES

Management

BSc (Hons) Management with Economics

BSc (Hons) Management with Entrepreneurship

BSc (Hons) Management with Marketing

Economics

BA (Hons) Economics

BSc (Hons) Economics with Econometrics

Marketing

BSc (Hons) Marketing

MANAGEMENT

Studying management at Goldsmiths

We offer three degrees in management, each with a different focus - Economics, Entrepreneurship and Marketing. The degrees all equip you with a comprehensive theoretical and practical understanding of Management Studies. You will learn about key economic, financial, and psychological knowledge-bases in order to gain some of the tools you need to effectively manage and lead people at work, and engage in activities such as business creation and product/business development.

The degrees prepare you for work in large/multinational and small-to-medium sized organisations that are global in nature, innovative, entrepreneurial and digitally cutting-edge. You can expect to develop transferable skills in critical-thinking, reflection, time-management, leadership, written/verbal communications, sourcing and reviewing the academic literature or industry reports and online databases, report writing, presentation skills, and numeracy.

You will also learn how to undertake research on an individual and group basis. As well as gaining experience of teamwork in the group work, you'll learn how to communicate effectively with others and how to motivate them.

Please note: as well as these IMS degrees, the Department of Psychology offers a BSc in Psychology with Management - gold.ac.uk/ug/bsc-psychology-management

BSc (Hons) Management with Economics

3 years full-time (including optional work placement in Year 2)
gold.ac.uk/ug/bsc-management-economics

This management degree examines the wider social, historical and political context in which organisations and managers operate, and how it shapes the circulation, and demand/supply, of goods and services. This emphasis on context, in combination with a focus on management theories, processes and practices, makes the degree a unique offering within the field of economics.

The degree introduces you to different schools of economic thought, from Classical, to Institutional, Marxist, Historical, and Neoclassical. It gives you detailed knowledge of microeconomic and macroeconomic concepts. Within this, the degree looks at sources and outcomes of economic fluctuations and business cycles.

It addresses key questions such as:

- What factors lead to unemployment?
- Are national monetary and fiscal policies effective?
- What purpose do currency areas like the Eurozone serve, and what are the strengths and limitations of such for nations?
- Why do economic crises occur and what are the implications for businesses?

You will learn how to analyse economic data, conduct basic mathematical manipulations of economic formulas, and understand economic relationships through graphs.

When you graduate you'll be able to demonstrate a systematic understanding of economic theory, and clearly articulate arguments on the strengths and limitations of economic analysis for understanding the economy and society.

TYPICAL MODULES

Year 1

Compulsory modules:

Organisations and Organisational Strategy
 Introductory Economics
 Understanding Entrepreneurship
 Introduction to Marketing
 Perspectives on Capital: Financial Physical, Human and Social
 Finance and Accounting
 Marketing Management

Year 2

Compulsory modules:

Organisational Behaviour
 Research in Management
 Intermediate Macroeconomics
 Mathematics for Economics and Business
 Economic Reasoning
 History of Economic Ideas
Or Further Mathematics for Economics
Plus: modules to the value of 30 credits from an approved list from other departments

Year 3

Compulsory modules:

Leadership and Talent Management
 International Business
 Intermediate Microeconomics
 International Economics
 Manias, Bubbles, Crises and Market Failure
 Individual and Institutional Economic Behaviour
Plus: modules to the value of 30 credits from an approved list from other departments

BSc (Hons) Management with Entrepreneurship

3 years full-time (including optional work placement in Year 2)
gold.ac.uk/ug/bsc-management-with-entrepreneurship

This management degree examines the importance of entrepreneurship to managers and the organisations in which they work. It takes an in-depth look at the entrepreneurial mindset, and how entrepreneurs think, feel and behave. It examines the many different kinds of entrepreneurs, from serial to accidental entrepreneurs, and entrepreneurial businesses from start-ups, to small businesses, family businesses and corporate ventures. This degree explores how managers can use entrepreneurial knowledge to conceive, test and develop business ideas into sustainable enterprises.

Throughout the degree, you will develop a taste for the kinds of resources (human, social and financial) needed to start, manage and grow businesses, and the strategies by which businesses grow and remain innovative. You will learn about why some entrepreneurs succeed while others fail, and how entrepreneurs can enhance the resilience of their businesses. You will engage with different theories and practices around entrepreneurship and related fields such as economics, psychology, sociology, design and geography.

This programme, like the topic, is dynamic and engaging. You will learn different techniques for developing, testing and implementing business ideas. You'll carry out independent research on entrepreneurs and be taught how to construct a business model and plan. You will also learn how to prepare essays, reports, presentations, case studies, individual reflections/diaries and other projects, and engage with and manage teams.

On completing the degree, you will be in a strong position to enter the workplace, able to analyse and synthesise the different factors that shape entrepreneurial thinking and behaviours.

TYPICAL MODULES

Year 1

Compulsory modules:

Organisations and Organisational Strategy
 Introductory Economics
 Understanding Entrepreneurship
 Introduction to Marketing
 Perspectives on Capital: Financial Physical, Human and Social
 Finance and Accounting
 Marketing Management

Year 2

Compulsory modules:

Organisational Behaviour
 Research in Management
 Creative and Social Enterprises: Business Models, Values and Planning
 How do you Create? From Creative Thought to Action and Impact
 Entrepreneurial Behaviour
Plus: modules to the value of 30 credits from an approved list from other departments

Year 3

Compulsory modules:

Leadership and Talent Management
 International Business
 Innovation Case Studies
 Entrepreneurial Management and Growth
 Dissertation
Plus: modules to the value of 30 credits from an approved list from other departments

BSc (Hons) Management with Marketing

3 years full-time (including optional work placement in Year 2)
gold.ac.uk/ug/bsc-management-marketing

This degree examines the importance of marketing knowledge for managers. It shows how organisations communicate with their customers, and the strategies and tools they use to do so. It seeks to define marketing, takes you through the history of marketing, and helps you to understand the role of marketing within organisations, and its value within both organisations and society more generally.

Within the degree, the power of brands, brand communities and how consumers build relationships with them, will be discussed. You'll be informed of different schools of thought on marketing, and become acquainted with core marketing principles and tools such as segmentation, targeting and positioning, and the 4Ps: Product, Place, Promotion and Price. For example, you will understand how market research influences new product development and commercialisation. The marketing theories covered will be complemented with real-life examples, exercises and simulations, such as appreciating how companies set prices.

On completing the degree, you will know why and how businesses communicate with consumers through different platforms like social media, and how they develop relationships with them and influence their decision-making. You'll be able to weigh the different ways in which companies meet customer demands and expand the customer base. You will learn about the opportunities and challenges facing marketing professionals in today's business environment. And you'll be able to utilise different strategic marketing tools and devise creative marketing campaigns.

TYPICAL MODULES

Year 1

Compulsory modules:

Organisations and Organisational Strategy
Introductory Economics
Understanding Entrepreneurship
Introduction to Marketing
Perspectives on Capital: Financial Physical, Human and Social
Finance and Accounting
Marketing Management

Year 2

Compulsory modules:

Organisational Behaviour
Research in Management
Product Innovation and Management
Marketing Communications
Brand Management
Consumer Behaviour

Plus: modules to the value of 30 credits from an approved list from other departments

Year 3

Compulsory modules:

Leadership and Talent Management
International Business
Marketing Strategy
Digital and Social Media Marketing
Dissertation

Plus: modules to the value of 30 credits from an approved list from other departments



Studying economics at Goldsmiths

Today economics means change. New technologies constantly reconfigure how markets work. New emerging countries from around the world reshape the world economy. At Goldsmiths we encourage you to face these new and evolving challenges by thinking outside the box and marrying innovation with tradition.

Our economics degrees offer you formal and rigorous training in economic theory and real-world application, and allow you to specialise in a key area of the modern economy.

Highlights

- Learn how to communicate and present economic ideas effectively.
- Take part in small classes and tutorials that foster student-staff interaction.
- The opportunity to take a job placement option during the second year so that you gain work experience.
- Learn on a degree where the emphasis is on quantitative techniques used in the real world.
- Understand Big Data and its use in Economic Statistics.

The Goldsmiths Library of Economics

Housed in the Senate House Library, the Goldsmiths Library of Economics has more than 70,000 books, pamphlets, periodicals, manuscripts and broadsides from the 15th century until today. Together with the Kress Library at Harvard University, it is one of the two best known collections in the world on the history of economics and business.

The Streams

You will be given a choice of five specialisations, or streams. This gives you the flexibility to choose the one that best suits your interests and future plans.

Stream I: Communication and Technology

This stream explores new forms of social communication, and how these have changed how humans exchange information.

Stream II: Markets and Organisations

What is a market? You will explore the differences between markets and other types of organisations found in the modern economy.

Stream III: Human Behaviour and Choice

How do humans make choices? In this stream you will be introduced to the work of anthropologists, psychologists and sociologists.

Stream IV: The Creative Impulse

This stream fosters unconventional connections between the artistic world, creativity in business enterprise and economics.

Stream V: Concepts, Ideas and Perspectives

What makes the economist's viewpoint so distinctive across the social sciences? This stream explores the context of economic ideas.

BA (Hons) Economics

3 years full-time
gold.ac.uk/ug/ba-economics

BSc (Hons) Economics with Econometrics

3 years full-time
gold.ac.uk/ug/ba-economics-econometrics

The BA Economics not only covers microeconomics, macroeconomics, mathematics for economics, quantitative methods and economic history, but also allows you to explore in depth a key area of the modern economy and society that puts you at the forefront of what is happening in the world today.

The BSc Economics with Econometrics allows you to specialise in state-of-the-art economic statistics. This means you will not only study advanced modules in econometrics and economic mathematics, but you will investigate broader empirical questions such as the use of Big Data in analysing the modern economy.

Both degrees will give you a comprehensive understanding of an area in economics graduates from other universities don't have, which will give you a niche in today's competitive labour market.

Please note: You can change from the BA Economics to the BSc Economics with Econometrics up to the end of Year 2, assuming you have completed Further Mathematics for Economics in Year 2. You can change from the BSc Economics with Econometrics to the BA Economics until the end of Year 2 without taking any extra module.

ECONOMICS

TYPICAL MODULES

BA (HONS) ECONOMICS	BSC (HONS) ECONOMICS WITH ECONOMETRICS
Year 1	
<p><i>Compulsory modules:</i> Introductory Economics Economic Reasoning Perspectives from the Social Sciences Mathematics for Economics and Business <i>Plus:</i> up to 30 credits of modules from the Streams</p>	
Year 2	
<p><i>Compulsory modules:</i> Intermediate Microeconomics Intermediate Macroeconomics Quantitative Economics Applied Quantitative Economics History of Economic Ideas Economic History <i>Plus:</i> 30 credits of modules from the Streams</p>	
<p><i>Plus either:</i> Finance and Accounting <i>Or:</i> Further Mathematics for Economics</p>	<p><i>Plus:</i> Further Mathematics for Economics <i>And:</i> a 15 credit module from the Streams</p>
Year 3	
<p><i>Compulsory modules:</i> Public Economics International Economics Communication and Presentation Skills <i>Plus either:</i> Manias, Bubbles, Crises and Market Failure <i>Or:</i> Individual and Institutional Economic Behaviour</p>	
<p><i>Plus:</i> up to 60 credits of optional modules from the Streams and other economics modules</p>	<p><i>Plus:</i> Econometrics Further Econometrics From National Accounting to Big Data Topics in Mathematical Economics</p>

Studying marketing at Goldsmiths

At Goldsmiths' Institute of Management Studies we investigate the areas of consumer behaviour, marketing strategy, psychology of marketing, social media, branding and advertising. You will also learn about:

Marketing Fundamentals

Providing you with the foundations of marketing theory and practice in areas such as product development, service design, promotion and advertising, brand management, and consumer behavior.

Marketing in Practice

Aimed at helping you to apply your marketing skills in practice, especially in the areas of strategic marketing, market research, digital marketing, and technology, innovation and marketing.

Economics and Management Foundations

Introducing you to management theory and practice, organisational behavior, and economics. Given the key role of marketing as a strategic function of an organisation, our BSc in Marketing aims to familiarise you with how a company works, and how marketing decisions are part of the strategy of a company. Furthermore, marketing actions are closely linked to economic theories such as demand, supply, and pricing, and to legal constraints. For this reason, modules in this area are designed to give you with more contextual knowledge around the practice of marketing.

Social Sciences

Marketing research and practice are heavily informed by social sciences in general, especially by psychology, anthropology and sociology. Very often, marketing practitioners who succeed in the industry have backgrounds in one of these subjects. These are also disciplines in which Goldsmiths has a solid reputation and expertise.

BSc (Hons) Marketing

3 years full-time

gold.ac.uk/ug/bsc-marketing

Do you want become a marketing manager within a company? Would you like to work in advertising, events management, market research or PR? Would you like to work in a creative agency? Our BSc (Hons) Marketing at Goldsmiths will provide you with the core knowledge, skills, and abilities that you need to succeed in this field.

To do so, this programme uniquely includes key knowledge from Psychology, Sociology, Anthropology, Economics and Management that will add to your ability to develop and implement innovative marketing strategies. At Goldsmiths, you will be on a leading-edge programme of study that combines interdisciplinary knowledge that will help you to succeed in your marketing or management career.

This BSc in Marketing draws from the strong interdisciplinary environment of Goldsmiths, and from the research and teaching expertise developed within the Institute of Management Studies in the fields of consumer behaviour, consumer culture, innovation, marketing strategy, economics, organisational psychology, management and entrepreneurship.

Year 1

Compulsory modules:

Introduction to Marketing
Marketing Management
Introduction to Market Research
Introductory Economics
Organisations and Organisational Strategy
Finance and Accounting
Perspectives from the Social Sciences

Year 2

Compulsory modules:

Consumer Behaviour
Product Innovation and Management
Brand Management
Marketing Communications
Market Research and Consumer Insight
Organisational Behaviour

Plus option modules

Year 3

Compulsory modules:

Digital & Social Media Marketing
Consumer Culture
Marketing Strategy
Technology & Marketing
Dissertation

Plus option modules

In Year 2 and Year 3, option modules can be chosen from a range of departments including Psychology, Sociology, and Anthropology

MODULE HIGHLIGHTS

Digital & Social Media Marketing

Digital Marketing and Social Media Marketing are two areas of marketing that are growing, and where there is big potential of future employment of graduates. While advertising spending on traditional media has recently declined, firms spend increasing amounts for online communication and public relations. This module will examine the theories, principles and practice of digital marketing and social media. Conceptually this module is divided into three sections: digital marketing and social media theories, digital marketing communications mix, and social media practice.

Technology & Marketing

This module will look at the role of technology within the marketing process. On the one hand, the module will explore the psychological, social and cultural responses of consumers to the latest technologies. On the other hand, it will look at how companies respond to the latest technologies and how they employ them in marketing-related processes. Technologies emerge in response to a variety of (potentially conflicting) human needs and aspirations. In addition, technologies can be employed and used in different ways, and the ways in which companies and consumers use technologies affect the evolution of social and cultural norms. This gives rise to ethical questions of which companies as well as consumers must be aware.

Introductory Economics

This module has three distinct sections. The first deals with different schools of economic thought. We examine important schools of thought - Classical, Institutional, Marxist, Historical, and Neoclassical - their core ideas, and discuss why their viewpoints are so different. The next focus is on microeconomic theory, in particular deductive reasoning used in mainstream rational choice and perfect competition theory. The last six weeks looks at macroeconomics, when we focus on specific concepts: national accounting, inflation, unemployment and business cycles. They are analysed through the use of contemporary schools of economic thought and their analytical frameworks, prompting open discussions.

Manias, Bubbles, Crises and Market Failure

This module combines resources from three fields of economic theory: macroeconomic analysis, history of economic thought and economic history. Initially it focuses on six episodes in economic history, ending with the current (post-2007) crisis. The writings of different schools of economic thought are used and contrasted in order to see how theorists analysed the crises, and the types of solutions they offered to solve them. The last three weeks focus on the concept of economic crises, and discuss how these events alter our understanding of the workings of the market economy.



OUR STUDENTS



Sondre,
Second-year student

“Studying at Goldsmiths is such an inspiring and encouraging experience. What I love most is that there are no limits or impediments to what you can do or what you can achieve here. If you put enough effort into the work, the Institute of Management Studies will deliver the fundamentals for aspiring entrepreneurs to succeed, which I have experienced countless times throughout my first year.

Prior to my studies I sailed around the world for a year, exploring new cultures and local customs. The highlight of this trip was when I as a captain managed a small vessel crossing the Atlantic. This was when I literally understood that there are no limits to what people can achieve, you just need the right framework and resources. This is exactly what Goldsmiths can offer,

a place where young men and women can take a chance on a dream.

On the Management and Entrepreneurship degree, we take an idea that starts in the lecture theatre or in a discussion and turn it into a new project, a new business or even a new industry that has the power to change the world around you. With this mindset, which I’ve learned, entrepreneurship becomes something living and almost breathable, a lifestyle. Because when you start to love your studies, hard work isn’t work anymore - it’s just a way of living.

Our latest project, Gold Ventures, is an entrepreneurial society for all kinds of academic fields. By gathering creative individuals from different fields at Goldsmiths, we can make a unique platform to develop business ideas together.”

YOUR FUTURE

Career inspiration

The role of an occupational psychologist

As an occupational psychologist, you'll work on improving the performance of businesses and organisations, and increasing employee job satisfaction. You'll work with organisations of all sizes across the private, public and third sectors. You'll work in government and public services, in leadership development centres and consultancies. You'll work alongside other professionals such as managers, HR, union representatives, training advisers and specialist staff within client organisations.

One of the largest single employers of occupational psychologists is the Civil Service. Other employers

can include the Home Office, the Employment Department Group, the Ministry of Defence and the Prison Service.

The role of an economist

You'll use your knowledge of economic theory to advise government departments, businesses, banks and other organisations. Your research will help governments to develop policies and businesses to plan financial strategies. Your work will vary according to which sector you are advising, but might include:

- Monitoring past and present economic issues and trends
- Creating mathematical models to predict future economic developments
- Analysing statistics
- Producing reports and presenting findings to your employer or client
- Writing reports for the press
- Examining the effectiveness of current policies
- Advising on the potential economic impact of policies and ideas



The largest employers of economists in the UK are the Government Economic Service and the Bank of England. Others include:

- Commercial and investment banks
- Other government departments and 'think tanks'
- International organisations such as the World Bank
- Regional development agencies
- Specialist consultancies
- Insurance companies
- Trade unions
- Newspapers and financial journals

What is an entrepreneur?

The Economist: "There are two distinctive views. The first is the popular view: that entrepreneurs are people who run their own companies, the self-employed or small-business people. The second is Joseph Schumpeter's view



that entrepreneurs are innovators: people who come up with ideas and embody those ideas in high-growth companies."

Chris Oakley (former chair of web design company Chapter Eight, as reported on businesszone.co.uk): "An entrepreneur sees an opportunity which others do not fully recognise, to meet an unsatisfied demand or to radically improve the performance of an existing business. They have unquenchable self-belief that this opportunity can be made real through hard work, commitment and the adaptability to learn the lessons of the market along the way."

FIND OUT MORE

Register your interest
or apply online at:
gold.ac.uk/ims

Get in touch with our
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The information in this booklet reflects the 2017-18 programme specifications and was correct at the time of print in June 2017. It is intended as a guide only and the information here is not intended to be binding. You can download the most up-to-date programme specifications from our degree pages by visiting gold.ac.uk/course-finder

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