

Student Placements & Projects

The Bath Advantage



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www.bath.ac.uk/management



Welcome to the Bath Advantage.

Research intensive *and* practice driven, we are consistently rated as one of the best performing business schools in the UK.

📌 Currently ranked 4th in the UK for business studies (*The Times Good University Guide 2010*), our competitive undergraduate programmes attract some of the highest-achieving students, highly sought after by employers.

We like to think that our students begin their career as soon as they start learning with us. This is because we believe in the practical application of learning: we not only teach our students, we provide opportunities for them to work in real jobs while they're studying, allowing them to gain vital skills and experience before they've even graduated.

Work placements are not just beneficial for our students however; employers see the enormous value in them too. Working with our students can be beneficial to your company in a number of ways: they can undertake a special project, provide a fresh viewpoint or boost your resources. Whatever your requirement, you can be assured you will be working with some of the best business students in the country.

In addition to our corporate links at undergraduate level, we are actively involved with external organisations in many other areas including: collaborative research, recruitment of some of the UK's top graduates, tailored executive development, and sponsored MBA places and projects.

I hope you will find this brochure useful in finding out more about who we are and what we can offer you.

We look forward to working with you.



Professor Richard Elliott
Dean of the School of Management

Why choose Bath?

🏆 Ranked 1st in the UK for Accounting & Finance and 4th for Business and Management (*The Times Good University Guide 2010*), we are consistently positioned among the UK's top Business Schools.

A highly ranked Business School...

Accredited by EQUIS and AMBA, we have over 40 years' experience of delivering high-quality management programmes. We are a firmly established, leading international centre for management research as evidenced by the latest Research Assessment Exercise (RAE) which ranked us 5th place, equal to Oxford and LSE.

...in one of the UK's top universities

The School of Management is proud to be a part of the University of Bath. Established in 1966 the University is one of the most successful in the UK. It has a distinctive approach that emphasises the education of professional practitioners, fosters high achievement and promotes original inquiry and innovation in partnership with business, the professions, public services and the voluntary sector.

Committed to close relationships with the business world and with a strong base in science, technology and management the University has a population of around 9,000 undergraduates and 4,000 postgraduates. *The Times Good University Guide* regularly confirms Bath's ranking among the top universities in the UK.

THE TIMES
Good University
Guide 2010

1st in the UK for Accounting and Finance

4th in the UK for Business and Management



Not all placements are the same, not all students are the same

📌 Bath students are eager to learn, quick to take on an increasing degree of responsibility and able to handle a variety of different tasks and projects.

Our business students are amongst the best in the country. They are already high achievers when they join us, usually having gained top grades in their A levels or equivalent studies, or an excellent first degree if they are joining us for postgraduate study.

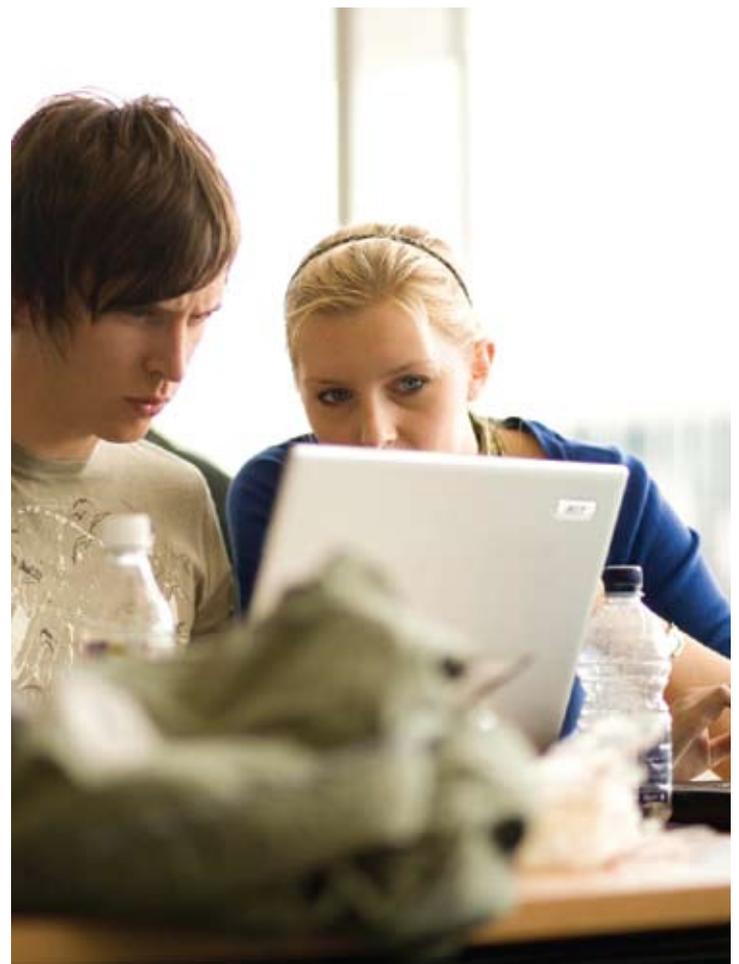
For some of our programmes the admissions criteria are exceptionally difficult to meet and demand for places significantly outstrips supply, with an average of more than nine applications being received for each place on our degrees.

Employers and external examiners equally attest to the high quality of work that our students deliver, whether on work placement or as part of the academic assessment process.

On leaving us, our graduates enter the competitive job market with a highly reputable degree and often, valuable work experience or a period of study overseas. In 2008, 92% of our BSc in Business Administration (BBA) students graduated with a first or 2:1.

A placement can be seen as an extended interview for both parties, and is a very cost-effective way of recruiting. The scheme has been shown to be an excellent way of ensuring graduate retention.

Around one fifth of our students return to their placement employers upon graduation and at least half apply to companies who are regular placement providers.



Why employ a placement student?

👉 **Our students can support your company in a number of ways: they can undertake a special project, provide a fresh perspective and boost your resources.**

The benefits to your organisation include:

- Placements can be seen as an extended interview for both you and the student and are a very cost-effective way of recruiting - 61% of our BBA graduates surveyed this year had secured a graduate job with one of the companies where they had undertaken a placement
- Specialised knowledge
- International knowledge
- An external viewpoint
- Special project work

“ Matt has been an outstanding placement student, consistently delivering a very good quality of work within required deadlines. He is very organised, an excellent team player and quick to understand what is required. ”

Hugh Andrews, G & PE Finance Supervisor, ConocoPhillips



What is a suitable placement?

🕒 There is no hard-and-fast rule as to what type of work is suitable since a great deal depends on the student's own maturity, skills and abilities, and the requirements of your organisation.



Placements should provide the opportunity for students to apply and develop, in a practical business environment, the skills and knowledge they have gained during the course, and also help them to acquire new skills.

Students are expected to gain an insight into the operations and management of organisations and to enhance their social and interpersonal skills. We can offer advice to ensure that the work programme devised for the student:

- Provides opportunities for learning (practical mainly, but also academic and social);
- Enables the student to assume an appropriate degree of responsibility;
- Maximises the student's contribution to the department or organisation.

What kind of organisations offer placements?

We work with over 200 organisations including large blue-chip companies, medium and small organisations, public sector bodies and charities.

How do I employ a placement student?

All suitable vacancies are advertised to the students internally and applications completed in a way that suits you. Please contact a member of the Placements team for further information. Details are at the back of this brochure.

How much does it cost?

Advertising placements to our students is free of charge. However, organisations offering placements should ideally pay the student(s) by either offering a salary or by paying expenses.

Some of the more well-known organisations who currently offer placements include:

- Accenture
- American Express
- Arup
- Baker Tilly
- Barclays Global Investors
- BG Group
- BNP Paribas
- BNY Mellon
- **BP**
- Citi
- Confused.com
- ConocoPhillips
- Danone
- Debenhams
- Deutsche Bank
- Elizabeth Arden
- Ernst & Young
- Estée Lauder
- Eurosport
- Fiat
- Future Publishing
- Goldman Sachs
- Grant Thornton
- Helphire
- Home Office
- HSBC
- Innocent
- **Intel**
- JP Morgan
- KPMG
- Kraft Foods
- Lazard
- **Lloyds Banking Group**
- L'Oréal
- LVMH
- Marks & Spencer
- Morgan Stanley
- Motorola
- National Trust
- **Nestlé**
- Orange
- **Procter & Gamble**
- Porsche
- PRG Schultz
- **PwC UK**
- **Property Solutions**
- PwC Hong Kong
- RBS
- Royal & Sun Alliance
- Risk Services, Florida
- Santander/Abbey
- Schroders
- Siemens
- Sony BMG
- UBS
- Unilever
- Vodafone
- WHSmith
- Xerox
- **Zurich**

* Those in bold are members of our Corporate Partners Scheme (at time of going to press)

Please feel free to call and discuss with us salary levels currently being paid to placement students on +44 (0) 1225 386577 or +44 (0) 1225 386295

The Placements team are happy to provide guidance on appropriate levels of remuneration.

BSc (Hons) in Business Administration (BBA)

📌 **92% of our BSc in Business Administration students graduate with a first or 2:1 and are highly sought after by graduate employers.**

The Bath BSc in Business Administration is one of the top undergraduate business degrees in the country and one of the only programmes in the UK to include two six-month periods of professional work placement rather than a whole year in one organisation. Competition for places on the programme is intense and only the best students are accepted.

Academic structure

The degree is structured to give a solid foundation in all the basic disciplines of management followed by the opportunity to specialise, choosing from a wide range of units. The academic content of the degree is firmly located within the latest research findings. It is highly relevant to an understanding of both the theory and practice of management.

Professional experience

The BSc in Business Administration degree at Bath is distinct from many others in the field offering two six-month placements in different organisations rather than a whole-year placement in one company. The two placements form an integrated and essential part of the degree. They provide a critical means of making sense of the academic content and are a clear advantage in the graduate job market.

Action learning

The acquisition of personal transferable skills is a very important part of the experience offered by the degree. There are opportunities to acquire these skills through action learning activities which culminate in the Final Year Team Project where practical research takes place in a real organisation (see page 14).

Studying abroad

Students can, if they wish, apply to participate in the International Academic Exchange programme and spend part of their degree at a partner business school abroad. We have developed a series of exchange agreements with highly prestigious institutions throughout Europe, North America and the Pacific Rim.

Details of these partner schools can be found on our website at: www.bathbba.com

When are students available?

The first placement occurs in the first semester of the second year of the programme which means students have completed a whole year of study prior to their placement and have built up an impressive range of knowledge

and skills in all the relevant business disciplines. The second placement occurs in the second semester of the third year of the programme. Recruiting a second placement student provides you with a highly knowledgeable individual with two and a half years of academic study behind them plus invaluable practical experience gained through their first placement.

Placement timetable

Placement	Recruitment Period	Start of Placement	End of Placement
First	February – May	late June – mid-August	December – late January
Second	October – December	early February – early March	late July – mid-September

Programme structure

Year 1	Business Economics Corporate Finance and Investment Appraisal Business Accounting People and Organisations Quantitative Methods Personal Computing
Year 2	First work placement Action or Research Project plus four courses from a choice including: Financial Accounting and Auditing, Human Resource Management, IT and its Business Context, Company Law, Marketing, Strategic Operations Management, Statistics, Languages.
Year 3	Action or Research Project plus four courses including extensions of those above plus: Business Forecasting, E-Business, International Business, Project Management Second work placement
Year 4	Final Year Project plus eight courses from a choice including: International Business and the Americas, Management and Organisation in China, Aspects of Japanese Business, Technology and Innovation Management, Brand Communication, Consumer Behaviour, Decision Making, Strategic Management, Supply Management, Treasury Management, Ecological Thinking and Action, European Integration Studies, Employment Law, Organisational Change and Design, Strategy and Human Resource Management, International Business Law, Advanced Corporate Finance, Contemporary Issues in the Information Systems Field, Investment Banking, Virtual Organising, Web Information Systems Development.

Rebecca Scott
BSc in Business Administration,
on placement at Google



BSc (Hons) in Accounting and Finance (BAF)

🏆 **Ranked 1st in the UK for Accounting and Finance, our BSc in Accounting and Finance students have exceptional quantitative skills coupled with a solid grounding in the core business disciplines.**

The Bath BSc in Accounting and Finance provides a solid grounding in the key disciplines of management whilst providing specialist knowledge for students wishing to pursue a career in accounting or finance.

Academic structure

This programme offers students the flexibility of choosing whether to study for three or four years. Both options follow the same first and second year and both have identical academic content.

Professional experience

The work placement scheme on the BSc in Accounting and Finance offers students the opportunity to gain up to 12 months' professional work experience in an accounting or finance environment. The placement year is optional and takes place in the third year of the degree.

Studying abroad

Selected final-year students will be given the opportunity to spend their first semester on academic exchange at a prestigious business school partner.

“ Sam has been outstanding. He showed incredible commercial awareness for someone of his experience, learnt very quickly, has been proactive with his own development and was always keen to learn and do more. It has been a pleasure working with him. ”

Andrew Leonard, Corporate Tax Manager, Ernst & Young

When are students available?

This specialist programme offers one optional twelve-month placement that provides in-depth knowledge of a student's preferred future work environment. This placement occurs in year three of the programme.



1st in the UK for Accounting and Finance

Placement timetable

Recruitment Period	Start of Placement	End of Placement
November - February	July - August	September

Programme structure

Year 1	Introduction to Business Accounting Mathematics Introduction to Statistics Corporate Finance and Investment Appraisal Introductory Microeconomics Introductory Macroeconomics Personal Computing Mathematics (2) or Economic Policy in the UK
Year 2	Economic Analysis of Financial Decisions Management Accounting Organisational Behaviour Intermediate Macroeconomics Intermediate Microeconomics OR Money and Finance Financial Accounting and Auditing Empirical Research Methods in Finance Advanced Corporate Finance Three optional units chosen from a selection
Year 3	Optional Year 3 – Placement Year
Year 4	Advanced Financial Accounting Treasury Management Corporate Governance and Regulation Risk Management and Internal Control Investment Banking Four optional units chosen from a selection



Shan Lu
BSc in Accounting and
Finance, on placement at
Morgan Stanley

MSc in Advanced Management Practice

🎓 The first degree of its kind in the UK, the Bath MSc in Advanced Management Practice includes a professional work placement.

This innovative programme offers a high-quality education addressing key contemporary business and management issues, whilst maintaining close links between the taught and practical parts of the degree. Students on this degree will have already studied business or management in their first degree and will have achieved a 2:1 or above.

Academic structure

The MSc in Advanced Management Practice lasts 12 months and includes a compulsory period of professional placement of 20-22 weeks. The programme is delivered in an intensive,

modular pattern as shown in the diagram below.

The degree culminates in the production of an individual piece of work, the Professional Practice

Portfolio (PPP) which includes both a structured reflective component and an original piece of business-centred research. The PPP is carried out whilst on placement.

When are students available?

Recruitment happens roughly as indicated:

Recruitment Period	Start of Placement	End of Placement
December - January	April	August - September

Programme structure

University	Placement		
<table border="1"> <tr> <td> Professional Career Development Transferable skills & knowledge for professional placement </td> <td> Preparation for Professional Practice Placement learning objectives and understanding the relevant business sector </td> </tr> </table>	Professional Career Development Transferable skills & knowledge for professional placement	Preparation for Professional Practice Placement learning objectives and understanding the relevant business sector	Period of Professional Practice 20-22 weeks' Master's-level placement in a professional work organisation & Professional Practice Portfolio Linked assessments of a key business problem and personal learning and development
Professional Career Development Transferable skills & knowledge for professional placement	Preparation for Professional Practice Placement learning objectives and understanding the relevant business sector		
Managing Projects: delivering projects that work Project management processes, techniques and methods			
Organisations in Context: re-thinking organisational design New directions in organisational design and operation within and across organisational boundaries			
Managing & Leading Change Role of leaders and managers in introducing successful organisational change			
Business and Society: the strategic challenges Corporate social responsibility in the contemporary business environment			
Managing in an International Context: challenges for the global business Strategy, structure and processes of the global company			

“ Ningku has made a great impact with the team since joining 6 months ago. She has excellent interpersonal skills and has dealt with varying levels of interaction from engineering teams to senior management with great professionalism. She has expanded her role during this time and has ensured that her required deliverables are both managed and well met with a minimal amount of coaching. ”

Pete Grace, Operations Director, Accenture Services

Ben Piercy-Hughes
MSc in Advanced Management
Practice, on placement at L'Oréal



BSc (Hons) in International Management and Modern Languages (IMML)

🎯 In today's global economy, there is a strong demand for leaders and managers who can combine a broad range of managerial skills and knowledge, fluency in a second language and the ability to function effectively in an international business environment.

The four-year BSc in International Management and Modern Languages (known as IMML) is offered as three programmes: IMML French, IMML German, and IMML Spanish. It includes a compulsory year abroad either working, studying at a partner business school, or a combination of both. Students are placed in a variety of national and multinational companies in all sectors, private and public, including subsidiaries of large and small British organisations.

Each year 10-20 % of our IMML graduates return to work for their placement employers, both in their UK parent or associate offices, or, increasingly, abroad.

Academic structure

Three closely integrated strands run throughout the degree: Core Management, Core Language and the Interface. The first year focuses on some of the basic disciplines of management and the chosen language. In the second year there is a progression towards a more vocational approach which builds upon the first year. The year abroad is designed to enable the student to continue their management education abroad whilst perfecting their language skills to a high level of fluency.

Professional experience

Students are offered three possible ways of structuring their third-year experience, each offering distinctive opportunities:

- a nine-month work placement in a commercial or industrial organisation;
- foreign study & work placement: one semester or two terms in a top business school in the foreign country,

- followed by a work placement; one year in a foreign business school: French- German- or Spanish-speaking.

Contact details

Sandra Griffiths
European Placements
Co-ordinator
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Email: S.Y.Griffiths@bath.ac.uk

Karin Roberts
German Placements Officer
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Email: K.Roberts@bath.ac.uk

Silvana Stanford
Spanish Placements Officer
Tel: +44 (0) 1225 383932
Email: S.Stanford@bath.ac.uk

Programme structure

Year 1	<p>Core Management: Quantitative Methods and Data Analysis, Business Economics, The UK Macroeconomic Environment, Introduction to Business Accounting</p> <p>Interface: The Economic and Industrial Environment (France/Germany/Spain), The National Business Environment of the UK – Legal Aspects, The Legal Environment (France/Germany/Spain)</p> <p>Core Language: Written and Spoken Language (French/German/Spanish), Politics and Society (French/German/Spanish)</p>
Year 2	<p>Core Management: Individuals and Organisations, Principles of Marketing, Financial Management and Reporting Performance – European Perspectives</p> <p>Choose one unit from a selection: Company Law, IT & its Business Context, Market Analysis, Operations Management, Financial Accounting and Auditing, Advanced Corporate Finance, Human Resource Management, Power, Politics and Resistance at Work, The Evolution of the Modern Corporation, Organisational Design, Performance and Change, Tax and Tax Planning, Corporate Responsibility: Principles and Perspectives</p> <p>Interface: Comparative Employee Relations (France/Germany/Spain), The European Business Environment: European Integration and Legal Structure, Perspectives on Europe (France/Germany/Spain), Working through Culture (France/Germany/Spain)</p> <p>Core Language: Written and Oral Communication in the Business Context (French/German/Spanish)</p>
Year 3	<p>Choice from three options:</p> <p>1. One-year work placement in French- German- or Spanish-speaking country; or 2. One academic year in a French, German, Spanish or South American business school; or 3. Combination of study at business school and work placement.</p>
Final year	<p>Core Management: Four options from a wide range of subjects</p> <p>Interface: The Internationalisation of Business, France/Germany/Spain in the Global Economy, International Marketing</p> <p>Core Language: Written and Oral Communication in the International Business Context (French/German/Spanish) National options (French/German/Spanish)</p>

Dan O'Grady
at Danone UK

DANONE



Team Projects

🎯 The Final Year Project is unique to the Bath BSc in Business Administration and enables you to work with a highly skilled, enthusiastic and dedicated project group.

In their final year, BSc in Business Administration students carry out a team project which involves working on a real business issue for a company or organisation from October until April. A project could produce valuable and useable results for your company and can cover issues such as strategic research, market research, feasibility studies and intra-organisational analysis.

Each multidisciplinary team of five or six students has a range of

academic specialisms, business experience, and in some cases language skills, and so can meet the needs of your organisation in terms of specialist knowledge.

Most projects carried out are for companies based in the UK but some have also been undertaken on behalf of companies based in the Netherlands, Denmark, Sweden, Germany, Switzerland, Belgium, Czech Republic, Ukraine, Bulgaria, Singapore and the USA.

What are the benefits to my organisation?

- High-quality, in-depth research
- External objective ideas and analysis
- A team of high-calibre, committed people to work on your project
- A creative, fresh approach to examining a business issue
- Multidisciplinary teams capable of applying a variety of perspectives
- Careful monitoring of the project by an academic specialist
- Visibility for your organisation in a competitive graduate recruitment marketplace.

Like our students, our project providers vary enormously and we welcome projects from all kinds of organisations. Recent project providers include:

- PricewaterhouseCoopers
- Danone
- iris
- PepsiCo
- Arup
- Lloyds TSB
- Home Office
- BG Group
- Morgan Stanley
- Property Solutions
- Accenture
- L'Oréal
- Innocent
- Unilever
- Tyco
- Baker Tilly
- Citi



What is a suitable project?

🕒 Above all, the project should be a task that your organisation both needs and wants to do. Ideally it is approved for content, objectives and resource commitment at the highest level in your organisation.

The main criteria for an appropriate project are that it:

- should involve a significant amount of fieldwork and research
- should not be desk-bound
- should lend itself to team-working.

A project typically involves:

- interpretation of the project brief
- diagnosis of the problem or issue
- development of a detailed project plan
- evaluation of the relevant literature
- primary and secondary data collection and analysis (quantitative and qualitative techniques)
- presentation of recommendations that demonstrate a well-founded solution to the diagnosed problem.

Projects are likely to involve fact-finding and interviewing. Organisations commissioning a project need to be prepared to cooperate with the team, both by way of provision of information and by access to staff.

Past projects

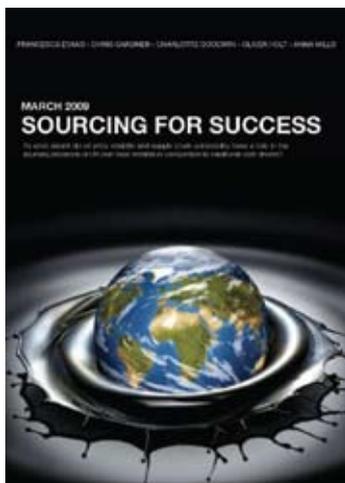
Since the scheme was introduced into the BSc in Business Administration in 1987, our final-year students have performed projects for a wide variety of clients, ranging from multinational companies to small businesses and not-for-profit organisations. The feedback from past project sponsors has been extremely favourable and many of the findings and recommendations have been successfully implemented by the client organisation. A number of our students' research reports have been subsequently published by clients.

“... to highlight the success of this team, two of the team have secured internships within our department, and a third is going to be interviewed for another role shortly.”

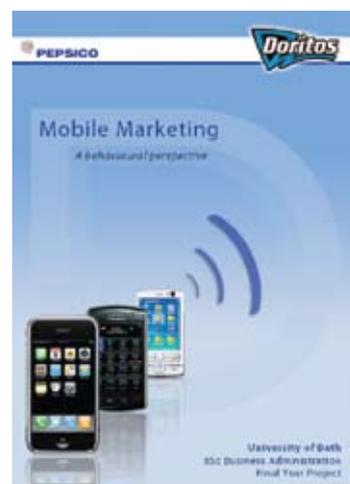
Liz Kennedy, Campus Recruitment, Barclays Capital

Some examples of past projects:

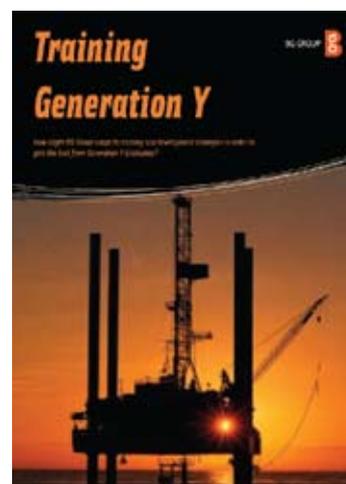
- 1 **Sourcing for Success: to what extent do oil price volatility and supply chain vulnerability have a role in the sourcing decisions of UK non-food retailers in comparison to traditional cost drivers?**
- 2 **Mobile Marketing: a behavioural perspective**
- 3 **Training Generation Y: how might BG Group adopt its training and development strategies in order to gain the best from Generation Y graduates?**
- 4 **Is there a role for Shopper Marketing in the UK Fast Moving Consumer Goods Industry?**



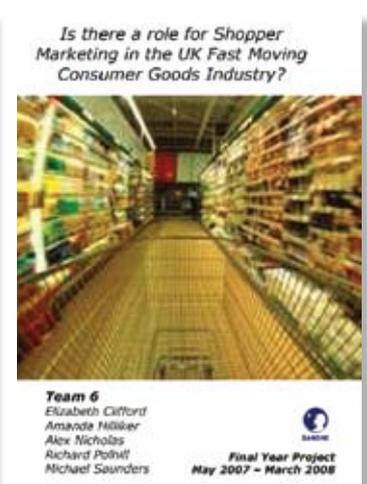
1



2



3



4

“ In my position as marketing director at Camelot I receive many presentations a year from agencies, internal staff/team and related organisations. I found the presentation given by team 10 to be one of the best and most comprehensive I have received this year. The work performed by the team far outstripped expectation and I wish each of the team good luck in their future careers (I am sure each of them will do very well). Indeed if any of the team wants to turn their hand to marketing, I would readily interview them tomorrow for roles within my organisation. ”

Richard Bateston, Marketing Director, Camelot

Staffing, Supervision and Assessment

The Final Year Project is managed at the University by a dedicated Projects Officer, who is the first point of contact for sponsoring organisations. A Projects Manager oversees the academic side of the projects and the programme's assessment. Each team is also assigned an Academic Adviser, whose role is to guide and monitor progress, as well as act as an examiner to the project.

Teams are required to submit a draft Research Proposal to the School at the end of October, and an interim report in December. Examination assessment takes place in April/May and is based both on the final project report and the group and individual viva examinations. Teams make a separate presentation to personnel at your organisation at your premises, usually before the university viva session. You are requested to provide an appraisal of the project which is then made available to the examination panel when setting the project mark.

How much does it cost?

A fee of £1000 + VAT is charged for the projects. The fee is to cover costs incurred within the School for supervision and administration of projects. Small companies and charities may pay a reduced fee. In addition, organisations are expected to offer a budget for travel and other project-related expenses such as postage, photocopying, telephone market research carried out by the team, typing, stationery, etc. International project sponsors are NOT required to meet the teams' travel costs between the UK and the foreign country. The scheme therefore offers the opportunity to have an extensive piece of overseas research performed at a very reasonable cost. Whilst expenses budgets vary widely, depending on the project scope and methodology, the Projects Officer can advise on the likely overall cost to an organisation for a particular project based on past experience. There is no remuneration to the students themselves.



Timetable

February - September	Formulation of initial project brief. Once brief is confirmed and approved by the School it is advertised to the student teams. Client companies interview teams and make selection
September	Exchange teams leave for partner universities
October - March	Teams work on their projects for approximately 20% of their time. Interim report(s) and presentations as agreed with client. International teams return to Bath in January
End March	Final report submitted
April - May	Team presents results to the client and undertakes University viva exams

Prizes and Scholarships

🎯 Every year, sponsoring organisations award prizes to successful students from across our programme portfolio.

The prizes vary in nature from a Best Student category through to recognition for excellence in specialist areas like Finance or Strategy on a particular programme.

The majority of prizes are awarded to final-year students when they graduate and an annual prize-giving ceremony marks the occasion. The event is a great opportunity for organisations to raise their profile and meet our students as well as other sponsors.

Some of the companies who currently sponsor prizes include:

Abbey Santander, Accenture, BG Group, Danone, Deloitte, Ernst & Young, Intel, Lloyds Banking Group, Nationwide, Pearson Education, PricewaterhouseCoopers, Proctor & Gamble, and Reckitt Benckiser.

We are also establishing a number of sponsored scholarships which can be linked to internships and created as part of our Corporate Partner Scheme.

If your company is interested in sponsoring a prize or finding out more about scholarships, please call Gurprite Lehal on +44 (0) 1225 386577



1 Louise Churchill from PwC presents Shuang Hu with the prize for the best overall BAF student

2 Adrian Gurnell from Accenture presents the prize for the best BBA Project Group



Student Placements & Projects

Contact us

📞 For more information about our Placements or Projects please contact:

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www.bath.ac.uk/management/business



Note: The information in this publication is correct at time of going to press. This publication does not form any part of any contract between any person and the University.

08/09