The Bath BSc

BSc in Accounting and Finance
BSc in Business Administration
BSc in International Management and Modern Languages
BSc in Management
BSc in Management with Marketing
BSc in International Management

Daniel Goord and Emily Conti
BSc in Business Administration
on placement at Zurich
Welcome

Why choose Bath?

Great careers, great companies

Which programme is right for you?

BSc (Hons) in Accounting and Finance

BSc (Hons) in Business Administration

BSc (Hons) in International Management and Modern Languages

BSc (Hons) in Management programmes

BSc (Hons) in Management

BSc (Hons) in Management with Marketing

BSc (Hons) in International Management

BSc (Hons) in Management Programmes

entry requirements

The Professional Development Programme

What else can I expect from my undergraduate degree?

Life on campus

Life in Bath

Accommodation and living costs

Scholarships, fees and how to apply

Contact us

How to find us
Welcome to the Bath Advantage.

Our students have a genuine appetite for learning. They are eager to be given fresh ideas and they are ambitious for their future careers.

To equip students with the best possible opportunities, our academics conduct world-class research on an on-going basis. 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?

Consistently high-ranking, exceptional links with business, excellent career prospects, and a safe and friendly campus in a beautiful city. This is the Bath Advantage.

- The University is currently undergoing a £100 million investment programme to include new teaching space, accommodation, and a Centre for the Arts
- Our £30 million Sports Training Village offers some of the best sports facilities in the country and played a key role in London 2012
- We have one of the safest campuses in the UK, recognised with a national police security award
- Our £5.5 million Student Centre, which opened in 2010, houses our award-winning Students’ Union and is the hub of student life on campus

"9 out of 10 students would recommend the University of Bath to their friends."

_The Times Higher Education Student Experience Survey 2013_

"Students like the community feel of campus life, and one of the lowest dropout rates in Britain would suggest they are well supported."

_The Sunday Times Good University Guide 2014_

- Bath is a lively city with many highlights including the Thermae Bath Spa, the historic Roman Baths, beautiful Georgian architecture, and a wide range of cafes, bars, nightclubs, theatre and cinema
- We’re just 90 minutes from London and 15 minutes from Bristol by train
Most undergraduates take courses with placements or a period of study abroad, which helps to produce outstanding graduate employment figures.

The Sunday Times University Guide 2014

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

Overall, I am satisfied with the quality of this course

Employment six months after the course (in a professional or managerial job)

Salary six months after the course (in a professional or managerial job)
Great careers, great companies

We combine world-class teaching with corporate exposure and professional development training to make you work-ready when you graduate.

Education for the real world
Our graduates are extremely attractive to employers. Part of the reason for our success in producing highly employable graduates is our emphasis on providing education and training for the real world. We do this by preparing you to be work-ready through a combination of excellent teaching by leading academics, a highly successful work placement programme, excellent links with industry, and professional development training throughout your studies, covering elements such as commercial awareness and interview skills.

Bath is well-known for the success of its graduates, even when the employment market is tough. 89.3% of Bath students land graduate-level jobs when they leave us, with only four London colleges, Cambridge and Buckingham achieving better results than this (The Sunday Times University Guide, 2013).

The Key Information Set (KIS), published in 2013, highlights the success of our graduates, both in terms of employment and starting salaries. Compared to similar programmes at other top universities, our graduates often lead in the data:

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If I was to pick out some of the factors that distinguish a Bath student from others, I would say that they tend to have a very high level of commercial awareness. They’re also very resilient and able to take on challenges as they come. They’re confident about taking their own stance on things.

Sepha Brook, Graduate Programme Manager, L’Oréal

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How we compare:

<table>
<thead>
<tr>
<th>Programme</th>
<th>Bath</th>
<th>Warwick</th>
<th>Exeter</th>
<th>City</th>
<th>Newcastle</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSc in Business Administration</td>
<td>£28,000</td>
<td>£26,000</td>
<td>£24,000</td>
<td>£25,000</td>
<td>£19,000</td>
</tr>
<tr>
<td>BSc in Accounting and Finance (4-year)</td>
<td>£29,000</td>
<td>£25,000</td>
<td>£22,000</td>
<td>£25,000</td>
<td>£22,000</td>
</tr>
<tr>
<td>BSc in International Management and Modern Languages</td>
<td>£27,000</td>
<td>£27,000</td>
<td>£24,000</td>
<td>£22,500</td>
<td>£22,000</td>
</tr>
</tbody>
</table>

Employment six months after the course
(in a professional or managerial job)

<table>
<thead>
<tr>
<th>Programme</th>
<th>Bath</th>
<th>Warwick</th>
<th>Exeter</th>
<th>City</th>
<th>Newcastle</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSc in Business Administration</td>
<td>90%</td>
<td>85%</td>
<td>85%</td>
<td>80%</td>
<td>77%</td>
</tr>
<tr>
<td>BSc in Accounting and Finance (4-year)</td>
<td>85%</td>
<td>85%</td>
<td>85%</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>BSc in International Management and Modern Languages</td>
<td>91%</td>
<td>90%</td>
<td>85%</td>
<td>85%</td>
<td>72%</td>
</tr>
</tbody>
</table>

*The institutions selected represent our immediate competitors for these programmes, based on our application data.
Our work placement programme
Good work experience is highly sought after by employers and can really set you apart from the competition when applying for jobs. Because of this, we put a lot of emphasis on the value of work placements. We believe it’s important for you to put what you’ve learnt in the classroom into practice, before you even start your professional career. You can even earn a salary while on placement. We have a dedicated team on hand to provide you with invaluable support throughout the whole process, from securing your placement to finishing it successfully.

Work placements are not a compulsory part of all our degrees, but feature in most of them. View the comparison table on page 07 to see which of our programmes include a work placement.

Strong relationships with business
We have links with over 200 organisations including blue-chip companies, medium and small organisations, public sector bodies and charities. We believe in building strong, long-lasting relationships with organisations, and all our students benefit from some exposure to the corporate world throughout their time here at Bath.

Our Corporate Partners – BP, Intel, L’Oréal, P&G, PwC, Zurich, 100% Cotton, Property Solutions, BMT Hi-Q Sigma and Proxima – regularly recruit our students, both onto placements and as graduates. They also work with us in other ways such as sponsorship of projects, prizes and events.

Some of the many other organisations that recruit our students include:

What do our graduates do?
Our graduates go on to a wide range of professional graduate roles across all sectors. Many find employment with blue-chip companies, sometimes as the result of a successful placement. Others choose to work in small or medium-sized organisations or not-for-profit organisations.

Personal Development Planning
As well as developing you academically, we aim to provide you with the professional, practical and transferable skills you need for entering the working world. We do this by offering a range of projects and activities throughout your degree such as team leadership, presentation skills, time management and communication skills.

Professional qualifications
Depending on the degree you choose, you may be able to get exemptions from some professional qualifications because you have already covered part of the course in your degree. See individual programme details for more information.

The Careers Advisory Service
The University’s Careers Advisory Service aims to help you develop your employability skills, as well as improve your job search skills and personal skills. They can also help you with finding vacation work, and host a number of recruitment events and careers fairs throughout the year. Find out more at www.bath.ac.uk/careers

School of Management graduate roles

<table>
<thead>
<tr>
<th>Role Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and statistical professionals</td>
<td>30%</td>
</tr>
<tr>
<td>Sales and related associate professionals</td>
<td>20%</td>
</tr>
<tr>
<td>Functional managers</td>
<td>15%</td>
</tr>
<tr>
<td>Business and finance associate professionals</td>
<td>10%</td>
</tr>
<tr>
<td>Managers and proprietors in agriculture and services</td>
<td>5%</td>
</tr>
<tr>
<td>Public service and other associate professionals</td>
<td>5%</td>
</tr>
<tr>
<td>Financial institution and office managers</td>
<td>5%</td>
</tr>
<tr>
<td>Information and communication technology professionals</td>
<td>5%</td>
</tr>
</tbody>
</table>

I applied for a graduate job at Unilever, Procter and Gamble and L’Oréal. I received offers from all of them.

Eleanor Gilmore, BSc in Business Administration 2007
Which programme is right for you?

You may already know you want to study business. You may even know you want to study business at Bath. But what else are you looking for from your degree?

There are lots of features that set our programmes apart – both from the competition, and from each other. Some offer a specialist route, such as Marketing, while others allow you to work or study abroad. Most offer you the chance to gain work experience. Whichever degree you choose, you are guaranteed excellent teaching, personal development, and great career prospects.

You may find this programme chooser helpful. It highlights the features of each of our degrees so you can make a quick comparison. An interactive version of this tool is available on our website at: www.bathbusinessdegreechooser.com

<table>
<thead>
<tr>
<th>Programmes offering core skills in business and management</th>
<th>Programmes offering a subject specialism</th>
<th>Programmes which share a flexible structure, allowing you to transfer*</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSc in Accounting and Finance (3-year)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>BSc in Accounting and Finance (4-year)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>BSc in Business Administration</td>
<td>✓</td>
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<tr>
<td>BSc in International Management with Modern Languages</td>
<td>✓</td>
<td>✓</td>
</tr>
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<td>BSc in Management (3-year)</td>
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<td>✓</td>
</tr>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>BSc in Management with Marketing</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>BSc in International Management</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Students on the BSc in Accounting and Finance 3-year programme are permitted to transfer to the 4-year version of the degree, but not to any other programmes. Our suite of BSc in Management degrees (Management, International Management, Management with Marketing) share a flexible structure in the first year, allowing you to transfer to one of the other programmes in the suite, subject to Director of Studies approval. Transfer is only available at the end of the first year. Transferring to other programmes is not permitted.
<table>
<thead>
<tr>
<th>Complete a work placement as part of your degree</th>
<th>Complete a compulsory full year of work or study or both, overseas</th>
<th>Opportunity for international exchange with partner business school</th>
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</table>
BSc (Hons) in Accounting and Finance

Provides a solid grounding in the core disciplines of management and specialist financial knowledge.

The BSc in Accounting and Finance, known among students and staff as BAF, is a three- or four-year programme, with the four-year option including a year-long professional work placement in one of the 200+ companies with which we have links. Alternatively, the three-year route allows you to complete the degree without a work placement. Both routes follow the same first and second year and both have identical academic content.

Year one provides a solid grounding in the relevant fields of accounting and finance, management and economics, and many of these modules are shared with first-year BSc in Business Administration students and Economics students. This provision of key business topics enables you to contextualise the specialist subject matter you will learn from year two onwards – a highly desirable combination for employers.

In your final year, you can apply to study abroad in one of our prestigious partner business schools in Europe, Asia, the USA, Canada or Australia.

Fast facts

- UCAS code 3-year: NN34
  UCAS code 4-year: NN43
- Duration: 3 or 4 years
- Placements: 1 x 12 months
- Applications: 1255*
- No. of places: 100
- Applications per place: 15.7
- Males: 53/Females: 48
- Nationalities represented: 21

I was really surprised by the warm welcome at the University and really enjoyed Freshers’ Week. Along with numerous socials, a number of meetings with different companies are organised by the School of Management. I was highly impressed by a presentation by Ray Kelvin, the founder and CEO of Ted Baker. *

Ksenia Denisova, BSc in Accounting & Finance, Year 1

* 2012 data
# Programme structure

## Year 1

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compulsory units:</strong></td>
<td><strong>Compulsory units:</strong></td>
</tr>
<tr>
<td>Core skills for economists: Introduction to mathematics</td>
<td>Introductory macroeconomics</td>
</tr>
<tr>
<td>Core skills for economists: Introduction to statistics</td>
<td>Business computing</td>
</tr>
<tr>
<td>Introduction to business accounting</td>
<td>Corporate finance and investment appraisal</td>
</tr>
<tr>
<td></td>
<td>Accounting and organisations</td>
</tr>
</tbody>
</table>

Study one of these year-long blocks of units as directed by the Director of Studies:

**Block A**
- Introduction to business law
- Academic writing for native speakers of English
- Financial markets – context international

**Block B**
- Law in context
- Academic writing for management
- Academic communication skills for management

## Year 2

<table>
<thead>
<tr>
<th>Compulsory units:</th>
<th>Compulsory units:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organisational behaviour</td>
<td>Financial accounting and reporting</td>
</tr>
<tr>
<td>Management accounting</td>
<td>Advanced corporate finance</td>
</tr>
<tr>
<td>Principles of finance</td>
<td>Empirical research methods in finance</td>
</tr>
</tbody>
</table>

**Optional units: Select 2 units from the following list:**
- Intermediate microeconomics 1
- Intermediate microeconomics 2
- Business forecasting
- Strategic financial decisions

## Year 3

**Placement year (4 year version)**

## Year 4

<table>
<thead>
<tr>
<th>Compulsory units:</th>
<th>Compulsory units:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced financial accounting</td>
<td>Risk management and internal control</td>
</tr>
<tr>
<td></td>
<td>Advanced management accounting</td>
</tr>
</tbody>
</table>

**Optional units: Select 3 units from the following list:**
- Introduction to econometrics (optional 1-year module)
- E-business
- Leadership
- Advanced advertising theory
- Employment law
- European integration studies 1
- Supply management
- Technology & innovation management
- Decision-making
- Privacy, trust and security in information systems
- Contemporary issues in business and society
- Strategic management
- Depth psychology of the consumer
- Management consulting: theory and practice
- Innovation, industrialisation and international competitiveness
- Depth psychology of organisations
- Treasury management/Financial markets – equity

**Optional units: Select 1 or 2 units from the following list:**
- Strategy & human resource management
- European integration studies 2
- International business law
- Investment banking
- Information system development
- Organisational Development Consulting
- Economic governance, competitiveness and policy
- Social marketing
- Comparative business and strategy: China and India
- Business strategy in the global economy
- International dimensions of organisational behaviour
- International marketing management
- Business & the natural environment
- Auditing & accountability
- Investment & trading
- Sustainable operations management
- UK tax and tax planning for the growing business
- Financial markets – derivatives
- Contemporary issues in accounting practice
- Behavioural finance
- Advanced Macroeconomics

All units shown are subject to change. For the most up-to-date list visit [www.bath.ac.uk/catalogues/](http://www.bath.ac.uk/catalogues/).
The average salary of a BAF intern in 2012 was £22k. The highest salary paid was £36k.*

Check out our student blogs
Want to get a real insight into what it’s like as a student on placement?
Go to: http://blogs.bath.ac.uk/bba/ to hear from students who are blogging their experience as it happens!

* 2012 data (per annum, pro rata)
A PwC placement offers a variety of work that is both interesting and challenging. The interview process is long and requires a lot of background research but it is worthwhile since you can obtain a well-paid, interesting and varied job out of it.

Natalie Ballard, BSc Accounting and Finance, 2009

Excellent career prospects

The BSc in Accounting and Finance has gone from strength to strength. It is now ranked as the top programme of its kind in the UK and produces highly successful graduates.

BAF graduates have gone into jobs such as Corporate Finance Analyst, Financial Analyst, Financial Services Auditor, Assistant Portfolio Manager, Trainee Accountant, Actuarial Trainee, Audit Associate or Audit Assistant in a range of organisations from blue-chip companies to small and medium-sized enterprises.

Entry requirements

Academic requirements

<table>
<thead>
<tr>
<th>A Levels</th>
<th>AAA. Grade A in A2 Mathematics. Minimum Grade B in GCSE English Language and Mathematics.</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Baccalaureate</td>
<td>38 points overall, to include 6 in HL Mathematics.</td>
</tr>
<tr>
<td>European Baccalaureate</td>
<td>82% overall, with at least 8.5 in Higher Level (5 period) Mathematics</td>
</tr>
<tr>
<td>Diploma</td>
<td>We consider the following lines of learning: Engineering; IT; Business Administration; and Finance. Grade A in A2 Mathematics is essential.</td>
</tr>
<tr>
<td>Other qualifications</td>
<td>We accept a range of other qualifications. To find out more go to: <a href="http://www.bath.ac.uk/study/ug/prospectus/subject/accounting-finance/entry-requirements/">www.bath.ac.uk/study/ug/prospectus/subject/accounting-finance/entry-requirements/</a></td>
</tr>
</tbody>
</table>

English Language requirements

If English is not your first language and you have not studied in an English-speaking country for at least the last two years, you will have to provide evidence of your English language skills through either the IELTS Academic or TOEFL tests. Either qualification is acceptable.

IELTS Academic: A total score of 7.0 is required, with no less than 7.0 in any component.

Preferred subject combinations

When considering A Levels, we pay particular attention to your chosen subjects, and we strongly prefer traditional academic subjects. In order to apply, you must have chosen at least three A-level subjects. In addition to an A in Mathematics, we prefer you to have chosen two other A Levels from this list:

- Accounting
- Ancient History
- Any Language*
- Biology
- Business Studies
- Chemistry
- Classical Civilisation
- Classics
- Computing
- Economics
- Economics and Business Studies
- English Literature
- Further Mathematics
- Geography
- Government & Politics
- Greek (Classical)

Graduate employers include:

- Airbus
- American Express
- BDO
- Baker Tilly
- BNP Paribas
- Cable and Wireless
- Citigroup
- Deloitte
- Deutsche Bank
- Ernst & Young
- Fidelity
- GE Healthcare
- Goldman Sachs
- Grant Thornton
- HSBC
- Intel
- KPMG
- Lazard
- Legal & General
- Mercer (HK) Ltd
- Morgan Stanley
- Motorola
- PricewaterhouseCoopers
- QEDis
- RBS Capital Markets
- RBS
- Sainsbury’s
- Towers Watson

UNISTATS

How the BAF (3-year) performed

- 95% satisfied with the course
- 85% employed within six months of graduating
- £28,000 average salary six months after graduating

How the BAF (4-year) performed

- 100% satisfied with the course
- 85% employed within six months of graduating
- £29,000 average salary six months after graduating

* Unless the syllabus is designed for native speakers of the language. It must not be your first language; a language commonly spoken by your immediate family or community; or a language widely spoken in the country of your present or former residence.
Joanne Smith
BSc in Accounting and Finance
on placement at Intel
I applied to two of the ‘big 4’ who were offering the position I wanted combined with the ACA qualification. Both companies offered me a job, in addition to an offer from my placement company.

Joanne Smith

Student profile

- Programme: BSc in Accounting and Finance (4-year)
- Name: Joanne Smith
- Graduated: 2011

What made you choose the BSc in Accounting and Finance at Bath?
Originally I visited the Accounting and Finance Open Day due to Bath’s prestigious reputation. At the Open Day I felt extremely welcomed and I loved the atmosphere on campus, very important when considering where to live for four years! Academically, the course structure allows flexibility and lets you choose specific areas of focus. Bath also has excellent corporate relationships giving you a huge breadth of choice.

Tell us about your placement.
I took my one-year placement at Intel who, along with many other companies, visited the University of Bath to attract both placement students and graduates to the company. The Placements Office helped me through my application to Intel, giving me personal advice on CV content and interview technique. Intel has a large student community and I had an amazing year working as an EMEA Revenue Finance Analyst. I learnt a lot about myself and the workplace, and applied many of the skills I had gained during my first two years at Bath.

What aspects of your degree did you enjoy?
I enjoyed the whole experience at Bath and the programme is a large contributor to that. In particular, lecturers always focus on recent news stories and events, allowing you to apply financial and business theory to the real world. For example, we studied the collapse of Northern Rock in depth during my first year, making the course enjoyable, interesting and relevant.

What did you do after graduating?
I spent two months travelling in Asia before my graduate job started. Then in October, I started a graduate role at KPMG in the Transactions and Restructuring department. I worked with insolvent clients, trying to create the best deal for investors whether it be liquidation, sale, or restructuring. In addition, I spent time in the transactions department, who are involved in the planning and execution of any mergers and IPOs for KPMG clients.

2013 career update

In the year and a half I’ve been at KPMG, I have worked on a number of deals and acquisitions in many different cities in the UK. The breadth of experience has been fantastic, and has opened doors to many industries I would never have otherwise experienced, including IT services, oil and natural resources, business services, and pharmaceuticals.

My role is focused on analysing the trading results of acquisition targets, which requires an in-depth understanding of how the target operates and also the market it operates in. I would then be involved in writing a due diligence report for our client, which encompasses purchase price adjustments and any risks or opportunities to achieving forecast trading results.

Did you receive many job offers?
Before I applied for jobs I knew I wanted to study for the ACA qualification to become a Chartered Accountant. I also had a clear idea of the job role I was interested in. Because of this, I only applied to two of the ‘big 4’ companies who were offering the position I wanted, combined with the qualification. Both companies offered me a job in addition to an offer from my placement company.

Joanne was awarded the BG Group Prize for Highest Mark in Supply Management, which was presented to her on graduation day.

Did you receive many job offers?
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My plans are to qualify (only another year and a half left of exams!) and stay at KPMG, possibly transferring into a new department and perhaps a new country.
A key highlight was the placement, which gave me an invaluable opportunity to explore the financial industry. I then had the wonderful opportunity of undergoing my graduate training at Morgan Stanley HQ in New York.

Shan Lu

Student profile

What made you choose to study the BAF programme at Bath? The BAF programme offers a good mix of academic modules that include not only the studies of accounting and finance, but also the best parts from business administration and economics. A key highlight was definitely the one-year placement, which gave me an invaluable opportunity to explore the financial industry at a practical level. It was particularly beneficial for those considering banking as a future career. From an employer’s perspective, Bath has a strong reputation for supplying interns who exhibit outstanding knowledge and skills that are often reflected in many extraordinary achievements during their placement year.

What do you feel you have gained from the programme? The programme as a whole equipped me with sound knowledge about finance and practical skills that can be applied in any field.

I think there is a brand new platform for the global financial industry, along with many emerging opportunities for young analysts. I hope to combine everything I have learned from the programme to prepare myself for the world of Institutional Sales & Trading.

2013 career update

What are you doing now? Since graduating from Bath, and until April 2012, I worked for Morgan Stanley as a Junior Trader within Institutional Sales and Trading. I had the wonderful opportunity of undergoing my training at Morgan Stanley headquarters in New York. This was an exciting graduate position which gave me significant involvement in the term-funding business. Other responsibilities of the role included sourcing secured term finance from real money clients and identifying specific financing needs. I managed interest rate risks and determined internal financing charges. I was given the responsibility of trading general collateral sovereign debts in the short term Repo market. I also assisted with client flow, improving trade efficiency, and minimising operational friction. I performed analysis for review by senior management and regulators, rationalising imbalances between assets and liabilities, and projecting the impact of market events. My work spanned the European, UK, Scandinavian, Canadian and emerging markets.

I am currently working for China Guangfa Bank (CGB) in China. CGB is a commercial bank offering a broad range of financial services including wealth and asset management. Its largest stakeholder is Citigroup and it has over 500 branches in mainland China, Hong Kong and Macau.
Shan Lu
BSc in Accounting and Finance
BSc (Hons) in Business Administration

The unique BBA programme at Bath has a number of distinctive elements including two six-month placements in different companies, and the chance to undertake a project for a real organisation.

As the UK’s no. 1 business degree for student satisfaction, the BSc in Business Administration has some outstanding features. Firstly, it offers two six-month placements, as opposed to the more common one-year placement. Having two placements means you have the chance to experience two different jobs in two different companies, giving you a much better idea of your preferred career path. We have links with over 200 organisations and a dedicated team to help you secure the right placement.

A second key feature is project work or ‘action learning’, which plays an important role throughout the programme. In years two and three, you take part in Action and Research projects. The Final Year Project (FYP), another key differentiator of the programme, allows you to undertake real research and consultancy, in a team, for a client organisation.

From the second year, you are able to customise your route through the programme, specialising in subjects of your choice. See the course structure diagram opposite for details of the options currently available.

Finally, in year four, you can apply to study abroad in one of our prestigious partner business schools in Europe, Asia, Australia, the USA or Canada.

Structure and content
The BBA is structured to give you a solid foundation in all the basic disciplines of management followed by the opportunity to specialise by choosing from a wide range of units. The academic content of the degree is informed by the latest research and through our close links with industry, commerce and the public sector.

Fast facts
- UCAS code: N100
- Duration: 4 years
- Placements: 2 x 6 months
- Applications: 1003*
- No. of places: 135
- Applications per place: 6.7
- Males: 85/Females: 65
- Nationalities represented: 26

* 2012 data
# Programme structure

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First work placement</strong></td>
<td>Students take introductory units in the core subjects relevant for business studies, including: Accounting for Managers, Business Economics, Corporate Finance and Investment Appraisal, Business Law, People and Organisations, Quantitative Methods, Business and Society, Business Data Analysis Languages can also be taken (extra-curricular)</td>
<td><strong>Research Project</strong></td>
</tr>
<tr>
<td><strong>Action Project</strong></td>
<td>Before your second placement, you take units which include more advanced studies in existing subjects and/or new subjects. <strong>Choose four units from a selection:</strong> Principles of Finance, Statistics for Business, Management Accounting, Business Forecasting, Commercial Contracts, Brand Management, Economics of Strategy, E-business, Foundations for International Business, Project Management, Human Resource Management, Leadership, Consumer Behaviour, Supply Management</td>
<td><strong>Second work placement</strong></td>
</tr>
</tbody>
</table>

If you are taking part in the International Academic Exchange programme, this will take the place of the four units.

All units shown are subject to change. For the most up-to-date list visit [www.bath.ac.uk/catalogues/](http://www.bath.ac.uk/catalogues/)
Experience short periods in several departments, allowing you to gain a broad overview of the organisation.

Second placement
The second placement takes place in semester two of year three. This placement is more likely to be linked to the specialised studies that you have chosen to pursue from year two onwards, and the business sector and job you choose are likely to relate closely to your future career aspirations. In general, the work tends to be of a more responsible nature and will frequently be of the same type and level as that expected of graduate trainees. Project work is likely to provide the framework for this placement. It is possible to work overseas during your second placement; however these opportunities are very limited and the competition for places is high.

Overseas placements
In 2012, international placements were arranged at PwC in Hong Kong, Google in Italy, BMW in Romania and Oliver Wyman in Germany. A number of students sourced their own overseas placements including: Novartis in Switzerland, PwC in Jordan and Romania, KPMG in Malaysia and Maruti Suzuki in India.

What job could I be doing on placement?
The range of jobs available to BBAs is diverse. Here are some examples:

- **Marketing:** Assistant Brand Manager; Technical Marketing Assistant; Media Planner & Buyer
- **Supply Chain Management:** E-commerce Analyst
- **Banking, Finance and Accountancy:** Global Investment Manager; Mergers & Acquisitions Analyst; Audit or Tax Trainee; Treasury Assistant
- **Human Resources:** International Recruitment Consultant; Training Coordinator
- **IT:** Systems Analyst; Project Analyst

Going out on placement at the end of year one means you can relate theory to practice at an early stage in the programme. Discussions in class are also enriched by students’ varied work experiences, and business contacts made on placement can also prove useful later in the degree.

First placement
The first placement takes place in semester one of year two and introduces you to the operations and management of organisations. You can either be based in one function or department, where you will take on a specific role or work on a single project, or you can experience short periods in several departments, allowing you to gain a broad overview of the organisation.

Companies we work with
Recent BBA placement providers have included:
- Accenture
- AKQA
- AXA
- Baker Tilly
- BG Group
- BNY Mellon
- Burberry
- Citi
- Crossrail
- Danone
- eBay
- GE Healthcare
- Group
- Houlihan Lokey
- IMS Health
- Intel
- Lloyds Banking Group
- L’Oréal
- M & G Investments
- Nestlé
- Nomura
- npower
- PricewaterhouseCoopers
- Procter & Gamble
- Property Solutions
- UBS
- Unilever
- Virgin Media
- Vodafone
- Zurich

The average salary of a BBA intern in 2012 was £21k and the highest salary paid was £42k.*

* 2012 data (per annum, pro rata)
The placement at Intel was advertised through the Placements Office. After completing the online application, which included several short tests, I was invited to an interview. This was conducted on campus and was quite competitive as several other students were shortlisted for this position as well.

Maciej Madej
BSc in Business Administration
Learning through project work

Action learning is a key theme throughout the degree. It requires you to reflect on your own actions and experiences, through group work and discussion, in order to improve performance. You are given two opportunities to develop vital skills for your Final Year Project, in years two and three:

Research Project
The Research Project allows you to develop an understanding of what research is and the different research methods available. It also teaches you how to plan a research project.

You will develop an understanding of how to produce research problems and questions, proposal writing and supervision, literature reviews, research methods and ethical issues. It will also provide you with an understanding of theoretical issues underlying management research and how this relates to our understanding of knowledge and truth. You will complete both a critical evaluation of an academic journal article and a research proposal as part of the assessment for this unit.

Action Project
The Action Project allows you to tackle a practical problem and to begin to apply some of the concepts, techniques and skills you have acquired during the taught parts of the programme. It also provides you with an introduction to group organisation and project management, useful for the Final Year Project.

Key feature

Final Year Project (FYP)
In your final year, you have the opportunity to get off campus and work on a real-life project with a real-life organisation – with real-life consequences!

Working as part of a team of five or six, you will organise an event or initiative of your choosing. Many groups opt for a project based within the local community. The project will allow you to demonstrate your ability to plan a practical activity and adapt your objectives to meet the needs of the situation. At the end of the project, you will present your findings, as well as submit a written report.

Here are a few examples of previous Action Projects:

- A charity auction to raise money for the Meningitis Trust.
- An exhibition of artists’ work to support people in drug-rehabilitation.
- A quiz night to raise both funds and awareness of homelessness.
- A Christmas card competition held in a local primary school to brighten up the Children’s Centre at the Royal United Hospital in Bath.

Final Year Project (FYP)
The Final Year Project is where the knowledge and concepts you have acquired during the taught programme come face-to-face with the practitioner world. It can be an intense, sometimes stressful, but ultimately fulfilling learning experience that tests your knowledge and skills to the full. The project is essentially an investigation that involves the interpretation of an initial brief, and the development of a project proposal and research plan, right through to the finished project and presentation of conclusions or recommendations for the organisation. The Final Year Project contributes 20% towards your final year mark.

Projects have been completed recently for Accenture, Baker Tilly, BP, Carlsberg, Danone, Google, L’Oréal, Nestlé, QuBit Digital, Reckitt Benckiser, Vodafone, Warner Bros and Zurich.

Below are some examples of previous projects:

1 The Forgotten Market? Uniting Students and the Music Industry
2 Who knows what the customer wants? An investigation into the effectiveness of Outcome Driven Innovation in collecting customer needs
3 Combating Counterfeit Drugs. An investigation into the effectiveness of strategies implemented by pharmaceutical corporations to protect the end-consumer
You are taught through a wide range of methods including lectures, seminars, and practical workshops. You may analyse case studies or video-based material, take part in a role-play, or visit companies and other organisations, throughout the programme.

Various methods are used to assess your progress. Some units place emphasis on formal examinations combined with coursework, which might take the form of an essay or a small group project. Other assessments are based on individual projects or portfolio work which may cover several weeks.

The work you complete in your second and third year accounts for 32% of the total marks awarded, while the remaining 68% is attributable to the work you do in your final year. The marks you gain in your first year do not count towards the degree; however you must pass the first year in order to progress through to year two.

The School of Management participates in academic exchange programmes with partner universities in Europe, North America, Australia and Asia. These exchanges provide the opportunity for Bath students to study abroad, and for students from other countries to join us. As a BBA student, you will have the opportunity to apply to participate in these exchanges in the first semester of your fourth year. Fluency in a foreign language is not necessary for most of these academic exchanges.

Advantages include:

- Take courses not available in Bath
- Live in a different country for 3-4 months
- Experience a different academic, social and cultural environment
- Carry out the Final Year Project in an international context
- Widen your knowledge of international business
- Make an impressive addition to your CV which will be attractive to employers
- Learn the basics or improve your knowledge of a foreign language

We have a growing number of partner business schools. Our current BBA partners are:

**Europe**
- Norwegian School of Management BI, Oslo
- Rotterdam School of Management, Netherlands
- Copenhagen Business School, Denmark

**Asia**
- City U, Hong Kong
- College of Business, Rikkyo University, Tokyo
- Singapore Management University, Singapore

**USA**
- McIntire School of Commerce, University of Virginia
- University of Texas at Austin

**Canada**
- University of York, Toronto
- Simon Fraser University, Vancouver
- Queen's University, Ontario

**Australia**
- University of Western Australia, Perth
- University of Queensland, Brisbane
- University of Sydney

Please note that this list of institutions is under constant review and may change at any time. Please see the website for the most up-to-date information.
Excellent career prospects

Our BBA graduates have an excellent record of success. The latest HESA data show that 90% of our Business Administration students who were employed within six months of graduating were working in a professional or managerial role – a higher proportion than from most competitor universities offering similar degrees.

The two work placements make our BBA students particularly attractive to employers as they have already gained so much work experience whilst on the programme.

BBA graduates go on to a wide range of jobs across all sectors. Many find employment with blue-chip companies, while some choose to work in small to medium-sized enterprises or not-for-profit organisations. A smaller number opt for postgraduate study.

Professional qualifications

BBA students can get exemptions from professional qualifications offered by The Institute of Chartered Accountants in England and Wales (ICAEW), the Association of Chartered Certified Accountants (ACCA), The Chartered Institute of Marketing (CIM) and the Chartered Insurance Institute (CII), depending on which options have been selected.

Graduate roles

Graduate Commercial Manager, Recruitment Consultant, Assistant Brand Manager, Graduate Commercial Analyst, Financial Analyst, Corporate Banking (Graduate Trainee), Digital Analyst, Marketing Assistant, HR Consultant, IT Business Analyst, Stock Broker, Sales Operations Manager, Marketing Manager, Trader, Strategy Analyst, Service Control Manager, Communications Account Executive, Field Sales Executive, Management Consultant, Customer Services Team Leader, Investment Banking Analyst, Account Manager, Hedge Fund Analyst, Audit Assistant/Trainee Accountant.

Graduate employers


How the BBA performed

99% satisfied with the course
90% employed within six months of graduating
£28,000 average salary six months after graduating

Lili Papadimitriou (BSc in Business Administration) on placement at Google
We look for applications from students whose subjects demonstrate a range of conceptual, numerical, analytical and discursive abilities at the highest level.

Entry requirements

These reflect the content of the programme, which ranges from managerial subjects such as Human Resource Management, to those subjects which require conceptual skills such as Economic Analysis, and technical skills such as Finance.

We place a strong emphasis on the balance between theory and practice. You must be able to construct a good argument and to interpret numerical information.

English Language requirements

If English is not your first language and you have not studied in an English-speaking country for at least the last two years, you will have to provide evidence of your English language skills through either the IELTS Academic or TOEFL tests. Either qualification is acceptable.

- IELTS Academic: A total score of 7.0 is required, with no less than 7.0 in any component.

Preferred subject combinations

We prefer A-Level (or equivalent) combinations that demonstrate a broad skill set that includes both numerical skills (such as those in Maths or Science-based subjects) and discursive/analytic reasoning skills (those developed in subjects such as History or English).

Academic requirements

<table>
<thead>
<tr>
<th>A Levels</th>
<th>AAA in one sitting in an appropriate subject combination. Minimum Grade B required in GCSE Maths and English.</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Baccalaureate</td>
<td>38 points (including bonus points). No subject must be below 5 points, including Maths and English.</td>
</tr>
<tr>
<td>European Baccalaureate</td>
<td>Typical offer: 82%.</td>
</tr>
<tr>
<td>Diploma</td>
<td>A typical offer: Grade A across the Principal Learning and Extended Project, and Grade A in the A level taken for the Additional and Specialised Learning. See website for details of accepted lines of learning.</td>
</tr>
</tbody>
</table>

Other qualifications

We accept a range of other qualifications. To find out more go to: www.bath.ac.uk/study/ug/prospectus/subject/business-administration/entry-requirements/

Students with narrow combinations in only one of these areas (for instance: Maths, Further Maths and a Science; or, three Sciences; or, English Language, Literature and History) will be less likely to receive an offer.

We accept Business Studies A Level although it is not a pre-requisite. Many students make a great success of their time on the programme without ever having taken a business-related qualification before. General Studies and Critical Thinking are excluded from any A-Level offers. Any non-English A-Level language qualification will only be included in the offer if it is not your first language; not a language commonly spoken by your immediate family or community; and not a language widely spoken in the country of your present or former residence.

Additionally, you should offer no more than one of the following subjects:

- Accounting
- Applied Business Studies
- Applied Science
- Art and Design
- Commerce
- Communications Studies
- Dance
- Design and Technology
- Drama/Theatre Studies
- Film Studies
- Food Science & Technology
- Home Economics
- ICT
- Leisure Studies
- Media Studies
- Music Technology
- Performance Studies
- Performing Arts
- Photography
- Physical Education
You’re about to graduate. Have you enjoyed your four years on the BBA and what have been the highlights?

Definitely. I think what’s great about the BBA course is the range of options you have for study. I took finance and law courses in my first year, and psychology and economics courses in my final year. At each stage of the course you have the opportunity to stick or twist with the subjects you study, you’re not locked in to one area of study but it all, ultimately, contributes to an excellent overall working knowledge of business.

The placements are what really set the BBA course apart from other courses. My second placement was with Accenture, a management consulting firm. I received a graduate offer from them upon completion of my placement and I start in January.

Oliver Frost

Student profile

Programme: BSc in Business Administration

Name: Oliver Frost

Year: 4

You’re about to graduate. Have you enjoyed your four years on the BBA and what have been the highlights?

Definitely. I think what’s great about the BBA course is the range of options you have for study. I took finance and law courses in my first year, and psychology and economics courses in my final year. At each stage of the course you have the opportunity to stick or twist with the subjects you study, you’re not locked in to one area of study but it all, ultimately, contributes to an excellent overall working knowledge of business.

The placements are what really set the BBA course apart from not only other courses at Bath, but in the country. It’s the only course in the UK, as far as I’m aware, that offers two 6-month placements as opposed to one year. This gives you twice the organisational experience of a straight year in one company, by giving you the option to try something in the first placement, figure out whether you like it or not, and change it for the second placement if necessary.

In addition, I had the opportunity to study abroad for the first half of my final year, which was a fantastic experience. I spent half the semester at a top business school in Canada. Being able to gain international experience doesn’t just further your personal development, but adds something interesting to a CV that many other graduates won’t have.

Overall, the BBA is not an easy course. You can expect to be challenged further each year both academically and practically whilst on placement, but the end result is a complete preparation for your graduate career and onwards.

What did you do for your Final Year Project?

Our team initially found a private equity sponsor, but the relationship didn’t work out and halfway through the project we disengaged from them. We shifted our focus to an academic angle and began to study the ability of consumers to be able to physically touch items before purchase, and what this means for the rapidly expanding e-commerce retail sector. Our project wasn’t for one sponsor specifically, and this enabled us to work on something that we found interesting, and to provide a set of recommendations that were not limited to just one company or one product line.

Tell us about your two work placements.

For my first placement, I worked with Vodafone Group in Paddington, London. This is their global headquarters and I was part of their product marketing team. The work was varied: some days I might be working on lead generation systems for national sales teams, and others creating case studies to be featured on the Vodafone website. My salary was around £17k.

My second placement was with Accenture, a management consulting firm. The head offices were in central London, but I would typically be on client site 4/5 days a week. The experience of maintaining a client-facing position as a relatively inexperienced employee is hugely beneficial to personal development. It’s not something that’s always easy, but it’s a real learning curve. I worked on some administrative tasks for the first three months, and after that some strategy-related work. In addition, I worked with a Swiss telecoms company based in Zurich for five weeks with a small Accenture team of three people. We were flying out on a Monday morning and back on a Thursday evening, which was a great experience. The salary was £20k which, again, is good for an intern salary and enough to live on in London.

Did your placements help you decide on a career path?

I followed the bright lights of marketing for my first placement and realised it wasn’t for me. But having two placements allowed me to re-evaluate my options, and during my second placement I found that management consulting was where I wanted to be.

Have you received any job offers yet?

I received a graduate offer from Accenture upon completion of my placement. I’m taking seven months off after my exams and then I will be joining Accenture in January 2014.
Oliver Frost
BSc in Business Administration
There were so many highlights, including the great friends you make, that it’s hard to pick one. I really liked the practical aspects such as the action projects and placements. Having access to high-quality lecturers and researchers was also fantastic and it meant that I really got into the essays I was writing.

Alison Heathcote

Graduate profile

Programme: BSc in Business Administration
Name: Alison Heathcote
Graduated: 2006

What made you choose to study the BBA at Bath?
I really wanted a programme that incorporated industrial placements, as I felt it would make me more employable afterwards. Particularly liked the thin sandwich – two placements instead of one – aspect of the Bath programme as I wasn’t sure which area of business or industry I was most suited to. This gave me the opportunity to try two different functions in different industries, in addition to previous gap-year experience.

What did you do for your two work placements?
My first placement was at Motorola in the competitive intelligence department of the global infrastructure division. This involved looking at the new technologies that were being developed in the mobile communications space, and tracking where we were in comparison to competitors. I was given a really high level of responsibility and led some of my own research projects working with technical, marketing and strategy groups, presenting the results to senior management. I decided to try finance and accounting in my second placement which was at ConocoPhillips, in the back office of their trading group. This gave me a great insight into the energy industry and also the finance world. I worked with various functions as well as the front office traders to make sure all trades were invoiced and accounted for correctly. Although I decided that finance wasn’t for me in the long run I really liked the company and its culture and therefore accepted an offer to return as a graduate.

What did you do for your Final Year Project?
My Final Year Project was on the marketing strategy of a small marina in Scotland that wanted to improve its profitability and visibility in the wider UK market. We actually found the project quite difficult as we soon learnt that there was limited research available on boating industry marketing strategies. My advice to people would be to think carefully about your project, find out if existing research is available on your subject and how possible it will be to carry out more research. It was however very interesting to work on a project related to a small family-run business, as throughout the course the focus had often been on larger corporations.

What was the highlight of the programme for you?
There were so many highlights, including the great friends you make on the programme, that it’s hard to pick one. I really liked the practical aspects such as the action projects and placements, and being able to put into practice what you had been learning on the programme. Having access to some really high-quality lecturers and researchers was also fantastic and it meant that I really got into the essays I was writing.

What did you do when you graduated?
When I graduated I joined ConocoPhillips as an Operations Analyst in the gas, power and emissions trading group. My work involved providing operational and analytical support to the trading desk. It was a really interesting and dynamic role where I was constantly challenged and learned a great deal about how markets and trading worked.

After two years, I started to consider my next move and one of the options available was to join the newly created carbon team. The role of the team was to manage the company’s carbon footprint and legal obligations as well as support and co-ordinate emissions reduction projects around the world. I was really excited by this opportunity as I have always been interested in environmental issues. I advised and supported business units around the world with regard to carbon strategy and project activity.

2013 career update
After undertaking several roles in the ConocoPhillips Commercial Trading office in London, I was offered the opportunity to go on international assignment. In 2012, I moved to our Perth office to become a specialist Climate Change and Commercial Advisor to the Australian Business Unit. I continue to enjoy the fantastic career development and lifestyle opportunities the assignment has provided.
Alison Heathcote
BSc in Business Administration alumna, now working at ConocoPhillips
BSc (Hons) in International Management and Modern Languages

Be a linguist with highly developed management skills and practical experience – a powerful combination in today’s global economy.

There is a strong demand for leaders and managers who can combine management and language skills with the ability to function effectively in an international business environment. For over 25 years, our IMML programme has been providing a carefully developed curriculum to meet these needs.

IMML is a four-year programme with a whole year spent abroad, either studying or working in an international business environment, or both. As well as developing your fluency in either Spanish, German or French, you will gain transferable skills, business awareness and maturity. The IMML programme is offered jointly by the School of Management and the Department of Politics, Languages and International Studies, both leading departments in their own fields.

Structure and content
The first two years give you a foundation in the core disciplines of management, develop your language skills and give you an understanding of the business environment in French-, German- or Spanish-speaking countries. This prepares you for your year abroad, after which you return to class where you choose from more specialised options. Three closely integrated strands run throughout the degree: Management, Language, and the Interface that draws the two together.

Fast facts
- UCAS code (French): NR21
- UCAS code (German): NR22
- UCAS code (Spanish): NR24
- Duration: 4 years
- Placements: 1 x 12 months (or academic exchange or both)
- Applications: 342*
- No. of places: 90
- Applications per place: 3.8
- Males: 36/Females: 52
- Nationalities represented: 9

Teaching methods and assessment
A wide variety of teaching methods are used including lectures, seminars, case studies, team and research projects, and practical exercises. You must pass the first year in order to continue on to the second year. The examinations and assessments taken in the second year count for 24% of your final degree. The year abroad contributes 8% of the marks to the degree, and the final year assessments constitute the remaining 68% of your final degree mark.

* 2012 data
**Programme structure**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Core Management:</th>
<th>Quantitative Methods and Data Analysis, Business Economics, The UK Macroeconomic Environment, Accounting for Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Interface:</td>
<td>The Economic and Industrial Environment (France/Germany/Spain), The National Business Environment of the UK – Legal Aspects, The Legal Environment (France/Germany/Spain)</td>
</tr>
<tr>
<td></td>
<td>Core Language:</td>
<td>Written and Spoken Language (French/German/Spanish)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2</th>
<th>Core Management:</th>
<th>People and Organisations, Principles of Marketing, Accounting for Managers in an International Context</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Interface:</td>
<td>Comparative Employee Relations (France/Germany/Spain), The European Business Environment: European Integration and Legal Structure, Multiple Perspectives on Europe (France/Germany/Spain)</td>
</tr>
<tr>
<td></td>
<td>Core Language:</td>
<td>Written and Oral Communication in the Business Context (French/German/Spanish)</td>
</tr>
</tbody>
</table>

| Year 3 | Choice from three options: | 1. One-year work placement in a French-, German- or Spanish-speaking country; or |
|--------|-----------------------------| 2. One academic year in a French-, German- or Spanish-speaking country; or |
|        |                             | 3. Combination of study at business school and work placement |

<table>
<thead>
<tr>
<th>Final year</th>
<th>Core Management:</th>
<th>Choose four units from a wide range of subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Interface:</td>
<td>The Internationalisation of Business, France/Germany/Spain in the Global Economy, International Marketing Communications</td>
</tr>
<tr>
<td></td>
<td>Core Language:</td>
<td>Written and Oral Communication in the International Business Context (French/German/Spanish) National options (French/German/Spanish)</td>
</tr>
</tbody>
</table>

All units shown are subject to change. For the most up-to-date list visit [www.bath.ac.uk/catalogues/](http://www.bath.ac.uk/catalogues/)
My third year on placement in France was, without a doubt, the best year of my life so far.

Fiona West
Placement: Amadeus, France
What kind of job could I be doing?
The range of work available is varied and reflects the wide variety of interests held by IMML students. Here are some examples of previous roles:

- Foreign Mortgages Assistant
- Junior Auditor
- Learning Co-ordinator
- Customer and Production Support Assistant
- Technical Service Assistant
- Sales Assistant
- Investor Relations Assistant
- Credit Analyst
- Commercial Banking Analyst
- Commercial Banking Assistant
- Purchasing Trainee
- Sales Analyst
- Business Solutions Management Assistant
- Risk Management Assistant
- Human Resources Assistant
- Marketing Assistant
- Communications Assistant
- Press Relations Assistant
- Project Manager

Our current IMML partner schools are:

Europe
- Frankfurt School of Management & Finance, Germany
- Mannheim Business School, Germany
- EBS, Germany
- ESC Rouen, France
- ESC Toulouse, France
- ESOP EUROPE
- ESSEC Paris, France
- ISC Paris, France
- IÉSEG Strasbourg, France
- University of DEUSTO San Sebastian, Spain
- University of Alicante, Spain
- ICADE, Madrid, Spain

Canada
- HEC, Montreal, Canada

Latin America
- PUC Santiago Chile
- University of San Andrés Buenos Aires, Argentina
- AUSTRAL, Argentina
- ORT, Uruguay

Australia
- University of Western Australia, Perth
- University of Queensland, Brisbane
- University of Sydney

Option 2: Academic exchange
We have a growing number of exchange agreements with prestigious partner business schools worldwide. Spending an academic year at one of these institutions will enable you to study a range of international projects and experience lectures in an industry-linked context.

Option 3: Academic exchange and work placement
Combine both options and enjoy two very different experiences during your third year. You will spend one semester at a business school and then go on to a work placement of four to six months. This option gives you the opportunity to familiarise yourself with the culture and the language of the country before starting your placement.

Am I guaranteed a placement?
The ultimate responsibility for securing a placement remains with the student. You must satisfy any visa and/or work permit requirements in the country of the placement. If you are unable to obtain the necessary documentation, you will normally attend one of our partner business schools during the year abroad.

Please note that this list of partners is constantly under review and may change at any time. Please see the website for the most up-to-date information.

What are the opportunities for exchange?
Our current IMML partner schools are:

Europe
- Frankfurt School of Management & Finance, Germany
- Mannheim Business School, Germany
- EBS, Germany
- ESC Rouen, France
- ESC Toulouse, France
- ESOP EUROPE
- ESSEC Paris, France
- ISC Paris, France
- IÉSEG Strasbourg, France
- University of DEUSTO San Sebastian, Spain
- University of Alicante, Spain
- ICADE, Madrid, Spain

Canada
- HEC, Montreal, Canada

Latin America
- PUC Santiago Chile
- University of San Andrés Buenos Aires, Argentina
- AUSTRAL, Argentina
- ORT, Uruguay

Australia
- University of Western Australia, Perth
- University of Queensland, Brisbane
- University of Sydney

Please note that this list of partners is constantly under review and may change at any time. Please see the website for the most up-to-date information.

Chris Vost
IMML Spanish

“My placement at Amadeus in Madrid gave me an insight into what I want to do after graduating. Working as part of a team, applying knowledge gained from finance modules and preparing the annual accounts, has definitely made me want to work in the financial services sector.”

Chris Vost (left) on placement at Amadeus, Madrid
Entry requirements

Academic requirements

A Levels

AAA - IMML Spanish; AAB - IMML French; AAB - IMML German, Grade A required in the chosen language. Grade B in GCSE Maths and English.

International Baccalaureate

Typical offers are:

German: 35 points; French: 35 points; Spanish: 37 points, all to include Higher Level 6 in the language to be studied. SL Mathematics at Grade 5 or higher and SL English at Grade 5 or equivalent also required.

European Baccalaureate

An average pass mark of 79% is required for the German stream; 79% for the French stream; and 82% for the Spanish stream.

Other qualifications

We accept a range of other qualifications. To find out more go to: www.bath.ac.uk/study/ug/prospectus/subject/international-management-modern-languages/entry-requirements/

English Language requirements

If English is not your first language and you have not studied in an English-speaking country for at least the last two years, you will have to provide evidence of your English language skills through either the IELTS Academic or TOEFL tests. Either qualification is acceptable.

IELTS Academic: A total score of 6.5 is required, with no less than 6.0 in all sections.

Preferred subject combinations

A grade A in your chosen language is the main subject requirement. The combination of other subjects is fairly flexible. Evidence of a good command of English and numeracy skills is also essential. Please contact the IMML admissions staff if you would like to discuss your subject choices.

Non-academic criteria

While academic achievement is a very important part of your application, we also place an emphasis on non-academic attributes. If you can demonstrate a wide range of extra-curricular interests, a well developed, balanced personality, and an interest in international issues, you are more likely to be successful. A gap year may enhance your profile. The referee’s report also plays a major part in the evaluation of your application.

Excellent career prospects

The IMML degree is held in high regard by many of the top graduate employers, and the year abroad plays an important role in securing employment. 91% of IMML graduates are in a professional or managerial job within six months of graduating.

IMML graduates enter a wide variety of professions including business and financial analysis, marketing, management consulting, retail and human resources.

Graduate employers

Here are some of the organisations that have recruited IMML graduates recently:

- Accenture
- acos GmbH
- Allied Domecq
- Amadeus
- AXA Life
- Barclays Bank
- BMW
- BT
- Burberry
- Centrica British Gas
- Christian Aid
- Citywire

After Bath, I joined the Marketing Graduate Scheme with Barclays. I then moved on to HSBC working as Marketing Manager for the commercial banking team.

Andrea de Vincentiis, alumnus
Head of Marketing, Commercial Banking, HSBC France

KIS - Key Information Set

UNISTATS

How IMML (French) performed

91% satisfied with the course
91% employed within six months of graduating
£27,000 average salary six months after graduating

How IMML (German) performed

98% satisfied with the course
91% employed within six months of graduating
£27,000 average salary six months after graduating

How IMML (Spanish) performed

98% satisfied with the course
91% employed within six months of graduating
£27,000 average salary six months after graduating
I chose IMML because I was seeking a challenge and wanted to nurture my enthusiasm for both business management and the German language. A 50:50 combination of the latter is rare, adding to the exclusivity of the degree. It encompasses a wide range of disciplines ranging from politics, economics and law to finance and international business relations.

For me, the year spent on placement at Siemens VDO in Frankfurt and in Regensburg was truly superb. The culture and language immersion enabled me to develop myself on academic and individual bases, not to mention linguistically.

Hannah-Rae Roberts
BSc in International Management and Modern Languages
Sammy Pallin
BSc in International Management and Modern Languages at L’Oréal
I chose to do Management with Spanish because I have always been interested in languages, but mainly because Spanish is one of the most widely spoken languages in the world – useful for a business career.

Sammy Pallin

Graduate profile

Programme: BSc in International Management with Modern Languages (Spanish)

Name: Sammy Pallin

Graduated: 2009

Why did you choose to study the BSc in International Management with Modern Languages at Bath?
I chose the IMML degree at Bath because Bath is ranked as one of the top places in the UK to study Management. It was especially appealing to me for the year it offered abroad, where I would get real on-the-job experience which I could learn from, expanding my knowledge from theory only, to practice as well.

It would also help perfect my Spanish so that I could become fully fluent, as well as sculpt my future career path by determining whether I enjoyed the industry I had chosen for my placement.

I chose to do a joint Management degree with Spanish because I have always been interested in languages, but mainly because Spanish is one of the most widely spoken languages in the world – useful for a business career.

What did you do during your year abroad?
My year abroad was spent in Madrid where I did a four-month study-placement at ICADE University as an ERASMUS student, and then six months working at Santander Bank in Loan Syndications, Sales & Trading.

You graduated in 2009. What was your first job?
Seeing as 2009 was one of the toughest years to graduate in, amid a tough financial crisis, I thought twice about pursuing a banking career and chose to follow my true passion – marketing. As I had no work experience in marketing, and the market was tough, I chose to do a one-year marketing internship for Estée Lauder. This would provide me with experience in the industry so that I could follow that specific career path in the future. After finishing my internship at Lauder, I then got on to the Management Training Scheme at L’Oréal, where I did two rotations, one in sales and one in marketing, before becoming a permanent member of staff on the Armani brand as Assistant Product Manager. This involved receiving a fragrance concept from our international team in Paris and then adapting and launching the fragrance in the UK market. This involved presenting the launch to all the major UK retailers and making sure there was a full 360 degree launch plan in place – from media strategy, to PR, to point of sale visibility. It was an extremely dynamic role and every day was a different day at work.

In this role, I got to travel a lot within the UK and Ireland, and I completed a fragrance training course in Versailles which was amazing.

2013 career update

What are you doing now?
I was promoted last year from Assistant Product Manager to Product Manager on Giorgio Armani Fragrances. I’ve been in this role for 11 months and am in charge of the year’s biggest fragrance launch for L’Oréal’s Luxe division.

I’ve recently been to Paris for a business trip, and travel across the UK regularly for store visits and business meetings. The purpose of these is to ‘sell-in’ the brand’s launches and promotions to key Store or Regional Managers, negotiating extra space in stores, for example. I have attended a series of different training programmes throughout my career at L’Oréal.

I really enjoy marketing for the beauty industry and love the culture at L’Oréal. As long as that remains the same and I continue getting enough exposure and enjoying the challenge, I would like to continue in this line of business and hopefully become Marketing Director within 5-7 years.
Dan O'Grady, BSc in International Management and Modern Languages alumnus at Danone UK
I had a fantastic year abroad. I really enjoyed my job at Danone and Paris is a brilliant place to live. It was really easy to settle in, as many of my classmates were also in the city.

Dan O’Grady
Placement: Groupe Danone, Paris

Graduate profile

BSc in International Management and Modern Languages

Name: Dan O’Grady

Graduated: 2007

Why did you choose to study at Bath?
One of my friends was going to the University open day and invited me to come along. I thought it might be interesting to see what was on offer so went with him to have a look. When we arrived, I really liked the feel of the city and loved the friendly atmosphere on campus. I’m a big rugby fan so the city’s rugby history was a big draw, as was the fact that it was an hour away from my home city of Cardiff.

Why did you choose to study IMML?
I had really enjoyed studying French in school and wanted to continue studying the language, while combining it with a subject that would put me in a healthy position when I graduated. I had considered doing a degree in French and business but wasn’t that impressed with what other universities offered – very few had structured programmes in this. Bath’s IMML programme offered an integrated approach with a 50:50 split between the management and French content and, more impressively, it offered some business teaching in the foreign language. However, I felt the main strength of the programme was the excellent links it had with well-respected international companies for placements.

What skills did the IMML programme teach you?
As well as the obvious business knowledge and French language skills, I really improved my time management skills as a result of the degree. With many different modules and different assignments or exams, it was really important to manage my time properly to ensure that I had long enough to complete each piece of work. Learning good time management skills and developing an ability to work under pressure have served me really well.

What did you do on your year abroad?
I spent the year abroad in Paris working on placement as a Corporate Communications Intern for Groupe Danone. I thoroughly enjoyed the year abroad as it gave me the opportunity to use the skills and knowledge that I acquired through my degree. I had real responsibility: I was in the head office of a global organisation coordinating projects with over 90 different Danone businesses in over 40 different countries. The working language in the office was French so it gave me a great opportunity to improve my language skills. As a lot of the work was international, and the business language in the other countries was English, I was also able to take on a lot of responsibility that I may not have been given if I were a French placement student. I had a fantastic year abroad. I really enjoyed my job and Paris is a brilliant place to live. It was really easy to settle in, as many of my classmates were also in the city but I made a conscious effort to meet new people and speak French socially, through going out with workmates and joining a rugby club.

What did you do after graduating?
After my finals, I went to Gran Canaria on the European Union’s Leonardo da Vinci programme. The aim of the programme is to offer people work experience in another member state of the EU. I was working on the organisation of an art and culture festival in Las Palmas. I already spoke some Spanish, as I had taken some free extra lessons at Bath (highly recommended), but this gave me the chance to improve and I really enjoyed my time in Gran Canaria doing this.

I was extremely keen to work for Danone again and had stayed in contact with them throughout my final year and while I was in the Canaries. When I returned to the UK, I interviewed at Danone Dairies UK and started work a couple of weeks later as Territory Manager within the sales team. I really enjoyed the job and, like my placement, was surprised by the amount of responsibility I was given. Within a couple of months of joining the company, I organised a conference for all of our employees to promote the company’s strategy for 2009.

After six months in that role I was promoted to National Account Executive, working on Asda to maximise Danone sales across the Asda supermarket chain. I also supported the National Account Manager with daily account management tasks such as base and promotional sales analysis, sales forecasting, invoicing and managing Danone field sales team activity in Asda.

Following that, I spent eight months working as National Account Manager for Tesco Formats. I was then offered the opportunity to work for 6 months on secondment at the Tesco head office managing a chilled food marketing project, which was really interesting and gave me valuable experience of working on the retailer side.

2013 career update

I have just spent the last six months taking a career break to work as a ski instructor in Canada which was something I have wanted to do and a fantastic experience. I returned to the UK a couple of weeks ago and have just secured my next role as a Customer Business Manager for Nestlé.
BSc in Management programmes

🎯 Develop the business skills and gain the practical experience you need to pursue a variety of business careers with our suite of Management degrees.

- **BSc (Hons) in Management** *(3 or 4 years)*
- **BSc (Hons) in Management with Marketing** *(4 years)*
- **BSc (Hons) in International Management** *(4 years)*

Our BSc in Management degrees all provide you with a solid foundation in the key business disciplines but each one has unique features, depending on your chosen career path. They share a flexible structure in the first year, allowing you to transfer to one of the other programmes in the suite, subject to Director of Studies approval.

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**Year One – all BSc in Management programmes**

- Business Analytics
- Business Context
- Accounting for Managers
- Introduction to Business Economics
- Principles of Organisational Behaviour
- Introduction to International Business Environment
- Introduction to Finance
- Principles of Marketing
- Operations Management
- Introduction to Managing People

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I applied to Zurich after the placements team suggested I spend my second industrial placement with the firm. That proved to be excellent advice, and after spending the next six months in a financial role, I had settled on two things: firstly that finance wasn’t for me, but also that I loved the company and wanted to play a role in the wider business.

Zurich run a variety of graduate schemes. After a successful placement, I was asked which option would be best for me and I wasted no time accepting a place on the Future Leaders Programme. This scheme allows you to perform four roles over your first two years; offering maximum exposure to the business and a fantastic platform from which to launch a career with the company. My experience of two six month placements as part of the Bath BBA has been invaluable here, and has allowed me to hit the ground running in both our Compliance and Marketing divisions so far.

**Graham Vincer**

BSc in Business Administration, at Zurich
BSc (Hons) in Management (3 or 4 years)

The BSc in Management is a general management degree, designed to provide you with the advanced knowledge and skills you need to excel in a wide range of business roles.

The programme has a number of exciting features, including a unique Entrepreneurship Project, training in strategy management in the final year, and the opportunity to acquire transferable skills. If you choose to complete the four-year version of the degree, you will undertake a 12-month work placement in one of the many companies with which we have links.

Structure and content
In year one, all students take introductory units in core business subjects such as Marketing, Operations, Finance and Economics. In year two, you build on this foundation, developing your knowledge of these subjects, while personalising your studies with some options of your choosing, such as Leadership or Corporate Responsibility.

Year three is the placement year, if you have chosen the four-year version of the degree. In your final year, you study Strategy and Entrepreneurship and choose further options from a wide range, such as Treasury Management, International Business Law or Ethical Issues in Marketing. See the structure diagram on page 041 for full details of all units.

The work placement
(4-year programme)
We have one of the best placement schemes in the country, with an excellent reputation among the major graduate recruiters.

The four-year version of our BSc in Management degree includes a compulsory 12-month work placement in your third year, providing you with in-depth knowledge of your preferred work environment. The placement experience can provide you with a real advantage in the competitive job market. You can acquire important transferable skills while on placement and, in most cases, earn a salary. You will have the help and support of our dedicated placement team throughout your placement experience.

What job could I be doing on placement?
We have links with over 200 companies and have placement opportunities in large, medium and small organisations, including public sector bodies and charities. See ‘Great careers, great companies’ on page 04 for more information on the companies we work with.

A wide range of jobs are available, in a variety of sectors. Here are just a few examples.

- Marketing:
  Assistant Brand Manager;
  Technical Marketing Assistant;
  Media Planner & Buyer

- Supply Chain Management:
  E-commerce Analyst

- Banking, Finance and Accountancy:
  Global Investment Manager; Mergers & Acquisitions Analyst; Audit or Tax Trainee; Treasury Assistant

- Human Resources:
  International Recruitment Consultant; Training Coordinator

- IT:
  Systems Analyst; Project Analyst

Entrepreneurship is an open-ended journey, in which one treads forward without the assuredness of complete knowledge. The entrepreneurship project will enable students to face uncertainty, unlock creativity, and embrace learning. It will cement a foundation for becoming an agent of innovation in a variety of business settings.

Professor Dimo Dimov

Fast facts

- Type and duration: 3-year, full-time 4-year, with placement
- UCAS code: 3-year - N200 4-year - N201
- Typical A-level offer: AAA with minimum grade B in GCSE Maths and English.
- Typical IB offer: 38 points (including bonus points). No subject below 5 points including English and Maths.
- No. of places: 70 approx.
## Programme structure

### Year 1
- Business Analytics; Business Context; Accounting for Managers; Introduction to Business Economics; Principles of Organisational Behaviour; Introduction to International Business Environment; Introduction to Finance; Principles of Marketing; Operations Management; Introduction to Managing People

### Year 2
- **Compulsory units:**
  - Principles of International Finance; Consumer Behaviour; Managing the Multinational Enterprise; Managing Across Cultures and Contexts; Foundations of Entrepreneurship and Innovation; Intermediate Business Analytics; Law
  
  **Optional units (select two):**
  - Managing Across Cultures and Contexts; International Market Development and Trade; Project Management; e-business; Human Resource Management 2; Leadership; Supply Management; Managing the Global firm; Work, Organisation and Employment Relations

### Year 3
- Placement year (4-year programme)

### Year 3/4
- **Compulsory units:**
  - Strategic Management; International Strategy in Practice; Entrepreneurship Project (3-year only)

- **Optional units (select three for 3-year or four for 4-year):**
  - Advanced Advertising Theory; Developing New Products and Services; Advanced Consumer Behaviour; Managing the Global Value Chain; Business in Transitional Economies; Employment Law; Management Consulting, Theory and Practice; Supply Management; Technology and Innovation Management; Treasury Management; Decision-making; Privacy Trust and Security in Information Systems; Depth Psychology of the Consumer; Entrepreneurship Project (4-year only)

- **Optional units (select 4):**
  - International Marketing Management; Business-to-business Marketing; Digital Marketing; Ethical Issues in Marketing; International Business Law; Contemporary International Business Issues; Innovation, Industrialisation &International Competitiveness; Comparative Business and Strategy; China and India; International Dimensions of Organisational Behaviour; Advanced Corporate Finance; Strategy & Human Resource Management; Investment Banking; Virtual Organising; Information System Development; Risk Management and Internal Control; Economic Governance; Competitiveness and Policy; UK Tax and Tax Planning for the Growing Business; Antitrust and Strategy; Depth Psychology of Organisations; International Business Law

All units shown are subject to change. For the most up-to-date list visit [www.bath.ac.uk/catalogues/](http://www.bath.ac.uk/catalogues/)
The Professional Development Programme

As well as developing you academically, we want you to develop practical and transferable skills to prepare you for the working world. We do this by offering a range of projects and activities throughout your degree such as mock interviews, team leadership, time management, presentation and communication skills.

More information on the PDP programme is available on page 053

Who will be teaching me?

As a School, we have an international reputation for the quality of our academic staff and their work. The lecturers who will be teaching you form part of a faculty that produces cutting-edge research in the field of management, often informing policy at the highest levels of business and society. This research feeds directly into the teaching you receive, meaning you are exposed to the latest thinking on a subject and always hear new ideas first.

Teaching methods and assessment

A range of teaching methods are used, including lectures, seminars and tutorials. The majority of units are assessed by formal examination or coursework.

The work you complete in your second year accounts for 32% of the total marks awarded, while the remaining 68% is attributable to the work you do in your final year. The marks you gain in your first year do not count towards the degree; however you must pass the first year in order to progress to year two. You must also pass the placement year but the marks do not count towards the final degree.

Career prospects

The BSc in Management is a new programme so no employability data are available yet. However, given the high employability rates of our other students, we are confident that graduates of the BSc in Management will be highly sought after by employers.

Within six months of graduating, 90% of our BSc in Business Administration students are employed in professional roles and are achieving an average salary of £28k. Take another look at page 04 for our career data.

Charlotte Durrant (BSc in Business Administration) at Zurich

Check out our student blogs

Want to get a real insight into what it’s like as a student on placement?

Go to: http://blogs.bath.ac.uk/bba/ to hear from students who are blogging their experience as it happens!
P&G actively targets Bath for recruitment. If you look around P&G you can see a surprising number of Bath graduates. My advice to students would be to think beyond your academic studies, think about your personal skills development, in particular leadership, something we really look for in potential candidates.

Becky Goodall
Market Strategy & Planning Leader (UK), Procter & Gamble. BSc in International Management with Modern Languages alumna, 1998
BSc (Hons) in Management with Marketing (4 years)

Become a marketing specialist with a thorough understanding of business and invaluable marketing work experience.

Marketing is an important function in any organisation and can contribute significantly to its success. Understanding customer needs and behaviours through research, developing campaigns to promote products and services and responding to changes in the market are just some of the responsibilities of a marketer. Marketing embraces psychology and consumer behaviour, economics and accountability, management and innovation, sociology and culture.

Our BSc in Management with Marketing provides a solid grounding in the key areas of business practice, while giving you the specialist knowledge and skills required to excel in a professional marketing role.

Structure and content

In year one, all students take introductory units in core business subjects such as Marketing, Operations, Finance and Economics (see page 047 for full details of year one). In year two you build on this foundation, while developing the depth of your marketing knowledge with subjects such as Brand Management, Consumer Behaviour and Strategic Marketing Communications. You can also choose three options from a wide selection, including Leadership, Project Management and e-business.

Year three is the placement year, where you will get to work in a marketing role in one of the many organisations we have links with. In your final year, you continue to grow your marketing expertise with further specialist units such as Developing New Products and Services, Advanced Advertising, Theory and Digital Marketing. Further options are also available to choose from in year four so you can tailor your studies to suit your interests.

The work placement (year 3)

We have one of the best placement schemes in the country, with an excellent reputation among the major graduate recruiters.

The BSc in Management with Marketing includes a 12-month work placement in your third year, providing you with valuable, hands-on experience of working in a professional marketing environment at one of the many organisations we have links with.

Your placement will provide you with the opportunity to apply and develop the knowledge you have gained on the programme in a practical business environment. You will acquire important transferable skills and, in virtually all cases, earn a salary. Most importantly, completing a placement can provide you with a real advantage in a highly competitive job market. You will have the help and support of our dedicated Placements Team throughout your placement experience.

What job could I be doing on placement?

We have links with over 200 companies and have placement opportunities within large, medium and small organisations, public sector bodies, charities and blue-chip organisations such as P&G, Intel, L’Oréal and PwC. See ‘Great careers, great companies’ on page 04 for more information on the companies we work with.

Creating an entrepreneurial environment for innovation, and developing the skills and competence to successfully bring innovative products and services to market, is fundamental to the future success of organisations in highly competitive and increasingly globalised markets.

Professor Avi Shankar
I’ve been working at P&G for 15 months now and have recently moved into my second role as a Category Manager in the Gillette strategy team.

My work is devoted to the Gillette gifting programme. My main responsibilities include working alongside the Assistant Brand Manager to decide exactly what our range looks like, how we market the gift sets, the commercials behind the packs, and how we engage retailers to stock our range over competitors. I love the variety that my role offers; every day is different to the one before and I’m constantly faced with new challenges and encouraged to find ways to continuously improve.

My time at Bath really helped prepare me for this type of environment, and the combination of both academic application and real life experience has meant that I have been able to adapt to the demands of working for an FMCG company quickly, helping give me the best start to my (hopefully long!) career at P&G.

Laura Matile,
BSc in Business Administration alumna (2011), Category Manager – Gillette, Procter & Gamble
Here are just a few examples of the types of role you could be working in:

- Assistant Brand Manager
- Technical Marketing Assistant
- Media Planner & Buyer
- Product Marketing Assistant
- Digital Marketing Assistant
- New Business Developer
- Merchandising Intern
- Mobile Marketing Intern
- New Media Assistant

The Professional Development Programme

As well as developing you academically, we want you to develop practical and transferable skills to prepare you for the working world. We do this by offering a range of projects and activities throughout your degree such as mock interviews, team leadership, time management, presentation and communication skills.

More information on the PDP programme is available on page 053.

Who will be teaching me?

As a School, we have an international reputation for the quality of our academic staff and their work. The lecturers who will be teaching you form part of a faculty that produces cutting-edge research in the field of management, often informing policy at the highest levels of business and society. This research feeds directly into the teaching you receive, meaning you are exposed to the latest thinking on a subject and always hear new ideas first.

Teaching methods and assessment

A range of teaching methods are used including lectures, seminars and tutorials. The majority of units are assessed by formal examination or coursework.

The work you complete in your second year accounts for 32% of the total marks awarded, while the remaining 68% is attributable to the work you do in your final year. The marks you gain in your first year do not count towards the degree; however you must pass the first year in order to progress to year two. You must also pass the placement year, but the marks do not count towards the final degree.

Career prospects

The BSc in Management with Marketing is a new programme so no employability data are available yet. However, given the high employability rates of our other students, we are confident that graduates of the BSc in Management with Marketing will be highly sought after by employers.

Within six months of graduating, 90% of our BSc in Business Administration students are employed in professional roles and are achieving an average salary of £28k. Take another look at page 04 for our career data.

Antonia Wilson (BSc in Business Administration) on placement at Innocent

Check out our student blogs

Want to get a real insight into what it’s like as a student on placement?

Go to: http://blogs.bath.ac.uk/bba/ to hear from students who are blogging their experience as it happens!
# Programme structure

| Year 1 | Business Analytics; Business Context; Accounting for Managers; Introduction to Business Economics; Principles of Organisational Behaviour; Introduction to International Business Environment; Introduction to Finance; Principles of Marketing; Operations Management; Introduction to Managing People |
| Year 2 | **Compulsory units:**
  - Principles of International Finance; Consumer Behaviour; Managing the Multinational Enterprise; Foundations of Entrepreneurship and Innovation; Intermediate Business Analytics; Brand Management; Strategic Marketing Communications
  
  **Optional units (select two):**
  - Managing Across Cultures and Contexts; International Market Development and Trade; Project Management; e-business; Human Resource Management 2; Leadership; Supply Management; Managing the Global Firm; Work, Organisation and Employment Relations
  
  **Optional units (select one):**
  - Law; Negotiation and Ethics in International Settings; Accounting for Managers in an International Context; IT and Its Business Context; Corporate Responsibility: Principles and Perspectives; Organisational Design; Performance and Change |
| Year 3 | Placement year (4-year programme) |
| Year 4 | **Compulsory units:**
  - Strategic Management; Advanced Advertising Theory; Developing New Products and Services; Advanced Consumer Behaviour; International Strategy in Practice; International Marketing Management; Digital Marketing
  
  **Optional units (select one):**
  - Managing the Global Value Chain; Business in Transitional Economies; Employment Law; Management Consulting: Theory and Practice; Supply Management; Technology and Innovation Management; Treasury Management; Innovation, Industrialisation and International Competitiveness; Decision-making; Privacy, Trust and Security in Information Systems; Depth Psychology of the Consumer; Depth Psychology of Organisations
  
  **Optional units (select one):**
  - Ethical Issues in Marketing; International Business Law; Contemporary International Business Issues; Business-to-Business Marketing; Comparative Business and Strategy: China and India; International Dimensions of Organisational Behaviour; Advanced Corporate Finance; Strategy and Human Resource Management; Investment Banking; Virtual organising; Risk management and Internal Control; Economic Governance, Competitiveness and Policy; UK Tax and Tax Planning for the Growing Business; Antitrust and Strategy |

All units shown are subject to change. For the most up-to-date list visit [www.bath.ac.uk/catalogues/](http://www.bath.ac.uk/catalogues/)
BSc (Hons) in International Management (4 years)

Gain the business knowledge, skills and experience needed to thrive in a globally connected world.

Key feature

**The year abroad**
In year 3, you will go overseas either on work placement, on academic exchange at one of our prestigious partner business schools, or a combination of both.

We have one of the best placement schemes in the country, with an excellent reputation among the major graduate recruiters. We also have relationships with business schools around the world.

Option 1: Work placement
A work placement will provide you with the opportunity to apply and develop the knowledge you have gained on the programme in a practical business environment. You will acquire important transferable skills and, in most cases, earn a salary. Most importantly, completing a placement can provide you with a real advantage in a highly competitive job market. You will have the help and support of our dedicated Placements Team throughout your placement experience.

If you are successful in securing a placement, you will spend a minimum of nine months working in a company, although most students choose to stay on longer to maximise their business experience.

Option 2: Academic exchange
Alternatively, choose to spend a full academic year at another academic institution, drawn from our existing list of prestigious partner business schools. We have exchange agreements in place with the following institutions:

**Europe**
- Norwegian School of Management BI, Oslo
- Rotterdam School of Management, Netherlands
- Copenhagen Business School, Denmark

**Asia**
- City U, Hong Kong
- College of Business, Rikkyo University, Tokyo
- Singapore Management University, Singapore

**USA**
- McIntire School of Commerce, University of Virginia
- University of Texas at Austin

**Canada**
- University of York, Toronto
- Simon Fraser University, Vancouver
- Queen's University, Ontario

Fast facts

- **Type and duration**: 4 year, with placement
- **UCAS code**: NN12
- **Typical A-level offer**: AAA with minimum grade B in GCSE Maths and English.
- **Typical IB offer**: 38 points (including bonus points), No subject below 5 points including English and Maths.
- **See page 052 for full entry requirements.**
- **No. of places**: 20 approx.

**Europe**
- University of Western Australia, Perth
- University of Queensland, Brisbane
- University of Sydney

Please note that this list of institutions is under constant review and may change at any time. Please see the website for the most up-to-date information.

Option 3: Academic exchange and placement
Combine both options and enjoy two very different experiences during your third year. Choose to spend one semester (three months) in a business school followed by an international work placement for six months, or spend six months on placement followed by one semester (three months) in a business school.
I am very proud to be an alumna of the School of Management, in a role at L’Oréal which is helping to recruit high-calibre graduates into the organisation in various different functions including HR, Marketing and Operations.

Alexandra Bennett
BSc in Business Administration, alumna (2011),
UK Graduate Recruitment Co-ordinator, L’Oréal
What job could I be doing on placement?

We have links with over 200 companies and have placement opportunities within large, medium and small organisations, public sector bodies, charities and blue-chip organisations such as P&G, Intel, L’Oréal and PwC. See ‘Great careers, great companies’ on page 04 for more information on the companies we work with.

The type of work available is diverse, ranging from marketing and public relations through to finance, banking and computing, and so are the tasks and levels of responsibility. Much depends on your interests and prior experience.

You could be working as:

- Foreign Mortgages Assistant
- Junior Auditor
- Learning Co-ordinator (Training Department)
- Customer and Production Support
- Technical Service Assistant
- Sales Assistant
- Investor Relations
- Credit Analyst
- Analyst - Commercial Banking
- Commercial Banking Trainee
- Purchasing Trainee
- Sales Analyst
- Business Solutions Management
- Risk Management Trainee
- Human Resources Assistant
- Marketing Assistant
- External/Internal Communications Assistant
- Press Relations

The Professional Development Programme

As well as developing you academically, we want you to develop practical and transferable skills to prepare you for the working world. We do this by offering a range of projects and activities throughout your degree such as mock interviews, team leadership, time management, presentation and communication skills.

More information on the PDP programme is available on page 053.

Who will be teaching me?

As a School, we have an international reputation for the quality of our academic staff and their work. The lecturers who will be teaching you form part of a faculty that produces cutting-edge research in the field of management, often informing policy at the highest levels of business and society. This research feeds directly into the teaching you receive, meaning you are exposed to the latest thinking on a subject and always hear new ideas first.

Teaching methods and assessment

A range of teaching methods are used including lectures, seminars and tutorials. The majority of units are assessed by formal examination or coursework.

The work you complete in your second year accounts for 32% of the total marks awarded, while the remaining 68% is attributable to the work you do in your final year. The marks you gain in your first year do not count towards the degree; however you must pass the first year in order to progress to year two. You must also pass the year abroad but the marks do not count towards the final degree.

Career prospects

The BSc in International Management is a new programme so no employability data are available yet. However, given the high employability rates of our other students, we are confident that graduates of the BSc in International Management will be highly sought after by employers.

Within six months of graduating, 90% of our BSc in Business Administration students are employed in professional roles and are achieving an average salary of £28k. Take another look at page 04 for our career data.
### Programme structure

<table>
<thead>
<tr>
<th>Year</th>
<th>Compulsory units</th>
<th>Optional units (select one)</th>
<th>Optional units (select two)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year 1</strong></td>
<td>Business Analytics; Business Context; Accounting for Managers; Introduction to Business Economics; Principles of Organisational Behaviour; Introduction to International Business Environment; Introduction to Finance; Principles of Marketing; Operations Management; Introduction to Managing People</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Year 2</strong></td>
<td>Principles of International Finance; Managing Across Cultures and Contexts; International Market Development and Trade; Managing the Multinational Enterprise; Foundations of Entrepreneurship and Innovation; Intermediate Business Analytics; Accounting for Managers in an International Context; Negotiations and Ethics in International Settings</td>
<td>Consumer Behaviour; Project Management; e-business; Human Resource Management 2; Leadership; Supply Management; Work Organisation and Employment Relations</td>
<td>Strategic Marketing Communications; Brand Management; Law; IT and its Business Context; Corporate Responsibility: Principles and Perspectives; Organisational Design, Performance and Change</td>
</tr>
<tr>
<td><strong>Year 3</strong></td>
<td>The Year Abroad: Placement, study or both</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Year 4</strong></td>
<td>Strategic Management; Managing the Global Value Chain; Business in Transitional Economies; International Strategy in Practice; International Business Law; Contemporary International Business Issues</td>
<td></td>
<td>European Integration Studies; Advanced Advertising Theory; Developing New Products and Services – Theory; Advanced Consumer Behaviour; Employment Law; Management Consulting: Theory and Practice; Supply Management; Technology and Innovation Management; Treasury Management; Innovation, Industrialisation &amp; International Competitiveness; Decision-making; Privacy Trust and Security in Information Systems; Depth Psychology of Organisations; Depth Psychology of the Consumer</td>
</tr>
</tbody>
</table>

All units shown are subject to change. For the most up-to-date list visit [www.bath.ac.uk/catalogues/](http://www.bath.ac.uk/catalogues/)
BSc (Hons) in Management Programmes

Entry requirements

We seek to recruit the best students from around the world to our BSc in Management programmes. To achieve this, we look for applications from students whose subjects demonstrate a range of conceptual, numerical, analytical and discursive abilities at the highest level.

Preferred subjects
We prefer A-level (or equivalent) combinations that demonstrate a broad skill set that includes both numerical skills, such as those in Mathematics or Science-based subjects, and discursive reasoning skills such as those developed in essay-based subjects such as History or English. Students with narrow combinations in only one of these areas (for instance: Mathematics, Further Mathematics and a Science; or, three Sciences; or, English Language, Literature and History) will be less likely to receive an offer.

We accept Business Studies A level although it is not a pre-requisite. Many students make a great success of their time on our programmes without having taken a business-related qualification before. Any non-English language A-level qualification will only be included in the offer if it fulfils the following conditions:

- It must not be your first language.
- It must not be a language commonly spoken by your immediate family or community.
- It must not be a language widely spoken in the country of your present or former residence.

Additionally, applicants should offer no more than one of the following subjects:

- Accounting
- Applied Business Studies
- Applied Science
- Art and Design
- Commerce
- Communications Studies
- Dance
- Design and Technology
- Drama/Theatre Studies
- Film Studies
- Food, Science and Technology
- Home Economics
- ICT
- Leisure Studies
- Media Studies
- Music Technology
- Performance Studies
- Performing Arts
- Photography
- Physical Education

Non-academic criteria
While academic achievement is an important part of considering your application, we place a strong emphasis on non-academic attributes. Not only do we look for high achievers academically, but also those who demonstrate a wide range of outside interests and a well-developed, balanced personality.

We also place a strong emphasis on the balance between theory and practice - practical, industrial, entrepreneurial or voluntary work will support your application. Your personal statement and the referee’s report will be considered when we evaluate your application and should therefore emphasise these issues.

English language
If English is not your first language, you will require an IELTS Academic qualification or a recognised equivalent. We require a minimum mark of 7.0 overall in the IELTS-Academic test with no less than 7.0 in any subject.

Academic criteria

<table>
<thead>
<tr>
<th>A Levels</th>
<th>Typical offer: AAA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In exceptional circumstances we may make a slightly lower offer.</td>
</tr>
</tbody>
</table>

- General Studies and Critical Thinking are excluded
- Grade B in GCSE Maths and English is required
- Languages which are intended for non-native speakers are not normally acceptable when taken by native speakers of that language
- Preference will be shown to applicants with a strong GCSE profile which should include a high proportion of A or A* grades

<table>
<thead>
<tr>
<th>International Baccalaureate</th>
<th>Typical Offer: 38 points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No subject below 5 points, including English and Mathematics. Subjects and grades may be specified in the offer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>European Baccalaureate</th>
<th>Typical Offer: 82%</th>
</tr>
</thead>
</table>

Other qualifications
We accept a range of other qualifications. To find out more go to:
www.bath.ac.uk/study/ug/prospectus/subject/management/entry-requirements/
The Professional Development Programme

We want to ensure you gain more than an academic qualification from your time here. The PDP programme is incorporated into your timetable to enhance your skills and career development, helping you to achieve higher levels of employability.

Throughout your degree, you will undertake a number of activities designed to prepare you for the recruitment process and the placement experience itself.

Our Professional Development Programme helps you to manage your expectations and learning objectives and to reflect on your personal development so that you can obtain the maximum possible benefit from your placements.

From year one, you will take part in the following workshops:

**Introduction to the Professional Development Programme**
This session is designed to give you an overview of the placements process and the Professional Development Programme. You will also be issued with the Placements Handbook.

**CV writing**
Understand the purpose of the CV and find out what to put on it. Then learn how to refine the content and use the right language, presenting information in the best way in order to sell yourself to the employer. At the end of this session you will submit a CV to the placements team.

**Covering letters and application forms**
Look at why companies request covering letters or use application forms. Get tips on how to answer those difficult questions and how to complete online applications.

**Interview skills**
This session gives pointers on interview preparation and research as well as tips for the interview itself. It provides excellent preparation for mock interviews which take place in February.

**Aptitude tests**
We examine why companies use aptitude tests and offer advice on how to prepare for and approach the test. You’ll also have the opportunity to try some practice questions.

**Mock interview preparation session**
During mock interviews, interviewers from real organisations, many of whom offer work placements, provide you with the opportunity to experience a professional interview. The mock interview preparation session provides you with information on the organisation you have been allocated and how best to prepare.

**Mock interviews**
You now get to experience a real interview situation. Afterwards, you will receive invaluable feedback on your application and interview technique, before attending real placement interviews. Last year’s interviewers included: Accenture, Intel, Procter & Gamble, Barclays Capital, HSBC, McKinsey, Deloitte, Citi, 3M, PricewaterhouseCoopers, Zurich, BG Group, UBS, ConocoPhillips, Morgan Stanley, Ernst & Young and L’Oréal.

**Business communications**
How to communicate effectively in the world of work.

**Pre-placement briefings**
These sessions look at how to manage your placement experience effectively in order to get the most from it. They also address practical issues such as health and safety, and money. You will be given essential information relating to the assignments and paperwork you’ll need to complete before, during and after your placement.

**Post-placement de-brief sessions**
Discuss what you’ve learnt from your placement experience and how to integrate your work-based learning into the broader scope of the degree.

In addition to these sessions, employers from industry regularly offer talks and other training and information sessions.
What else can I expect from my undergraduate degree?

Your first week
After settling in during Freshers’ Week, the School of Management offers an exciting few days of company-sponsored games, team-building exercises, social gatherings and networking events. These provide the perfect opportunity for you to get to know your classmates before classes start.

The Big Team Challenge
The Big Team Challenge is a week-long event, unique to the School of Management. With a different theme each year, you’ll take part in group challenges and activities with a chance to win prizes. We work closely with our Corporate Partners during this week, so you’ll be meeting representatives from the likes of Intel, P&G, L’Oréal, PwC, BP, Zurich, and 100% Cotton.

New student centre
The School of Management offers a dedicated student space consisting of group-work rooms, a student common room, a wireless network hub with network points for laptops, and 20 computers.

Guest speakers
The School of Management regularly hosts guest speakers from a wide range of organisations and you may find that some of the modules on your degree include guest speakers. They can provide a real insight into business life and are happy to share their experiences with you.

Previous guest speakers have included: Ray Kelvin, Founder and CEO, Ted Baker; Sir Christopher Gent, Chairman, GlaxoSmithKline and former CEO of Vodafone; and Antonio Horta-Osario, CEO, Abbey Santander.
Personal tutors and support

An academic member of staff will be assigned to act as your personal tutor while you are studying for your degree. Your personal tutor will meet with you on a regular basis and provide a point of contact, particularly useful during your first few weeks.

A dedicated team of Placement Officers for each degree provides individual support for all aspects of placements and exchanges.

The Student Experience Officer is also on hand and offers a confidential drop-in support and advice service for all first-year students in the School of Management. The Student Experience Officer can help you with personal and academic issues, providing a sympathetic ear, specific advice, or more solution-focused coaching as necessary.

Prizes for achievement

Every year, successful students from across our undergraduate programmes are awarded sponsored cash prizes for their academic achievements. Current prizes awarded to final year students include:

- Best BBA Project Group

- Best student on year 1 of BSc in Business Administration
- Best student on year 2 of BSc in Accounting and Finance
- Best student in Business Strategy in the Global Economy
- Highest Mark in Marketing
- The IMML Work Placement Prize

- Highest Mark in Accounting and Finance
- Highest Mark in Corporate Finance and Investment Appraisal

- Best BAF Student (4-Year)
- Best Action Project Group (BBA)
- Best Student in Business and the Natural Environment
- Highest Mark in Human Resource Management

- Best IMML Student
- Highest Mark in Accounting (1st Year)
- Highest Mark in Management Consulting: Theory and Practice
- Best BBA Student
- Best BAF Student (3-Year)

- The IMML Work Placement Prize
- Highest Mark in Treasury Management
- Best Team – Business and Society

Please note that prizes and sponsors may change at any time.
Life on campus

Our campus is one of the safest in the UK and has been recognised with a national police security award.

Compact, purpose-built campus

Our compact, purpose-built 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. Teaching facilities, 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 Accommodation Office helps you to find suitable accommodation both on campus and in the city of Bath.

Throughout your time at Bath you will also have access to our Careers Advisory Service which provides individual guidance, advice on CVs, applications and interviews, skills training and occupational and employer information. It also runs an extensive programme of employer visits and provides online searchable vacancy bulletins.

The University’s Chaplaincy provides a meeting place and base for several University societies representing many denominations and faiths. The University’s Institute of Contemporary Interdisciplinary Arts (ICIA) offers 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. In addition, if you are an international student wishing to improve your contemporary business language and skills, the English Language Centre offers a range of courses.

International students

30% of University of Bath students are international and over 100 countries are represented.

To provide support and assistance to our international community of scholars, the University has its own International Office. If you are an international student, you will receive a handbook before you leave home, which will provide you with essential information. The International Office also offers a programme of social events throughout the year.

The Students’ Union

Our Students’ Union (SU) runs over 100 clubs and activities and is recognised by the NUS as one of the top three in the country. Choose from break-dancing to bell-ringing, curry appreciation to cheerleading. The SU regularly plays host to some great live 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.

There are also many opportunities to do volunteer work – a great way to make friends, help out, gain new skills, and demonstrate initiative and commitment on your CV. Student-led groups organise a range of projects, from fireworks displays to tea parties.

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 include: 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 a bobsleigh/skeleton push-start track.
1. The Parade, at the heart of the campus
2. All students have access to our outstanding sports facilities
3. Woodland Court, the latest on-campus accommodation
4. The Library & Learning Centre is open around the clock
5. There are plenty of opportunities to relax in the Students’ Union
Life in Bath

Bath is a lively, 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-colour 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 it was subsequently and more famously exploited by the Romans, who built the extensive baths from which the city takes its name and which may still be visited today. The Roman Baths represent one of the most complete ancient sites in the world, much of it unchanged for 2000 years. Now, with the opening of the Thermae Bath Spa, Britain’s original and only natural thermal spa, visitors today can experience the warm, mineral-rich waters which the Celts and Romans enjoyed over 2000 years ago. The open-air rooftop pool boasts spectacular views across the skyline of Bath and is the perfect place to unwind.

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 close by, Bristol is about fifteen minutes away. As well as being steeped in history, Bristol is the south-west’s capital offering a lively restaurant, bar and music scene as well as the recently opened Cabot Circus, a first-class shopping venue boasting over 120 stores. Bristol International Airport provides fast access to an ever increasing number of destinations.

For those seeking quieter retreats, Bath is surrounded by beautiful countryside, with the Cotswolds to the north, the Mendips to the south-west, and – just across the Severn Bridge – the Wye Valley and the Forest of Dean. The coast at Weston-super-Mare or South Wales is also within easy reach. 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.

The social scene

Bath also has a varied selection of restaurants, cafés, bars, pubs, clubs, three theatres, cinemas and a wide range of museums.

1 A compact city centre
2 The Circus
3 Shopping in the covered market

Severn Bridge – the Wye Valley and the Forest of Dean. The coast at Weston-super-Mare or South Wales is also within easy reach. 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.
Accommodation and living costs

University accommodation is guaranteed to all new, full-time undergraduates in their first year.

In order to secure your accommodation, you must have accepted your offer of a place at Bath and applied for your accommodation online. On campus, all residences are located within ten minutes’ walk of the academic buildings. Off-campus complexes are also available in the city centre. A broad range of room types is available to suit all budgets. First-year complexes typically have between five and 18 bedrooms grouped around a shared self-catering kitchen.

As well as your tuition fees and accommodation, you will also need to take into account other costs such as food, travel, clothes and leisure. The table below gives a rough guide of costs for an EU or overseas undergraduate for a 38-week period:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent (£2,280 - £7,410 per academic year according to choice &amp; availability) e.g. Eastwood standard at £88 per week</td>
<td>£3,344</td>
</tr>
<tr>
<td>Food at £32 per week</td>
<td>£1,216</td>
</tr>
<tr>
<td>Personal toiletries and laundry</td>
<td>£150</td>
</tr>
<tr>
<td>Clothes</td>
<td>£270</td>
</tr>
<tr>
<td>Local 36-week bus pass</td>
<td>£255</td>
</tr>
<tr>
<td>Leisure, social activities and sport at £30 per week</td>
<td>£1,140</td>
</tr>
<tr>
<td>TV licence</td>
<td>£145</td>
</tr>
<tr>
<td>Telephone (landline, international phone cards &amp; mobile)</td>
<td>£350</td>
</tr>
<tr>
<td>Health costs (contact lenses, dentist, prescriptions)</td>
<td>£125</td>
</tr>
<tr>
<td>Books, materials, photocopying &amp; equipment</td>
<td>£300</td>
</tr>
<tr>
<td>Contents insurance (£3,000 belongings &amp; £1,000 laptop)</td>
<td>£115</td>
</tr>
<tr>
<td>Emergencies and unexpected expenses</td>
<td>£100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£7,490</strong></td>
</tr>
</tbody>
</table>

Please note these figures are intended as a guide only. Figures based on 2012/13 academic year.
## Scholarships, fees and how to apply

A number of scholarships and bursaries are available. Please read the criteria carefully to check which ones are applicable to you.

### Scholarships and Bursaries

You may be eligible to apply for a scholarship or bursary, in addition to finance available through a student loan. Scholarships are usually awarded for academic excellence whilst bursaries are based on financial need.

We offer a range of scholarships supported by generous donors who share our pride in student achievement.

Visit [www.bath.ac.uk/study/ug/funding](http://www.bath.ac.uk/study/ug/funding) for an up-to-date list of available scholarships and bursaries and how to apply.

### Fees

For details of current tuition fees please visit [www.bath.ac.uk/study/ug/fees](http://www.bath.ac.uk/study/ug/fees)

### How to apply

We are delighted that you are considering applying for one of our BSc programmes.

To apply for a place on one of our undergraduate programmes, you will need to make an application through UCAS (University & Colleges Admissions Service). Visit [www.ucas.ac.uk](http://www.ucas.ac.uk) for guidance on how to complete your application. These are the codes you will need:

<table>
<thead>
<tr>
<th>University of Bath</th>
<th>UCAS code</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSc in Accounting and Finance 3 Year</td>
<td>NN34</td>
</tr>
<tr>
<td>4 Year</td>
<td>NN43</td>
</tr>
<tr>
<td>BSc in Business Administration</td>
<td>N100</td>
</tr>
<tr>
<td>BSc in International Management and Modern Languages French</td>
<td>NR21</td>
</tr>
<tr>
<td>German</td>
<td>NR22</td>
</tr>
<tr>
<td>Spanish</td>
<td>NR24</td>
</tr>
<tr>
<td>BSc Management 3 Year</td>
<td>N200</td>
</tr>
<tr>
<td>4 Year</td>
<td>N201</td>
</tr>
<tr>
<td>BSc Management with Marketing</td>
<td>NN25</td>
</tr>
<tr>
<td>BSc International Management</td>
<td>NN12</td>
</tr>
</tbody>
</table>

For more information on applying, visit [www.bath.ac.uk/study/ug/apply](http://www.bath.ac.uk/study/ug/apply)

### Application deadlines

Applications from UK and European students should be sent to UCAS between the 1st September and the 15th January for entry in September of that year. For overseas students, the deadline is the 30th June.

### Contact us

**Admissions enquiries**

If you have questions about the application process and entry requirements please use these contact details:

Tel: +44 (0) 1225 383019

Email: admissions@bath.ac.uk

The Admissions Office, Wessex House 6.17

University of Bath, Bath BA2 7AY

**Programme enquiries**

If you’d like to talk to the team within the School of Management about our BSc programmes, please contact us at:

bsc@management.bath.ac.uk

| BSc in Accounting and Finance | +44 (0) 1225 384420 |
| BSc in Business Administration | +44 (0) 1225 386740 |
| BSc in International Management and Modern Languages French | +44 (0) 1225 386471 |
| BSc in Management, BSc in Management with Marketing, BSc in International Management | +44 (0) 1225 384682 |

Note: The information in this publication is correct at the time of going to press. Programmes are monitored and reviewed regularly, as a result of which changes may be made. There may be amendments to the programmes described in this brochure both before and after a candidate’s admission. This publication does not form part of any contract between any person and the University.
How to find us

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.

Key to Campus Map

Amenities
WESSEX - Admissions and International Offices
1 Library, Security
2 Chaplaincy Centre
3 Students’ Union
4 Sports Hall
5 Centre for the Arts
6 Sports Training Village
7 Medical/Dental Centre
8 International Office
9 University Hall
10 Fountain Canteen, Parade Bar, Claverton Rooms Restaurant
11 Student Services Centre & Café
12 Post Office, Banks and Shops
13 Accommodation Centre West
14 Accommodation Centre East

Visitors Car Parking
Fire assembly points
Bus stops

Accommodation
1 Norwood House
2 Polden Court
3 Westwood
4 Brendon Court
5 Eastwood
6 Marlborough Court
7 Solsbury Court
8 Woodland Court
9 Osborne House
The Bath BSc
BSc in Accounting and Finance
BSc in Business Administration
BSc in International Management and Modern Languages
BSc in Management
BSc in Management with Marketing
BSc in International Management

www.bath.ac.uk/management/undergraduate

Scan this code with the QR reader* on your mobile phone for more information about our programmes.

*QR readers are available free online. Search the internet for a list of free providers and compatible phone types.

@BathSofM

Our Corporate Partners