



Graduate Outcomes 2018/19

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

The University of Bath has an excellent record of graduate employment, and often features near the top in league tables. Across all subjects, 89% of Bath 2018/19 graduates who are employed in the UK are in high skilled employment, compared to 72% 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 15 universities targeted by employers*.

The information shown here is from the Higher Education Statistics Agency (HESA) Graduate Outcomes survey 2018/19. 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[†]

Response rate	
Total in 2018/19 cohort	70 [#]
% response rate	71%

[#]Number rounded to the nearest multiple of five

[†]Course now offered as Business BSc

Graduate outcomes by activity

Activity summary	
Employment	81%
Voluntary / unpaid work	-
Employment & further study	8%
Further study	2%
Other: travel, caring, retired	6%
Unemployed [§]	2%
Total	100%

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

[§]Unemployed includes those due to start work or study

Industries and employers

Business Administration career pathways are versatile, and graduates enter many different sectors and industries within business and finance, especially large multinational accountancy firms, management consultancies, investment banks and other commercial companies.

The most frequent of the industry categories are:

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

Examples of employers for the 2018/19 cohort:

- Accenture
- CIL Management Consultants
- Deloitte
- Grayce
- L'Oréal
- PwC

Occupations and job titles

Business Administration graduates progress in various jobs within many business areas, such as management, marketing, sales, finance, human resources, consultancy and more. Typical job titles may be strategic, management or technology consultants, business, strategy or financial analyst, marketing coordinator, digital marketing analyst or brand manager.

Graduates may also progress into other roles such as supply chain graduate, software specialist and events coordinator.

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 2018/19 cohort:

- Account Manager
- Business Development Manager
- Project Manager
- Management Consultant
- Technology Consultant

More information

Find out what Bath graduates from other courses do: 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