The Bath MSc
MSc in Accounting and Finance, MSc in Finance,
MSc in Finance with Banking, MSc in Finance with Risk Management
MSc in Business Analytics
MSc in Entrepreneurship and Management
MSc in Human Resource Management and Consulting
MSc in Innovation and Technology Management
MSc in International Management
MSc in Management
MSc in Marketing
MSc in Operations, Logistics and Supply Chain Management
MSc in Sustainability and Management
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www.bath.ac.uk/management

There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it, (e.g. a particular unit/module). Such action could become necessary if for example the following were to occur:

• a key member of staff leaves the University and we are unable to find a suitable replacement (e.g. with the requisite academic knowledge/experience);
• a professional body or Regulator/accreditor requires changes to be made to a course or withdraws their accreditation of a course;
• changes have to be made to reflect legislative changes/requirements;
• changes have to be made to reflect changes in standards set down by relevant regulators and/or in keeping with best practice or developments related to the particular discipline/subject area;
• student feedback clearly indicates that immediate changes be made to a course or unit; or
• unexpected low recruitment to a course or unit/module means it is simply no longer viable or practical to run it.

Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
Welcome to the Bath Advantage.

We deliver forward-looking, practice relevant education to provide the best possible student experience.

To equip students with the best possible opportunities, our academics conduct world-class research on an on-going basis. We engage business and society to influence the present and shape the future through our scholarship. Our students hear their ideas first, before anyone else, and our faculty are also always keen to discuss their latest ideas with students. The opportunity to question current thinking is positively encouraged; we want debate and critique as that is the cornerstone of a good education.

It’s this partnership between student and academic that accounts for why we are so highly ranked for both student satisfaction and for student employability at the end of a student’s time with us. Beyond the lecture theatre, there is a great quality of life enjoyed by our students and staff. We offer a compact, safe but vibrant university campus with a welcoming and friendly atmosphere. Beyond the campus, Bath as a city is simply a very beautiful place in which to study and live. People who come here to research, learn or teach will tell you that they thrive in this environment.

Whilst our students may live in a world heritage city, they are equipped with an educational experience reflecting the needs of the 21st century. We are very international in our outlook, we recruit both students and faculty from around the globe, and aim to reflect the globalisation of markets and recognise the importance of being connected with a strong emphasis on the value of an extensive international alumni network.

And in all of this, we are mindful of the ethical, social and environmental aspects of everything we do as a university. We want our students to have a happy and enriching study experience with us, to leave here capable of making a significant contribution to the wealth and well-being of the societies in which they will work, and to be motivated and committed to become responsible citizens within these societies. And that’s what we call the Bath Advantage.

Professor Veronica Hope Hailey
Dean, School of Management
Why choose Bath?

We attract the brightest minds to produce the best business graduates and educate the next generation of leaders.

University population is made up of 10,000 undergraduates and 5,000 postgraduates.

We have exceptional links with the business world, and our Corporate Partners work with our students regularly, offering placements, sponsored prizes, and guest speakers.

99% of all Bath School of Management MSc graduates are employed within six months of graduation*

*Employment data based on those who were looking for work and for whom data is held. Based on Financial Times ranking methodology.
Our MSc students come from around 50 countries and a large proportion of our faculty have international teaching and research experience.

16,000
We have a supportive network of more than 16,000 management graduates living in over 150 countries and working in a wide range of industries.

6th
in the UK

Our full-time MBA is ranked 6th in the UK by The Economist's Which MBA?

Our MSc in Management and MSc in Accounting and Finance are ranked in the FT’s list of the top global pre-experience Masters programmes.
Enhancing your career prospects

Our students have an outstanding record for employability. Top employers actively recruit Bath graduates for their unique combination of academic talent and real-world skills.

Professional Development Programme

At Bath, we want to ensure you gain more than an academic qualification from your time here.

The Professional Development Programme (PDP) aims to support your professional and personal goals, equipping you with the transferable skills necessary to be highly effective in a competitive global job market.

PDP is integrated into your MSc timetable and includes:

- Individual support to identify career goals and plan your job search
- Job application support and advice, including CVs and Cover Letters
- Mock interviews and assessment centres
- Employer-led skills sessions, company visits and presentations
- Opportunities to network with graduate recruiters
- Skills development training

You may also contact alumni individually to find out more about their company – this is particularly useful if you are preparing for an interview or an assessment centre.

Support for your study, research and personal well-being

At Bath we know how important it is for our Master’s students to feel well-supported. That’s why we have a dedicated team to ensure that you get the most out of your time with us.

You will have a comprehensive study and research skills programme with timetabled workshops designed to help you develop your:

- academic writing ability
- use of business databases for project work
- analytical skills for coursework and end-of-year dissertation
- team-working ability and personal effectiveness

We have dedicated Student Experience Officers (SEOs) who offer a confidential drop-in advice service for all Master’s students. They can help you with personal and academic issues. Our SEOs also coordinate a range of social events and activities to help you to get to know your fellow students and really enjoy life outside the classroom.

The School encourages you to prepare your CV, skills for interviews and assessment days by holding regular workshops and classes. There is also a great careers centre that makes students aware of a number of job opportunities.

The Bath Management Alumni Community

Our strong, well-connected alumni network provides a further link between the School and a wide range of different industries. Alumni are important contributors to our courses and give students real insights into potential future careers.

Charlotte Gillis, MSc in Management with Finance, Senior Associate at EY
From day one our aim is to bring the career into the degree ensuring that you have access to as many organisations as possible.

Our students begin their future career as soon as they start learning with us. We’ve built up an impressive range of corporate contacts and have established multi-layered relationships with several key companies who make up our Corporate Partners.

**The Big Team Challenge**
In week one you’ll take part in The Big Team Challenge – an exciting few days of company-sponsored games, team-building exercises and social gatherings. This provides the perfect opportunity for you to get to know your fellow classmates before teaching starts, whilst also gaining exposure to a range of top companies.

**The Practice Track**
Students on our MSc in Management, MSc in Marketing, MSc in International Management and MSc in Sustainability Management have the option to choose our Practice Track for the summer period.

The Practice Track allows students to apply learned concepts to practical issues and to gain experience of running team projects. It also provides a unique opportunity to work with one of our corporate contacts on a real business challenge. Previous participants have included Cisco, Unilever, Vodafone and EDF Energy.

Students work in teams to develop a solution to a business challenge before presenting their work at the company offices. These presentations are assessed and marked by advisors from the school. In parallel with their group work, students attend comprehensive workshops on Project Management and presentation skills. Depending on the chosen MSc course the Case Project will be followed by a Charity Project or 4000 word Written Project.

**Other ways to enhance your MSc experience**

- **The Future Business Challenge**: Taking place in the inter-semester break in February, this week-long team challenge will expose you to a variety of different organisations via company visits and presentations. It will enhance your soft skills, develop your research and analytical skills, test your teamworking capabilities, improve your networking technique, and enhance your business acumen.

- **Zurich Community Challenge**: This team-working challenge provides an opportunity for MSc students to work with a community organisation on a particular project, supported by a mentor from Zurich Insurance. This could be organising an event, fundraising, or developing a business plan. Not only is this a great way to make a difference, it also develops employability skills, such as team-working, communication and problem-solving.

- **Global Residency**: Taking part in a Global Residency enables you to expand your horizons and enhance your CV with an international study tour. We offer global residencies in collaboration with leading business schools in Russia, China, France or the USA. Taking place in June, the trip will typically include company visits, lectures, case studies, cultural awareness events, sightseeing, and student presentations on a company project. Search #GlobalSoM on Instagram to see our students’ photos.
Choosing the course that’s right for you

We offer a wide range of Master’s courses, all designed to improve your employability. Whether you want a general management course, or a specialist option, we have the course that’s right for you. All our Masters are full-time, last 12 months and start in September each year.

**MSc in Accounting and Finance, MSc in Finance, MSc Finance with Banking, MSc Finance with Risk Management**

**Overview:** Our Finance courses provide you with a solid theoretical foundation in finance. Utilising your quantitative skills they enhance your employability by preparing you for a finance related career.

**Entry requirements:** A good undergraduate degree (2:1 or above or its international equivalent) in a subject with a high mathematical/quantitative content e.g. Engineering, Mathematics, Economics or Physics.

**Contact details:**
- mscf@management.bath.ac.uk  
- mscfinance@management.bath.ac.uk  
- mscfinancewithbanking@management.bath.ac.uk  
- mscfinancewithrisk@management.bath.ac.uk  
- +44 (0)1225 383757  
- www.bathfinance.com

**MSc in Business Analytics**

**Overview:** Our MSc in Business Analytics will train you to become a business leader of the future with a solid skill set in information technology, quantitative methods for analysing data, and making optimized decisions. Throughout the course you will be acquiring, cleaning, processing and visualizing data. Our partnership with IBM and SAS enables you to benefit from state-of-the-art business analytics software.

**Entry requirements:** A 2.1 or above (or its international equivalent) is usually expected. This should be in Business Management or a subject with a high quantitative content (e.g. Engineering, Mathematics). We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

**Contact details:**
- msc-businessanalytics-management@bath.ac.uk  
- +44 (0) 1225 383757  
- www.bath-businessanalytics.com

**MSc in Entrepreneurship and Management**

**Overview:** The Bath MSc in Entrepreneurship and Management brings together a core management training with an appreciation and awareness of entrepreneurship, giving you the opportunity to cultivate your entrepreneurial mindset and capabilities and master the challenges of managing dynamic organisations.

**Entry requirements:** A 2.1 or above (or its international equivalent) is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

**Contact details:**
- mscentmgt@management.bath.ac.uk  
- +44 (0)1225 383757  
- www.bath-entrepreneur.com

**MSc in Human Resource Management and Consulting**

**Overview:** The Bath MSc in Human Resource Management and Consulting delivers cutting-edge knowledge of contemporary human resource management issues whilst developing your competencies and skills for a career in consulting. It will enhance your employability by giving you general business management knowledge, specialist human resource management knowledge and consulting skills which can be applied in a range of organisational settings.

**Entry requirements:** A 2.1 or above (or its international equivalent) in Business/Management is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. You may also be considered if you have an undergraduate degree in a Social Science subject or another discipline with significant business/management components.

**Contact details:**
- mschrm@management.bath.ac.uk  
- +44 (0)1225 383757  
- www.bath-hrm.com

**MSc in Innovation and Technology Management**

**Overview:** If you are an engineering, science or management graduate looking to develop an in-depth understanding of innovation and technology management and the skills to apply these in real life, our MSc in Innovation and Technology Management could be the answer. Delivered jointly by the School of Management and the Department of Mechanical Engineering, this innovative degree will equip you with key management skills enabling you to take the lead in strategic decisions on innovation and technology management.

**Entry requirements:** A 2.1 or above (or its international equivalent) in Engineering, Management or another relevant discipline is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

**Contact details:**
- mscitm@management.bath.ac.uk  
- +44 (0)1225 383757  
- www.bath-innovate.com
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<tr>
<th>Program</th>
<th>Overview</th>
<th>Entry Requirements</th>
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| **MSc in International Management** | Our MSc in International Management provides you with an advanced understanding of the international business environment and prepares you for the challenges of operating as a manager in this context. It is distinct from other international management programmes in that it offers an interdisciplinary and cross-functional perspective, integrating management studies with a broader understanding of the international economic environment. | A 2.1 or above (or its international equivalent) in Business/Management is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. You may also be considered if you have an undergraduate degree in a Social Science discipline with significant business/management components. | mscinternational@management.bath.ac.uk  
+ 44 (0)1225 383757  
www.bath-international.com |
| **MSc in Management**           | Aimed specifically at graduates whose first degree is not in a business discipline, our MSc in Management provides you with a solid grounding in all the key management functions, equipping you with the necessary skills and knowledge to give your career a head-start. Choose to follow a generalist route or select a specialist path in one of the following areas: Finance, Human Resource Management, Marketing, Operations Management, and Corporate Social Responsibility. | A 2.1 or above (or its international equivalent) is usually expected. This may be in any subject except Business/Management. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. | mscadmin@management.bath.ac.uk  
+ 44 (0)1225 38 3757  
www.bathmanagement.com |
| **MSc in Marketing**            | Our MSc in Marketing builds on your previous knowledge of marketing gained through your undergraduate studies. It will deepen and advance your understanding of core marketing theories and concepts, and provide you with a skill-set needed to embark on a marketing career or further research.                                                                 | A 2.1 or above (or its international equivalent) is usually expected. This must be in a subject with significant business/management components. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. Your undergraduate degree should include significant marketing content, but you may also be considered if you have sufficient work experience in marketing and a management-related degree. | mscmkg@management.bath.ac.uk  
+ 44 (0)1225 383757  
www.bath-marketing.com |
| **MSc in Operations, Logistics and Supply Chain Management** | The Bath MSc in Operations, Logistics and Supply Chain Management will give you the knowledge and expertise to understand the decisions managers need to make about operations. It provides conceptual, analytical and practical insights into the effective management of operations in global organisations, enabling you to become a well-connected supply chain professional with a skill set in high demand across industry sectors. | A 2.1 or above (or its international equivalent) is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. | msc-operations-management@bath.ac.uk  
+ 44 (0)1225 383757  
www.bath-operations.com |
| **MSc in Sustainability and Management** | The Bath MSc in Sustainability and Management will provide you with a deep awareness and critical appreciation of the importance of sustainability issues relating to corporate social responsibility. At the same time, this innovative degree will develop your skills in the core business disciplines, preparing you for a wide range of careers. | A 2.1 or above (or its international equivalent) is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. | mscsus@management.bath.ac.uk  
+ 44 (0)1225 383757  
www.bathsustainability.com |
I studied with bright and stimulating people from around the world. It was a very enriching experience.
MSc in Accounting and Finance, MSc in Finance, MSc in Finance with Banking, MSc in Finance with Risk Management

Our Finance courses provide you with a solid theoretical foundation in finance. Utilising your quantitative skills, they enhance your employability by preparing you for a finance-related career.

Meet our graduates

Ginevra Corti
MSc in Accounting and Finance graduate, now working at Swiss Re as Associate, Casualty Products

During my undergraduate studies in Business Management at Bocconi University in Milan, I had the opportunity of taking part in two exchange programmes, one in Shanghai and the other in Vienna, where I met and worked with students of diverse nationalities. Once I graduated, I decided to continue my studies with two goals in mind: to deepen my knowledge of finance and to study in a truly international environment.

By studying the MSc in Accounting and Finance at the University of Bath I achieved both goals.

The flexible structure of the MSc course allowed me to focus on the areas I was most interested in. In particular, the quantitative content learnt on the course has proven very helpful in my present job at Swiss Re, the world’s largest reinsurer.

At Bath I studied with bright and stimulating people from around the world. It was a very enriching experience, not only because it has helped me develop my interpersonal communication skills, but also because it has allowed me to establish long-lasting, friendly relationships with people living in many different countries. I continue to see some of these friends quite regularly in London, where we are now working.

Last but not least, I had the opportunity of spending a year in a quiet and beautiful, historical town such as Bath, the most pleasant place one can envisage to carry out both study and after study activities.
Our Finance degrees place great emphasis on a sound theoretical foundation for analysing financial decisions. This enables you to gain an in-depth knowledge of the operations of the financial system and the motivations of the people making financial decisions. They allow you to apply your knowledge in a wide range of real world scenarios.

Combining the research and teaching expertise of other leading departments within the University – the Department of Mathematical Sciences and the Department of Economics – our Finance degrees ensure that you have access to a wide range of experts from across a broad spectrum of knowledge.

Course structure
Our Finance degrees are full-time and last 12 months. They have a modular structure and are divided into core units and electives, followed by a dissertation.

Our teaching and your learning
Although standard lectures and seminars make up the majority of these courses, you will also take part in group coursework and computer seminars, ensuring you are exposed to a diverse range of teaching and learning techniques.

You will be assessed via a variety of methods including coursework and examination.

For the dissertation you will produce an extended piece of individual research of around 9-12,000 words.

Entry requirements
You should hold a good undergraduate degree (2:1 or above or its international equivalent), in a subject with a high mathematical/quantitative content. Subjects meeting these requirements are Engineering, Mathematics, Economics, or Physics. Other subjects may be considered if quantitative modules have been studied in sufficient depth.

English language requirements
If English is not your first language, we require evidence of an appropriate level of English proficiency. We look for IELTS with a score of at least 6.5 overall with no less than 6 in each part; or its international equivalent. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

If you have completed the whole of your undergraduate studies in the UK, you are exempt from IELTS requirements.

Please note that these requirements are in line with the UKVI guidelines and may be subject to change at any time. IELTS results must have been achieved within the last two years.

If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course (academic skills and English language) available from the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc

Meet the Faculty

Martin Diedrich, Director of Studies

“As Director of Studies, my role is to ensure that the programme meets the professional needs of our students and remains at the frontier of developments in the fields of finance and accounting. I teach courses in quantitative finance, investment management and corporate finance. In my research, I develop computational fixed-income tools based on advanced yield-curve models. I am committed to making modern finance research accessible to practitioners and non-specialists and dedicate much of my time to developing innovative teaching materials and exploring new ways of connecting students to their subject matter. I also engage in executive education activities.”
100% of 2015 graduates from MSc Finance courses were employed within 6 months of graduation. *

Recent recruiters include:
- ANZ
- Bank of China
- Bank of Thailand
- Cisco
- Deloitte
- HSBC
- KPMG
- LVMH
- Mirae Asset
- Nordea Bank
- PwC
- Shanghai Securities
- Taurus Asset Management
- Vodafone

For the latest information please visit our website: www.bathfinance.com

Please see page 068 for details on how to apply.

Fees

<table>
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<th>Destination of graduates *</th>
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<tbody>
<tr>
<td>40% Finance</td>
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<tr>
<td>22% Banking</td>
</tr>
<tr>
<td>22% Audit</td>
</tr>
<tr>
<td>8% Consulting</td>
</tr>
<tr>
<td>5% Education</td>
</tr>
<tr>
<td>3% Other</td>
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*Employment data based on those who were looking for work and for whom data is held (65%). Based on Financial Times ranking methodology.
Please see the website for detailed information on the course units: www.bathfinance.com
There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module). Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
MSc in Finance with Banking

Semester 1 Core Units
- Theory of Financial Decision-Making
- Econometrics for Economics and Finance
- Banking

Select two Electives:
- Financial Derivatives, Introduction to Quantitative Finance, Investment Management, Corporate Governance

Semester 2 Core Units
- Corporate Finance
- Financial Econometrics
- Financial Engineering

Select two Electives:
- International Finance, Risk Management, Financial Statement Analysis, Contemporary Finance Issues, New Venture Financing

Dissertation

MSc in Finance with Risk Management

Semester 1 Core Units
- Theory of Financial Decision-Making
- Econometrics for Economics and Finance
- Introduction to Quantitative Finance

Select two Electives:
- Financial Derivatives, Corporate Governance, Investment Management, Banking

Semester 2 Core Units
- Corporate Finance
- Financial Econometrics
- Risk Management

Select two Electives:

Dissertation

Please see the website for detailed information on the course units: www.bathfinance.com
There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).
Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
“We are looking to train the business leaders of the future and to bridge the gap between Big Data and the business world. You will become an expert in the handling and analysis of Big Data, developing understanding, insight, transferable tools and skills.”

Dr Güneş Erdoğan, Director of Studies
MSc in Business Analytics

The Bath MSc in Business Analytics will train you to become a business leader of the future with a solid skill set in information technology, quantitative methods for analysing data, and making optimized decisions.

Every day we click buttons, swipe screens, and use apps for business or leisure, processing information and generating more information. The resulting accumulation of information is called Big Data. These data sets are so large and complex that traditional data processing applications are inadequate. We aim to provide you with the skill set to handle the ever-growing Big Data and the business opportunities that come with it.

We believe that knowledge is gained through experience. Throughout the course you will be acquiring, cleaning, processing, and visualizing data. Our partnership with IBM and SAS enables you to benefit from state-of-the-art business analytics software. You will also be given the opportunity to do your dissertation with an industrial partner, gaining more business experience along the way.

In partnership with:
We aim to provide you with the skill set to handle the ever-growing Big Data and the business opportunities that come with it.

Meet the Faculty

Dr Güneş Erdoğan, Director of Studies

“My research focuses on the application of optimisation algorithms for logistics problems. This is not only about profitability or efficiency, but can help to decrease CO₂ emissions simply by doing the same operations in a better way. It is a win-win-win situation for companies, customers and the environment.”

The Bath MSc in Business Analytics provides an advanced qualification to graduates in business as well as non-business disciplines who aim to specialise in data and decision analysis, and to use these skills in diverse contexts such as finance, healthcare, and sustainable logistics to create competitive advantage.

The course will:
- Provide you with in-depth knowledge and critical appreciation of the quantitative techniques fundamental to business analytics; and
- Give you a critical understanding of the data collection, processing, analysis, and reporting steps, its path of evolution so far and possible pathways into the future.
- Help you to develop the ability to identify and solve business analytics problems, and facilitate the implementation of the solutions by bridging the gap between the technical and the managerial perspectives.
- Give you the opportunity to apply your theoretical knowledge within a practical setting, giving you valuable industry experience.
- Provide you with a broad base of IT and quantitative skills and numerous opportunities to learn and practice spreadsheet modelling, VBA programming, databases, business intelligence and data mining.

Industry partners
Our partnership with IBM and SAS will give you access to advanced analytics software. If you achieve a pass mark in units utilizing SAS software, you will be awarded a certificate for your proficiency in analytics software, jointly undersigned by the University and SAS.

Course structure
The MSc in Business Analytics is an intensive full-time course lasting 12 months. It is divided into two semesters and the summer period which runs from June to September.

Semester 1
During the first semester all students study the same five core units.

Semester 2
In the second semester all students study the same three core units. Additionally you are invited to choose two optional units as outlined in the diagram on page 017.

Dissertation
During the final three months of the degree you will produce a 12-15,000 word dissertation. The dissertation gives you the opportunity to do a piece of substantial work on your own, demonstrating originality, innovation, drive, and determination. The dissertation can be done as a project in a company, subject to approval by the Director of Studies. There is also an award for the best SAS based dissertation.

Our teaching and your learning
You will be exposed to a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations, and group project work. As this is a Masters level course, we place a significant emphasis on independent, directed, private study that is often conducted in learning sets or groups.

A variety of individual and group assessment methods are used throughout the degree including assignments, exams, presentations, reports and exercises.

Fees
For the latest information please visit our website: www.bath-businessanalytics.com

Please see page 068 for details on how to apply.
Entry requirements

A 2.1 or above (or its international equivalent) is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

Due to the advanced quantitative content of this course, you will be better suited to this degree if you have studied Business/Management or a degree with a strong quantitative background (e.g. Engineering or Mathematics).

In exceptional cases, relevant work experience may substitute the degree requirement; however you should have no more than three years’ work experience.

English language requirements
If English is not your first language, we require evidence of an appropriate level of English proficiency.

We look for IELTS with a score of at least 7.0 overall and no less than 6.5 in each part; or its international equivalent. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

If you have completed the whole of your undergraduate studies in the UK, you are exempt from IELTS requirements.

Please note these requirements are in line with the UKVI guidelines and may be subject to change at any time. Please continue to check the website. IELTS results must have been achieved within the last two years.

If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course (academic skills and English language) available from the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc

Course Structure

MSc in Business Analytics

Semester 1 Core Units
- Databases & Business Intelligence
- Optimisation
- Business Statistics & Forecasting
- Spreadsheet Modelling
- Operations Management

Semester 2 Core Units
- Data Mining
- Heuristics & Simulation
- Analytics in Practice (taught in partnership with IBM)

Choose two out of the following units:
- Sustainable Operations Management
- Project Management
- Operations Strategy
- Analytics in Context

Semester 2 Optional Units

Dissertation

Please see the website for detailed information on the course units: www.bath-businessanalytics.com

There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
This MSc course will challenge the way you think; you will learn to be more creative, practical and critical in your approach.
MSc in Entrepreneurship and Management

- Provides an exciting combination of core business and management skills with an awareness of the nature, context and process of entrepreneurship.

Meet our graduates

Prawpun Kasemthongsri
MSc in Entrepreneurship and Management

I chose to apply for the MSc in Entrepreneurship and Management as the University of Bath and School of Management have an outstanding reputation. The course content was very important to me; delivering a solid foundation in management in semester one and focusing on insightful, practical entrepreneurship material in semester two.

I have lived in South West England before and loved my experience here; the best things about the city of Bath are the beautiful architecture and abundant surrounding nature.

The highlight of my postgraduate experience has been the people; meeting interesting, like-minded students from different countries and diverse backgrounds. Also, the lecturers are highly knowledgeable in their respective fields and the in-class discussions have always been stimulating.

In addition to the knowledge required to start or manage a business, I have enhanced critical thinking and analytical skills as a result of the MSc in Entrepreneurship and Management.

This MSc degree will challenge the way you think; you will learn to be more creative, practical and critical in your approach. I feel that my career prospects have been enhanced by studying at Bath as I've broadened my business knowledge, and network, which will be great assets in the future.

If you want to start your own business one day, or if you're simply just interested in studying entrepreneurship in a beautiful, historic city then this course is for you.

The Bath MSc in Entrepreneurship and Management brings together a core management training with an appreciation and awareness of entrepreneurship, providing you with an opportunity to cultivate your entrepreneurial mindset and capabilities.

The course will:
- Provide you with an in-depth knowledge and critical appreciation of the disciplines fundamental to business management
- Develop your awareness and understanding of the importance of issues relating to entrepreneurship as well as an entrepreneurial mindset and capabilities
- Enable you to develop an analytical appreciation of the entrepreneurial process, its situation in the wider economic context and its realisation in independent, corporate, family business, and social enterprise contexts
- Provide you with the ability to generate and assess business ideas and the resilience to develop them by instilling openness to uncertainty and learning orientation
- Provide you with the ability to identify, integrate and apply relevant bodies of management knowledge to specific business problems or entrepreneurial aspirations
- Prepare you for an entrepreneurial career and a wide variety of other business/management roles
- Provide the opportunity for you to undertake an independent research project and the chance to turn a real business idea into a desirable and viable business model.

Course structure
Our MSc in Entrepreneurship and Management is an intensive full time degree lasting 12 months. The course is divided into two 11-week semesters and the dissertation period which runs from June-September. All modules are mandatory.

Meet the Faculty
Dr Orietta Marsili, Director of Studies, Senior Lecturer in Entrepreneurship

“My work focuses on the survival and exit of entrepreneurial firms. I am interested in the factors that influence the decision of entrepreneurs about when and how to exit, by closing the business or selling it, and the implications after exit, for individual career paths and organizational knowledge transfer.”

Our teaching and your learning
You will be exposed to a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations and group project work. As this is a Masters level course, we place a significant emphasis on independent, directed, private study that is often conducted in learning sets or groups.

A variety of individual and group assessment methods are used throughout the degree including assignments, exams, presentations, reports and exercises. The dissertation consists of a 10-15,000 word extended piece of individual research, supervised by a member of faculty.
Entry requirements

A 2.1 or above (or its international equivalent) is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

All applications are considered on a case-by-case basis, however:

- This course’s combination of general management and entrepreneurship will appeal to graduates of non-business disciplines (e.g. Science, Engineering, Arts and Social Sciences).
- You will be less suited to this degree if you have an undergraduate degree in Business/Management due to the potential overlap of units covering basic business disciplines.

English language requirements

If English is not your first language, we require evidence of an appropriate level of English proficiency.

We look for IELTS with a score of at least 7.0 overall and no less than 6.5 in each part; or its international equivalent. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

If you have completed the whole of your undergraduate studies in the UK, you are exempt from IELTS requirements.

Please note these requirements are in line with the UKVI guidelines and may be subject to change at any time. Please continue to check the website. IELTS results must have been achieved within the last two years.

If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course (academic skills and English language) available from the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc
100% of 2015 graduates from MSc in Entrepreneurship and Management were employed within 6 months of graduation. *

Excellent career opportunities

Recent recruiters include:

- Accenture
- Amadeus
- Blueprint Gaming
- Ipsos Business Consulting
- Lombard Odier
- Sanofi
- Zurich Insurance

2015 Class

- Number of applications: 78
- Number enrolled: 23
- % Male/Female: 48/52
- Average age: 24
- Number of nationalities: 11

Fees

For the latest information please visit our website:
www.bath-entrepreneur.com

Please see page 068 for details on how to apply.

Destination of graduates *

- 36% Consulting/Analyst
- 29% Finance
- 14% Marketing/Sales
- 14% Business/Management
- 7% Entrepreneur

*Employment data based on those who were looking for work and for whom data is held (74%). Based on Financial Times ranking methodology.
Course Structure

MSc in Entrepreneurship and Management

Semester 1
- Fundamentals of Accounting and Financial Management
- Business Economics
- Marketing
- Human Resource Management
- Fundamentals of Entrepreneurship

Semester 2
- Strategic Management
- Opportunity Generation, Assessment and Development
- Technology-based Entrepreneurship
- Entrepreneurial Finance
- Research Methods for Business Model Design

Dissertation

Please see the website for detailed information on the course units: www.bath-entrepreneur.com
There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).
Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
The classes were interesting, the lecturers approachable and Bath itself is a beautiful city to live in.
MSc in Human Resource Management and Consulting

The Bath MSc in Human Resource Management and Consulting will deepen your knowledge and understanding of current human resource management issues, whilst preparing you for a career in consulting.

Meet our graduates

Christa Neumann
MSc in Human Resource Management and Consulting

After completing my International Business Bachelor’s degree in Cologne, I immediately started working in a start-up company, where I stayed for a year. During that time I realised the important role Human Resource Management plays for corporate success, and thus wanted to deepen my knowledge in this field.

Having studied abroad in New Zealand and California, I quickly decided to go to England, as British universities have an excellent reputation and one-year Master’s degrees as opposed to the two-year system in Germany.

I chose Bath due to the unique opportunity to study Human Resource Management and Consulting, its high ranking and reputation, the manageable campus size and the international atmosphere with students from all over the world.

This year has been very intense, but also very rewarding in many regards. The classes were interesting, the lecturers approachable and Bath itself is a beautiful city to live in. The positive atmosphere on campus made it easy to make friends and the MSc Office has always been helpful and supportive by answering any questions and queries.

Besides the curriculum, the University offers many extra activities like clubs and language courses, a well-equipped gym, and Bath has many sites to meet friends and relax.

Overall, coming to Bath was an excellent choice. I am certain that the content of the classes here, the skills I have acquired while managing many tasks under high time-pressure, and the experiences I had working in international groups laid a solid foundation for my future career as a consultant.
The Bath MSc in Human Resource Management and Consulting delivers cutting-edge knowledge of contemporary human resource management issues whilst developing your competencies in consulting.

Meet the Faculty

Dr Nina Hansen, Director of Studies

“I am Director of Studies of the MSc HRM and Consulting and teach the Human Resource Management unit. My main areas of research lie at the intersection of Human Resource Management, Organisation Studies and Strategic Management. Based on a multi-level approach, my research focuses on the question of how human resource management systems influence intellectual capital architectures, organisational capabilities and firm performance especially in the field of Professional Service Firms (PSFs).”

The course will introduce you to the broad field of business and management whilst helping you to gain a full understanding of the concepts underlying human resource management and consulting.

It will enhance your employability by giving you general business management knowledge, specialist human resource management knowledge and consulting skills which can be applied in a range of organisational settings.

The course will:

• Provide you with a deep intellectual appreciation of the theoretical foundations of management with an applied emphasis on the management of people.

• Give you a detailed understanding of consulting as a process and a profession located within the wider professional services firm context.

• Provide you with a comprehensive knowledge and appreciation of significant contemporary issues in business and management research with a particular emphasis on issues relating to Human Resource Management and Consulting.

• Enable you to integrate theory with practical application via the use of detailed organisational challenges that you will develop solutions for.

• Develop your key business skills including teamwork, project management and presentation skills.

• Leverage the expertise of nationally and internationally recognised faculty who have successfully published in the world’s top management journals.

• Prepare you for a wide variety of business/management roles.

Course structure

Our MSc in Human Resource Management and Consulting is an intensive full-time degree lasting 12 months.

The course is divided into two 11-week semesters and the dissertation period which runs from June-September.

Our teaching and your learning

You will be exposed to a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations and group project work. As this is a Master’s level course, we place a significant emphasis on independent, directed, private study that is often conducted in learning sets or groups.

A variety of individual and group assessment methods are used throughout the degree including assignments, exams, presentations, reports and exercises. The dissertation consists of a 10-15,000 word extended piece of individual research, supervised by a member of faculty.
Entry requirements

A 2.1 or above (or its international equivalent) in Business/Management is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. You may also be considered if you have an undergraduate degree in a Social Science subject or another discipline with significant business/management components.

The MSc in Human Resource Management and Consulting is open to graduates who currently have little or no business experience.

English language requirements
If English is not your first language, we require evidence of an appropriate level of English proficiency.

We look for IELTS with a score of at least 7.0 overall and no less than 6.5 in each part; or its international equivalent. Accepted equivalents are available to view at [www.bath.ac.uk/study/pg/apply/english-language/index.html](http://www.bath.ac.uk/study/pg/apply/english-language/index.html)

If you have completed the whole of your undergraduate studies in the UK, you are exempt from IELTS requirements.

Please note that these requirements are in line with the UKVI guidelines and may be subject to change at any time. IELTS results must have been achieved within the last two years.

If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course (academic skills and English language) available from the University’s Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/asc](http://www.bath.ac.uk/asc)

Even at times I didn’t really need to come into Bath [from Bristol] I actually wanted to come here because of the facilities, the people around me, the buzz and the truly great support.

Eric Yung, MSc in Human Resource Management and Consulting graduate
100% of 2015 graduates from MSc Human Resource Management and Consulting were employed within 6 months of graduation. *

Excellent career opportunities

Recent recruiters include:
- Accenture
- Bangkok Bank
- Bank of Ningbo
- CP Foods
- GFC Consulting
- Michael Page
- Pfizer
- PwC
- Tembusu Partners
- Triodos Bank
- UBS

Fees

For the latest information please visit our website: www.bath-hrm.com

Please see page 068 for details on how to apply.

2015 Class

- Number of applications: 469
- Number enrolled: 37
- % Male/Female: 9/91
- Average age: 23
- Number of nationalities: 9

Destination of graduates*

- 46% HR
- 17% Business/Management
- 13% Consultancy
- 12% Banking
- 8% Marketing
- 4% Education

*Employment data based on those who were looking for work and for whom data is held (68%). Based on Financial Times ranking methodology.
Course Structure

MSc in Human Resource Management and Consulting

Semester 1

- Business Economics
- Cross-Cultural Management
- Marketing
- Human Resource Management
- Consulting: Context, Theory and Practice

Semester 2 Core Units

- Evidence-based HRM and Consultancy
- Methods of Management Research for HRM & Consultancy

Semester 2 Optional Units

- Choose two or three out of the following units:
  - Management Consulting: data driven approaches
  - Project Management
  - Strategy and HRM
  - Leading and Managing Change
- Choose none or one out of the following units:
  - Understanding employment law
  - Strategic management
  - Global governance and accountability
  - Principles of corporate social responsibility
  - Strategies for sustainability
  - Managing strategic partnerships

Dissertation

Please see the website for detailed information on the course units: www.bath-hrm.com
There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).
Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
The Bath MSc in Innovation and Technology Management was very appealing to me because of its international ranking, as well as the uniqueness of the course involving the two areas of my interest: management and engineering.
MSc in Innovation and Technology Management

Combining engineering and management to create leaders who can manage and innovate in complex business environments.

Meet our graduates

Claudia Lorena Garcia Caicedo
MSc in Innovation and Technology Management

I decided to embark on a Master’s degree as a means of professional and personal growth. A Master’s degree offers the opportunity of learning and reinforcing the skills that you have gained from your previous studies or job experience, as well as the opportunity of having access to new professional opportunities.

I wanted to do my Master’s degree in a top business school. The Bath MSc in Innovation and Technology Management was very appealing to me because of its international ranking, as well as the uniqueness of the course involving the two areas of my interest: management and engineering.

There are many skills that I learnt from the MSc in ITM. It is a very dynamic course that develops your knowledge and soft skills. Some of the most valuable skills for me are strong critical thinking and time management. My studies involved daily lectures, lots of teamwork and interaction with the lecturers and classmates.

The University of Bath is a very international and diverse place, where you can work with different people all around the world who always have something new to teach you. We all shared the same concerns and we kept the same hope of being able to make a better world. I have made many and great friends here in Bath and I feel very happy for that.

After graduation, I am planning to pursue a PhD degree in the UK in Innovation Policy. I will develop my career towards the public-sector arenas in my home country, Colombia, where I want to make significant contributions related to innovation.
The biggest concern is with the ability of graduates to apply their knowledge to real industrial problems... Practical application, theoretical understanding and creativity and innovation are seen as the top priorities.

The Royal Academy of Engineering

Meet the Faculty

Professor Andrew Graves CBE, Director of Studies

“My career began in the UK automotive and aerospace industries in the 1960s. I then spent a decade in Grand Prix racing before moving into academia where I subsequently became Co-Director of MIT’s “International Motor Vehicle Programme” which pioneered Lean Production techniques and produced the seminal work *The Machine that changed the world*. I now direct various global research programmes into lean production techniques and supply chain management, which aim to disseminate good practices pioneered in the automotive industry across other sectors.”

Dr Steve Cayzer, Course Tutor, Department of Mechanical Engineering

“My interests include knowledge management in engineering design and sustainable development. Before coming to Bath, I spent almost a decade in Hewlett-Packard Laboratories working on emerging web technologies, biologically inspired computing and sustainability strategy. My teaching on the MSc covers innovation, knowledge management, sustainability and risk, with a particular focus on the IT industry.”

Whilst other degrees address the management of technology either from a technical or a management perspective, the Bath MSc in Innovation and Technology Management is unique through its combination of management and engineering, bridging the gap between the two disciplines to ensure that you have the necessary skills to manage and innovate in complex business environments.

Delivered jointly by two of the University’s top-ranked departments – the School of Management and the Department of Mechanical Engineering – the degree will improve your employability by giving you the opportunity to engage with complex inter-organisational networks. It will also enable you to develop the key commercial skills necessary to manage innovative development projects. In short, the MSc in Innovation and Technology Management will equip you with the skills necessary to take a senior leadership role in managing technological change in the 21st century.

Course structure

The MSc in Innovation and Technology Management is a full-time degree lasting 12 months. It has a modular structure and is divided into two 11-week semesters and the dissertation period.

The course consists of 10 units, each focusing on a different aspect of innovation and technology management. The first unit, ‘Management of Innovation’, introduces the key themes of the degree, while other units provide in-depth treatments of key management and engineering principles, processes and techniques.

You will gain hands-on experience of creativity tools, decision analysis and product design. You will also acquire
Project management, marketing and strategic skills, and you will learn about management and innovation in complex, global inter-organisational networks.

During the first three months of the degree you will produce a 12,000 word research dissertation. This is your opportunity to explore in far greater depth a particular topic that has been covered during the course. Given the combined management and engineering nature of the course, you may choose to produce a dissertation that spans both management and engineering perspectives and methodologies, or opt to apply either a management or an engineering focus. You will be expected to base your dissertation on real-world innovation management practice.

Our teaching and your learning
From interactive lectures to seminars, group project work to practitioner presentations, you will be exposed to a diverse range of teaching and learning techniques. You will be assessed via a variety of individual and group methods, including exams, projects, reports and presentations, as well as the final dissertation.

Real-world learning
The degree offers a compelling mix of innovation theory, hands-on techniques and industrial best practice. The teaching schedule is supplemented by presentations from external practitioners, active case studies, and trips to innovative engineering companies. We have numerous links with industry and you will be encouraged to make use of these networks, through interviews, site visits and project work. Throughout the course, you will be taught a range of practical tools to support innovation and technology management.

Innovation and Technology Management students at the McLaren Technology Centre

Entry requirements

A 2.1 or above (or its international equivalent) in Engineering, Management or another relevant discipline is usually required. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

English language requirements
If English is not your first language, we require evidence of an appropriate level of English proficiency.

We look for IELTS with a score of at least 6.5 overall with no less than 6.0 in each part; or its international equivalent. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

If you have completed the whole of your undergraduate studies in the UK, you are exempt from IELTS requirements.

Please note that these requirements are in line with the UKVI guidelines and may be subject to change at any time. IELTS results must have been achieved within the last two years.

If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course (academic skills and English language) available from the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc
100% of 2015 graduates from MSc in Innovation and Technology Management were employed within 6 months of graduation. *

Excellent career opportunities

Recent recruiters include:
- Accenture
- ABB Group
- BT
- EY
- OA Consultants
- PwC
- Tata Steel
- Unicef

2015 Class

<table>
<thead>
<tr>
<th>Number of applications</th>
<th>256</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number enrolled</td>
<td>34</td>
</tr>
<tr>
<td>% Male/Female</td>
<td>56/44</td>
</tr>
<tr>
<td>Average age</td>
<td>23</td>
</tr>
<tr>
<td>Number of nationalities</td>
<td>14</td>
</tr>
</tbody>
</table>

Fees

For the latest information please visit our website:
www.bath-innovate.com

Please see page 068 for details on how to apply.

The programme is perfect in combining engineering with the management of a company. Graduates from the programme act as an agent between the two extremes.

Natalie Wippel, MSc in Innovation and Technology Management graduate

Destination of graduates *

<table>
<thead>
<tr>
<th>Consulting/Analyst</th>
<th>33%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking/Finance</td>
<td>14%</td>
</tr>
<tr>
<td>Marketing/Sales</td>
<td>14%</td>
</tr>
<tr>
<td>Business/Management</td>
<td>10%</td>
</tr>
<tr>
<td>Supply Chain/Operations</td>
<td>10%</td>
</tr>
<tr>
<td>Engineering</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Employment data based on those who were looking for work and for whom data is held (68%). Based on Financial Times ranking methodology.
Course Structure

MSc in Innovation and Technology Management

<table>
<thead>
<tr>
<th>Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management of Innovation</td>
</tr>
<tr>
<td>Decision Analysis</td>
</tr>
<tr>
<td>Managing Product Development</td>
</tr>
<tr>
<td>Systematic Approaches for Innovation</td>
</tr>
<tr>
<td>Creativity and Design for Innovation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercialisation of New Technology</td>
</tr>
<tr>
<td>Innovation in Networks</td>
</tr>
<tr>
<td>Technology Strategy &amp; Organisation</td>
</tr>
<tr>
<td>Engineering Project Management</td>
</tr>
<tr>
<td>International Networks for Production, Service and Logistics</td>
</tr>
</tbody>
</table>

| Dissertation                                                              |

Offered by School of Management

Offered by Department of Mechanical Engineering

Please see the website for detailed information on the course units: www.bath-innovate.com
There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).
Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
I chose the MSc in International Management as it is important to me to meet people from different cultures and with different backgrounds.
MSc in International Management

The Bath MSc in International Management recognises that in the 21st century business environment, managers need to understand the complex challenges that shape today’s increasingly globalised marketplace and keep up with the pace of change.

Meet our graduates

Jana Chen
MSc in International Management graduate

I completed my Bachelor degree in Business Administration at the Vienna University of Economics and Business. The reason I chose Bath and the International Management course was that Bath is very well ranked, and I chose the MSc in International Management as it is important to me to meet people from different cultures and with different backgrounds. For me, it is so important to develop the soft skill of working with people from all over the world.

Living and studying in Bath is very different to living in Vienna. Bath is very small and familiar so it’s really relaxing and you can focus on studying; but at the same time there are clubs, bars and restaurants here. You meet great people and I think the balance between work and leisure is really great.

One of the skills I have developed here at Bath is when I was part of the events committee and my job was to promote events, sell tickets and talk to people. A skill I developed in class was presentation skills; I was very scared to talk in front of a big audience, but doing presentations in class really helped me to loosen up a bit.
The Bath MSc in International Management provides you with an advanced understanding of the international business environment by developing your global perspectives on business, informed by a deep understanding of the different national and cultural contexts in which firms operate.

It is distinct from other international management courses in that it offers an interdisciplinary and cross-functional perspective, integrating management studies with a broader understanding of the international economic environment.

Course structure
The MSc in International Management is an intensive, one-year degree starting in September and finishing in September the following year. If you successfully complete the degree you will graduate in December.

The course is divided into two 11-week semesters, and the summer period which runs from June until September.

Semester 1
During the first semester all students study the same three core modules as outlined in the diagram on page 041, plus two optional units.

Semester 2
In the second semester all students study the same two core modules as outlined in the diagram on page 041, plus three optional units.

Summer period
During the summer you will be able to choose between two tracks: Dissertation Track and Practice Track.

Both tracks allow you to demonstrate critical insight and reflective thinking about business/management/policy issues. The tracks also help develop your written and presentation skills, and your ability to develop effective arguments. All of these attributes are transferable skills relevant to the workplace and your future career.

Our teaching and your learning
You’ll be exposed to a diverse range of teaching styles and delivery techniques which may include lectures, interactive case-study based seminars, and student-led presentations.

We strongly believe in active learning. We expect you to share your thoughts and experiences in the classroom to demonstrate the impact of different cultural interpretations and nationally based perspectives on the issues we raise in class.

Assessment occurs through a variety of methods including coursework essays, case-study-based assignments and class presentations, as well as more traditional examinations. Some assessments will be based on your performance as an individual; others will be based on group work. We strongly encourage the use of multicultural groups as a device for the development of your cross-cultural awareness, negotiation, and managerial skills.

Dissertation Track
For the dissertation you will produce a piece of individually researched and written work (10-15,000 words) on a topic with a clear international dimension.

The Dissertation Track gives you the opportunity to do a piece of substantial work on your own, demonstrating originality, innovation, drive, and determination. The dissertation also enables you to plan and execute your own project, giving you complete choice and flexibility.
It has been very rewarding to work with students from the University of Bath. They provided some interesting and new insights on how we can develop our brand.

Simon Gould, Managing Director of BMT Hi-Q Sigma. Corporate Partner

Practice Track
The Practice Track gives you the opportunity to apply learned concepts and theories to practical issues. You will undertake a number of tasks, working both individually and with other members of your cohort, culminating in solving a real business challenge faced by a real business. Please see page 05 for more information on the Practice Track.

Entry requirements
A 2.1 or above (or its international equivalent) in Business/Management is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. You may also be considered if you have an undergraduate degree in a Social Science discipline with significant business/management components.

English language requirements
If English is not your first language, we require evidence of an appropriate level of English proficiency.

We look for IELTS with a score of at least 7.0 overall with no less than 6.5 in each part; or its international equivalent. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

If you have completed the whole of your undergraduate studies in the UK, you are exempt from IELTS requirements.

Please note that these requirements are in line with the UKVI guidelines and may be subject to change at any time. IELTS results must have been achieved within the last two years.

If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course (academic skills and English language) available from the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc
100% of 2015 graduates from International Management were employed within 6 months of graduation.*

**Excellent career opportunities**

- Recent recruiters include:
  - Aldi
  - Bank of Ningbo
  - BMW
  - Capgemini
  - Deloitte
  - Estee Lauder
  - EY
  - KPMG
  - L’Oréal
  - LinkedIn
  - M&G
  - Pernod Ricard
  - Reckitt Benckiser
  - UNIDO
  - Vodafone

**2015 Class**

<table>
<thead>
<tr>
<th>Number of applications</th>
<th>583</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number enrolled</td>
<td>75</td>
</tr>
<tr>
<td>% Male/Female</td>
<td>41/59</td>
</tr>
<tr>
<td>Average age</td>
<td>23</td>
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<tr>
<td>Number of nationalities</td>
<td>24</td>
</tr>
</tbody>
</table>

**Fees**

For the latest information please visit our website: [www.bath-international.com](http://www.bath-international.com)

Please see page 068 for details on how to apply.

**Destination of graduates * **

- 22% Commercial/Sales
- 20% Marketing
- 13% Consulting/Analyst
- 13% Business/Management
- 13% Finance/Accounting
- 7% Banking
- 4% Entrepreneur
- 8% Other

*Employment data based on those who were looking for work and for whom data is held (70%). Based on Financial Times ranking methodology.*
# Course Structure

## MSc in International Management

<table>
<thead>
<tr>
<th>Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysing International Management</td>
<td></td>
</tr>
<tr>
<td>The Global Environment of Business</td>
<td></td>
</tr>
<tr>
<td>Cross-Cultural Management</td>
<td></td>
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</tbody>
</table>

**Semester 1 Optional Units**

Choose **two** out of the following:
- Fundamentals of Accounting and Financial Management
- Innovation, Industrialisation & International Competitiveness
- Environmental Management
- Business Ethics
- Global Marketing
- Operations Management
- International Relations Theories

<table>
<thead>
<tr>
<th>Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysing International Management</td>
<td></td>
</tr>
<tr>
<td>International Business Strategy</td>
<td></td>
</tr>
</tbody>
</table>

**Semester 2 Optional Units**

Choose **three** out of the following:
- Understanding Employment Law
- Financial Management for International Business
- Project Management
- E-marketing
- Entrepreneurship and Innovation
- Global Governance and Accountability
- Principles of Corporate Social Responsibility
- Supply Management
- Strategies for Sustainability
- Managing Strategic Partnerships
- Design in Management

Dissertation or Practice Track

Please see the website for detailed information on the course units: [www.bath-international.com](http://www.bath-international.com)

There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: [http://go.bath.ac.uk/pgp-important-terms](http://go.bath.ac.uk/pgp-important-terms)
I chose the MSc in Management for its comprehensive grounding in all aspects of business management, and close links with hundreds of blue chip companies. 

Ben Dawes,
Commercial Executive at Dyson

Each module that I undertook was highly relevant in today’s business environment. The knowledge gained through the taught modules and the experience of their practical application through the Practice Track and other projects has tremendously added to my skill-set.

Bharat Bajaj,
Graduate Auditor at BDO LLP
MSc in Management

The Bath MSc in Management develops your knowledge across a broad range of core business skills.

Meet our graduates

Ben Dawes
MSc in Management, Commercial Executive at Dyson

During my BSc in Politics and International Relations, also at the University of Bath, I built-up work experience across Europe and Asia. I was advised by many Senior Executives that a Master’s degree was essential for a high level career outside the UK, and that Business Management would be the most suitable and complementary subject given my BSc.

I chose the MSc in Management for its comprehensive grounding in all aspects of business management, and close links with hundreds of blue chip companies. Moreover, having recently endured a dissertation, the option to take the ‘Practice Track’ and carry out practical consultancy over the summer was very appealing.

Most weeks involve around 12-14 hours of lectures and seminars. On top of this you have a 2-hour career skills session each week. Having not done Maths since GCSE, I found the Accounting and Finance modules difficult, yet extraordinarily rewarding. Going forward in my career, these hard skills will undoubtedly prove invaluable. Furthermore, working in very international groups is an important skill to learn and can be rewarding.

I am hugely grateful to the Careers Advisors at Bath. Through this service, I was introduced to the Head of Graduate Recruitment at Dyson and coached through the application and assessment process. I am now an International Commercial Executive at Dyson. The two year graduate scheme starts at their HQ in Malmesbury and is followed by an overseas posting for the second year.

Bharat Bajaj
MSc in Management with Finance, Graduate Auditor at BDO LLP

After graduating with a specialised degree in Economics from Delhi University, I wanted to learn more about business management. I saw a Master’s as an opportunity to polish my soft skills and gain experience of studying and working in an internationally diverse culture.

The MSc in Management at Bath is unique and highly flexible. My prior experience of investing in the stock markets helped develop an interest in accounting and finance. At the same time, I also wanted to study business management modules. The MSc in Management allowed me to choose my modules and tailor my course to specialise in Finance. This has helped me to develop a thorough understanding about the financial aspects of business alongside the managerial aspects.

Each module that I undertook was highly relevant in today’s business environment. The knowledge gained through the taught modules and the experience of their practical application through the Practice Track and other projects has tremendously added to my skill-set. I also made some amazing friends from more than 11 different countries across the world. In such an internationally diverse class, I never failed to learn something new from each interaction.

The School of Management has an incredible career service team. Not only was I helped with choosing the right field of work, but I was also supported through each job application. I also hugely benefited from the career development workshops, seminars and company presentations that were regularly held. Being an international student, it may be slightly more difficult to secure the job of your choice, however, it is very much possible if one works for it. I have secured a Graduate Auditor’s position with BDO LLP in Reading, UK and will be joining the company later this year.
In the Financial Times Master’s in Management ranking, the Bath MSc in Management is in the top 15 in the UK, making it one of the best programmes of its kind.

Meet the Faculty

Dr Maria Battarra, Director of Studies

“As the Director of Studies, my responsibility is to provide students with the knowledge, skills and motivation that will guide them in identifying and achieving their goals. My research focuses on developing optimisation algorithms for real world applications, including but not limited to vehicle routing problems, scheduling problems, disaster relief management, and maritime logistics.”

Our MSc in Management provides you with a solid grounding in all the key management disciplines including marketing, finance, and human resources, equipping you with the necessary skills and knowledge to give your career a head-start.

Our MSc in Management is distinct in that it enables students from a wide range of subject backgrounds with no previous experience of management to gain a thorough understanding of the core business functions essential in today’s global marketplace.

Course structure
The degree is divided into two semesters and the summer period.

Semester 1
During the first semester all students study the same five core units.

Semester 2
In the second semester all students take “Methods of Management Research”. Additionally you are invited to choose four optional units as outlined in the diagram on page 047.

Summer Period
During the summer you will be able to choose between two tracks: Dissertation Track and Practice Track. Both tracks allow you to demonstrate critical insight and reflective thinking about business/management/policy issues. The tracks also help develop your written and presentation skills, and your ability to develop effective arguments. All of these attributes are transferable skills relevant to the workplace and your future career.

Option to specialise
If you pass the optional taught units plus a dissertation or practice track in a particular area of specialism, you will graduate with one of the following combinations:

• MSc in Management with Finance
• MSc in Management with Marketing
• MSc in Management with Operations Management
• MSc in Management with Human Resource Management
• MSc in Management with Corporate Social Responsibility

If you choose options which result in you not having studied four units from a particular specialist area, or if the dissertation or practice track is in a different subject from the optional units taken, you will graduate with the general MSc in Management.

A diverse study environment
The high academic calibre and varied backgrounds of our students mean that you will benefit from a rich and stimulating learning environment. From standard lectures to seminars, group project work to practical workshops, you’ll be exposed to a diverse range of teaching and learning techniques. You will be assessed via a variety of methods including individual and group coursework and exams.

Dissertation Track
For the dissertation you will produce a piece of individually researched and written work (10–15,000 words).

The Dissertation Track gives you the opportunity to do a piece of substantial work on your own, demonstrating originality, innovation, drive, and determination. The dissertation also enables you to plan and execute your own project, giving you complete choice and flexibility.

Practice Track
The Practice Track gives you the opportunity to apply learned concepts and theories to practical issues. You will undertake a number of tasks, working both...
individually and with other members of your cohort, culminating in solving a real business challenge faced by an actual company. Please see page 05 for more information on the Practice Track.

Exemptions from professional examinations
If you choose to specialise in Marketing, Operations Management or Finance you will be able to apply for exemptions from certain professional examinations offered by bodies such as the Chartered Institute of Marketing (CIM), the Chartered Institute of Management Accountants (CIMA) and the Chartered Insurance Institute (CII). Please contact the relevant body for details on the exemption process.

Entry requirements

A 2.1 or above (or its international equivalent) is usually expected. This may be in any subject except Business/Management. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

You will also need:

- Mathematics: a minimum of GCSE Grade C or international equivalent.
- English: a minimum of GCSE Grade C or international equivalent.

English language requirements
If English is not your first language, we require evidence of an appropriate level of English proficiency.

We look for IELTS with a score of at least 7.0 overall with no less than 6.5 in each part; or its international equivalent. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

If you have completed the whole of your undergraduate studies in the UK, you are exempt from IELTS requirements.

Please note that these requirements are in line with the UKVI guidelines and may be subject to change at any time. IELTS results must have been achieved within the last two years.

If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course (academic skills and English language) available from the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc

Aside from equipping me with a detailed understanding of business, the MSc in Management significantly improved my CV and introduced me to an international network of young professionals.

Joe Hill, MSc in Management graduate, Consultant, BMT Hi-Q Sigma
100% of 2015 graduates from MSc in Management were employed within 6 months of graduation. *

Excellent career opportunities

Recent recruiters include:

• Accenture
• Daimler China
• Danone
• Deloitte
• EY
• HSBC
• Huawei
• KPMG
• L’Oréal
• P&G
• National Audit Office
• NHS
• Novartis

2015 Class

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Fees

For the latest information please visit our website:
www.bathmanagement.com

Please see page 068 for details on how to apply.

Destination of graduates *

- 20% Graduate Management Programme
- 18% Finance/Accounting
- 13% Marketing
- 13% Commercial/Sales
- 10% Consulting/Analyst
- 10% Supply Chain/Operations
- 8% Banking
- 3% Education
- 5% Other

*Employment data based on those who were looking for work and for whom data is held (77%). Based on Financial Times ranking methodology.
Course Structure

MSc in Management

Semester 1 Compulsory Units


Semester 2 Compulsory Unit

Methods of Management Research

Semester 2 Optional Units

Choose four from:

- Management consulting: data driven approaches
- Leading & managing change
- Entrepreneurship and innovation
- New product development
- Strategies for sustainability
- Virtual organising: understanding group behaviour online
- Understanding employment law
- Strategic management
- Fundamentals of corporate finance
- Financial management for international business
- Project management
- Strategy and human resource management
- Strategic brand management
- Investment banking
- Global governance and accountability
- Principles of corporate social responsibility
- Supply management
- Business analytics
- Consumer behaviour
- Managing strategic partnerships
- Risk & risk management

* These options are for guidance only. Units may be added or withdrawn at any time. The units listed will not always be available in any one year but a wide selection will always be available.

Generalist Route

Any four optional units

Dissertation or Practice Track

Graduate with MSc in Management

Specialist Route

Three or four optional units in the same specialism (plus one generalist unit, depending on the specialism)

Dissertation or Practice Track in the same specialism

Graduate with MSc in Management with Specialism

Please see the website for detailed information on the course units: www.bathmanagement.com

There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
The University of Bath provided me with invaluable help and support in preparing me to start my career in marketing.
MSc in Marketing

Meet our graduates

Hugh Ayling
MSc in Marketing graduate worked at Procter and Gamble on graduating, now working at Danone.

The University of Bath is consistently ranked among the best universities in the country with leading faculty, excellent facilities and a stunning campus set in a fantastic World Heritage City. The School of Management is consistently considered to be one of Europe’s leading business schools and when you meet the lecturers it’s easy to see why. The teaching staff pride themselves on being at the cutting-edge of theory and balance this well with lectures and seminars that encourage students to apply this to practice.

The University of Bath provided me with invaluable help and support in preparing me to start my career in marketing. One of several ways in which the School of Management helped me was through the Professional Development Programme (PDP) whereby students are able to network with blue chip companies, receive 1:1 help with job applications and attend sessions focusing on skills development. It was through the PDP that I met with representatives from Procter and Gamble, where I started my career.

Career update: I am now working at Danone as Brand Manager for Evian and Badoit.
The Bath MSc in Marketing will deepen your understanding of core marketing theories and concepts, whilst providing you with a desirable skill-set valued by the marketing industry.

Meet the Faculty

Dr Zoe Lee, Director of Studies

“My research focuses on understanding the dynamics of brand management. I study how managers manage their corporate brands in times of change, for example, how can brand orientation and market orientation co-exist in harmony? What’s the influence of corporate heritage? At a consumer level, I am interested to understand how consumers respond to negative brand information. In particular, do they stay or walk away from the brand because it is perceived as inauthentic? My work can be applied by managers seeking sustainable marketing strategy across different industries.”
Entry requirements

A 2.1 or above (or its international equivalent) is usually expected. This must be in a subject with significant business / management components. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

Your undergraduate degree should include significant marketing content, but you may also be considered if you have sufficient work experience in marketing and a management-related degree.

This course is open to graduates who currently have little or no practical experience. Applications from excellent candidates with degrees in other disciplines may be considered by exception.

English language requirements

If English is not your first language, we require evidence of an appropriate level of English proficiency.

We look for IELTS with a score of at least 7.0 overall with no less than 6.5 in each part; or its international equivalent. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html.

If you have completed the whole of your undergraduate studies in the UK, you are exempt from IELTS requirements.

Please note that these requirements are in line with the UKVI guidelines and may be subject to change at any time. Academic IELTS results must have been achieved within the last two years.

If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course (academic skills and English language) available from the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc.
Recent recruiters include:
- British Council
- Colgate-Palmolive
- Google
- Johnson & Johnson
- Lindt & Sprüngli
- LV
- Periscopix
- Yamaha

For the latest information please visit our website: www.bath-marketing.com
Please see page 068 for details on how to apply.

97% of 2015 graduates from MSc Marketing were employed within 6 months of graduation.*

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<th>Excellent career opportunities</th>
<th>2015 Class</th>
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<td>Recent recruiters include:</td>
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<td>British Council</td>
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</tbody>
</table>

Fees

For the latest information please visit our website: www.bath-marketing.com

**Destination of graduates** *

- 75% Marketing
- 16% Business/Management
- 9% Other

*Employment data based on those who were looking for work and for whom data is held (67%). Based on Financial Times ranking methodology.
Course Structure

MSc in Marketing

Semester 1
- Marketing to Businesses and Organisations
- Marketing and Society
- Advertising Theory and Practice
- Strategic Marketing
- Consumer Psychology

Semester 2
- Strategic Brand Management
- Research Methods for Marketing
- E-Marketing
- International Marketing Across Cultures

Semester 2 Optional Units
Choose one from:
- Understanding employment law
- Financial management for international business
- Project management
- Principles of corporate social responsibility
- Business analytics
- New product development
- Design in management

Semester 3
- Dissertation or Practice Track

Please see the website for detailed information on the course units: www.bath-marketing.com

There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g., a particular unit/module).

Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
I love the variety and that you get to work with loads of people in supply chain management. You could be working in logistics or supply planning, or you could be forecasting. All the skills and behaviours that you learn are really valid and you can grow within a company a lot. For me, I think that’s really exciting.

Kamila van Kampen
Senior Supply Planning Manager,
Innocent Drinks
MSc in Operations, Logistics and Supply Chain Management

The Bath MSc in Operations, Logistics and Supply Chain Management provides conceptual, analytical, and practical insights into the effective management of operations in global organisations.

Operations management impacts everything around us. From the clothes you wear to the books you read, every item is brought to you by operations managers who arranged its delivery.

In today’s globalised marketplace it’s more important than ever that managers have the knowledge and expertise to manage the production and delivery of products and services. This course will give you advanced knowledge and skills to give you the confidence to embark on a career in this exciting field and become a well-connected supply chain professional with a skill set in high demand across industry sectors.
The Bath MSc in Operations, Logistics and Supply Chain Management is an intensive 12-month course designed for those with a desire to work in the managerial or consulting areas of operations, logistics or supply chain.

The course offers a number of unique features and benefits:

- **Work with clients from day one:** Hands-on experience of real projects is essential to understanding Operations, Logistics and Supply Chain Management. Our unique feature, The Practicum, provides the opportunity to work on a live consulting project with a client throughout the year.

- **Small class size:** Postgraduate education in OLSC is driven towards small group classes and individual coaching. Our MSc is deliberately “boutique”, providing an enhanced student learning experience.

- **Accredited by CIPS, CILT and APM:** Accreditation by these organisations not only ensures top quality standards but also gives you the chance to enjoy all the benefits that CIPS, CILT and APM offer to their members.

Two-Semester Practicum

We believe in creating opportunities for students to put theory into practice. You will receive engaging research-led teaching alongside numerous engagements with industry. A unique aspect of the course is our two semester practicum. The practicum is a live consulting project that places you in the position of a consultant working with a client to solve a live management challenge.

Course structure

The MSc in Operations, Logistics and Supply Chain Management is an intensive one-year degree starting in September and finishing in September the following year. If you successfully complete the degree you will graduate in December. The degree is divided into two 11-week semesters, and the summer period from June until September.

Semester 1

During the first semester all students study the same five core units.

Semester 2

In the second semester all students study the same three core units. Additionally students are invited to choose two optional units as outlined in the diagram on page 057.

Dissertation

During the final three months of the degree you will produce a 10-15,000 word dissertation. The dissertation gives you the opportunity to do a piece of substantial work on your own, demonstrating originality, innovation, drive, and determination. The dissertation can be done as a project in a company, subject to approval by the Director of Studies.

Our teaching and your learning

You will be exposed to a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations and group project work. Our lecturers are renowned for their innovative teaching methods that encourage student engagement and effective classroom dynamics.

We believe it is important to have the right balance between theory and practice. We run a range of Operations and Supply Chain simulation classes designed to maximise your practical learning within the classroom.

A variety of individual and group assessment methods are used throughout the degree including business and consultant reports alongside essays, exams and presentations.

Fees

For the latest information please visit our website: www.bath-operations.com

Please see page 068 for details on how to apply.
Course Structure

MSc in Operations, Logistics and Supply Chain Management

Entry requirements

A 2.1 or above (or its international equivalent) is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

In exceptional cases, relevant work experience may substitute the degree requirement; however you should have no more than three years’ work experience.

English language requirements

If English is not your first language, we require evidence of an appropriate level of English proficiency.

We look for IELTS with a score of at least 7.0 overall with no less than 6.5 in each part; or its international equivalent. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

If you have completed the whole of your undergraduate studies in the UK, you are exempt from IELTS requirements.

Please note that these requirements are in line with the UKVI guidelines and may be subject to change at any time. IELTS results must have been achieved within the last two years.

If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course (academic skills and English language) available from the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc

Please see the website for detailed information on the course units: www.bath-operations.com

There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
I chose the MSc in Sustainability and Management because I am passionate about business sustainability and wanted to further my knowledge in this subject area, and the University of Bath is one of the few universities in the country that offers a course of this kind.
MSc in Sustainability and Management

The Bath MSc in Sustainability and Management will provide you with a solid understanding of sustainability issues relating to corporate social responsibility, whilst developing your skills in the core business disciplines.

Meet our graduates

Holly Fairbairn
MSc in Sustainability and Management graduate, now completing a PhD at Bath

I wanted to do a course where I could apply and develop the skills and knowledge I gained from my undergraduate degree in a narrower, more focused subject area. I chose the MSc in Sustainability and Management because I am passionate about business sustainability and wanted to further my knowledge in this subject area, and the University of Bath is one of the few universities in the country that offers a course of this kind. I felt that the management aspect of the course would develop my knowledge and skills in a way that would be applicable in the real business world, and felt that it would present me with excellent career opportunities. On top of this, the excellent rankings and recommendations from friends led me to choose the University of Bath.

On top of the various skills you develop from the work you do on the course itself, such as writing, presentation and teamwork, you also have many opportunities to learn in other areas. For example, there are many societies that you can join and there are fantastic sports facilities that can be utilised. During my MSc year, I decided to learn a language, as students can do a course free of charge. As I had already done German A-level at school, I chose to continue learning this, which was a really valuable opportunity for me.

Bath is a really beautiful city and there is a lot to see and do. The university campus is really easily accessed with regular buses, and everything you need for the day is there. I live in Bristol, which is only a ten-minute train journey away from Bath and is also a fantastic city with loads to do. For me, the benefit of having these two amazing cities in such a close proximity is a definite bonus of studying in Bath.

Although it was not originally my plan when I started the MSc at Bath, I loved the course so much and found the teaching particularly inspiring, I decided to stay on at the University to complete a PhD. My research focuses on corporate reputation; specifically examining the effects of social interaction on individuals’ judgments of firms’ CSR activities. So far I have presented my work at four conferences, which has not only taken me to some fantastic locations – from Costa Rica to California - but has also given me the opportunity to meet top scholars from all over the world. I have had an amazing PhD experience and plan to remain in academia after graduation, to continue with research and teaching.
The Bath MSc in Sustainability and Management provides you with a deep awareness and critical appreciation of the importance of sustainability issues relating to corporate social responsibility.

At the same time, this innovative degree will develop your skills in the core business disciplines. The course explores the challenges for managerial decision-making that arise from the strategic imperative to safeguard the sustainability of the firm and its relationships with communities, society and the natural environment.

The degree will:

• Deepen and advance your understanding of corporate sustainability
• Provide you with a comprehensive knowledge and appreciation of significant contemporary issues in business and management research with a particular emphasis on issues relating to corporate social responsibility and environmental sustainability
• Enable you to balance theory with practical application
• Develop your key business skills including group-working skills, project management and presentation skills
• Leverage the expertise of nationally and internationally recognised faculty who have successfully published in the world’s top journals
• Prepare you for a wide variety of business/management roles

Course structure
Our MSc in Sustainability and Management is an intensive full-time degree lasting 12 months. The course is divided into two 11 week semesters and the summer period which runs from June-September.

Semester 1
During the first semester all students study the same five core units.

Semester 2
In the second semester all students take the same four core units. Additionally you are invited to choose one optional unit as outlined in the diagram on page 063.

Summer Period
During the summer you will be able to choose between two tracks: Dissertation Track and Practice Track. Both tracks allow you to demonstrate critical insight and reflective thinking about business/management/policy issues. The tracks also help develop your written and presentation skills, and your ability to develop effective arguments. All of these attributes are transferable skills relevant to the workplace and your future career.

Dissertation Track
For the dissertation you will produce a piece of individually researched and written work (10-15,000 words).

The Dissertation Track gives you the opportunity to do a piece of substantial work on your own, demonstrating originality, innovation, drive, and determination. The dissertation also enables you to plan and execute your own project, giving you complete choice and flexibility.

Practice Track
The Practice Track gives you the opportunity to apply learned concepts and theories to practical issues. You will undertake a number of tasks, working both individually and with other members of your cohort, culminating in solving a real business challenge faced by a real business. Please see page 05 for more information on the Practice Track.

Meet the Faculty

Dr Johanne Grosvold,
Director of Studies

“My main research interests are in corporate governance, responsible management and institutional theory.”
Our teaching and your learning
You will be exposed to a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations and group project work. As this is a Master’s level course, we place a significant emphasis on independent, directed, private study that is often conducted in learning sets or groups. A variety of individual and group assessment methods are used throughout the degree including assignments, exams, presentations, reports and exercises.

Entry requirements
A 2.1 or above (or its international equivalent) is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

English language requirements
If English is not your first language, we require evidence of an appropriate level of English proficiency.

We look for IELTS with a score of at least 7.0 overall and no less than 6.5 in each part; or its international equivalent. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

If you have completed the whole of your undergraduate studies in the UK, you are exempt from IELTS requirements.

*Please note that these requirements are in line with the UKVI guidelines and may be subject to change at any time. IELTS results must have been achieved within the last two years.*

Sustainability is an increasingly important issue for contemporary businesses…managers need to take into account social and environmental aspects of their decisions.

Oliver Bryant, MSc in Sustainability and Management Graduate, now Procurement Officer at Williams Advanced Engineering.

If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course (academic skills and English language) available from the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc
Recent recruiters include:

- AlphaSights
- B Braun
- EE
- Environmental Science Technology Consultants
- Insight – International Management Consulting
- IMS – Sustainability and CSR Consulting
- Triodos Bank

For the latest information please visit our website: www.bathsustainability.com

Please see page 068 for details on how to apply.

100% of 2015 graduates from MSc Sustainability and Management were employed within 6 months of graduation. *

Excellent career opportunities

Recent recruiters include:

- AlphaSights
- B Braun
- EE
- Environmental Science Technology Consultants
- Insight – International Management Consulting
- IMS – Sustainability and CSR Consulting
- Triodos Bank

2015 Class

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Fees

For the latest information please visit our website: www.bathsustainability.com

Please see page 068 for details on how to apply.

The School of Management has been ranked third in the UK and 17th overall in the Corporate Knights Better World MBA 2016 ranking.

Destination of graduates *

- 39% Consultancy
- 25% Banking/Finance
- 12% Business/Management
- 12% Engineering
- 12% Marketing

*Employment data based on those who were looking for work and for whom data is held (82%). Based on Financial Times ranking methodology.
Course Structure

MSc in Sustainability and Management

Semester 1

- Business Economics
- Business Ethics
- Marketing
- Environmental Management
- Operations Management

Semester 2 Compulsory Units

- Strategies for Sustainability
- Methods of Management Research
- Global Governance and Accountability
- Principles of Corporate Social Responsibility

Semester 2 Optional Units

Choose one out of the following units:
Virtual organising: understanding group behaviour online, Understanding employment law, Strategic management, Management consulting: data driven approaches, Project management, Strategy and human resource management, Leading & managing change, Entrepreneurship and innovation, Supply management, Business analytics, Consumer behaviour, Managing strategic partnerships, New product development, Risk & risk management, Director of Studies approved unit

Dissertation or Practice Track

Please see the website for detailed information on the course units: [www.bathsustainability.com](http://www.bathsustainability.com)

There may be rare occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: [http://go.bath.ac.uk/pgp-important-terms](http://go.bath.ac.uk/pgp-important-terms)
Life on campus

Compact and purpose-built, our campus is set in extensive grounds with open views across the beautiful hills of the West Country, but is only a mile from the city centre.

The library, shops, banks, Post Office, Students’ Union, bars, cafés and restaurants are grouped around a central pedestrian parade, creating a strong sense of social and academic community. There are also dental and medical centres on campus.

Excellent facilities and support
As a top UK University, Bath provides all the world-class support services and facilities you would expect. Recent substantial capital investment in new buildings and facilities means that physical working conditions are modern and pleasant. Bath has one of only two university libraries in the UK that are open 24 hours a day, all year round including national holidays.

The University’s Chaplaincy provides a meeting place and base for several University societies representing many denominations and faiths. The Edge Arts runs a vibrant and thriving programme of activities encompassing all kinds of music, theatre and dance, creative and visual arts. You also have the opportunity to develop your language skills in a range of options from French to Mandarin Chinese. Classes are run through the University’s Foreign Languages Centre.

The Students’ Union
The Students’ Union (SU) runs over 100 clubs and activities and is recognised by the NUS as one of the top three in the country. The SU regularly plays host to some great bands and has its own nightclub on campus, as well as several bars and cafés. The Union’s Sports Association offers a diverse range of sporting clubs, utilising the excellent facilities provided by our world-class Sports Training Village.

Some of the UK’s best sports facilities
The University’s Sports Training Village offers some of the best sporting facilities in the country, and a number of Olympic athletes train on campus. Facilities includes: an Olympic-size swimming pool, floodlit 8-lane athletics track, a 12-court multi-purpose sports hall, a judo dojo, fencing and shooting facilities, 18 tennis courts, a fitness and conditioning suite, extensive rugby and football pitches and bobsleigh/skeleton push-start track.

Accommodation
We offer over 600 postgraduate accommodation places located within Bath, which are owned by the University and maintain a database of privately owned, self-catered accommodation available to rent in the Bath area.

Living off campus offers the chance to take a break from your academic work with cinemas and theatres on hand, as well as numerous restaurants, cafés and pubs and a great range of shopping.

Bath is also home to several excellent museums and galleries, and hosts various arts festivals throughout the year.

For more information visit: www.bath.ac.uk/study/pg/accommodation
We celebrated our 50th Anniversary in 2016

Carpenter House accommodation

Our compact campus overlooks the city of Bath

All students have access to our outstanding sports facilities

The campus is set in extensive landscaped grounds

The Edge Arts and Management building
Life in Bath

Bath is a dynamic, safe, cultural and historic city.

Voted one of the UK’s top three favourite cities (Guardian & Observer Travel Awards), Bath is one of the most interesting, cosmopolitan and vibrant cities in the UK. It is also on UNESCO’s World Heritage list.

As well as being a very safe city, Bath is spectacularly beautiful. Its striking architecture, the Roman Baths, medieval Abbey, and world famous Georgian squares and sweeping crescents built of honey-coloured stone, all combine to make it one of the most remarkable cities in Europe.

The best-known feature of the city is the natural hot water spring. This was first used by the Celts who believed it to be sacred but was more famously used by the Romans, who built the extensive baths from which the city takes its name. The Roman Baths represent one of the most complete ancient sites in the world, much of it unchanged for 2000 years.

At the Thermae Bath Spa, Britain’s only natural thermal spa, visitors can also enjoy the warm, mineral-rich waters. The open-air, rooftop pool boasts spectacular views across the skyline of Bath and is the perfect place to unwind.

The social scene
Bath is a lively city offering some of the best shopping and cultural attractions outside London. As well as many small and independent retailers, there is also a main shopping centre, South Gate. Bath also has a huge variety of restaurants, cafes, bars, pubs, clubs, three theatres, cinemas and a wide range of museums.

Innovation in Bath
The South West is one of the fastest developing regions in the UK and Bath and Bristol are at the centre of its growing economy. Bath is well-known as a creative hub and significant investment has been made towards its design and technology sector. The collaborative community attracts ambitious, talented people from a range of industries making Bath an ideal location for creatives and entrepreneurs.

The University of Bath Innovation Centre provides a unique environment that combines work space, business support and inspiration. Its thriving entrepreneurial network reaches out from the City of Bath across the UK. For more information visit www.ubic.org.uk

Beyond the city
London is approximately 90 minutes from Bath by train and there is a frequent service operating every 30 minutes. For those who want to explore a larger city, Bristol is about fifteen minutes away. Bristol is the South-West’s capital, offering a lively restaurant bar and music scene. Bristol International Airport provides fast access to an ever increasing number of destinations.

For those seeking quieter retreats, Bath is surrounded by beautiful countryside. The famous Neolithic monument of Stonehenge, ‘a wonder of the ancient world’ is just 35 miles away and Glastonbury, home to the world-famous international music festival, is just 20 miles from the city.

Go to www.visitbath.co.uk to find out more about the city.
... Bath is the most pleasant place one can envisage to carry out both study and after study activities.

Ginevra Corti, MSc in Accounting and Finance graduate

1. Student event at the Roman Baths
2. Pulteney Bridge and the River Avon
3. The city is surrounded by beautiful countryside
4. Relaxing in front of the Royal Crescent
5. Bath has a compact city centre
6. Rooftop pool at the Thermae Bath Spa
We are delighted that you are considering applying for one of our Master’s courses.

To apply for our courses you must complete the online application form at: www.bath.ac.uk/study/pg/applications.pl

If you are not able to make an online application, please contact the MSc Admissions Office to discuss alternative arrangements.

To process your application we require:

- A fully completed application form.
- One completed reference. This should be an academic reference from a university tutor. A reference relating to your pre-university studies is not an acceptable form of academic reference. If you wish to supply a second reference you may do so; this may be from an employer.
- An academic transcript of your most recent university results/grades.
- Copies of IELTS (for non-native speakers of English) – you may send this information at a later date.

Application process:

- Applications should be made online at: www.bath.ac.uk/study/pg/applications.pl
- You will be required to register, after which you will receive a username and password to log-in to your application.
- Complete the online application form.
- Upload copies of your transcripts and certificates. If you have not completed your studies please provide copies of the transcripts you have to date.
- We will contact your referee by email and request a reference. You may upload a copy of your reference if you already have this.
- Upload copies of IELTS results (for non-native speakers of English), if available.

Please note that the University does not issue any hard copies of letters. All information regarding your application can be found on the Application Tracker. The Application Tracker enables you to follow the progress of your application. You will receive emails alerting you to check your Application Tracker when there is new information for you to read.

Combined offers
If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course available from the University’s Academic Skills Centre – www.bath.ac.uk/asc. You may also be eligible for a combined offer, which adds the five or ten-week summer Pre-sessional Management course to your degree to make a 13 or 14 month course.

Ten-week pre-sessional combined offer: Your English level must be no less than one IELTS band below the entry requirements for your chosen course (overall and in each of the four components).

Five-week pre-sessional combined offer: Your English level must be no less than IELTS 0.5 below the entry requirements for your chosen course (overall and in each of the four components).

IELTS results must have been achieved within the last two years.

If you are interested in this option and require further guidance on eligibility, please contact the MSc Admissions Team.

Application deadline
Please see the website for details.

Please note
Applications will not be considered without the payment of the application fee. Please don’t forget to pay the £60.00 application fee.

Failure to pay the application fee will result in a delay in your application being processed.

Please see the website for details on how to pay the application fee. You will be required to produce the original hard copy of all documents at registration.

Accepting your offer
If you are offered a place, you will need to accept via the Application Tracker System and pay a £1,000 deposit to secure your place on the course. Information on how to do this will be provided in your offer letter.

Scholarships
We have a limited number of scholarships available for outstanding applicants. Please see our website for further details or contact the MSc admissions team at: msc-mn@bath.ac.uk
How to find us

Bath is located in South West England and has excellent public transport links.

Travel
The University is easily accessible from the UK’s motorway network, being approximately 16 kilometres from junction 18 of the M4. Bath Spa railway station is on the main line between London and Bristol. It can be reached from the north or south via Bristol Temple Meads. Express coach services also run between London and Bath.

For further travel advice please visit: www.bath.ac.uk/travel-advice/
The Bath MSc

MSc in Accounting and Finance, MSc in Finance,
MSc in Finance with Banking, MSc in Finance with Risk Management
MSc in Business Analytics
MSc in Entrepreneurship and Management
MSc in Human Resource Management and Consulting
MSc in Innovation and Technology Management
MSc in International Management
MSc in Management
MSc in Marketing
MSc in Operations, Logistics and Supply Chain Management
MSc in Sustainability and Management

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