



UNIVERSITY OF  
**BATH**

SCHOOL OF MANAGEMENT

**LEARN, DO,  
MAKE A  
DIFFERENCE.**

**MSc**

# A YEAR OF OPPORTUNITY. A LIFETIME OF POSSIBILITY.

## WELCOME TO BATH

I started my career here 25 years ago, and during that time, I've pursued an academic career at some of the top business schools around the world. This has given me an understanding of what students are looking for and what is so special about the experience we offer here.

## EXCELLENT STAFF - THE CORNERSTONE OF A GREAT MASTER'S EXPERIENCE

We bring the latest knowledge in business and management as well as depth of experience in business practice to our classrooms. Our academics combine their knowledge with an incredible ability to communicate lessons that are helpful to you. Our equally skilled careers team will work with you throughout your time here and once you've graduated to ensure you are prepared to make the most of all the opportunities that your master's degree will give you.

## YOUR FELLOW STUDENTS - AMBITIOUS AND ASPIRATIONAL

We have amazing students; they are from all over the world and bring a rich diversity to our classrooms. We recruit students who are genuinely aspirational for the future and they all share the same ambitious perspective on life. They will form your future career network.

## APPLYING LEARNING TO PRACTICE

Management is inherently an applied field. Learning from world-leading academics who challenge you with the latest thinking in business and management is important, but actually practising your skills through interactive projects, live case studies and corporate involvement is really critical. Our master's programmes offer unique opportunities to put your learning into practice.

## OUR AMAZING ENVIRONMENT

We are incredibly lucky to be in a wonderful part of the world. Bath is a beautiful Georgian city and we enjoy a fabulous hillside university campus with excellent facilities. We have newly-built postgraduate accommodation, a dynamic students' union and a really diverse student community. Bath is also a safe place, and this has never felt more important than in recent times. We have an exceptional environment for you to study and really get the most out of your time as a master's student.

I hope to welcome you here very soon and for you to start your journey with us.



Professor Stephen Brammer  
Dean, School of Management



Daniela Bellini,  
MSc in Innovation and Technology Management

# UNIVERSITY OF BATH



**4<sup>th</sup> FOR GRADUATE PROSPECTS 2024**  
in the Complete University Guide

**5<sup>th</sup> IN THE COMPLETE UNIVERSITY GUIDE 2024**



## SCHOOL OF MANAGEMENT

### HIGHLY RANKED

The School of Management is one of the UK's leading business schools. We are accredited by EQUIS, the European Foundation for Management Development's quality inspectorate. We're also a leading centre for research; in the latest Research Excellence Framework 2021, 93% of our research was assessed as 'world-leading' or 'internationally excellent'. This means we consistently deliver outstanding teaching and learning for our students.



Accredited by EQUIS

View our latest awards, accreditations and rankings on our website:  
[www.bath.ac.uk/campaigns/school-of-management-rankings-and-accreditations/](http://www.bath.ac.uk/campaigns/school-of-management-rankings-and-accreditations/)

**Top 50** Top 50 in the world for our MSc in Marketing *The QS Business Master's Rankings 2024*

**Top 100** Top 100 in the world and top 10 in the UK for our MSc in Management *The QS Business Master's Rankings 2024*

**Top 50** Top 50 in the world and top 10 in the UK in the *Financial Times Masters in Finance pre-experience ranking 2024*

**Top 100** Ranked in the global Top 100 for Business and Management Studies *QS World University Rankings by Subject 2023*

OVER **380** COMPANIES

### KICK START YOUR CAREER

We want to help you get business ready. You'll have the chance to meet and work with real businesses from the first week of your degree. We partner with over 380 companies across all business sectors. Throughout your course, you'll have lots of opportunities to apply your academic knowledge and gain practical experience. Our partner companies visit the University, sponsor projects and take part in workshops.

### THINK INTERNATIONAL

At Bath, you'll be part of a vibrant, international community of students, academics, staff and alumni. Our master's students come from more than 50 different countries and our faculty have a wealth of international experience. Our supportive alumni network is made up of over 23,000 graduates, living in more than 130 countries and working across a range of industries.



### OUR CAMPUS AND CITY, AMBITION BUILT IN

Our stunning green campus has a vibrant community atmosphere. Our library, our £35 million Sports Training Village, vibrant arts centre and award-winning Students' Union are all located within a five-minute walk of each other. In the past decade, the University has invested £450 million in campus facilities and recently built a new home for the School of Management. For more information please see page 94.

The campus is located on Claverton Down, overlooking the beautiful city of Bath, surrounded by the rolling green hills of the Somerset countryside. Bath is famous for its natural hot springs and Georgian architecture, but it's also a great place to live, learn and work. The busy city offers year-round cultural and social activities from festivals and concerts, to museums and galleries. It's also a growing centre for innovation and technology, with new start-ups emerging all the time.

### EXPLORE AND CONNECT

Find out about ways to talk to us, events and what our students think about studying here: [www.bath.ac.uk/campaigns/school-of-management-masters-courses-explore-and-connect/](http://www.bath.ac.uk/campaigns/school-of-management-masters-courses-explore-and-connect/)



Top: The University Campus, Bottom Left: The Royal Crescent, Bottom Right: Students on Campus

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# CAREER SUPPORT

## Preparing you for career success



“The School of Management Careers Team were invaluable in supporting my graduate employment search and applications.”

Max Tomlinson,  
MSc in Innovation and Technology Management

Our aim is to get you ready for the next step of your professional journey. We will help you develop the skills and confidence you need to feel prepared from the moment you step into the interview room.

We have a dedicated careers team for our MSc students and career support is included in your timetable. You'll also have opportunities to gain practical experience by working with our corporate partners, graduate recruiters and other organisations. Your career support includes:

### A dedicated careers advisor

Through regular personal meetings your advisor will:

- identify your strengths and interests
- help you with job applications
- help you practise for interviews and assessment centres
- continue to support you after you graduate

### Customised career workshops

These workshops are delivered by experienced careers advisors and cover all aspects of the recruitment process including:

- CVs and cover letters
- online applications
- interviews and assessment centres
- support for aptitude tests
- skills development (teamwork, presentation and networking)

### Support for international students

Our careers team also provides support specifically for Europe and international students, as well as UK based students.

**If you're searching for a job in the UK**, they'll provide information on getting work permits sponsored on the new points-based system and the Graduate (Post-study work) visa. You'll get up to date information on where to apply, and how to maximise your success.

**If you're searching for a job outside the UK**, you'll meet global employers through regular webinars and virtual careers fairs. You'll also benefit from our network of nearly 23,000 alumni working in over 130 countries worldwide.

### Support for entrepreneurs

Entrepreneurship is a key theme at Bath. Bath SETSquared supports student-led entrepreneurial activities:

[bath-setsquared.co.uk/ented](https://bath-setsquared.co.uk/ented)

### Industry insight events

Our graduates return to discuss their careers and give advice on working in different sectors. You'll find out about roles, organisations and company cultures. These events are a great way to explore what sort of companies and roles will suit you best.



“The best thing about the careers team at Bath is that they give you a full understanding of how the recruitment process works; how to apply and how to approach interviews. They went way beyond to support the students.”

Lakshna Murali,  
MSc Finance with Risk Management, now working as a  
Consultant at Deloitte UK.

## MSC CAREERS SUPPORT. WE GIVE YOU THE EDGE.

Hear more from Lakshna and other MSc graduates as they discuss the tailored career support available to all our students: [www.youtube.com/watch?v=HHrjqMqM8ag](https://www.youtube.com/watch?v=HHrjqMqM8ag)

# PROFESSIONAL DEVELOPMENT PROGRAMME

A year of opportunity. A lifetime of possibility



## PROFESSIONAL DEVELOPMENT PROGRAMME (PDP)

We've designed PDP to help you take your MSc further. Through a series of optional activities, running throughout the year, you'll work with partner organisations and put your learning into practice. As well as improving your CV, you'll make valuable connections with our graduates and industry contacts.

### Watch:

Find out more about our Professional Development Programme: [www.youtube.com/watch?v=WRf5qfHTSNM](https://www.youtube.com/watch?v=WRf5qfHTSNM)



"I had the opportunity to learn management skills by taking part in events like the Future Business Challenge, Rotork Community Challenge and by being an Academic Representative. I learned skills over and above the financial and accounting skills in my degree"

Sakshi Bindal,  
MSc in Accounting and Finance

### Your introduction to Bath

- Welcome Week
- The Big Team Challenge
- Careers Support and the Professional Development Programme

#### The Big Team Challenge

Work in teams to solve a business challenge for one of our partner organisations. You'll meet potential employers and get to know your classmates. Learn more about our welcome week activities: [youtu.be/AONKRTirqbk](https://youtu.be/AONKRTirqbk)

### Semester 1: September to January

- Amplify Trading
- Rotork Community Challenge
- Reading Week
- Examinations
- Future Business Challenge

#### Rotork Community Challenge

Work with other students to support local charities and disadvantaged people. You'll spend six weeks raising money and awareness for your cause. Make a difference and develop skills that employers want.

#### Future Business Challenge

This week-long challenge involves working in teams to analyse what makes a business resilient. Meet companies, develop analytical skills and solve a real business issue. Learn more: [youtu.be/EXGkfMt4dHM](https://youtu.be/EXGkfMt4dHM)

### Semester 2: February to May

- Amplify Trading
- Sustainable Business Challenge
- Reading Week
- MSc Consulting Project
- Examinations

#### Amplify Trading

Experience life in different trading roles. Use the technology used by professionals and work with live market data. Priority for this activity is given to Finance students.

#### MSc Consulting Project

Take part in a six-week team consulting project with a local organisation or start-up. Work with an MBA mentor to deliver recommendations to your client and gain valuable experience.

### Summer and beyond

- Summer options (depends on course): Practice Track, dissertation, internship, Entrepreneurial Project, Entrepreneurial retail start-up or Consultancy project (learn more on p8)
- Dissertation Boot Camp
- Summer Party
- Professional Development Award
- Graduation
- Career support for three years after you graduate

#### Professional Development Award

Taking part in PDP can lead to the **Bath Professional Development Award**, recognising your skills development and achievements.

# SUMMER OPTIONS

Choose the way you want to complete your degree

Most of our MSc courses give you the flexibility to choose how to spend your summer.

## Practice Track

The Practice Track gives you the chance to work with our partner organisations and put your knowledge into practice. You'll work in teams on a project with an external client.

You'll gain experience of project management, from setting objectives to delivery. You'll also receive skills training in project management, client management and presenting. The individual Reflective Report allows you to explore your project in relation to a management theme like teamwork or budgeting.

The Practice Track is available for students studying:

- MSc in Human Resource Management
- MSc in International Management
- MSc in Management
- MSc in Marketing
- MSc in Sustainability and Management

## Watch:

Our MSc students share their Practice Track experience: [youtu.be/49GX\\_kQVoe](https://youtu.be/49GX_kQVoe) 

## Dissertation

The traditional way to finish a master's degree, a dissertation is an option on all our MSc courses. You'll research a topic in detail. This could be either an academic research question or a practical challenge. You'll review existing research, analyse data and produce recommendations.

You'll be fully supported by a dissertation supervisor throughout the process. Our Dissertation Boot Camp is also a great way to get help with your dissertation.

"I chose to do a dissertation to gain further knowledge in my chosen field. The Management course at Bath has taught me the fundamental skills for business management in every way, but the dissertation means that I can hone those skills to my future plans. The support that both my personal tutor and dissertation supervisor have given me has been exceptional, never feeling neglected or alone; yet also having the freedom to make it my own study."

Ben Bailey,  
MSc in Management

## Internship

Apply your academic knowledge in a real job with a summer internship at an organisation. You'll develop your skills, learn about an industry and gain experience of a practical work environment.

We can't guarantee internships, but our MSc Careers team will support you with your job search and at all stages of the application process.

Internships are available for students studying:

- MSc in Accounting and Finance
- MSc in Entrepreneurship and Management
- MSc in Finance
- MSc in Finance with Banking
- MSc in Finance with Risk Management
- MSc in International Management
- MSc in Strategic Retailing
- MSc in Sustainability and Management

## Other options

Some of our MSc courses have a different summer option. For details see the individual course pages.

- MSc in Engineering Business Management (Consultancy project)
- MSc in Entrepreneurship and Management (Entrepreneurial project)
- MSc in Innovation and Technology Management (Consultancy project)
- MSc in Marketing (Entrepreneurial project)
- MSc in Strategic Retailing (Entrepreneurial retail start-up)

# SUPPORTING YOUR WELLBEING

You will not be alone. We have dedicated Student Experience Officers to support you. They provide a confidential advice service and can help with any personal or academic issues you might have. They also organise social events to help you get to know other students and enjoy life outside the classroom.

## Watch:

Our MSc Team and students discuss the support available for master's students in the School of Management: [youtu.be/tHNZ2vQEWNM](https://youtu.be/tHNZ2vQEWNM) 

Top & Middle Left: Management Summer Party



Bottom & Middle Right: Management Ball at the Assembly Rooms

# GET BUSINESS READY



The focus on business starts from day one. Top employers actively recruit Bath graduates for their combination of academic talent and real-world skills. There are lots of opportunities available to you during your MSc. Getting involved in extracurricular activities enhances your CV and helps you get the most out of your degree.

Here are some of the career-based events that take place in a typical MSc year:

### The Big Team Challenge

You'll work with one of our Corporate Partners on an activity during Week 1 and 2. Previous activities have included working in teams to solve a business challenge and presenting the solution to our partner organisations. This is a great opportunity to interact with industry experts and to get to know your fellow classmates before teaching starts.

### Rotork Community Challenge (Optional)

This team-working challenge supports charities and disadvantaged groups in our local community. You'll be supported by a mentor from one of our corporate partners. You will spend six weeks raising money and awareness for the cause. Activities could include developing social media campaigns, organising events or conducting market research. As well as making a difference, you'll develop skills like team-working and problem-solving.

### Future Business Challenge (Optional)

This week-long competition involves working in teams to analyse what makes a business resilient. You'll engage and learn from a variety of different organisations, including multi-nationals and start-ups. You'll discuss the challenges faced by these organisations and present your findings to a panel of judges.

You'll improve your networking technique, develop your commercial awareness and see what companies in the UK are really like to work for. You'll gain transferable skills that you can use in most workplaces in the UK or across the globe.

Companies we've worked with include:

- Dyson
- IBM
- Mars
- Rolls Royce
- Unilever
- Wells Fargo

### The Bath Professional Development Award (Optional)

This award recognises your skills development and extracurricular achievements during your year at Bath.

To achieve the award, you need to:

- demonstrate your career readiness and enhanced commercial awareness
- participate in 30 hours of voluntary activity outside your MSc course
- write a short reflection on your skills development

### Sustainable Business Challenge (Optional)

Work with students from other universities on a sustainability project (counts toward the Bath Professional Development Award).



# PRACTICE TRACK



The Practice Track is an alternative to the traditional dissertation. It is available on the following courses:

- MSc in Human Resource Management
- MSc in International Management
- MSc in Management
- MSc in Marketing
- MSc in Sustainability and Management

### Giving you the practical edge

We want to give you the chance to put your knowledge into practice. By taking part in the Practice Track, you will:

- experience creating a brief, managing the brief and delivering a project
- apply your learning to practical issues
- receive project management, client management and presentation skills training
- get experience in running team projects

The Practice Track takes place in the summer. Currently, it consists of group projects and an individual reflective report. You will be allocated to groups and to a client organisation by the Careers Team.

### The Company Consulting Project

One of our corporate partners will set your group a brief, which will be a question about a real business issue. You will act as researchers to help them better understand that issue. At the end of the project, you will present your findings to the company.



“I really wanted to get involved in the Practice Track. The standard dissertation is a great thing to do but I wanted to work with others, collaborate with people from different courses and get their insights too.”

Anna Brearly,  
MSc in Sustainability and Management

Companies we have worked with:

- Nationwide
- Unilever
- Lloyds Banking Group
- RSM
- Starbucks

### The Individual Reflective Essay

When you have finished the project, you will write an Individual Reflective Essay. This will focus on one management topic, such as project management, teamwork or cross-cultural management. You'll identify the key themes in the academic literature on this topic. You'll then write a report looking at whether the experience of your group reflects or modifies the themes in the general academic work on the topic. You'll also reflect on what you as an individual have learnt from the group project for your future career development.



“For me, it was a very encouraging presentation. They think outside the box and were very pragmatic about the way it could be implemented.”

Jo Freeborough,  
Mars Food UK



“Tomorrow, we will be going into the workforce and solving similar problems. To get that kind of experience, at this stage of our career, is very helpful.”

Anjali Gupta,  
MSc in International Management



# YOUR DEGREE, YOUR CHOICE.

We offer a range of master's courses, from a general management course to specialised options. All our courses are designed to kick-start your career. Our master's degrees are full-time, last 12 months and start in September.

Course		Summer Options			
		Dissertation	Practice Track	Internship	Entrepreneurial Project or Start up
<b>Finance-related courses</b>					
Accounting and Finance	Degree can be in any discipline Quantitative background/aptitude required	✓		✓	
Finance	Degree can be in any discipline Quantitative background/aptitude required	✓		✓	
Finance with Banking	Degree can be in any discipline Quantitative background/aptitude required	✓		✓	
Finance with Risk Management	Degree can be in any discipline Quantitative background/aptitude required	✓		✓	
<b>General course</b>					
Management	Degree can be in any subject <i>except</i> business or management	✓	✓		
<b>Specialised courses</b>					
Business Analytics	Degree can be in any discipline Suited to strong quantitative background	✓			
Engineering Business Management	Degree can be in any discipline	✓	Consultancy Project		
Entrepreneurship and Management	Degree can be in any discipline	✓		✓	✓
Human Resource Management	Degree can be in any discipline. Appropriate level of business/management/psychology content required	✓	✓		
Innovation and Technology Management	Degree can be in any discipline	✓	Consultancy Project		
International Management	Degree can be in any discipline. Significant level of business/management content required	✓	✓	✓	
Marketing	Degree can be in any discipline. Must include appropriate level of business/management and marketing related content	✓	✓		✓
Operations, Logistics and Supply Chain Management	Degree can be in any discipline	✓			
Strategic Retailing	Degree can be in any discipline	✓		✓	✓
Sustainability and Management	Degree can be in any discipline	✓	✓	✓	

We also offer online MSc courses. For more information please see page 78.

## Suitable for

Graduates who are comfortable with quantitative content, who have little or no relevant business experience and want to pursue a career in finance or accounting.

Graduates who are comfortable with quantitative content, who have little or no relevant business experience and want to pursue a career in finance.

Graduates who are comfortable with quantitative content, who have little or no relevant business experience and want to pursue a career in finance or banking.

Graduates who are comfortable with quantitative content who have little or no relevant business experience and want to pursue a career in finance or risk management.

### General course

Graduates who want to complement their non-management background with management knowledge, tools and skills. Aimed specifically at graduates whose first degree is not in a business or management discipline. Provides you with a solid grounding in all the key management functions.

### Specialised courses

Graduates with a strong quantitative or highly mathematical background who want to pursue a career in the application of business analytics and specialise in data and decision analysis.

Engineering, science or management graduates who want to develop leadership and management skills in areas such as project management in an engineering context. This MSc is delivered jointly by the School of Management and the Department of Mechanical Engineering.

Graduates who want to develop an entrepreneurial mind-set and pursue entrepreneurial careers. This course is for people who want to start or manage their own business, work for start-ups or explore corporate entrepreneurship within established companies.

Graduates who want to develop key managerial skills and are interested in pursuing a career in human resource management. This course is CIPD accredited.

Engineering, science or management graduates who want to develop their innovation and technological/engineering skills. This MSc is delivered jointly by the School of Management and the Department of Mechanical Engineering.

Graduates who want to work in multinational companies or manage in an international context and be prepared for the challenges of global management.

Graduates looking for a specialist route to a career in marketing with a background in business/management. Builds your existing marketing knowledge.

Graduates who want to work in the managerial or consulting areas of operations, logistics or supply chain management.

Graduates who want to develop the theoretical and practical managerial skills needed for a successful career in the headquarters, stores and supply chains of the retail industry.

Graduates who want to develop key managerial skills with an emphasis on sustainability.



Yun Wang,  
MSc in Accounting and Finance

## FINANCE-RELATED DEGREES

Our finance-related degrees give you an in-depth knowledge of the financial system. The practical focus of our courses means you'll have the opportunity to apply your knowledge to a range of real-world scenarios.

Our courses:

- MSc in Accounting and Finance
- MSc in Finance
- MSc in Finance with Banking
- MSc in Finance with Risk Management

# FINANCE-RELATED DEGREES

MSc in Accounting and Finance

MSc in Finance

MSc in Finance with Banking

MSc in Finance with Risk Management



Our MSc in Finance has been ranked Top 50 in the world and top 10 in the UK in the *Financial Times Masters in Finance pre-experience ranking 2023*.

On our finance-related degrees, you will receive a solid theoretical foundation in your finance area and apply your knowledge to a range of real-world scenarios. You will develop an in-depth knowledge of the financial system and learn to analyse financial decisions and the motivations of people making them.

#### Course structure

Our finance-related degrees are full-time and last 12 months. They are divided into two semesters and the summer period, which runs from June to September. In each semester you will study a combination of compulsory and optional units.

In the summer you will choose the dissertation or internship.\* Both options allow you to demonstrate critical thinking and to develop your written and presentation skills.

#### Dissertation

If you choose the dissertation route, you will spend the final three months of the degree working on your written dissertation. You will research a topic in detail, which could be an academic research question(s) or a practical challenge. Your analysis might be based on primary data, secondary data or a synthesis of existing literature. You'll produce recommendations for theory and/or practice.

#### Summer internship

This is an opportunity to apply your academic knowledge in a real job with a summer internship at an organisation. You'll develop your skills, learn about an industry and gain experience in a practical work environment.

We can't guarantee internships, but our MSc Careers team will support you with your job search at all stages of the application process.

"One of my standout experiences in Bath has been participating in the Future Business Challenge. This exceptional opportunity provided profound insights into real-world businesses by posing the question, 'What makes a business resilient?'"

Looking ahead to the next five years, my professional ambition is to secure a significant role within a distinguished investment banking institution."

Melvin Robertson Raj,  
MSc Finance with Banking

## WE GIVE YOU THE EDGE

Accounting and Finance

# 71%

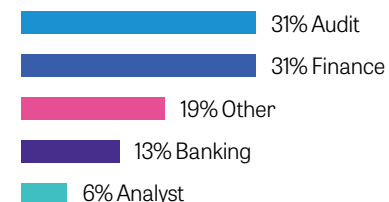
of our 2022 graduates had accepted a job offer within three months of completing their degree.

Overall employment: Percentage for graduates whose destinations are known to us and for those that were seeking employment on completing their degree.

## EXCELLENT CAREER OPPORTUNITIES

Destinations of 2021-22 Graduates

#### Job functions:



#### Recent recruiters include:

- BDO
- Coutts & Co
- Future Publishing
- KPMG
- PwC
- Zenith Bank

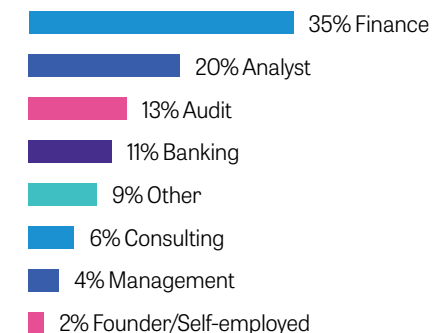
Other Finance courses

# 79%

of our 2022 graduates had accepted a job offer within three months of completing their degree.

Destinations of 2021-22 Graduates

#### Job functions:



#### Recent recruiters include:

- Accenture
- BDO
- Bloomberg
- Deloitte
- EY
- KPMG
- Morgan Stanley
- Pfizer
- PwC UK

Data shows role functions of our 2021-22 graduates within three months of completing their degree. Percentages are rounded to the nearest whole number.

\*Internships are not guaranteed. Places are competitive and we advertise opportunities to students.

# FINANCE-RELATED DEGREES

The following units are currently being studied by our students, or are proposed new units.

## MSc in Accounting and Finance

### SEMESTER 1

#### Compulsory units

- Econometrics and data analysis for accounting and finance
- Financial and management accounting
- Fundamentals of finance

#### Choose one optional unit

- Introduction to quantitative finance
- Programming for finance
- Technology and financial services

### SEMESTER 2

#### Compulsory units

- Audit and assurance
- Econometrics and data analysis for accounting and finance
- Financial and management accounting
- UK tax, tax planning and principles of taxation

#### Choose one optional unit

- Contemporary issues in finance practice
- Financial statement analysis and equity valuation
- Investment and portfolio management
- Sustainability accounting

Dissertation or summer internship

## MSc in Finance

### SEMESTER 1

#### Compulsory units

- Econometrics and data analysis for accounting and finance
- Fundamentals of finance
- Introduction to quantitative finance
- Programming for finance
- Technology and financial services

### SEMESTER 2

#### Compulsory units

- Econometrics and data analysis for accounting and finance

#### Choose five optional units

- Contemporary issues in finance practice
- Financial engineering
- Financial statement analysis and equity valuation
- Investment and portfolio management
- Investment banking
- Risk modelling and analysis

Dissertation or summer internship

The following units are currently being studied by our students, or are proposed new units.

## MSc in Finance with Banking

### SEMESTER 1

#### Compulsory units

- Econometrics and data analysis for accounting and finance
- Fundamentals of finance
- Principles of banking
- Technology and financial services

#### Choose one optional unit

- Introduction to quantitative finance
- Programming for finance

### SEMESTER 2

#### Compulsory units

- Econometrics and data analysis for accounting and finance
- Investment banking
- Principles of banking
- Risk management for banking

#### Choose two optional units

- Contemporary issues in finance practice
- Financial engineering
- Financial statement analysis and equity valuation
- Investment and portfolio management

Dissertation or summer internship

## MSc in Finance with Risk Management

### SEMESTER 1

#### Compulsory units

- Econometrics and data analysis for accounting and finance
- Fundamentals of finance
- Introduction to quantitative finance
- Principles of risk management

#### Choose one optional unit

- Programming for finance
- Technology and financial services

### SEMESTER 2

#### Compulsory units

- Econometrics and data analysis for accounting and finance
- Financial engineering
- Principles of risk management
- Risk modelling and analysis

#### Choose two optional units

- Contemporary issues in finance practice
- Financial statement analysis and equity valuation
- Investment and portfolio management
- Investment banking

Dissertation or summer internship

Please see the websites for detailed information on the course units:

MSc in Accounting and Finance:

[www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-accounting-and-finance](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-accounting-and-finance)

MSc in Finance:

[www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-finance](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-finance)

Occasionally we make changes to our courses in response to, for example, feedback from students, developments in research and the field of studies or the requirements of accrediting bodies. You will be advised of any significant changes to the advertised course, in accordance with our terms and conditions.

Please see the websites for detailed information on the course units:

MSc in Finance with Banking:

[www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-finance-with-banking](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-finance-with-banking)

MSc in Finance with Risk Management:

[www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-finance-with-risk-management](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-finance-with-risk-management)

Occasionally we make changes to our courses in response to, for example, feedback from students, developments in research and the field of studies or the requirements of accrediting bodies. You will be advised of any significant changes to the advertised course, in accordance with our terms and conditions.

# FINANCE-RELATED DEGREES

## Our teaching and your learning

The courses include a range of teaching and learning methods, such as group coursework and computer seminars. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

Units are assessed by a combination of coursework and formal examinations.

## MEET THE FACULTY



"My academic interests are focused predominantly on corporate finance, in particular capital structure, corporate insolvency and zombie firms. Over the years and through practical experience, I have also developed an interest in project management and financial modelling."

Dr Sadegh Javaheriafif, Director of Studies

## ENTRY REQUIREMENTS

You should have at least a 2:1 (or its international equivalent) in your undergraduate degree. Your degree can be in any discipline but you must have studied a subject with quantitative content or can demonstrate a quantitative aptitude.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. In exceptional cases, relevant work experience may substitute the degree requirement; however you should have no more than three years' relevant work experience.

Please see page 90 for details on how to apply.

### English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 6.5 overall, with no less than 6.0 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE.

Accepted equivalents are available to view at:

[go.bath.ac.uk/pg-eng-international](http://go.bath.ac.uk/pg-eng-international)

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

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

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University's Academic Skills Centre. Read more about these courses at [bath.ac.uk/professional-services/skills-centre/](http://bath.ac.uk/professional-services/skills-centre/)

## FEES AND FUNDING

For the latest information please visit our website [www.bath.ac.uk/campaigns/msc-courses-in-the-school-of-management/](http://www.bath.ac.uk/campaigns/msc-courses-in-the-school-of-management/)

"The degree from the University of Bath has undeniably been beneficial. It has provided me with substantial knowledge and practical experience in Finance, which will greatly support my future career aspirations."

Pooja Shah,  
MSc in Finance with Risk Management



### Picking an MSc in Finance with Risk Management

I chose to pursue an MSc in Finance with Risk Management because of my genuine interest in Finance. The programme's distinctive combination of in-depth financial knowledge and specialised risk management skills directly corresponds with my career ambitions.

Choosing this course has been one of the best decisions I've made for my career.

### A memorable and unique experience

The fusion of a stunning campus, a vibrant city, strong friendships, a well-structured curriculum, and supportive faculty creates a truly enriching university experience.

The array of diverse student events and societies provided me with wonderful opportunities to connect with peers and maximize my time at the University of Bath.



## GENERAL DEGREE

Our MSc in Management will give you a strong introduction to core management subjects. It is designed to give you the essential skills and knowledge needed in today's global marketplace.

In the second semester, you'll have the option to follow a general management route or specialise in a specific management subject. This will lead to one of the following degrees:

- MSc in Management
- MSc in Management with Finance
- MSc in Management with Marketing
- MSc in Management with Operations

Thanyakan Phu-Ngamthong,  
MSc in Management

# MANAGEMENT

## MSc in Management



We are ranked in the top 100 in the world and top 10 in the UK for our MSc in Management in the *QS Business Master's Rankings 2024*.

Our MSc in Management provides you with a solid grounding in all the key management disciplines including marketing, finance and operations.

It has been specifically designed for graduates who want to complement their non-management background with management knowledge, tools and skills. This course is aimed at graduates whose first degree is *not* in a business or management discipline.

You can choose to follow a general management route or you can specialise by taking Management with one of these areas:

- finance
- marketing
- operations

### Course structure

The MSc in Management is a full-time course, lasting 12 months. It is divided into two semesters and the summer period, which runs from June to September. In each semester you will study a combination of compulsory and optional units.

In the summer you will choose the dissertation or Practice Track. Both options allow you to demonstrate critical thinking and to develop your written and presentation skills.

“Living and studying in Bath has been a rewarding experience, both academically and personally.

My ambition over the next 5 to 10 years is to become a highly successful and influential consultant in the industry, making a significant impact on clients' businesses and driving positive change.”

Abhijeet Jangale,  
MSc in Management

The following units are currently being studied by our students, or are proposed new units.

### SEMESTER 1

#### Compulsory units:

- Principles of operations management
- Human resource management
- Marketing
- Accounting & finance for managers
- Strategy
- Business economics

### SEMESTER 2

#### Compulsory unit:

- Analysing grand challenges in business & society

MSc in Management	MSc in Management with Finance	MSc in Management with Marketing	MSc in Management with Operations
Select 20 credits worth of optional units	Contemporary issues in finance practice	Marketing communications: strategy and practice	Project management
	Financial statement analysis & equity valuation	Digital marketing society	Operations strategy
	Financial management in global markets	Optional unit	Supply chain management
	Optional unit		Optional unit

#### Optional units:\*

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li>• Business analytics</li> <li>• Contemporary issues in finance practice</li> <li>• Digital marketing society</li> <li>• Employment law</li> <li>• Entrepreneurial finance</li> <li>• Equality, diversity and inclusion at work</li> <li>• Financial management in global markets</li> </ul> | <ul style="list-style-type: none"> <li>• Financial statement analysis and equity valuation</li> <li>• Governance for sustainability</li> <li>• Independent study</li> <li>• Management consulting</li> <li>• Marketing communications: strategy and practice</li> <li>• Negotiation</li> <li>• New product development</li> <li>• Operations strategy</li> </ul> | <ul style="list-style-type: none"> <li>• Project management</li> <li>• Supply chain analytics</li> <li>• Supply chain management</li> <li>• Theories of corporate responsibility</li> </ul> |
|--|--|---|

### Dissertation or Practice Track

\*Choose between one to four optional units depending on whether you take the general management route or one of the specialist routes.

Please see the website for detailed information on the course units:

[www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-management](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-management)

Occasionally we make changes to our courses in response to, for example, feedback from students, developments in research and the field of studies or the requirements of accrediting bodies. You will be advised of any significant changes to the advertised course, in accordance with our terms and conditions.

# MANAGEMENT

## Dissertation

If you choose the dissertation route, you will spend the final three months of the degree working on your written dissertation. You will research a topic in detail, which could be an academic research question(s) or a practical challenge. Your analysis might be based on primary data, secondary data or a synthesis of existing literature. You'll produce recommendations for theory and/or practice.

## Practice Track

If you choose the Practice Track route, you will have the opportunity to apply academic theory to a practical issue. In teams, you will work on a company-sponsored project or a charity project and write an individual reflective report.

See page 12 for more information on the Practice Track.

## Option to specialise

In order to graduate with one of the specialisms, you must take all units required for the chosen specialism and complete your dissertation or Practice Track within the area of specialism. If you select optional units across a range of subject areas, or if your dissertation topic or Practice Track is in a different area from your chosen set of optional units, you will graduate with a general MSc in Management.

## Our teaching and your learning

The course includes a range of teaching and learning methods, such as interactive lectures, case studies, seminar presentations and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

## ENTRY REQUIREMENTS

You should have at least a 2:1 (or its international equivalent) in your undergraduate degree. Your degree can be in any discipline *except* business or management.

If you have a business or management degree background, consider our MSc in International Management or one of our other specialised MSc courses.

Please see page 90 for details on how to apply.

## English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 7.0 overall, with no less than 6.5 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE. Accepted equivalents are available to view at [go.bath.ac.uk/pg-eng-international](http://go.bath.ac.uk/pg-eng-international)

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

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

If you do not meet our English language requirements, you can apply for a Pre-session Management course at the University's Academic Skills Centre. Read more about these courses at [bath.ac.uk/professional-services/skills-centre/](http://bath.ac.uk/professional-services/skills-centre/)

## FEES AND FUNDING

For the latest information please visit our website: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-management](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-management)

## WE GIVE YOU THE EDGE

# 86%

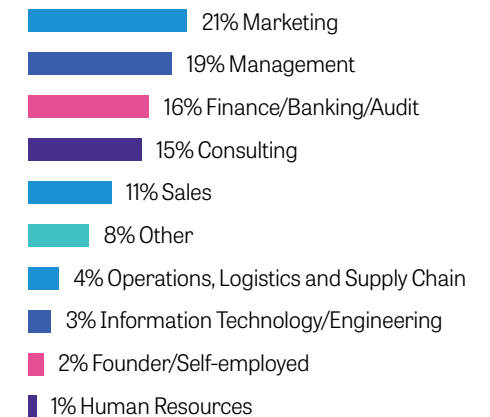
of our 2022 graduates had accepted a job offer within three months of completing their degree.

Overall employment: Percentage for graduates whose destinations are known to us and for those that were seeking employment on completing their degree.

## EXCELLENT CAREER OPPORTUNITIES

### Destinations of 2021-22 Graduates

#### Job functions:



#### Recent recruiters include:

- Arup
- Deloitte
- Goldman Sachs
- Henkel
- Merkle EMEA
- PA Consulting
- PepsiCo
- Strategy&
- UNICEF Thailand
- Wells Fargo

Data shows role functions of our 2021-22 graduates within three months of completing their degree. Percentages are rounded to the nearest whole number.

## MEET THE FACULTY



"My research is mainly on futurology. Basically, I am interested in studying the current trends to forecast future developments with a focus on Sustainable Development Goals. I apply a suite of analytical techniques to predict the future of energy, food, transportation and retail, among others."

Dr Soheil Davari, Director of Studies





# OPPORTUNITIES

## Choosing to study MSc in Management

The strong emphasis on delivering a practical-orientated curriculum and applying theoretical teachings from the classroom to real-life commercial scenarios attracted me to the School of Management.

## Opportunities outside the classroom

I don't think there really is a typical week, and that is the beauty of spending your time here. Aside from weekly lectures and your responsibility to allocate time for self-revision, there are numerous extracurricular opportunities offered by the School of Management specifically targeted at MSc students to enhance their employability.

From technical workshops to small consulting projects where you have the opportunity to work with local charities and start-ups, there is a range of diverse opportunities to truly shape your experience throughout your degree. What really matters is taking the initiative to pursue such opportunities that are right in front of you.



Vincenzo Menga,  
MSc in Marketing

## SPECIALISED DEGREES

Our specialised degrees will give you the skills you need to become a business leader of the future.

You will develop knowledge of core business and management functions as well as an advanced understanding of your chosen subject.

Our courses:

- MSc in Business Analytics
- MSc in Engineering Business Management
- MSc in Entrepreneurship and Management
- MSc in Human Resource Management
- MSc in Innovation and Technology Management
- MSc in International Management
- MSc in Marketing
- MSc in Operations, Logistics and Supply Chain Management
- MSc in Strategic Retailing
- MSc in Sustainability and Management

# BUSINESS ANALYTICS

## MSc in Business Analytics



We are ranked in the top 100 in the world and top 10 in the UK for our MSc in Business Analytics in the *QS Business Master's Rankings 2024*.

**Our digital lives mean we're processing and generating more data than ever. But how can companies use Big Data to create business opportunities? Our MSc in Business Analytics will teach you how to convert data into knowledge.**

This course will include guest lectures from industry experts, as well as a unit co-taught by a specialist from IBM.

You'll get hands-on experience using the latest business intelligence software. By developing your understanding and practice of business analytics and its consequences in the international context, you'll have the skills to start a career specialising in data and decision analysis.

### Industry partners

This course is offered in partnership with IBM, Qlik, WinPure and the Women in OR & Analytics Network.

### Course structure

The MSc in Business Analytics is a full-time course lasting 12 months. It is divided into two semesters and the summer period, which runs from June to September. In Semester 1 you will study three compulsory units and in Semester 2 you will study a combination of compulsory and optional units.

In the summer you will complete your dissertation. This will allow you to demonstrate your critical thinking and develop your written skills.

The following units are currently being studied by our students, or are proposed new units.

### SEMESTER 1

#### Compulsory units

- Databases and business intelligence
- Optimisation and spreadsheet modelling
- Business statistics and forecasting

### SEMESTER 2

#### Compulsory units

- Data mining and machine learning
- Heuristics and simulation
- Analytics in practice

#### Choose one optional unit

- Project management
- Operations strategy
- Advanced data visualisation
- Independent study

### Dissertation

### Dissertation

During the summer, you'll work on a dissertation. This written research project will allow you to find a business analytics problem in an area that interests you and investigate the problem using an existing technique or by developing your own method. You'll work independently, supervised by a member of faculty.

You may also have the chance to work on a real analytics challenge set by one of our industrial partners for your dissertation. In this video, our MSc in Business Analytics students share their experiences of the industrial dissertation: [youtu.be/LYcI9L6r07w](https://youtu.be/LYcI9L6r07w)

### Our teaching and your learning

The course includes a range of teaching and learning methods, such as interactive lectures, case studies, seminar presentations and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different perspectives of the issues raised in class.

Units are assessed by a combination of individual and group coursework as well as examinations.

## FEES AND FUNDING

For the latest information please visit our website [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-business-analytics/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-business-analytics/)

Please see the website for detailed information on the course units: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-business-analytics/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-business-analytics/)

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"My dissertation is the most fulfilling element of my time at Bath. The opportunity to conduct research independently, with the support of internationally recognised experts is incredible.

I have enjoyed every minute of the degree and fully believe coming here was the best choice I could have made."

Alex Dean,  
MSc in Business Analytics

# BUSINESS ANALYTICS



"Participating in the Rotork Community Challenge and the Future Business Challenge allowed me to apply my business skills, contribute to the community, and gain practical experience. Moreover, working part-time at the Baby Check osteopathy clinic in a data analysis role has provided valuable hands-on experience."

Modules such as Business Intelligence, Data Visualization, and Operation Strategy have been particularly engaging, as they have imparted industry-relevant skills."

Umapujitha Sugadev Singh,  
MSc in Business Analytics

## ENTRY REQUIREMENTS

You should have at least a 2:1 (or its international equivalent) in your undergraduate degree. You will be better suited to this course if you have studied business or management, or studied a subject with a high quantitative content, such as:

- mathematics/statistics
- computer science
- engineering
- physics
- a quantitative social science

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. In exceptional cases, relevant work experience may substitute the degree requirement; however you should have no more than three years' relevant work experience.

Please see page 90 for details on how to apply.

## English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 7.0 overall, with no less than 6.5 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE. Accepted equivalents are available to view at [go.bath.ac.uk/pg-eng-international](http://go.bath.ac.uk/pg-eng-international)

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

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

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University's Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/professional-services/skills-centre](http://www.bath.ac.uk/professional-services/skills-centre)

## WE GIVE YOU THE EDGE

# 87%

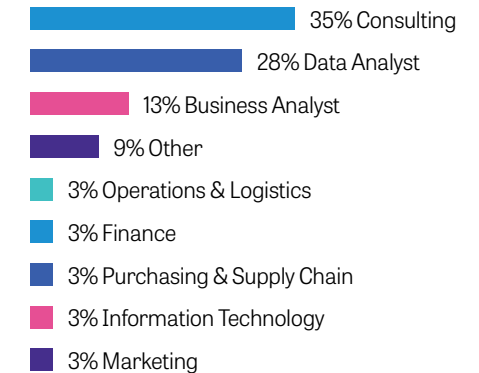
of our 2022 graduates had accepted a job offer within three months of completing their degree.

Overall employment: Percentage for graduates whose destinations are known to us and for those that were seeking employment on completing their degree.

## EXCELLENT CAREER OPPORTUNITIES

### Destinations of 2021-22 Graduates

#### Job functions:



#### Recent recruiters include:

- Barclays UK
- British Airways
- Deloitte
- LEK Consulting
- Mercer
- SAS
- Wells Fargo

Data shows role functions of our 2021-22 graduates within three months of completing their degree. Percentages are rounded to the nearest whole number.

## MEET THE FACULTY



"My research interests focus on sustainable transportation planning, travel behaviour analysis, network modelling and logistics management. I am recently keen to find out the optimal planning and operational strategy for mobility sharing services."

Dr Meng Meng, Director of Studies

# ENGINEERING BUSINESS MANAGEMENT

## MSc in Engineering Business Management



“I want to be an Analyst/Consultant and this degree has given me enough of a base to be confident in myself and my abilities. We are always challenged to strive for the best, and that is something I will be able to bring to my career.”

Shravani Saxena,  
MSc in Engineering Business Management

Our Engineering Business Management course is delivered jointly by two of the University's top departments – the School of Management and the Department of Mechanical Engineering. You will study core management theory alongside emerging trends in engineering.

This course will equip you with fundamental business and management skills and enable you to apply these skills in a contemporary engineering context. You'll graduate prepared for a leadership role in global engineering companies, technology consultancies and research agencies.

### A collaborative learning environment

Throughout the course, you will need to apply your learning to current issues in engineering management. You will have opportunities to explore topics of particular personal interest and to make them the focus of your analysis. You will also develop leadership and negotiation skills by working in multi-disciplinary teams. You are expected to share expertise and experience, learning from each other as well as from academic staff and industry experts.

### Course structure

The MSc in Engineering Business Management is a full-time course lasting 12 months. It is divided into two semesters and the summer period, which runs from June to September. In Semesters 1 and 2, you will study four compulsory units.

In the summer you will choose the dissertation or consultancy project. Both options allow you to demonstrate critical thinking and to develop your written and presentation skills.

The following units are currently being studied by our students, or are proposed new units.

### SEMESTER 1

#### Compulsory units

- Building sustainable value
- Leadership and professional skills development
- Managing engineering and technology organisations
- Project and change management

### SEMESTER 2

#### Compulsory units

- Commercialising new technology
- Developing and manufacturing products and services
- Leadership and professional skills development
- Operations and supply chain management

Dissertation or consultancy project

Please see the website for detailed information on the course units: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-engineering-business-management/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-engineering-business-management/)

*Occasionally we make changes to our courses in response to, for example, feedback from students, developments in research and the field of studies or the requirements of accrediting bodies. You will be advised of any significant changes to the advertised course, in accordance with our terms and conditions.*

### Dissertation

If you choose the dissertation route, you will spend the final three months of the degree working on your written dissertation. This will be an extended piece of individual research supervised by a faculty member. You will write it on a topic of your choice but it should draw on real-world engineering business management practice. You will plan your own project, giving you choice and flexibility.

### Consultancy Project

Work with industry from day one and gain valuable hands-on experience with our unique Consulting Project. You'll work on a real problem with a real client throughout your degree.

### Our teaching and your learning

The course includes a range of teaching and learning methods, such as interactive lectures, case studies, seminar presentations and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

## FEES AND FUNDING

For the latest information please visit our website [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-engineering-business-management/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-engineering-business-management/)

# ENGINEERING BUSINESS MANAGEMENT



## ENTRY REQUIREMENTS

You should have at least a 2:2 (or its international equivalent) in your undergraduate degree. Your degree can be in any discipline which has an engineering, management, science or another relevant subject content.

Please see page 90 for details on how to apply.

If you're looking to develop knowledge and skills to lead innovative development projects and gain hands-on experience of creativity tools, technology management and commercialisation, then you may wish to consider our MSc in Innovation and Technology Management. **See page 50 for more details.**

### English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 6.5 overall, with no less than 6.0 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE. Accepted equivalents are available to view at [go.bath.ac.uk/pg-eng-international](http://go.bath.ac.uk/pg-eng-international)

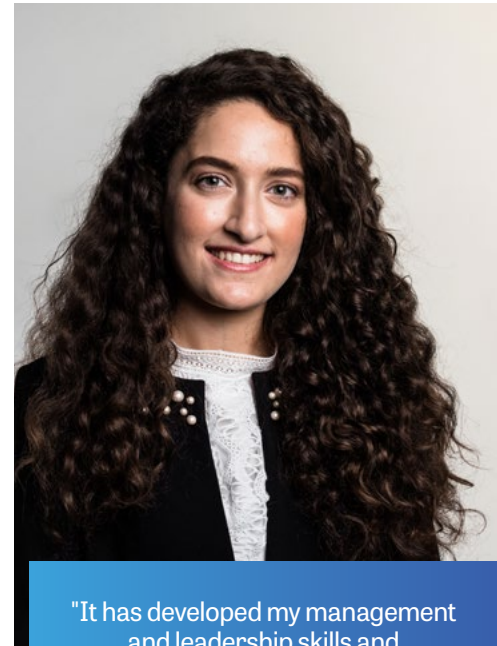
You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

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

If you do not meet our English language requirements, you can apply for a Pre-session Management course at the University's Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/professional-services/skills-centre/](http://www.bath.ac.uk/professional-services/skills-centre/)

"My course is the best decision I made because the modules are packed with topics that are very relevant in industry. It is a mix of the engineering and management disciplines, it is like studying two degrees in one."

Doris Oji,  
MSc in Engineering Business Management



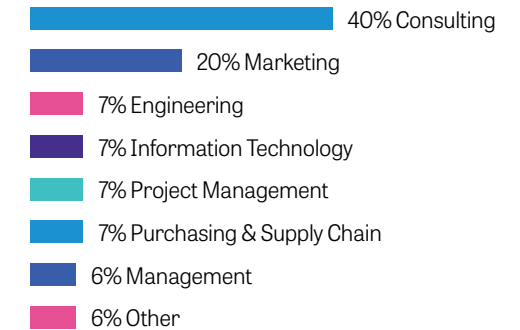
"It has developed my management and leadership skills and consolidated the skills I acquired from my Mechanical Engineering undergraduate degree to help me operate an engineering business."

Lojen Kerish,  
MSc in Engineering Business Management

## EXCELLENT CAREER OPPORTUNITIES

### Destinations of 2021-22 Graduates

#### Job functions:



#### Recent recruiters include:

- Boston Consulting Group
- Deloitte
- Mace
- Quick Release
- Royal Mail
- Samsung
- Tata Elxsi

Data shows role functions of our 2021-22 graduates within three months of completing their degree. Percentages are rounded to the nearest whole number.

## MEET THE FACULTY



"My teaching focuses on the professional skills that engineers need in their working practices, including time management, collaboration, communication and leadership skills. I spent over 20 years in industry in a broad range of organisations before coming to Bath, so I bring real-world knowledge and experience to the programme."

Mrs Debbie Janson, Director of Studies,  
Department of Mechanical Engineering

# ENTREPRENEURSHIP AND MANAGEMENT

## MSc in Entrepreneurship and Management



“The cohort of this degree was immensely diverse, with people coming from a large variety of cultural and academic backgrounds, making this an exceptional social experience.”

Nicolas Louca,  
MSc in Entrepreneurship and Management

Our MSc in Entrepreneurship and Management combines core management training with an appreciation and awareness of entrepreneurship. You'll have the opportunity to develop your entrepreneurial mindset and capabilities.

You will learn how to understand trends, identify and exploit relevant opportunities and apply management knowledge to business problems or entrepreneurial aspirations.

You'll also have a chance to turn a real business idea into a viable business model. Find out how the entrepreneurial process differs in independent, corporate, family business and social enterprise contexts. This course will prepare you for an entrepreneurial career and a range of management roles.

### Course structure

The MSc in Entrepreneurship and Management is a full-time course lasting 12 months. It is divided into two semesters and the summer period, which runs from June to September.

In the summer you will have the flexibility to choose one of four options:

- an independent research project
- work alone or in a group to develop a viable business model. This could be for a new or existing business
- act as an entrepreneurial advisor for a real start-up or SME, helping them develop a business model for growth
- an entrepreneurship related internship within a start-up or SME

The following units are currently being studied by our students, or are proposed new units.

### SEMESTER 1

#### Compulsory units

- Entrepreneurial leadership and personal development
- Fundamentals of entrepreneurship

#### Choose between two to four optional units

- Accounting and finance for managers
- Business economics
- Consumer behaviour
- Contemporary brandscapes
- E-commerce and omnichannel marketing
- Environmental sustainability
- Leading and managing change
- Managing people in global organisations
- Marketing
- Operations management
- Strategy
- Technology and financial services

### SEMESTER 2

#### Compulsory units

- Entrepreneurial finance
- Entrepreneurial innovation and value creation

#### Choose two optional units

- Business analytics
- Commercialising new technology
- Defining your career goals
- Digital marketing society
- Marketing analytics
- New product development
- Operations strategy

#### Choose one of the three options

- Dissertation
- Entrepreneurial project
- Summer internship

### Dissertation

If you choose the dissertation route, you will spend the final three months of the degree working on your written dissertation. This will be an extended piece of individual research supervised by a faculty member. You will develop a business idea into a viable business model. You will plan your own project, giving you choice and flexibility.

### Summer Internship

Apply your academic knowledge in a real job with a summer internship at an organisation. You'll develop your skills, learn about an industry and gain experience of a practical work environment.

### Our teaching and your learning

The course includes a range of teaching and learning methods, such as interactive lectures, case studies, seminar presentations and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

Please see the website for detailed information on the course units: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-entrepreneurship-and-management/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-entrepreneurship-and-management/)

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# ENTREPRENEURSHIP AND MANAGEMENT



"I gained both theoretical and practical knowledge through activities, assignments, and coursework. I served as the academic and social representative for my cohort and as an International Executive at the University.

I'm grateful for these enriching opportunities that made for a remarkable experience, shaping me in invaluable ways for my future endeavours. I'm proud of it all."

Hitansha Baranwal,  
MSc in Entrepreneurship and Management

## ENTRY REQUIREMENTS

You should have at least a 2:1 (or its international equivalent) in your undergraduate degree. Your degree can be in any discipline.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. In exceptional cases, relevant work experience may substitute the degree requirement; however you should have no more than three years' relevant work experience.

Please see page 90 for details on how to apply.

### English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 7.0 overall, with no less than 6.5 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE. Accepted equivalents are available to view at [go.bath.ac.uk/pg-eng-international](http://go.bath.ac.uk/pg-eng-international)

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

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

If you do not meet our English language requirements, you can apply for a Pre-session Management course at the University's Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/professional-services/skills-centre](http://www.bath.ac.uk/professional-services/skills-centre)

## FEES AND FUNDING

For the latest information please visit our website: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-entrepreneurship-and-management/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-entrepreneurship-and-management/)

## WE GIVE YOU THE EDGE

# 85%

of our 2022 graduates had accepted a job offer within three months of completing their degree.

Overall employment: Percentage for graduates whose destinations are known to us and for those that were seeking employment on completing their degree.

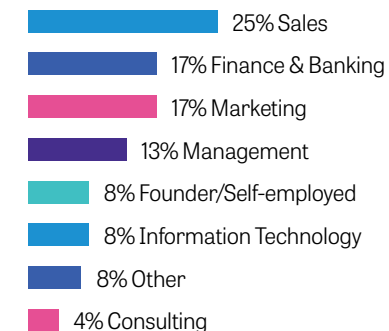
### Recent recruiters include:

- Express VPN
- iGulu
- Lloyds Banking Group
- NHS
- SMM Consulting
- Sticksy
- the7stars

## EXCELLENT CAREER OPPORTUNITIES

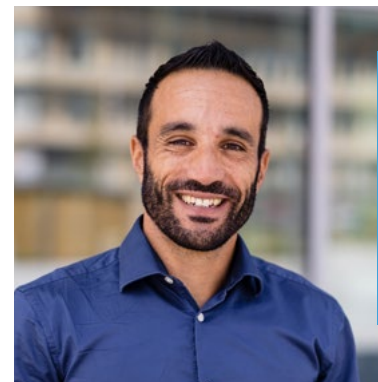
### Destinations of 2021-22 Graduates

#### Job functions:



Data shows role functions of our 2021-22 graduates within three months of completing their degree. Percentages are rounded to the nearest whole number.

## MEET THE FACULTY



"Prior to joining academia, I was an entrepreneur who started and managed a company for three years. I have a passion for entrepreneurial ideas and thoroughly enjoy engaging with students, executives and organisations about entrepreneurial ventures. I work closely with executives and organisations to promote learning and management development."

Dr Bruno Oliveira, Director of Studies



# HUMAN RESOURCE MANAGEMENT

## MSc in Human Resource Management



"I've valued the various business activities offered by the School of Management which make sure students are well-prepared for the workplace. I believe both the technical and soft skills I developed from my degree will equip me well for my future career."

Ge Bai,  
MSc in Human Resource  
Management and Consulting

As well as giving you a general business management background, this course will provide you with specialist human resource management knowledge and consulting skills.

You'll combine theory with practical application through organisational challenges and develop your managerial, leadership and interpersonal skills. The working world is constantly changing but a company's most valuable asset will always be its employees. With the latest knowledge in people management and contemporary employment issues, you'll graduate prepared for a range of careers in human resource management.

### Course structure

The MSc in Human Resource Management is a full-time course lasting 12 months. It is divided into two semesters and the summer period, which runs from June to September. In Semester 1 you will study three compulsory units and in Semester 2 you will study a combination of compulsory and optional units.

In the summer you will choose the dissertation or Practice Track. Both options allow you to demonstrate critical thinking and to develop your written and presentation skills.

The following units are currently being studied by our students, or are proposed new units.

### SEMESTER 1

#### Compulsory units

- Human resource management: theory and practice
- Leading and managing change
- Managing people in global organisations

### SEMESTER 2

#### Compulsory unit

- Equality, diversity and inclusion at work
- People analytics
- Strategic human resource management in action

#### Choose between one and two optional units

- Analysing grand challenges in business and society
- Employment law
- Independent study
- Management consulting
- Negotiation
- Technology management

Dissertation or Practice Track

### Dissertation

If you choose the dissertation route, you will spend the final three months of the degree working on your written dissertation. This will be an extended piece of individual research supervised by a faculty member. Your chosen topic should demonstrate originality and innovation. You will plan your own project, giving you choice and flexibility.

### Practice Track

If you choose the Practice Track route, you will have the opportunity to apply academic theory to a practical issue. In a team, you will work on a company-sponsored project or a charity project and write an individual reflective report.

### Our teaching and your learning

The course includes a range of teaching and learning methods, such as interactive lectures, case studies, seminar presentations and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

### Professional accreditations

MSc in Human Resource Management has been professionally accredited by the Chartered Institute of Personnel and Development (CIPD).



Please see the website for detailed information on the course units: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-human-resource-management/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-human-resource-management/)

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# HUMAN RESOURCE MANAGEMENT



"I was drawn to the University of Bath and the School of Management for various reasons. The University's prestigious ranking and outstanding reputation instantly caught my attention, ensuring a high-quality academic experience. Additionally, the diverse and interesting mix of course modules appealed to me, offering a range of engaging topics to explore.

The well-designed course structure, tailored to specialise in HRM, provided a perfect fit for my career aspirations."

Mahek Chotalia,  
MSc in Human Resource Management

## ENTRY REQUIREMENTS

You should have at least a 2:1 (or its international equivalent) in your undergraduate degree. Your degree can be in any discipline but it must have included an appropriate level of business, management, organisation or psychology content.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. In exceptional cases, relevant work experience may substitute the degree requirement; however you should have no more than three years' relevant work experience.

Please see page 90 for details on how to apply.

### English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 7.0 overall, with no less than 6.5 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE. Accepted equivalents are available to view at [go.bath.ac.uk/pg-eng-international](http://go.bath.ac.uk/pg-eng-international)

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If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University's Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/professional-services/skills-centre/](http://www.bath.ac.uk/professional-services/skills-centre/)

## FEES AND FUNDING

For the latest information please visit our website: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-human-resource-management/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-human-resource-management/)

## WE GIVE YOU THE EDGE

# 71%

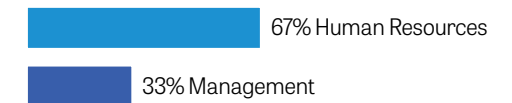
of our 2022 graduates had accepted a job offer within three months of completing their degree.

Overall employment: Percentage for graduates whose destinations are known to us and for those that were seeking employment on completing their degree.

## EXCELLENT CAREER OPPORTUNITIES

Destinations of 2021-22 Graduates

Job functions:



Recent recruiters include:

- CIPD
- EY
- MindMed
- OVO Energy
- Saudi Airlines Catering Company
- Scenario Architecture

Data shows role functions of our 2021-22 graduates within three months of completing their degree. Percentages are rounded to the nearest whole number.

## MEET THE FACULTY



"My academic interests are focused around sensemaking and identity-based approaches in the context of role transitions and boundary work in organisations. At the core of this intellectual endeavour lies a focus on how people learn to navigate, negotiate and connect with work and non-work issues during these transitions."

Dr Farooq Mughal, Director of Studies

# INNOVATION AND TECHNOLOGY MANAGEMENT

## MSc in Innovation and Technology Management



“The ITM degree has enabled me to completely change my career trajectory. In September I will be starting a role as Project Management Officer at Datatonic, an AI, data engineering and advanced analytics consultancy.”

Sam Ross,  
MSc in Innovation and Technology Management

The MSc in Innovation and Technology Management is delivered jointly by two of the University's top departments – the School of Management and the Department of Mechanical Engineering. This unique combination bridges the gap between the two disciplines.

This degree will help you develop the commercial knowledge and skills required to lead innovative development projects. You will gain hands-on experience of creativity tools, decision analysis and product design. You will also develop skills in project management and strategic management. You will learn about management and innovation in complex, global inter-organisational networks.

Our MSc in Innovation and Technology Management is designed to equip you with the skills to take a leadership role in managing technological change in the 21st century.

### Course structure

The MSc in Innovation and Technology Management is a full-time course lasting 12 months. It is divided into two semesters and the summer period, which runs from June to September.

In the summer you will choose the dissertation or consultancy project. Both options allow you to demonstrate critical thinking and to develop your written and presentation skills.

The following units are currently being studied by our students, or are proposed new units.

### SEMESTER 1

#### Compulsory units

- Building sustainable value
- Leadership and professional skills development
- Managing engineering and technology organisations
- Project and change management

### SEMESTER 2

#### Compulsory units

- Commercialising new technology
- Creativity for innovation
- Leadership and professional skills development
- Technology management

#### Dissertation or consultancy project

### Dissertation

If you choose the dissertation route, you will spend the final three months of the degree working on your written dissertation. This will be an extended piece of individual research supervised by a faculty member. You will write it on a topic of your choice but it should draw on real-world engineering business management practice. You will plan your own project, giving you choice and flexibility.

### Consultancy Project

Work with industry from day one and gain valuable hands-on experience with our unique Consultancy Project. You'll work on a real problem with a real client throughout your degree.

### Our teaching and your learning

The course includes a range of teaching and learning methods, such as interactive lectures, case studies, seminar presentations and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

Please see the website for detailed information on the course units: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-innovation-and-technology-management/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-innovation-and-technology-management/)

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# INNOVATION AND TECHNOLOGY MANAGEMENT



"This degree has already proven to be beneficial as I have a full-time job lined up once I graduate. I don't think this opportunity would have been possible without attending this University and completing this degree. I believe it is highly advantageous in today's world to have an education in both engineering and management."

Daniela Bellini,  
MSc in Innovation and Technology Management

## ENTRY REQUIREMENTS

You should have at least a 2:2 (or its international equivalent) in your undergraduate degree. Your degree should be in engineering, management, science or another relevant subject.

Our MSc in Innovation and Technology Management is best suited if you're looking to start a career in industrial research, new product introduction, innovation hubs and incubators, start-up companies and/or government agencies.

Please see page 90 for details on how to apply.

If you want to develop your project management skills in an engineering context, you may wish to consider our MSc in Engineering Business Management. **See page 38 for more details.**

## English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 6.5 overall, with no less than 6.0 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE. Accepted equivalents are available to view at [go.bath.ac.uk/pg-eng-international](http://go.bath.ac.uk/pg-eng-international)

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If you do not meet our English language requirements, you can apply for a Pre-session Management course at the University's Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/professional-services/skills-centre/](http://www.bath.ac.uk/professional-services/skills-centre/)

## FEES AND FUNDING

For the latest information please visit our website: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-innovation-and-technology-management/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-innovation-and-technology-management/)

## WE GIVE YOU THE EDGE

# 100%

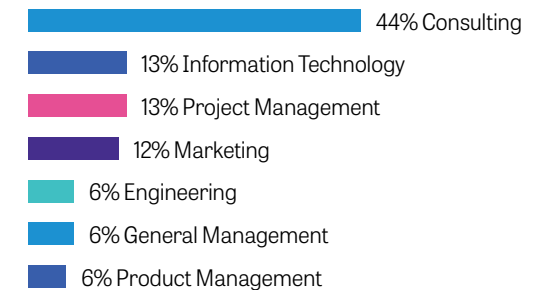
of our 2022 graduates had accepted a job offer within three months of completing their degree.

Overall employment: Percentage for graduates whose destinations are known to us and for those that were seeking employment on completing their degree.

## EXCELLENT CAREER OPPORTUNITIES

### Destinations of 2021-22 Graduates

#### Job functions:



#### Recent recruiters include:

- Accenture
- Bloomberg
- Gartner
- KPMG
- National Grid
- Quick Release
- Shopee

Data shows role functions of our 2021-22 graduates within three months of completing their degree. Percentages are rounded to the nearest whole number.

## MEET THE FACULTY



"My research has so far focused on two areas: Quality of scientific publications and evaluation of research, and academic scientists and university-industry links. I am looking at how the published literature has the potential to stimulate, but also to obstruct, the advancement of knowledge. I am also interested in how academic scientists engage with external organisations."

Dr Rossella Salandra, Director of Studies

# INTERNATIONAL MANAGEMENT

## MSc in International Management



"My best experience in Bath so far has been participating in the Future Business Challenge. This opportunity provided us with hands-on experience in understanding how Herman Miller functions. Another amazing company that hosted us was Yeo Valley, from which we gained valuable insights during these industrial visits.

Throughout the programme, I engaged in case studies, group projects and presentations, which enhanced my problem-solving abilities and teamwork skills."

Jason David,  
MSc in International Management



We are ranked in the top 100 in the world and top 10 in the UK for our MSc in Management in the *QS Business Master's Rankings 2024*.

This degree will help you learn strategic management within a global context. You'll develop a deep understanding of cross-border investments and international business. This is a specialist course designed for graduates who want to work in multinational companies or manage in an international context.

This is also a practical course. By applying the latest theory to real-world issues, you'll develop your professional and transferable skills and graduate ready for a career in international management.

### Course structure

The MSc in International Management is a full-time course, lasting 12 months. It is divided into two semesters and the summer period, which runs from June to September.

In the summer you'll have the flexibility to choose one of three options:

- explore an international management issue through an individual research project
- work with one of our partner organisations to solve a real business challenge
- do an internship to demonstrate your knowledge of international management\*

\*Internships are not guaranteed. Places are competitive and we advertise opportunities to students.

The following units are currently being studied by our students, or are proposed new units.

### SEMESTER 1

#### Compulsory units

- Global business environment
- International business strategy
- Managing people in global organisations

### SEMESTER 2

#### Compulsory units

- Contemporary issues and perspectives in international business

#### Choose four optional units

- Analysing international management
- Entrepreneurship and innovation
- Equality, diversity and inclusion at work
- Financial management in global markets
- Global marketing
- Governance for sustainability
- Managing strategic partnerships
- Operations strategy
- Project management
- Supply chain management

#### Choose one of the three options

- Dissertation
- Practice track
- Summer internship

### Dissertation

If you choose the dissertation route, you will spend the final three months of the degree working on your written dissertation. This will be an extended piece of individual research supervised by a faculty member. Your chosen topic should demonstrate originality and innovation. You will plan your own project, giving you choice and flexibility.

### Practice Track

If you choose the Practice Track route, you will have the opportunity to apply academic theory to a practical issue. In a team, you will work on a company-sponsored project or a charity project and write an individual reflective report.

See page 12 for more information on the Practice Track.

### Summer Internship

Apply your academic knowledge in a real job with a summer internship at an organisation. You'll develop your skills, learn about an industry and gain experience of a practical work environment.

### Our teaching and your learning

The course includes a range of teaching and learning methods, such as interactive lectures, case studies, seminar presentations and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

Please see the website for detailed information on the course units: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-international-management/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-international-management/)

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# INTERNATIONAL MANAGEMENT



"I chose to pursue an MSc in International Management to gain a broader understanding of business. This will enable me to be more hands-on and contribute effectively to projects in various industries down the road.

I've had the pleasure of meeting fantastic individuals from all over the world. The one-year duration of the program has allowed me to forge even closer bonds with the people I've encountered, making this experience truly special."

Theng Hew,  
MSc in International Management

## ENTRY REQUIREMENTS

You should have at least a 2:1 (or its international equivalent) in your undergraduate degree. Your degree can be in any discipline but it must have included a significant level of business or management content.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. In exceptional cases, relevant work experience may substitute the degree requirement; however you should have no more than three years' relevant work experience.

Please see page 90 for details on how to apply.

### English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 7.0 overall, with no less than 6.5 in each component.

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## FEES AND FUNDING

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## WE GIVE YOU THE EDGE

# 78%

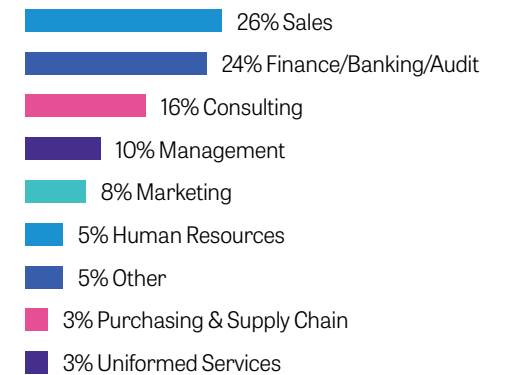
of our 2022 graduates had accepted a job offer within three months of completing their degree.

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## EXCELLENT CAREER OPPORTUNITIES

### Destinations of 2021-22 Graduates

#### Job functions:

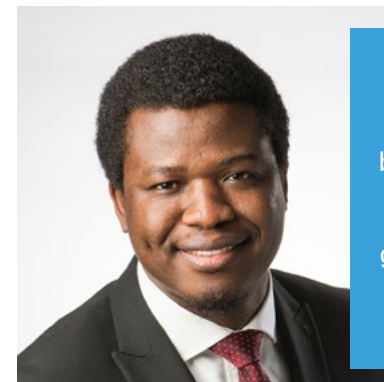


#### Recent recruiters include:

- 4C Associates
- Airbus Operations GmbH
- Enterprise Rent-A-Car
- Estée Lauder
- JP Morgan
- PwC
- Standard Chartered Bank

Data shows role functions of our 2021-22 graduates within three months of completing their degree. Percentages are rounded to the nearest whole number.

## MEET THE FACULTY



"Coming into academia with varied experiences in investment banking, treasury management, development banking, and management consulting, my pedagogy aims to bridge the gap between theory and practice. My research focuses on originating useful insights about the interrelationships between nonmarket strategy, firm-level issues, and macro-level dynamics in ways geared towards producing cutting-edge knowledge and creating socio-economic impact."

Dr Tahiru Liedong, Director of Studies

# MARKETING

## MSc in Marketing



"Studying the MSc Marketing at the University of Bath has proven to be a highly gratifying experience. The programme's well-structured curriculum, dedicated faculty, and collaborative learning environment have furnished me with invaluable theoretical insights and practical skills essential for excelling in the dynamic world of marketing.

This experience has also fostered meaningful connections with diverse fellow students and esteemed faculty."

Dikshant Arora,  
MSc in Marketing



We are ranked in the top 50 in the world for our MSc in Marketing in the *QS Business Master's Rankings 2024*.

**Our MSc in Marketing will deepen your understanding of core marketing theory and give you the chance to apply this knowledge to a practical setting.**

This course was designed with input from marketing industry leaders. This means you'll develop the skills employers are looking for. Our industry links and the practical focus of this course will help your CV stand out from the crowd.

To help you prepare for any marketing career, you will learn about the three core elements of modern marketing:

- marketing to consumers and other important stakeholders
- market research and analytics
- marketing and its role in society

### Course structure

The MSc in Marketing is a full-time course lasting 12 months. It is divided into two semesters and the summer period, which runs from June to September. In Semester 1 you will study five compulsory units and in Semester 2 you will study a combination of compulsory and optional units.

In the summer you will have the flexibility to choose one of three options:

- Dissertation
- Entrepreneurial project
- Practice track

The following units are currently being studied by our students, or are proposed new units.

### SEMESTER 1

#### Compulsory units

- Applied marketing research
- Consumer behaviour
- Contemporary brandscapes
- Integrated marketing management
- Responsible marketing

### SEMESTER 2

#### Compulsory units

- Digital marketing society
- Integrated marketing management
- Marketing communications; strategy and practice

#### Choose between one and two optional units

- Analysing grand challenges in business and society
- Defining your career goals
- Entrepreneurship and innovation
- Equality, diversity and inclusion at work
- Management consulting
- Managing retail supply chain relationships
- Managing strategic partnerships
- Marketing analytics
- New product development
- Project management

#### Choose one of three options

- Dissertation
- Entrepreneurial project
- Practice track

### Dissertation

If you choose the dissertation route, you will spend the final three months of the degree working on your written dissertation. This will be an extended piece of individual research supervised by a faculty member. Your chosen topic should demonstrate originality and innovation. You will plan your own project, giving you choice and flexibility.

### Practice Track

If you choose the Practice Track route, you will have the opportunity to apply academic theory to a practical issue. In a team, you will work on a company-sponsored project or a charity project and write an individual reflective report.

See page 12 for more information on the Practice Track.

### Our teaching and your learning

The course includes a range of teaching and learning methods, such as interactive lectures, case studies, seminar presentations and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

Please see the website for detailed information on the course units: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-marketing/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-marketing/)

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"The University of Bath was my foremost selection for pursuing my academic journey because of its highest ranking in Marketing.

Given the esteemed standing of Bath's Management programmes, I am confident this course will broaden my scope of marketing opportunities and potentially open doors for international job interviews."

Yu-Ting Tan,  
MSc in Marketing

## ENTRY REQUIREMENTS

You should have at least a 2:1 (or its international equivalent) in your undergraduate degree. Your degree can be in any discipline but it must have included an appropriate level of business or management content. This should include marketing.

We may consider applicants with marketing work experience and a degree in business or management. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

Please see page 90 for details on how to apply.

### English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 7.0 overall, with no less than 6.5 in each component.

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## FEES AND FUNDING

For the latest information please visit our website: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-marketing](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-marketing)

## WE GIVE YOU THE EDGE

# 79%

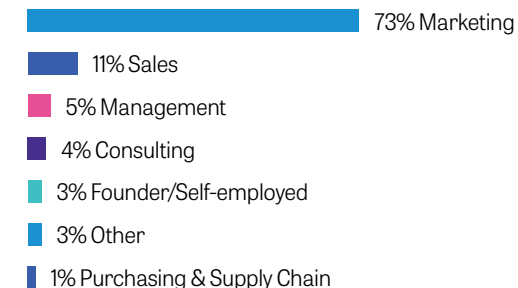
of our 2022 graduates had accepted a job offer within three months of completing their degree.

Overall employment: Percentage for graduates whose destinations are known to us and for those that were seeking employment on completing their degree.

## EXCELLENT CAREER OPPORTUNITIES

### Destinations of 2021-22 Graduates

#### Job functions:



#### Recent recruiters include:

- Louis Vuitton
- Merkle
- One Retail Group
- Oxfam
- Pernod Ricard
- Purplefish
- THG
- Vodafone

Data shows role functions of our 2021-22 graduates within three months of completing their degree. Percentages are rounded to the nearest whole number.

## MEET THE FACULTY



"My academic interests center around marketing and sustainability. My research applies ideas from environmental psychology in order to encourage consumers to behave in more sustainable ways. I am particularly interested in how our social environment can impact on our ability to adopt more sustainable behaviours."

Thomas Mansell, Director of Studies



# OPERATIONS, LOGISTICS AND SUPPLY CHAIN MANAGEMENT

## MSc in Operations, Logistics and Supply Chain Management



“The biggest attraction to the course was the Consulting Project (Practicum) which gives you exposure to real clients with real issues. It not only teaches you how to apply the course material to real-life problems but cultivates soft skills such as communicating and presenting.”

Kieran Luscombe,  
MSc in Operations, Logistics  
and Supply Chain Management

The MSc in Operations, Logistics and Supply Chain Management will help you develop an advanced understanding of conceptual, analytical and practical aspects of production and delivery of products and services.

Modern companies make their products and services in locations all over the world. Effective operations management is essential to giving the best customer experience in an environmentally friendly way. You'll graduate with the expertise in operations and supply chain management that employers look for.

### Course structure

The MSc in Operations, Logistics and Supply Chain Management is a full-time course lasting 12 months. It is divided into two semesters and the summer period, which runs from June to September. In Semester 1 you will study four compulsory units and in Semester 2 you will study a combination of compulsory and optional units.

In the summer you will complete your dissertation. This will allow you to demonstrate your critical thinking and develop your written skills.

The following units are currently being studied by our students, or are proposed new units.

### SEMESTER 1

#### Compulsory units

- Accounting for operations and supply chain management
- Consulting skills and project
- Logistics and supply chain management
- Operations management

### SEMESTER 2

#### Compulsory units

- Consulting skills and project
- Operations strategy
- Supply chain analytics

#### Choose between one and two optional units

- Analysing grand challenges in business and society
- Digital marketing society
- Governance for sustainability
- Independent study
- Managing strategic partnerships
- Project management
- Technology management
- Theories of corporate responsibility

#### Dissertation

Please see the website for detailed information on the course units: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-operations-logistics-and-supply-chain-management/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-operations-logistics-and-supply-chain-management/)

*Occasionally we make changes to our courses in response to, for example, feedback from students, developments in research and the field of studies or the requirements of accrediting bodies. You will be advised of any significant changes to the advertised course, in accordance with our terms and conditions.*

### Dissertation

During the final three months of the degree you will produce a written dissertation. This will be an extended piece of individual research supervised by a faculty member. Your chosen topic should demonstrate originality and innovation. You will plan your own project, giving you choice and flexibility.

### Consulting Project

Work with industry from day one and gain valuable hands-on experience with our unique consulting project. You'll work on a real problem with a real client throughout your degree. In this video, our students share their experiences of the consulting project:

[www.youtube.com/watch?v=ehzc0l\\_UJ6E](https://www.youtube.com/watch?v=ehzc0l_UJ6E) 

### Our teaching and your learning

The course includes a range of teaching and learning methods, such as interactive lectures, case studies, seminar presentations and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

We believe it is important to have the right balance between theory and practice. We run a range of operations and supply chain simulation classes, designed to maximise practical learning within the classroom.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

### Professional accreditations

MSc in Operations, Logistics and Supply Chain Management has been professionally accredited by CIPS and CILT.



The Chartered  
Institute of Logistics  
and Transport  
Accredited Degree

# OPERATIONS, LOGISTICS AND SUPPLY CHAIN MANAGEMENT



"This degree has been a very challenging yet rewarding experience. The course content is interesting and engaging and the cohort is small so you have the chance to interact with everyone in the class.

I chose the degree for the supply chain side, but I learnt so much about operations and logistics which will help me in my career."

Isabelle Blair-Holt,  
MSc in Operations, Logistics  
and Supply Chain Management

## ENTRY REQUIREMENTS

You should have at least a 2:1 (or its international equivalent) in your undergraduate degree. Your degree can be in any discipline.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree. In exceptional cases, relevant work experience may substitute the degree requirement; however you should have no more than five years' relevant work experience.

Please see page 90 for details on how to apply.

### English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 7.0 overall, with no less than 6.5 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE. Accepted equivalents are available to view at [go.bath.ac.uk/pg-eng-international](http://go.bath.ac.uk/pg-eng-international)

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If you do not meet our English language requirements, you can apply for a Pre-session Management course at the University's Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/professional-services/skills-centre/](http://www.bath.ac.uk/professional-services/skills-centre/)

## FEES AND FUNDING

For the latest information please visit our website: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-operations-logistics-and-supply-chain-management/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-operations-logistics-and-supply-chain-management/)

## WE GIVE YOU THE EDGE

# 81%

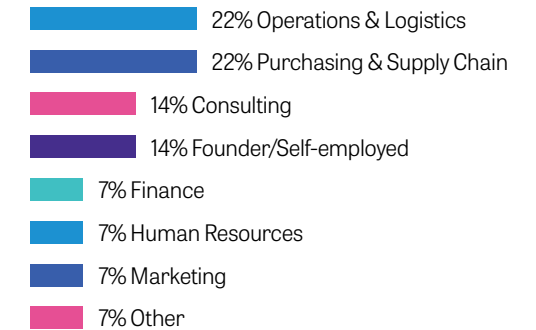
of our 2022 graduates had accepted a job offer within three months of completing their degree.

Overall employment: Percentage for graduates whose destinations are known to us and for those that were seeking employment on completing their degree.

## EXCELLENT CAREER OPPORTUNITIES

### Destinations of 2021-22 Graduates

#### Job functions:

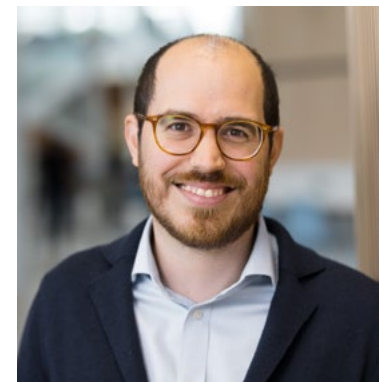


#### Recent recruiters include:

- GE Aerospace
- Greencore
- Lidl
- PwC
- Quick Release
- Renishaw Plc

Data shows role functions of our 2021-22 graduates within three months of completing their degree. Percentages are rounded to the nearest whole number.

## MEET THE FACULTY



"I am researching the application of emerging technologies in operations and supply chain management with a focus on logistics. I assess the benefits of new technologies and paradigms and study the challenges for their adoption. Overall, I am interested in understanding what it means to operate in a "smart" way."

Dr Vaggelis Giannikas, Director of Studies

# STRATEGIC RETAILING

## MSc in Strategic Retailing



“This degree provides the skills employers are looking for. Retail is a high impact, constantly changing industry. Organisations are looking for graduates with a broad skill set who can keep up with the pace of change.”

Dr Carl-Philip Ahlbom,  
Director of Studies

This course combines our leading research with our industry partners' experience to design content relevant to contemporary retailing. You'll develop the knowledge and practical skills leaders need for a successful career in the headquarters, stores and supply chains of the retail industry.

This degree balances the latest theory with practical application. You'll apply what you learn to real-life case studies and explore them from the perspectives of firms, consumers and society.

### Course structure

The MSc in Strategic Retailing is a full-time course lasting 12 months. It is divided into two semesters and the summer period, which runs from June to September. In Semester 1 you will study five compulsory units and one optional unit, and in Semester 2 you will study a combination of compulsory and optional units.

In the summer, you'll have the flexibility to choose one of three options: an independent research project, an industry internship or launch your own retail start-up. All options allow you to apply what you learn to real-life case studies and explore them from the perspectives of firms, consumers and society.\*

Hear what our academics have to say about the degree:  
<https://youtu.be/9dBmGOT6vTk>

### Dissertation

If you choose the dissertation route, you will spend the final three months of the degree working on your written dissertation. This will be an extended piece of independent research supervised by a faculty member. You will plan your own project, giving you choice and flexibility.

### Our teaching and your learning

The course includes a range of teaching and learning methods, such as interactive lectures, case studies, seminar presentations and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

The following are proposed new units.

### SEMESTER 1

#### Compulsory units

- Applied marketing research
- Consumer behaviour
- Contemporary issues in retailing
- E-commerce and omnichannel marketing
- Introduction to retailing

#### Choose one optional unit

- Accounting and finance for managers
- Entrepreneurial leadership and personal development
- Fundamentals of entrepreneurship
- Human resource management
- Strategy

### SEMESTER 2

#### Compulsory units

- Contemporary issues in retailing
- Introduction to retailing
- Managing retail supply chain relationships
- Shopper marketing

#### Choose between one and two optional units

- Analysing grand challenges in business and society
- Applied retail analytics
- Defining your career goals
- Global marketing
- Management consulting
- Sustainable operations management

#### Choose one of three options

- Dissertation
- Entrepreneurial retail start-up
- Summer internship

Please see the website for detailed information on the course units: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-strategic-retailing/](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-strategic-retailing/)

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## ENTRY REQUIREMENTS

You should have at least a 2:1 (or its international equivalent) in your undergraduate degree. Your degree can be in any discipline.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

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

Please see page 90 for details on how to apply.

### English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 7.0 overall, with no less than 6.5 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE.

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## FEES AND FUNDING

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\*Internships are not guaranteed. Places are competitive and we advertise opportunities to students.

# SUSTAINABILITY AND MANAGEMENT

## MSc in Sustainability and Management



"The degree so far has been amazing! Particularly the professors on my course. Their knowledge about such a contemporary subject, especially in the business environment, is astounding. Personally, I have found most of the subjects relevant and insightful."

Suchit Bawa,  
MSc in Sustainability and Management

Through our MSc in Sustainability and Management, you will develop your knowledge of the core business disciplines and gain a deep understanding of corporate sustainability.

Sustainability is an increasingly essential part of corporate policy and strategy. Companies must consider the ethical, social, environmental, and economic impact of their activities. This course will help you develop key managerial skills with an emphasis on sustainability. You'll graduate prepared for a career in sustainability across a variety of industries.

### Course structure

The MSc in Sustainability and Management is a full-time course lasting 12 months. It is divided into two semesters and the summer period, which runs from June to September. In Semester 1 you will study four compulsory units and in Semester 2 you will study a combination of compulsory and optional units.

In the summer you will have the flexibility to choose one of three options:

- Dissertation
- Summer internship\*
- Practice track

\*Internships are not guaranteed. Places are competitive and we advertise opportunities to students.

The following units are currently being studied by our students, or are proposed new units.

### SEMESTER 1

#### Compulsory units

- Business ethics
- Company consultancy project
- Environmental sustainability
- Responsible marketing

### SEMESTER 2

#### Compulsory units

- Governance for sustainability
- Sustainable operations management
- Theories of corporate responsibility

#### Choose between two and three optional units

- Analysing grand challenges in business and society
- Defining your career goals
- Digital marketing society
- Entrepreneurship and innovation
- Equality, diversity and inclusion at work
- Making it happen
- Managing strategic partnerships
- New product development
- Science-based decision making

#### Choose one of the three options

- Dissertation
- Summer internship
- Practice track

Please see the website for detailed information on the course units: [www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-sustainability-and-management](http://www.bath.ac.uk/courses/postgraduate-2024/taught-postgraduate-courses/msc-sustainability-and-management)

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### Dissertation

If you choose the dissertation route, you will spend the final three months of the degree working on your written dissertation. This will be an extended piece of individual research supervised by a faculty member. Your chosen topic should demonstrate originality and innovation. You will plan your own project, giving you choice and flexibility.

### Summer Internship

Apply your academic knowledge in a real job with a summer internship at an organisation. You'll develop your skills, learn about an industry and gain experience of a practical work environment.

### Practice Track

If you choose the Practice Track route, you will have the opportunity to apply academic theory to a practical issue. In teams, you will work on a company-sponsored project, a charity project and write an individual reflective report.

See page 12 for more information on the Practice Track.

### Our teaching and your learning

The course includes a range of teaching and learning methods, such as interactive lectures, case studies, seminar presentations and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

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

### Professional accreditations

MSc in Sustainability and Management has been professionally accredited by IEMA, the professional body for everyone working in environment and sustainability. This entitles students to free student membership for the duration of the course.



# SUSTAINABILITY AND MANAGEMENT



“The MSc has taught me the importance of our role in making the necessary changes in society. This is the biggest motivating factor I’m taking with me into my career.”

Elliot Johnston,  
MSc in Sustainability and Management

## ENTRY REQUIREMENTS

You should have at least a 2:1 (or its international equivalent) in your undergraduate degree. Your degree can be in any discipline.

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## WE GIVE YOU THE EDGE

# 86%

of our 2022 graduates had accepted a job offer within three months of completing their degree.

Overall employment: Percentage for graduates whose destinations are known to us and for those that were seeking employment on completing their degree.

## EXCELLENT CAREER OPPORTUNITIES

### Destinations of 2021-22 Graduates

#### Job functions:



#### Recent recruiters include:

- Deloitte
- EY
- KPMG
- Lego Group
- PepsiCo
- Seismic
- Turner & Townsend
- TwentyFifty

Data shows role functions of our 2021-22 graduates within three months of completing their degree. Percentages are rounded to the nearest whole number.

## MEET THE FACULTY



“My research focuses on the gap between corporate sustainability rhetoric and practice. I am particularly interested in firms’ motives for adopting corporate sustainability tools and in the decoupling/ internalisation of these tools. Also, I am increasingly concerned with firms’ attempts to integrate responsibility into innovation processes.”

Dr Kostas Iatridis, Director of Studies

# STUDENT PROFILES



"The year is immersive and intense, and goes by quickly. It wouldn't have been the same without my amazing classmates."

**Gillian Jaques,**  
MSc in Sustainability and Management

## My next career move

I spent seven years working for various environmental non-profits in New York City and started to explore my next career move. I applied for the MSc in Sustainability and Management because I wanted to gain a deeper understanding of sustainability issues and how they relate to the corporate world. I knew this degree would be a powerful addition to my current professional experience and complement my environmental studies background by adding the business edge I didn't previously have.

## A specialised degree

When I started looking for a master's course, I was drawn to the UK and Europe for their specialised degrees in sustainability. I was attracted to the University of Bath's School of Management because it is highly ranked and I was looking for the opportunity to immerse myself in a new culture where I could learn from a diverse group of students, inside and outside the classroom.

## What I was looking for

The Sustainability and Management course has given me the solid business and management foundation that I was looking for. The added lens of sustainability and corporate social responsibility is what brings the degree to the next level – these are the issues we are facing right now in our society.

As I transition back into professional life, I feel confident that I've been given the tools to help businesses think strategically about how they can align their financial goals and strategies with their environmental and social responsibilities.



"Enrolling in my MSc programme at the University of Bath has undoubtedly been among the most pivotal choices in my life."

**Carol Rebecca Alex,**  
MSc in Accounting and Finance

## Why I chose the University of Bath

I chose to study at the School of Management for various reasons. The institution's renowned reputation and academic prowess in Accounting and Finance assured me of comprehensive exposure and industry-aligned skills. Additionally, the chance to blend a dissertation with hands-on experience at a reputable organisation through the Practice Track curriculum was highly appealing.

## Getting the right skills

I have always had a strong affinity for accounting. I am currently pursuing a Chartered Institute of Management Accountants (CIMA) accreditation. Doing a master's degree could help me reach my goal of attaining a CGMA position and becoming a member of CIMA with extensive knowledge in the field.

## Picking a course to kick-start my career

Given their inherent risk and volatility, I perceive financial institutions as a challenging arena where I can apply my analytical and problem-solving skills, expand my professional network, and work diligently toward advancing my career.

This degree has provided me with a profound comprehension of the realm of finance and accounting. As I aspire to attain my CIMA certification, an MSc in this field will undoubtedly give me a competitive edge.

# STUDENT PROFILES



“The University has a fantastic reputation in Europe and around the world. It allows your profile to stand out from the rest of the applicants, giving you a competitive advantage in a job application.”

Vincenzo Menga,  
MSc in Marketing

## Turning a passion into a career

I have always been passionate and curious about marketing. I was interested in understanding how marketing worked and how impactful its techniques and practices were on customers.

I acquired a lot of marketing knowledge from my undergraduate degree. Towards the end of my course, I realised I wanted to discover more about marketing and become a true expert. That's why I decided to study a postgraduate course fully focused on marketing.

## Why I chose the University of Bath

I had no doubt about which university I wanted to go to. The University of Bath was my first choice, mainly because it was ranked first in marketing. Secondly, when I visited the city, I loved the people and the unique atmosphere. Last but not least, I was attracted by the University's facilities. The Sports Training Village had an enormous influence on my choice and proved to be of significant importance towards my well-being and health during my course.

## A memorable and unique experience

My favourite memory was the masked ball at the end of the year. The location in the Assembly Rooms was fantastic. It was a memorable night. We were sharing ideas, opinions and also having a good laugh with both friends and lecturers. It was such a unique experience.



“Practice Track makes you come out of your comfort zone and prepares you for the real working world.”

Tanvi Kochhar,  
MSc in International Management

## An international career in the global marketplace

Today's globalised world demands an international approach in a work set up. I chose the MSc in International Management because it provided me with the perfect blend of course modules that I needed to pursue my dream of having an international career.

## Exceptional teaching experience

The School of Management is highly ranked in management and the quality of teaching experience is exceptional. The course allowed me to choose subjects that I was interested in, are highly relevant and that can be adapted to the dynamic business environment. My degree helped me enhance the various skills needed to work in an international environment.

## Personal growth as an Academic Representative

My MSc journey started by getting elected as the Academic Representative for my course. It was one of the best experiences at the University of Bath. It gave me the opportunity to interact with students from various cultures and actually make a difference in their lives.

To be a part of the decision-making team of the School of Management made me learn a lot about the working of the University and helped me develop soft skills for my future endeavours.

# STUDENT PROFILES

"I really enjoyed being a hall representative, leader of my practice track team, member of SUMmit and the University's council. Engaging in these endeavours gave me invaluable insights through the conversations and interactions I had."

Youssef Asaad,  
MSc in Finance



## Journey so far

This journey has been intellectually enriching, refining my skills, and sparking my curiosity for a successful career in finance. The experience I gained working in groups and making new friends was invaluable in making this experience so much more enjoyable and worthwhile.

## Choosing the right degree

I chose an MSc in Finance driven by my passion for the field, aiming to acquire specialised knowledge and gain a competitive edge in the finance industry.

## Getting the skills for my future

Undoubtedly, the degree holds its value, yet the skills acquired and experiences gained during my MSc in Finance journey bear even greater significance. These not only promise a positive influence on my future career decisions but also stand as guiding principles shaping my professional and personal life for years to come.

"The lecturers, tutors and advisers are approachable, and the University's diverse culture provides opportunities to engage with the other students to share knowledge and ideas."

Priscilla Chadalawada,  
MSc in Finance with Banking



## Choosing MSc in Finance with Banking

I chose to study MSc in Finance with Banking because of the breadth of topics covered and the depth of knowledge provided by the lecturers, coupled with the opportunities this course would provide for my future career path.

## Reputation of the School of Management

I chose the University of Bath for its position in the top universities in the UK, its diverse student body and its positive impact on society. I did my research into the course, the campus looked good, and Bath was my first choice.

## Experience so far

I can confidently say this is the best academic experience I have had so far. It has helped me personally to be more independent and disciplined, preparing for my lectures beforehand so that I know what to expect in the lecture room. It is also laying the foundation for my future professional life.





**Chayanut Lertratchataphat,**  
MSc in International Management

## ONLINE COURSES

We offer online MSc courses, designed to give you the flexibility to balance your studies with your work-life commitments. Our online courses are designed to challenge you intellectually and prepare you for the working world.

Our courses:

- Business Analytics online MSc
- Engineering Business Management online MSc
- Entrepreneurship Management and Innovation online MSc

# BUSINESS ANALYTICS

## ONLINE MSc



Our Business Analytics online MSc offers you the data and decision analysis skills to convert big data into knowledge. This online course gives you the flexibility you need to study and carry on with your other commitments.

### Course structure

The Business Analytics online MSc lasts two years and three months. It has three start dates: May, September and January.

You will complete 12 units:

- Business intelligence
- Databases
- Optimisation
- Spreadsheet modelling
- Business statistics
- Forecasting
- Data mining
- Machine learning
- Heuristics
- Simulation
- Analytics in practice
- Project management

The course will finish with a dissertation. It is an opportunity to work independently and to apply everything you've learned. The research project may be based upon a real-world problem from a sponsor company.

You'll learn to:

- Identify a business analytics problem in an area of interest, such as a real-world problem from a sponsor company
- Select, analyse and present numerical or non-numerical data, developing rigorous arguments through the appropriate use of concepts and models
- Synthesise multidisciplinary perspectives, derive managerial insights and implement an appropriate course of action
- Present the problem and the solution in written form, conforming to acceptable standards of presentation and expression

*Occasionally we make changes to our courses in response to, for example, feedback from students, developments in research and the field of studies or the requirements of accrediting bodies. You will be advised of any significant changes to the advertised courses, in accordance with our terms and conditions.*

## ENTRY REQUIREMENTS

You should have at least a 2:2 (or its international equivalent) in your undergraduate degree. You must have an undergraduate degree in a subject with high quantitative content such as mathematics/statistics, computer science, engineering, physics, chemistry, biology, economics, or a quantitative social science.

### English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 7.0 overall, with no less than 6.5 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE. Accepted equivalents are available to view at [go.bath.ac.uk/pg-eng-international](http://go.bath.ac.uk/pg-eng-international)

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

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

## FEES AND FUNDING

For the latest information please visit our website [go.bath.ac.uk/online-msc-business-analytics](http://go.bath.ac.uk/online-msc-business-analytics)

## MEET THE FACULTY



"I am primarily interested in prescriptive analytics: how to make the best possible managerial decisions based on existing data. My research focuses on logistics, design and operation of minimum-cost delivery and collection systems. Minimising the delivery distance decreases the CO2e emissions and helps the environment as well as the delivery company and the customer, resulting in a win-win-win situation."

Prof. Gunes Erdogan, Course Director

# ENGINEERING BUSINESS MANAGEMENT ONLINE MSc



Our Engineering Business Management online MSc helps you to develop an in-depth understanding of engineering and technology leadership concepts while gaining the skills and understanding of business, operations, and strategy to apply them in business settings.

## Course structure

The Engineering Business Management online MSc lasts two years and three months. It has three start dates: May, September and January.

You will complete 12 units:

- Leadership and professional skills
- Making business decisions
- Research skills for engineering management
- Management practices for engineering
- Project management
- Engineering management for sustainable value
- Organisational change management
- Commercialisation of new technology
- Operations management
- Developing and manufacturing products and services
- Supply chain management
- Strategic management of product and service development

The course will finish with you completing an Engineering Project. Here you can choose to focus on an area within your industry or company, perform research in an area that has been of particular interest to you, or you can choose from a set list of challenging and relevant project themes.

*Occasionally we make changes to our courses in response to, for example, feedback from students, developments in research and the field of studies or the requirements of accrediting bodies. You will be advised of any significant changes to the advertised courses, in accordance with our terms and conditions.*

## ENTRY REQUIREMENTS

You should have at least a 2:2 (or its international equivalent) in your undergraduate degree. Ideally, you should have an undergraduate degree in an engineering or management discipline, but other subjects will be considered.

## English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 6.5 overall, with no less than 6.0 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE.

Accepted equivalents are available to view at [go.bath.ac.uk/pg-eng-international](http://go.bath.ac.uk/pg-eng-international)

You may be exempt from IELTS (or equivalent) requirements if you have completed all of your undergraduate studies in the UK in the last two years.

## FEES AND FUNDING

For the latest information please visit our website [online.bath.ac.uk/online-courses/msc-engineering-business-management](http://online.bath.ac.uk/online-courses/msc-engineering-business-management)

## MEET THE FACULTY



"I am very proud to be the Director of Studies for this unique course. The MSc in Engineering Business Management equips you with the skills and approaches you need to tackle real-world problems in engineering and technology environments. Whether you're a manager who wants to apply your skills in a new environment or move from a technical role into a managerial position, this course is tailored for you. Developed and delivered jointly by our world-class Faculty of Engineering and School of Management, and by those who have spent significant time in industry, this course is one of a kind."

Mrs Debbie Janson,  
Director of Studies,  
Department of Mechanical Engineering

# ENTREPRENEURSHIP MANAGEMENT AND INNOVATION ONLINE MSc



Our Entrepreneurship Management and Innovation online MSc will help you tap into and nurture your entrepreneurial mindset. This online course gives you the flexibility you need to study and carry on with your other commitments.

## Course structure

The Entrepreneurship Management and Innovation online MSc lasts two years and three months. It has three start dates: January, May and September.

You will complete 12 units:

- Fundamentals of entrepreneurship
- Customer interface
- Operations and organisation design
- Financial models
- Entrepreneurial strategy
- Entrepreneurial ideation
- Entrepreneurial incubation
- Entrepreneurial acceleration
- Intellectual property
- Entrepreneurial finance and funding
- Entrepreneurship, innovation and organisations
- Entrepreneurship, innovation and society

The course will finish with an independent research project. Using the techniques learned throughout the course, you will develop a business idea into a business model. Your business idea must focus on one particular area:

- an independent venture
- a corporate venture
- a family venture
- a social venture

*Occasionally we make changes to our courses in response to, for example, feedback from students, developments in research and the field of studies or the requirements of accrediting bodies. You will be advised of any significant changes to the advertised courses, in accordance with our terms and conditions.*

## ENTRY REQUIREMENTS

You should have at least a 2:2 (or its international equivalent) in your undergraduate degree. If your first degree is not in a business-related subject, you will need practical work experience to support your learning.

### English language requirements

If English is not your first language, you must provide evidence of your English ability. You will need an International English Language Test System (IELTS) score of at least 7.0 overall, with no less than 6.5 in each component.

We also accept other language tests, including PTE Academic, TOEFL iBT, CPE and CAE. Accepted equivalents are available to view at [go.bath.ac.uk/pg-eng-international](http://go.bath.ac.uk/pg-eng-international)

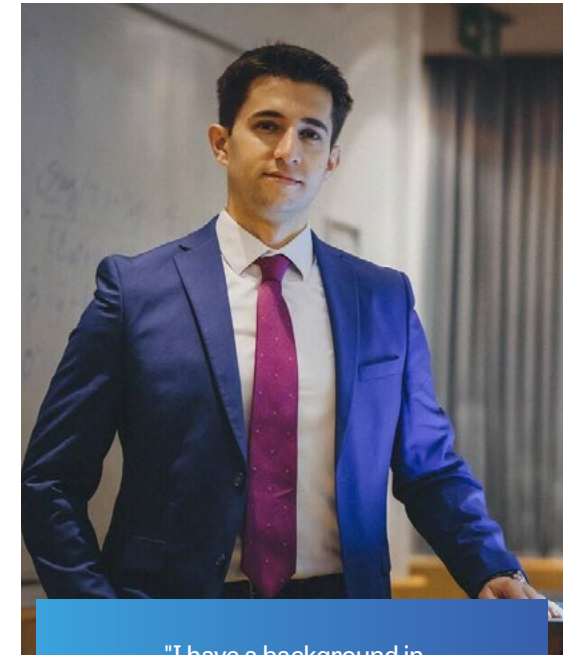
You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

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

## FEES AND FUNDING

For the latest information please visit our website [online.bath.ac.uk/online-courses/msc-entrepreneurship-management-innovation](http://online.bath.ac.uk/online-courses/msc-entrepreneurship-management-innovation)

## MEET THE FACULTY



"I have a background in entrepreneurship education, online learning technologies, data analysis, consulting, lecturing, and academic research writing. Some of his ongoing research considers 'Identity, adaptation and network embeddedness among migrant entrepreneurs.'"

Dr Stoyan Stoyanov, Course Director

# CAMPUS AND ACCOMMODATION

Below: Students on Campus



## A GREAT PLACE TO LIVE, LEARN AND WORK

At Bath you will have the best of both worlds: a vibrant, busy campus surrounded by the beautiful Somerset countryside. It's also one of the safest campuses in the UK.

We have a range of facilities for you to enjoy, all within a five-minute walk. You won't go far without seeing a familiar face. As well as our 24-hour library and our Sports Training Village, you'll have access to supermarkets, a Post Office and more.

We have a variety of different restaurants, bars and cafés to choose from; we can cater for most tastes on campus. Campus is the perfect place to meet with your friends, whatever the weather. There are study spaces and cafés to enjoy and you can work or relax outside by our scenic lake. From SU club nights to film screenings at The Edge Arts Centre, there's always something to do.



Our award-winning Students' Union (SU) is home to over 120 clubs and societies. They provide lots of ways for you to socialise and gain new experiences. The SU is a registered charity and everything they do is done by students, for students.



## Supporting you

Coming to university is a big change for everyone and we know that you might need a little help along the way. We offer dedicated support built around your needs.

- Student Money Advice provides confidential support on all aspects of student finance. [go.bath.ac.uk/money-21](https://go.bath.ac.uk/money-21)
- The Disability Service provides advice and support for students with any form of disability. [go.bath.ac.uk/disability-service-21](https://go.bath.ac.uk/disability-service-21)
- The Counselling and Mental Health team offer free and confidential support. [go.bath.ac.uk/counselling-mental-health-21](https://go.bath.ac.uk/counselling-mental-health-21)
- You can talk to a Wellbeing Adviser about anything. [go.bath.ac.uk/wellbeing-service-21](https://go.bath.ac.uk/wellbeing-service-21)
- The University Ecumenical Chaplaincy Centre welcomes those of all faiths and no faith. We have a Muslim prayer room on campus with washing facilities. [go.bath.ac.uk/chaplaincy-21](https://go.bath.ac.uk/chaplaincy-21)

## Sport at Bath

We offer a huge range of clubs and activities so that everyone can enjoy sport and exercise regardless of ability.

We have some of the best sports facilities in the country, including an Olympic-sized swimming pool, a 400m outdoor athletics track, indoor athletics hall, a judo dojo, 18 tennis courts, a fencing salle and dedicated football and rugby pitches. All of this and more can be accessed with your Sports Pass which will be added to your library card when you start at Bath.

You'll also have the chance to watch top sport on campus. The University hosts events such as the European Modern

Below: International Students in Quad Accommodation



Pentathlon Championships, Invictus Games GB team trials, Netball Superleague and Super Rugby matches.

Find out more: [go.bath.ac.uk/sports-21](https://go.bath.ac.uk/sports-21)

## Accommodation

We offer accommodation specifically for postgraduate students in the city of Bath. Living in a university-managed building means that everything is included in your rent and your accommodation is looked after by our experienced housekeeping team, leaving you more time to really focus on your studies.

The main shops, restaurants, bars and cafés are all located within a short distance. All our accommodation is just a few minutes' walk from the bus stop, so you can get to campus quickly and easily.

If you are an eligible overseas postgraduate student and apply by the deadline, you are guaranteed accommodation. But it's not just overseas postgraduates who live in our accommodation. Although we cannot guarantee a room to UK postgraduates, please do apply – we do try to house as many students as possible.

Learn more about our accommodation options at: [go.bath.ac.uk/student-accommodation-21](https://go.bath.ac.uk/student-accommodation-21)

## A safe place to live and study

Bath is one of the safest places in the UK for students, watch our video to find out more: <https://vimeo.com/788640087>

Below: Students Partying at the SU Freshers Week



Above: Sports Facilities Including the Olympic-sized Swimming Pool

“What I enjoyed the most about living and studying in Bath is the friendly, welcoming and international atmosphere on and off campus.”

Liz Garcia,  
MSc in Entrepreneurship and Management

# THE CITY OF BATH, AMBITION BUILT IN.

Our campus is just over a mile from the city centre and a regular bus service runs in both directions. You can also cycle or walk to the city.

Bath is a beautiful city, famous for its natural hot springs and Georgian architecture. In fact, Bath is so special it's the only entire city in the UK that's a UNESCO World Heritage Site – but there is much more to it. Peek beneath the surface and you'll find a modern city with exciting opportunities all around you. Watch our video to find out more: <https://vimeo.com/782902282> 

Bath has over 400 restaurants to enjoy. From sushi to tapas and pizza to pies, there's something for all tastes. Independent businesses are encouraged in Bath and new places pop up regularly. Lots of restaurants and cafés offer student promotions throughout the year, so remember to take your student card. The city also has a great nightlife with plenty to explore, from cosy pubs to student club nights and live music venues.

Bath is a centre for tourism, with plenty to do and we're also close to areas of outstanding natural beauty. The city hosts several big events throughout the year including The Bath Festival, Comedy Festival, Fringe Festival and Bath International Music Festival. The annual Bath Christmas Market also takes place in November and December.

Bath's location makes it easy for you to visit new places. Bristol, Cardiff and London are all easily reached by train. Bristol Airport is less than 20 miles away.

Below: Roman Baths



Bottom Left: Pulteney Bridge, Bottom Right: Recreation Ground, Top Left: Thermae Bath Spa, Top Right: Prior Park



“I enjoyed living in such a beautiful city with so much history. The whole student atmosphere in Bath is very welcoming and nice. The city has a lot of beautiful places to discover and to enjoy.”

Julia Van De Weerdhof,  
MSc in Marketing



Above: Royal Crescent

# HOW TO APPLY

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

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

Email: [msc-mn@bath.ac.uk](mailto:msc-mn@bath.ac.uk)  
Tel: +44 (0)1225 383757

## Application deadlines

Please see the website for details.  
[go.bath.ac.uk/msc-som-courses](http://go.bath.ac.uk/msc-som-courses)

## HOW TO APPLY

- 1 Create an account online at**  
[www.bath.ac.uk/study/pg/applications.pl](http://www.bath.ac.uk/study/pg/applications.pl)
- 2 Complete the online application form.**  
This should take approximately 20 minutes.
- 3 Upload copies of your transcripts and certificates**  
You will need digital copies of:
  - your academic transcript
  - your most recent university results/ grades
  - IELTS results (or accepted equivalents)If you have not yet completed your studies, please provide copies of your transcripts to date.
- 4 Pay application fee**  
The application fee for our courses is £60. You will need to pay the fee using the University's online payment system. Please see the website for details: [www.bath.ac.uk/guides/how-to-apply-for-a-school-of-management-msc/](http://www.bath.ac.uk/guides/how-to-apply-for-a-school-of-management-msc/)  
Applications will not be processed without payment.
- 5 Log in to Application Tracker**  
After you have applied, you will be able to use our Application Tracker. We will email you a username and password. You can use Application Tracker to:
  - follow the progress of your application
  - upload important documents
  - review your offer letter
  - accept an offer

*Please note: The University will not issue any hard copy letters. All information about your offer is available in the Application Tracker. You will receive email alerts when your information is updated.*

## Combined offers

If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course available from the University's Academic Skills Centre.  
[www.bath.ac.uk/professional-services/skills-centre/](http://www.bath.ac.uk/professional-services/skills-centre/)

You may be eligible for a combined offer, which adds the five or ten-week summer Pre-sessional Management course to your degree to make a 13 or 14 month course.

## Ten-week pre-sessional combined offer

An overall IELTS score of 6.0 (5.5 for Finance-related courses, Innovation and Technology Management and Engineering Business Management) may allow you to take a ten-week course before your MSc. Each of your scores in listening, reading, writing and speaking must be at least 5.5 (5.0 for Finance-related courses, Innovation and Technology Management and Engineering Business Management). In order to be eligible you must have already graduated.

## Five-week pre-sessional combined offer

An overall IELTS score of 6.5 (6.0 for Finance-related courses, Innovation and Technology Management and Engineering Business Management) may allow you to take a five-week course before your MSc. Each of your scores in listening, reading, writing and speaking must be at least 6.0 (5.5 for Finance-related courses, Innovation and Technology Management and Engineering Business Management).

IELTS results must have been achieved within the last two years. If you are interested in this option and require further guidance on eligibility, please contact the School of Management MSc Admissions Team.

## ACCEPTING YOUR OFFER

- Accept the offer via Application Tracker**  
Log in to the Application Tracker to review your offer and accept it.
- Pay deposit**  
**You will need to pay a deposit of £1,500 to secure your place using Application Tracker.** Instructions on how to pay will be included in your offer letter.  
The deposit is non-refundable unless:
  - you fail to meet the conditions of your offer
  - you fail to get a visa (if required)
  - you cancel within 14 days of paymentWe will deduct the £1,500 from your course fee when you register at the University.
- Next steps**  
Once you have met all the conditions set out in your offer letter, you will receive an unconditional offer and further information about preparing to study at Bath.

## SCHOLARSHIPS

We have a number of scholarships available. Please see [www.bath.ac.uk/topics/taught-postgraduate-scholarships-bursaries-and-other-funding/](http://www.bath.ac.uk/topics/taught-postgraduate-scholarships-bursaries-and-other-funding/) for further details or contact the School of Management MSc Admissions Team: [msc-mn@bath.ac.uk](mailto:msc-mn@bath.ac.uk)

# RELATED COURSES

Your master's degree is an opportunity for you to specialise in an area specific to your personal career goals. The University of Bath has been named the University of the Year by The Times and The Sunday Times Good University Guide 2023. We are also ranked in the top 10 in the three key national league tables (The Guardian University Guide 2024, The Times and Sunday Times Good University Guide 2024 and The Complete University Guide 2024).

Other master's courses you might be interested in:

- MSc Applied Economics with Banking and Financial Markets (online degree)
- MSc Applied Economics with Banking and Financial Markets
- MSc Economics and Finance
- MSc Economics for Business Intelligence and Systems
- MSc Sport Management

Please see our website for more information about entry requirements and the content of the courses. [go.bath.ac.uk/pgt-study](https://www.bath.ac.uk/pgt-study)



# VISIT US

## TRAVEL TO THE UNIVERSITY

### By car

M4 to Junction 18 and A46 to Bath. Follow signs for The American Museum and University.

The campus is located in Claverton Down, on the east side of Bath.

### Visitor parking on campus

Pay and display spaces are available in East Extension, A and G car parks, accessed via the main entrance on Claverton Down Road.

East car park provides a wheelchair and accessible approach to the Parade and a drop off point by 1WN also provides wheelchair access to the Parade.

Please check the website for transport advice for Open Days.

### By coach

Frequent National Express services operate from London Victoria and London Heathrow Airport to Bath.

### By bus

There are a number of frequent bus services available. The Bath UniBus service includes the U1, U2, 20 and 22 bus routes between Bath and the University campus.

### By air

The nearest airport is Bristol International Airport. There are also regular connections by train or coach from London Heathrow Airport.

### By train

Bath Spa station is on the main line between Bristol and London Paddington. It can be reached from the North and South via Bristol Temple Meads.

#### Approximate journey times by train:

To London	1 hour 20 minutes
To Birmingham	1 hour 40 minutes
To Bristol	12 minutes
To Cardiff	1 hour 10 minutes
To Southampton	1 hour 20 minutes
To Exeter	1 hour 20 minutes



Please see our website for further information about travelling to campus.

[www.bath.ac.uk/topics/travel-advice](https://www.bath.ac.uk/topics/travel-advice)



# THE SCHOOL OF MANAGEMENT'S NEW HOME

Our new School of Management building offers an airy, open-plan layout that aims to foster collaboration. The space will let you engage and work with other students, academics, support staff and employers. The building includes:

- an Employability Hub - for our industry partners to visit and help prepare you for the workplace
- The Pavilion café where you can study and meet with other students, faculty and employers
- a Behavioural Research Lab – so you can study real and digital environments
- nine lecture theatres and a 250 seat auditorium

Explore our new home:  
[www.youtube.com/watch?v=YE5WopB13V8&t=9s](https://www.youtube.com/watch?v=YE5WopB13V8&t=9s) 



# THINK AMBITIOUS.

Xiao Li,  
MSc in Operations, Logistics and Supply Chain Management

## OUR COURSES

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

## CONTACT US

### MSc Admissions

Tel: +44 (0) 1225 383757

Email: [m-sc-mn@bath.ac.uk](mailto:m-sc-mn@bath.ac.uk)

[www.bath.ac.uk/management](http://www.bath.ac.uk/management)

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

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

Find out more about this and other important University terms and conditions:

[www.bath.ac.uk/corporate-information/important-terms-and-conditions-for-applicants](http://www.bath.ac.uk/corporate-information/important-terms-and-conditions-for-applicants)

All information correct at date of publication: December 2023.



Look for **bathsofm** or **Bath School of Management**