

Sheffield University Management School





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Management School



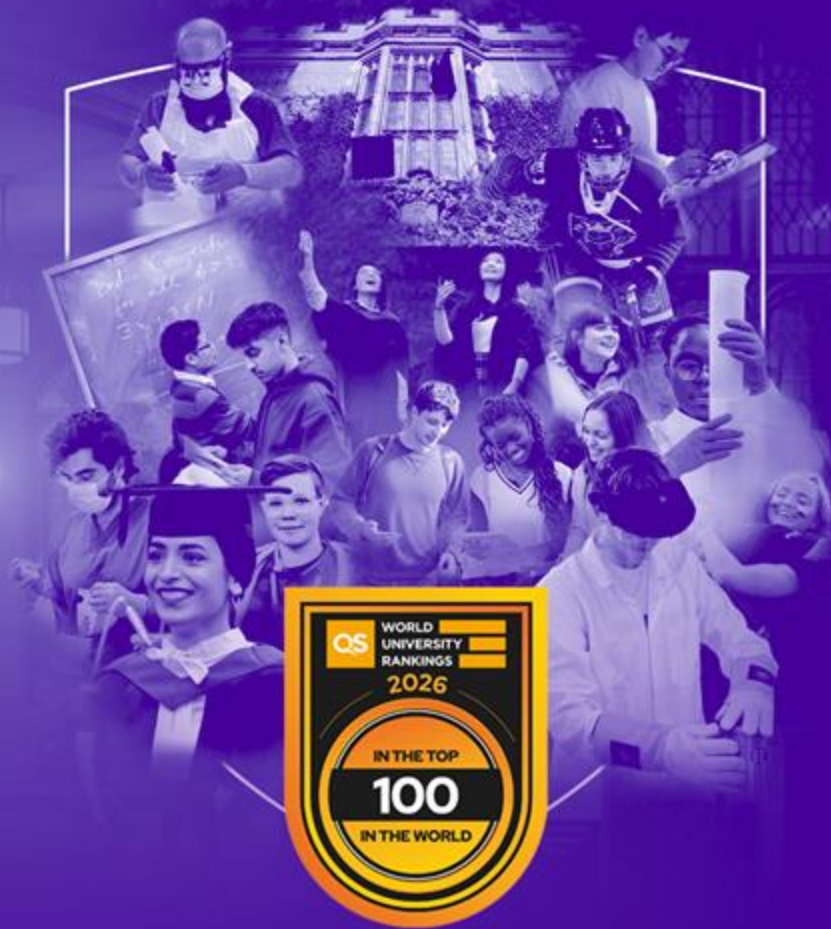
Dr Yichuan Wang

Senior Lecturer/Associate Professor in Digital
Marketing

A world top-100 university

Our status as a world top 100 university reflects the quality of our research and teaching, and the esteem in which we are held by academics and employers worldwide.

QS World University Rankings 2026



WHAT MAKES US SPECIAL?

TOP 5 FOR
ACCOUNTING AND
FINANCE

(Guardian University
Guide 2026)

TOP 10 FOR
ACCOUNTING AND
FINANCE

(The Times & Sunday
Times Good University
2026)

90% OF OUR
RESEARCH IS CLASSED
AS WORLD LEADING OR
INTERNATIONALLY
EXCELLENT

(Research Excellence
Framework 2021)

ACCOUNTING
RANKED 3RD IN THE
RUSSELL GROUP
FOR LEARNING
RESOURCES

(National Student
Survey 2025)

**We're also Triple Crown
Accredited!**



AACSB
ACCREDITED



**ASSOCIATION
AMBA**
ACCREDITED



Our research (8th in the UK)

Project Future Proof Supply Chain Resilience and Security

Lenny Koh led this project with Rolls-Royce to develop a resilience index scorecard system for high value manufacturing industries.

Improving transparency around the reporting and decision-making processes of tax systems

Richard Murphy and Andrew Baker worked with GIFT to improve transparency around the reporting and decision-making processes to do with tax.

Improving the working lives of NHS staff

Jeremy Dawson worked with NHS England to improve how the NHS measures the experience and wellbeing of its staff, and how this connects with outcomes for patients.

Implementing Sustainable Development Goal 8

Colin Williams worked with the ILO to develop an “inclusive strategic integrated” approach to help achieve progress on SDG 8.3.



As a Sheffield University Management School student, you'll be **employable**

- Develop a range of **in-demand skills**.
- Gain valuable **work experience** at globally recognised companies.
- **Stand out in the job market** with CV and application advice.
- Have **lifetime access** to career support.



Practical learning

You will have access to industry standard equipment, giving you hands on experience with the tools and software you'll be using in the workplace.



Trading Room

Equipped with 16 professional Bloomberg terminals which you can use to simulate life in the financial markets.



Virtual reality lab

Virtual reality headsets can be used to carry out consumer research, improve user experience, develop marketing in the Metaverse, evaluate online campaigns, and measure consumer reactions.

Links with industry

We have excellent links with a range of **internationally recognised organisations**.

- Attend networking events with professionals from various industries
- Gain valuable insight from industry-leading guest speakers
- Visit companies to see how they operate

We have welcomed speakers such as:

- Thomas Barton - Senior Relationship Director, **HSBC**
- Freddie Payne - Audit Manager, **PWC**
- Mohsen Sefati - Head of AI Architecture and AI Capabilities, **CARIAD (part of Volkswagen Group)**

We frequently work with and visit companies such as:

- NHS
- Home Office
- B&Q (Wincanton)
- TB Braun Group



Recognising excellence: The Dean's List

We will recognise your **academic, employability and social responsibility-related** achievements whilst studying.

Winners receive a personal letter of recommendation from the Dean, a trophy and attendance to a special awards events.





Sheffield University
Management School

Postgraduate Study

Choose
Sheffield



A World
TOP 100
University

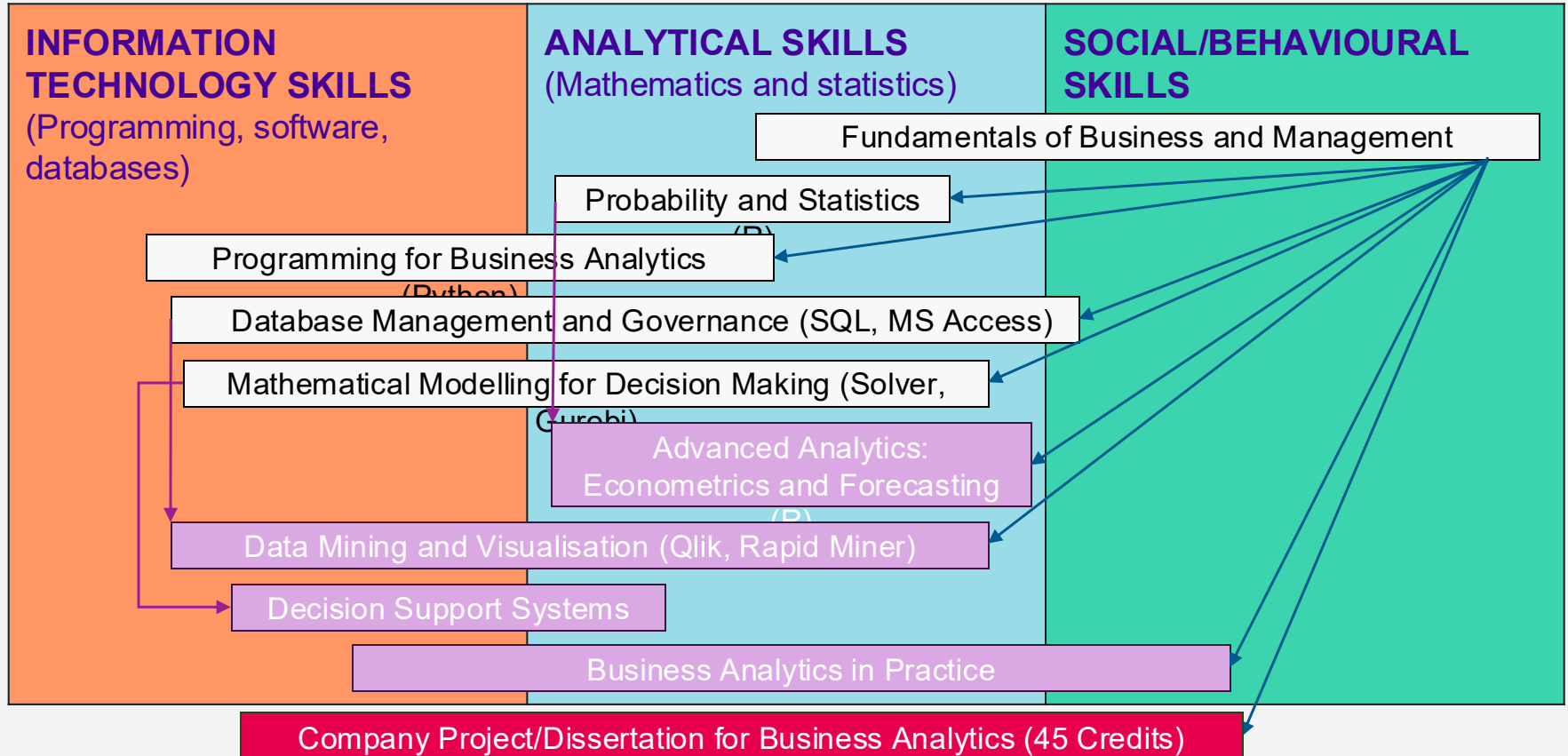
A photograph of three students in a classroom or office environment. Two women and one man are gathered around a table, looking at a laptop screen. The woman on the left is wearing glasses and an orange shirt, the woman in the middle is wearing a pink shirt, and the man on the right is wearing a white shirt. They are all smiling and appear to be engaged in a collaborative activity. The background shows a modern classroom with multiple computer monitors on stands.

BUSINESS ANALYTICS MSc

COURSE STRUCTURE

EXAMPLE AUTUMN CORE MODULES	EXAMPLE SPRING/SUMMER CORE MODULES
Fundamentals of Business and Management	Advanced Analytics: Econometrics and Forecasting
Programming for Business Analytics (Python)	Data Mining and Visualisation
Mathematical Modelling for Decision-Making	Decision Support Systems
Database Management and Governance	Business Analytics in Practice
Probability and Statistics	Company Project/Dissertation for Business Analytics

COURSE STRUCTURE



WHAT MAKES THIS COURSE SPECIAL?

Our programme develops three sets of in-demand core skills through a carefully scaffolded sequence of modules, ensuring students gain a coherent and comprehensive learning experience.

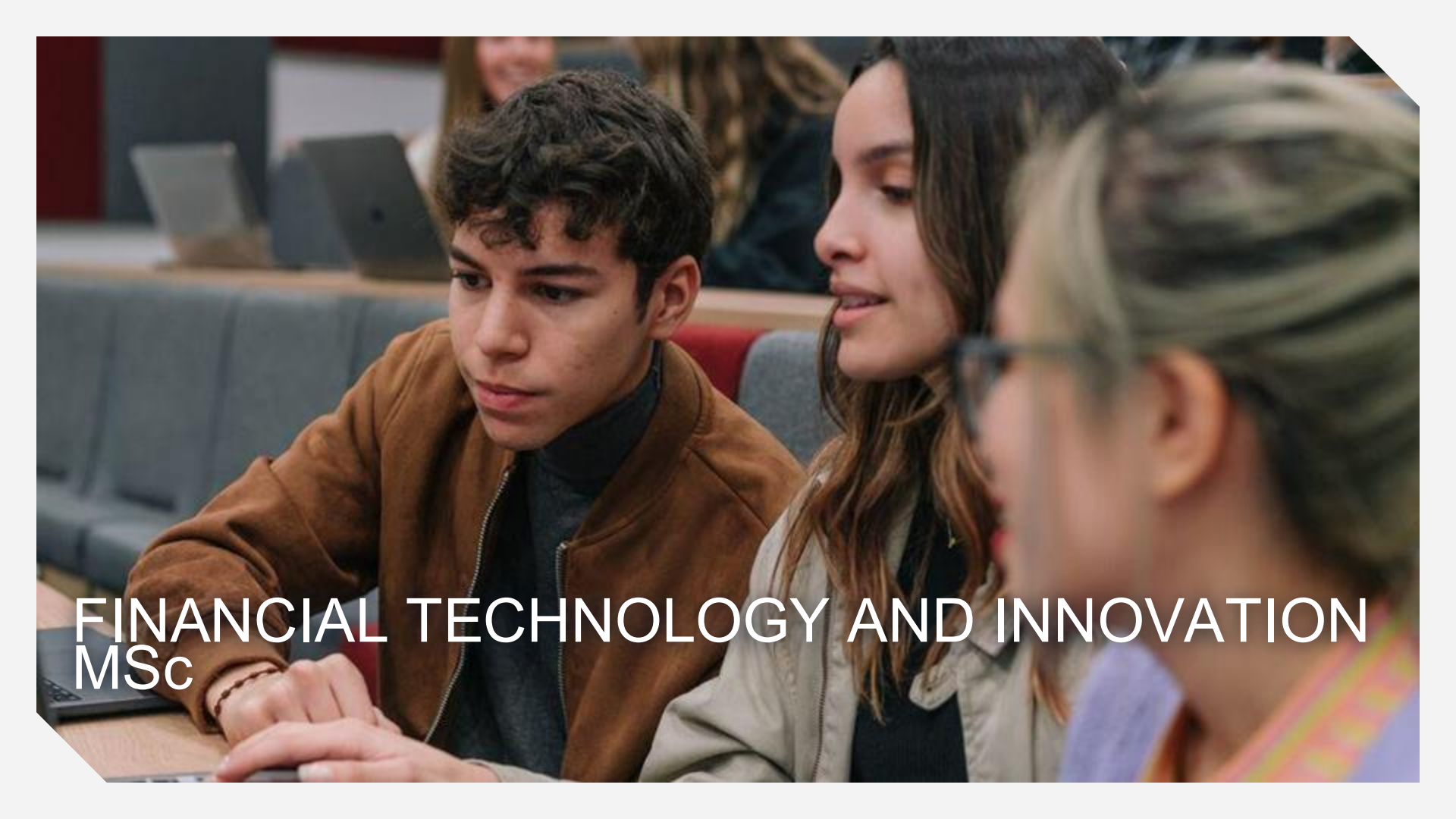
- **Gain information and technology experience:** Students will become confident with professional systems such as Python, R, SQL, Excel, Qlik and Gurobi, as well being exposed to AI learning platforms, enabling them to extract, manage, and analyse data across diverse business contexts.
- **Develop analytical skills:** The course offers learning opportunities for data modelling, statistical analysis, optimisation and forecasting. Students will apply these to real-world case studies such as marketing, finance and healthcare on the Business Analytics in Practice module.
- **Improve practical capability:** Through group projects and industry engagement, students improve their teamwork, leadership, adaptability, and communication skills, while also cultivating the ability to present data-driven insights persuasively to both technical and non-technical audiences.

The cumulative design ensures that by the end of the programme, graduates can combine information and technology, analytical

WHERE THIS DEGREE COULD TAKE YOU

- **Business/Data Analyst:** applying analytics to support strategic and operational decision-making.
- **Analytics Consultant:** advising organisations on how to leverage data for competitive advantage.
- **Data Scientist:** working on predictive modelling and machine learning applications.
- **Operations/Supply Chain Analyst:** optimising logistics, inventory, and resource allocation.
- **Marketing/Customer Insights Analyst:** analysing customer behaviour, segmentation, and digital marketing effectiveness.
- **Risk/Financial Analyst:** applying analytics to assess risk exposure, investment strategies, or compliance.
- **Business Intelligence:** Specialist – developing dashboards, reports, and performance monitoring tools.
- **Product/Strategy Analyst:** supporting product development, pricing, and go-to-market decisions



A photograph of students in a lecture hall. In the foreground, a young man with dark curly hair, wearing a brown jacket, is looking intently at a laptop. Next to him, a young woman with long brown hair, wearing a light-colored jacket, is also looking at the laptop. In the background, other students are visible, some with laptops open. The text 'FINANCIAL TECHNOLOGY AND INNOVATION MSc' is overlaid in white, bold, sans-serif font across the lower half of the image.

FINANCIAL TECHNOLOGY AND INNOVATION MSc

WHY FINANCIAL TECHNOLOGY AND INNOVATION?

FINANCIAL TECHNOLOGIES HELP MARKETS MAKE FASTER, SMARTER AND MORE RELIABLE DECISIONS

OUR MSc SHOWS HOW THESE TECHNOLOGIES ARE APPLIED IN FINANCE

YOU GET PRACTICAL EXPERIENCE WITH TOOLS EMPLOYERS ARE LOOKING FOR

YOU'LL GRADUATE WITH CONFIDENCE TO HARNESS AI FOR INNOVATION, GROWTH AND COMPETITIVE ADVANTAGE - PUTTING YOU AHEAD OF THE CURVE

WHY FINANCIAL TECHNOLOGY AND INNOVATION?

BLOCKCHAIN,
DECENTRALISED
FINANCE, AI AND
OTHER INNOVATIONS
ARE POWERFUL

THEIR ADDITIONAL
VALUE IS IN HOW
THEY ENABLE GREEN
FINANCE, ESG
REPORTING AND
SUSTAINABLE
INVESTMENT TO
TACKLE ISSUES LIKE
CLIMATE CHANGE

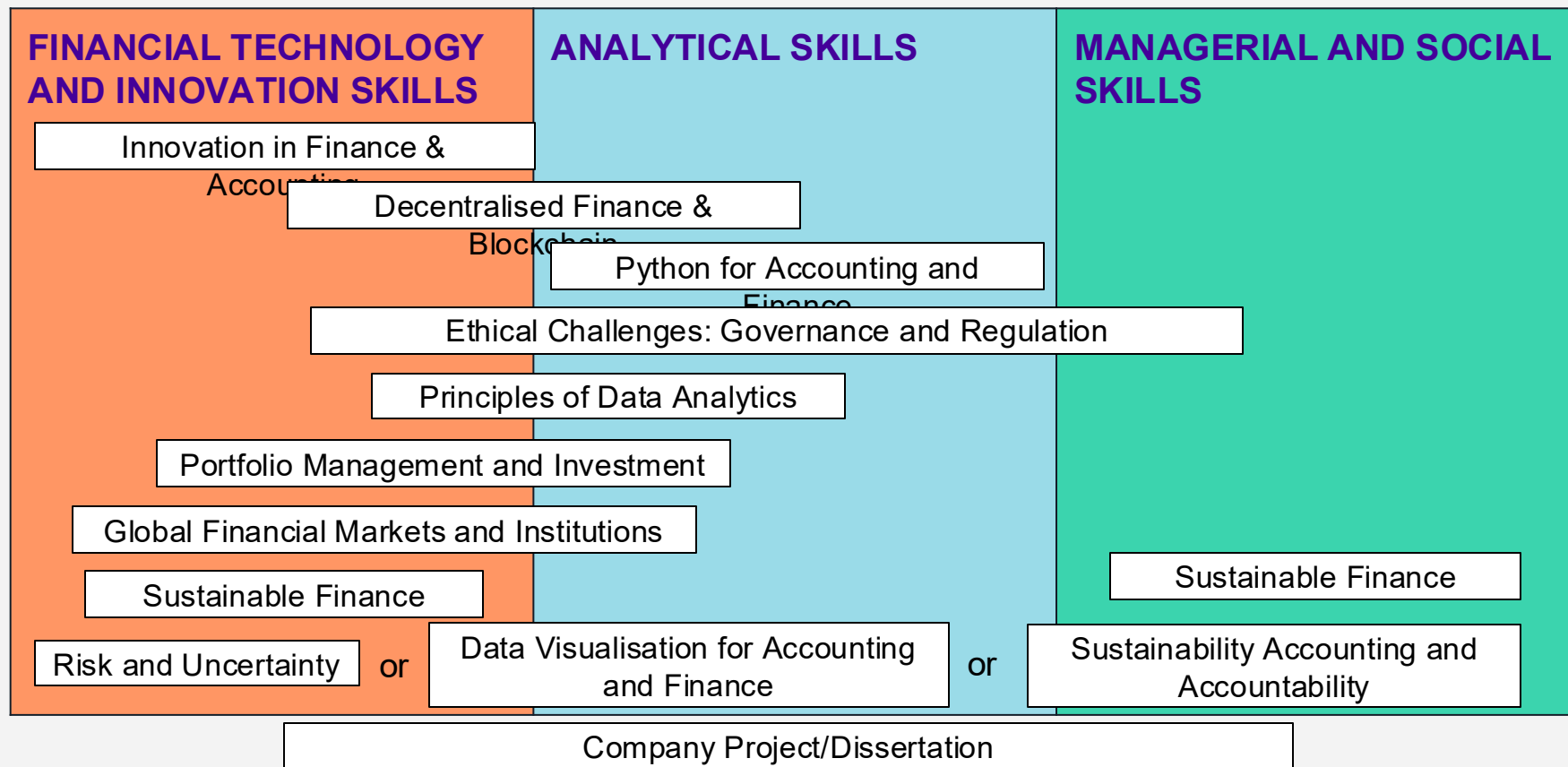
BY FOCUSING ON
INNOVATION AS A
PROCESS, YOU'LL
SEE FINANCE AS A
FIELD THAT CAN
EVOLVE TO SUPPORT
TRANSPARENCY,
INCLUSION AND
SUSTAINABILITY

YOU'LL BE EQUIPPED
TO CRITICALLY
ASSESS EMERGING
PRODUCTS,
PROCESSES AND
MARKETS IN SHAPE
AND FINANCIAL
SYSTEMS THAT ARE
PROFITABLE AND
SOCIALY
RESPONSIBLE

COURSE STRUCTURE

EXAMPLE AUTUMN CORE MODULES	EXAMPLE SPRING/SUMMER CORE MODULES	EXAMPLE SPRING/SUMMER OPTIONAL MODULES
Innovation in Finance & Accounting	Principles of Data Analytics	Sustainability Accounting and Accountability
Decentralised Finance & Blockchain	Portfolio Management and Investment	Risk and Uncertainty
Python for Accounting and Finance	Global Financial Markets and Institutions	Data Visualisation for Accounting and Finance
Ethical Challenges: Governance and Regulation	Sustainable Finance	
	Company Project/Dissertation	

COURSE STRUCTURE



WHAT MAKES THIS COURSE SPECIAL?

- **Become work-ready:** This course prepares students for a career in finance and accounting with a specific focus on technology and innovation. Plus, it aligns with CFA accreditation pathways.
- **No prior experience needed:** This is a conversion course open to students with limited existing skills and knowledge of Accounting and Finance. We take beginners and make them experts!
- **Engage with industry experts:** Students will have the opportunity to attend guest lectures, where they'll hear directly from professionals working in financial technology firms and institutions. Our teaching is also research-led, informed by the Management School's global reputation in accounting and finance innovation.
- **Develop key skills:** Modules enable students to develop core technical and analytical skills. Our course bridges finance, technology, sustainability and ethics.
- **Experience hands-on training:** AI, ML, blockchain and sustainable finance tools are all covered in our teaching.
- **An international focus:** Our Financial Technology and Innovation MSc has been developed in response to demand from India, China, Nigeria and beyond.

WHERE THIS DEGREE COULD TAKE YOU

Students will develop strong employability in high-demand FinTech, and an interdisciplinary skill set combining finance, technology, sustainability, and regulation. Our course will provide students with adaptability to emerging innovations and evolving financial markets and global career opportunities across financial institutions, startups, and consultancies.

- **Data Analyst:** collecting, cleaning, and interpreting data to generate actionable insights.
- **Blockchain Developer:** designing and implementing decentralised applications, smart contracts, and blockchain-based systems.
- **Risk Analyst:** identifying, assessing, and quantifying financial, operational, or strategic risks to inform decision-making.
- **Compliance Manager:** ensuring organisational adherence to laws, regulations, and internal policies through monitoring and enforcement.



A photograph of students in a classroom or lecture hall. In the foreground, two young women are smiling and looking at each other. The woman on the right is wearing glasses and a purple cardigan over a striped shirt. They are sitting at desks with laptops. Other students are visible in the background, some working on laptops. A purple banner with white text is overlaid at the bottom.

DIGITAL MARKETING MSc

COURSE STRUCTURE

EXAMPLE AUTUMN CORE MODULES	EXAMPLE SPRING/SUMMER CORE MODULES
Social Media and Influencer Marketing	AI and Creative Tools for Digital Marketers
Digital Consumer Journey and Campaign Management	Principles of Data Analytics
Marketing Management in the Digital Age	Marketing in Society
Strategic Marketing Communications	Marketing Research
Contemporary Marketing Practice	Project Dissertation

WHAT MAKES THIS COURSE SPECIAL?

- **Master in-demand skills:** Our teaching will help students prepare for an evolving career path, helping them develop skills in AI, SEO, content, analytics, influencer marketing, e-commerce, and digital ads.
- **Learn by doing:** This practical course will equip graduates with the digital literacy skills needed within the marketing profession. Students will benefit from use of virtual labs and real-world digital tools.
- **Lead responsibly:** Modules will equip students with the skills that they need for a career as a socially responsible digital marketing professional - ethical, global, and socially aware.
- **Boost your career:** With research-informed teaching, industry links, company projects, and employability support, students will graduate with excellent career prospects.

WHERE THIS DEGREE COULD TAKE YOU

- **Digital Marketing Manager:** leading campaigns across online channels.
- **SEO/SEM Specialist:** optimising websites and managing paid search ads.
- **Social Media Manager:** growing brand presence on platforms.
- **Content Marketing Manager:** creating and managing digital content strategy.
- **Performance Marketing / PPC Specialist:** running paid ad campaigns.
- **Digital Analytics Specialist:** analysing data to improve marketing results.
- **E-commerce Marketing Manager:** driving online sales.



ENTRY REQUIREMENTS

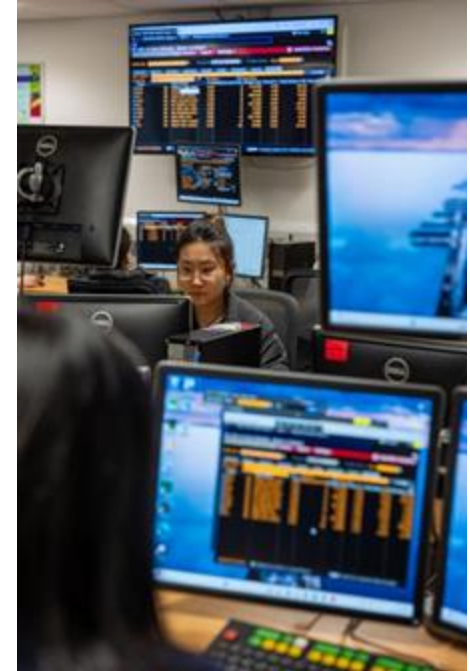
Undergraduate degree

Minimum 2:1 undergraduate honours degree in any subject.

English language requirements: IELTS 6.5 (with 6 in each component) or University equivalent

Other requirements: We will not ask you to provide references or referee details as part of your application.

We do not require a supporting statement for this programme.



Finance programme

MSc Finance and Accounting

This programme has more of a focus on **corporate finance**, **banking** and other **financial services**, through the real-world focus with a dedicated Trading Room and **sustainability-oriented** projects.

*MSc Financial Technology & Innovation

It will prepare students for a career in finance and accounting with a specific focus on technology and innovation. You do **not** need to have studied finance or accounting before to study this course.

Students will be introduced to innovations such as **blockchains**, the use of **AI** for quantitative analysis, and the use of **technology and financial innovations** in the domain of **sustainable finance** and portfolio selection/management while understanding the ethical and regulatory issues.



Management programmes

MSc International Management

Provides a strong foundation in international business strategy, cross-cultural management, and global business environments with the opportunity to explore European business and East Asian business and management.

MSc Management

Gives a thorough understanding of the different areas of business and how they work together to meet organisational goals.

MSc Management and International Business

Provides a rigorous grounding in managing businesses in an international and global environment, emphasising the ability to understand and operate across cultures.



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Marketing programmes

MSc International Marketing and Management

Combining **strategic management** modules and **marketing** topics.

This programme has a focus on **global insights of marketing and management**.

MSc Strategic Marketing and Branding

Covers all key areas of marketing, from communications and branding to buyer behaviour and marketing research with an emphasis on **practical application**.

*MSc Digital Marketing

Graduate work-ready - students will learn about digital marketing strategy and the latest tools and technologies in the industry, including generative **AI** and **e-commerce**.

You do not need to have studied marketing before to study this course.

HR Management programme

MSc Human Resource Management

Covers all aspect of human resources, from recruitment and selection to employee reward and motivation.

Students have the option to choose specific optional modules to obtain CIPD accreditation.



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Specialist programmes

MSc Logistics and Supply Chain Management

This programme looks at global supply chain management and the **logistics decisions** and **strategies** employed by organisations.

MSc Business and Organisational Psychology

This programme will provide students with the **practical skills** necessary to **improve organisational and employee performance** by applying psychological theories and principles to the work environment.

*MSc Business Analytics

Students will gain analytical and technical skills including the use of **Python** and **data visualisation**, and explore how to apply them to analyse complex business challenges and effective decision-making within a business.

You **do not** need to have studied data or analytics before to study this course.

Dissertation



Research a topic in the field of Business and Management.



The topic chosen by the student must receive approval from a supervisor.



The study, and resulting dissertation, may take the form of an academic research or a managerial problem-solving exercise.



It requires the student to apply critical analysis and to set the issues within the context of appropriate management literature.

Company Project



Instead of a formal entirely research-focused dissertation, students will work with a business on a project or problem.



Get access into the organisation and support through their resources.



Excellent networking and developmental opportunity.



We source the organisations for you.

Previous Company Projects

- Create a branding guidelines resource for a social enterprise company.
- Researching international expansion opportunities.
- Understanding barriers and preconceptions to entering the Nuclear Industry.
- Research project on B2B eCommerce opportunities in the mid-market sector.
- To create an environmental policy for the social enterprise company.
- Implementing a wellbeing culture across finance.
- Decarbonising Supply Chain through Low Carbon Alternatives.
- AI - how can we implement this into our HR Department? What are the positives and negatives of AI?
- Feasibility Study for marketing in Asia.
- Creation of an automated knowledge graph in Python for an AI-powered wellbeing coach.
- Re-branding a traditional manufacturing business.

Internships for UG and PGT students

For one week in the Easter vacation, students can take part in a **micro-internship** to gain valuable, real-world experience. Working in groups, they will respond to a client brief from an external organisation, supported throughout by employability experts.

Students will receive a certificate from the employer to add to their CV or LinkedIn profile, and they will also be able to request a reference from the organisation.

Student support



How you are supported during your studies

- One-to-one meetings with your Academic Tutor
- Student Support Office for advice and support
- Study skills appointments at the 301 Academic Skills centre
- One-to-one wellbeing support and mental health support
- English Language support and development
- International student support: visa and immigration advice



Employability Hub session examples:

- Finding graduate jobs
- Using AI for applications
- Impressing the employer using commercial awareness
- Sustainability in the Age of AI: Tech's Role in a Greener Future
- CV & LinkedIn Boosters - Weekly drop in sessions with an adviser
- Asia Careers Insight Series (ACIS)
- Careers in investment
- University Business Challenge
- Local and international job markets
- Leavers talk – progressing from university (lifelong support)

Example employer events

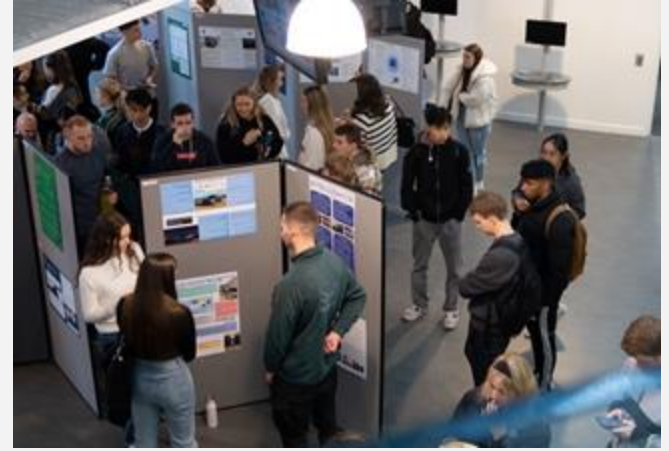
- IBM - Skills Builder Event
- Insight into St James's Place
- Meet UBS - In the Midlands



Work experience

Our strong industry links will provide you with a range of work experience opportunities:

- Placement year
- Summer internship
- Part-time work
- Volunteering
- Company projects



Your student experience

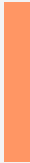
Explore your hobbies with over 350 societies and sports clubs to choose from, including:



Management
Society



Investment
Society



Women in
Business

Socialise with course mates and Management School students across all levels at one of our many balance and belonging events.

Unwind at one of our regular visits from Support Dogs!



The Investment Society manages the Twikker fund, the largest student-run investment fund in Europe.

The fund is now worth in excess of £250,000.

NUMBER 1 STUDENTS' UNION

National Student Survey 2025

SIX NOBEL PRIZE WINNERS



TOP 10 CITY

StudentCrowd Best Student Cities
2024



330,000
GLOBAL
ALUMNI
COMMUNITY

OVER 350
CLUBS AND
SOCIETIES

AFFORDABLE CITY

6th in the RBS Student Living
Index 2024





Balance and belonging

Sheffield in numbers

Top 10 in the Student Crowd
Best Student Cities 2024

One third of the city lies
within the Peak District

5th biggest city in England

60% of the city is green space

Over **2 million trees**, 250
gardens, parks and
woodlands

564,000 people live in
Sheffield

10% of Sheffield's population
are students



INTERNATIONAL SCHOLARSHIPS

Undergraduate: £2,500 automatic scholarship for every year of study (max £10,000) - accept offer by 3 June 2026

Postgraduate taught: £3,000 automatic scholarship - accept offer by early July 2026

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University of Sheffield

THANK YOU

MADE FROM EVERY EXPERIENCE

