

Graduate Outcomes 2020/21

Full-time UK domiciled first degree graduates - 15 months after Bath

The University of Bath has an excellent record of graduate employment, featuring in the top ten for graduate prospects in three major national league tables*. Across all subjects, 92% of Bath 2020/21 graduates who are employed in the UK are in high skilled employment, compared to 74% nationally#. Hundreds of employers of all sizes and from all industries each year advertise vacancies, deliver presentations or network with our students; we are in the top 15 universities targeted by employers†.

The information shown here is from the Higher Education Statistics Agency (HESA) Graduate Outcomes surveys for 2020/21 leavers. It is the biggest UK annual social survey and captures the perspectives and current status of recent graduates, 15 months after leaving university.

Studies within Management offer a broad set of skills and an understanding of the UK and international business environments, including core modules in marketing, accounting and finance, operations management, people management, strategy and business analytics. Graduates from these courses develop many skills that make them attractive to prospective employers, including teamwork, communication, analytical and problem-solving skills. They often hold diverse roles in large national and multi-national companies.

Courses included:

- Management BSc
- Management with Marketing BSc

| Response rate | |
|-------------------------|-----------------|
| Total in 2020/21 cohort | 65 [§] |
| % response rate | 63% |

[§]Number rounded to the nearest multiple of five

Graduate outcomes by activity

| Activity summary | |
|--------------------------------|-------------|
| Employment | 80% |
| Voluntary/unpaid work | - |
| Employment and further study | 15% |
| Further study | - |
| Other: travel, caring, retired | - |
| Unemployed [§] | 5% |
| Total | 100% |

Note: Percentages may not total 100% due to rounding. Activity defined using HESA XACTIVITY: takes account of all activities and most important activity.

[§]Unemployed includes those due to start work or study.

*6th in the Times and The Sunday Times Good University Guide 2024, 4th in the Complete University Guide 2024, and 4th in the Guardian University Guide 2024

#Compared with [all Universities UK members](#).

†The Graduate Market in 2024, High Fliers Research.

Industries and employers

Management career pathways are versatile. Graduates enter many different sectors and industries within business and finance, especially large multinational firms, management and technology consultancies, communication and media companies, technology firms and other commercial companies, such as within the fast-moving consumer goods industry.

Some graduates also enter the public sector, such as the Civil Service, within law or consumer healthcare.

The most frequent of the industry categories are:

- Wholesale and retail trade
- Information and communication
- Manufacturing
- Professional, scientific and technical activities
- Financial and insurance activities

Examples of employers for the 2020/21 cohort:

- Alphasights
- Amazon
- Budweiser
- HM Treasury
- Marks & Spencer
- Microsoft

Occupations and job titles

Management graduates progress in various jobs within many business areas, especially within marketing and communication. Typical job titles may be marketing trainee, associate or manager, brand specialist, account manager and communications officer.

Graduates also go into other business job roles such as finance analyst, associate consultant, human resource trainee, business development or management trainee, or in other roles such as policy adviser or within technology.

The vast majority of our UK employed Management graduates are in high skilled employment.

High skilled employment includes these three categories:

- Managers, directors and senior officials
- Professional occupations
- Associate professional and technical occupations

Examples of job titles for the 2020/21 cohort:

- Analyst
- Associate Consultant
- Brand Specialist
- Cloud Engineer
- Graduate Marketing and Commercial Trainee
- Policy Adviser

More information

Find out what Bath graduates from other courses do: go.bath.ac.uk/graduate-outcomes.

More information is available about how Careers supports current and prospective students, as well as graduates from Bath: bath.ac.uk/careers.