



Graduate Outcomes 2017/18 and 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 surveys for 2017/18 and 2018/19 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 Management offer a broad set of skills and an understanding of the UK and international business environments, including core modules in marketing, finance, operations management, people management and business analytics. Graduates from these courses develop many skills that make them attractive to prospective employers, including teamwork, communication, analytical and problem-solving skills. They often hold diverse roles in large national and multi-national companies.

Courses included:

- Management BSc
- Management with Marketing BSc

| Response rate | |
|--------------------------------------|-----------------|
| Total in 2017/18 and 2018/19 cohorts | 85 [#] |
| % response rate | 60% |

[#]Number rounded to the nearest multiple of five

Graduate outcomes by activity

| Activity summary | |
|--------------------------------|-------------|
| Employment | 88% |
| Voluntary / unpaid work | - |
| Employment & further study | 8% |
| Further study | 2% |
| Other: travel, caring, retired | 2% |
| Unemployed ^{\$} | - |
| 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

Management 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, manufacturing, communication and media companies and other commercial companies, such as within the fast-moving consumer goods industry.

In addition, some graduates enter the public sector.

The most frequent of the industry categories are:

- Financial and insurance activities
- Information and insurance activities
- Manufacturing
- Professional, scientific and technical activities
- Wholesale and retail trade

Examples of employers for the 2017/18 and 2018/19 cohorts:

- Accenture
- J.P. Morgan
- Johnson & Johnson
- PwC
- Unilever

Occupations and job titles

Management graduates progress in various jobs within many business areas, especially within marketing, sales and communication. Typical job titles may be marketing graduates, executives or assistants, communications assistants, branding specialist, and sales development representatives.

Graduates also go into other job roles such as business, strategy and finance analysts, accountants, audit professionals, business and management consultants, procurement coordinator or graduate surveyor.

The vast majority of our UK employed Management 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 2017/18 and 2018/19 cohorts:

- Account Executive
- Business Analyst
- Finance Analyst
- Management Consultant
- Marketing Executive

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