



## Graduate Outcomes 2019/20

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

The University of Bath has an excellent record of graduate employment, featuring in the top ten for graduate prospects in three major national league tables\*. Across all subjects, 93% of Bath 2019/20 graduates who are employed in the UK are in high skilled employment, compared to 73% nationally. Hundreds of employers of all sizes and from all industries each year advertise vacancies, deliver presentations or network with our students; we are in the top 20 universities targeted by employers#.

The information shown here is from the Higher Education Statistics Agency (HESA) Graduate Outcomes survey for 2019/20 leavers. It is the biggest UK annual social survey and captures the perspectives and current status of recent graduates, 15 months after leaving university.

Studies within Business Administration covers a broad-based training in core business areas which opens diverse career opportunities in accounting, finance, marketing, management and human resources. Graduates from these courses develop many skills that make them attractive to prospective employers, including teamwork, communication, analytical and problem-solving skills, entrepreneurship skills as well as knowledge of specialist business principles. They often hold diverse roles in large national and multi-national companies.

### Courses included:

- Business Administration BSc<sup>†</sup>

| Response rate           |                 |
|-------------------------|-----------------|
| Total in 2019/20 cohort | 75 <sup>§</sup> |
| <b>% response rate</b>  | <b>58%</b>      |

<sup>§</sup>Number rounded to the nearest multiple of five

<sup>†</sup>Course now offered as Business BSc

### Graduate outcomes by activity

| Activity summary               |             |
|--------------------------------|-------------|
| Employment                     | 93%         |
| Voluntary / unpaid work        | -           |
| Employment and further study   | -           |
| Further study                  | 5%          |
| Other: travel, caring, retired | 2%          |
| Unemployed <sup>§</sup>        | -           |
| <b>Total</b>                   | <b>100%</b> |

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

<sup>§</sup>Unemployed includes those due to start work or study.

## Industries and employers

Business Administration career pathways are versatile. Most graduates enter many different sectors and industries within business, finance, communication and technology.

Graduates frequently join large multinational accountancy firms, management consultancies, investment banks and other commercial companies.

The most frequent of the industry categories are:

- Information and communication
- Professional, scientific and technical activities
- Financial and insurance activities

Examples of employers for the 2019/20 cohort:

- Accenture
- CIL Management Consultants
- Civil Service
- Deloitte
- Ferrero UK
- Mizuho International

## Occupations and job titles

Business Administration graduates progress into various jobs within many business areas, such as management, marketing, sales, finance, data analysis, recruitment, consultancy and more. Typical job titles may be management consultants, business or financial analysts, junior account or brand managers.

Graduates may also progress into other roles such as associate accountant, policy adviser, data associate and sales associate.

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

High skilled employment includes these three categories:

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

Examples of job titles for the 2019/20 cohort:

- Analyst
- Brand Manager or Executive
- Business Analyst
- Consultant
- Marketing Specialist
- Product Manager

## More information

Find out what Bath graduates from other courses do: [go.bath.ac.uk/graduate-outcomes](https://go.bath.ac.uk/graduate-outcomes).

More information is available about how the Careers Service supports current and prospective students, as well as graduates from Bath: [bath.ac.uk/careers](https://bath.ac.uk/careers).