

Horses for Courses

Queen Margaret University offers specialist business services, from helping family-run businesses expand to training managers in public services. The courses and research available are multifaceted.

For organisations to succeed in today's increasingly competitive market a good business education is critical. QMU's School of Business, Enterprise and Management offers a complete range of business education programmes from undergraduate to postgraduate levels, including MBAs and PhDs.

QMU research interests and specialist knowledge cover the areas of management, marketing, hospitality, tourism and events management, retail business, and consumer studies. The university works with individuals and businesses from small food manufacturers to managers of the UK's most prestigious hotels.

QMU reaches out to all types of business

QMU research is focused on areas and types of business that are in need of greater investment. One example is family businesses; work within the university has led to the establishment of the Scottish Forum for Family Business Research to

respond to the very specific needs of family businesses, needs that have been underrepresented in the past. Family businesses need investment in management training and systems that will help them to develop and modernise. The Forum is therefore leading a project, in collaboration with East Lothian's Economic Development Unit, to gain an appreciation of family businesses within East Lothian by building relationships with family businesses and discussing their training or consultancy needs.

Events management

With the growing interest in the field of events management, QMU recently recruited an internationally acclaimed events guru from the USA. Dr Joe Goldblatt, a leader in the field of events management, has produced hundreds of events for luminaries including two USA presidents and the opening of the Donald Trump Taj Mahal Resort. Now based in Scotland's festival city, Goldblatt is making an impact on Scotland's events education and will lead QMU in becoming a global centre for education in events management.

Public services management training

Responding to the high level of public service employment in Scotland, QMU offers the Executive Masters Degree in Public Services Management. This part-time postgraduate programme helps managers in the public, private and voluntary sectors to develop their leadership and management skills. The diverse range of public service organisations sponsoring staff in the programme includes Strathclyde Police, the Highland Council, First ScotRail, the Scottish Qualifications Authority, the Scottish Courts Service and Historic Scotland.

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