

Undergraduate Placements and Projects



Alexandra Christandl
BSc Management with Marketing
on placement at Unilever

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www.bath.ac.uk/management



About us

📍 We are one of the UK's leading Business Schools with highly ranked courses and a strong record of internationally recognised research.

Our research

Our research covers all areas of management and is structured around issue-based, multi-disciplinary divisions, including a number of industry-funded research centres.

Our rankings

Our courses are regularly ranked amongst the best in the UK and worldwide. Most recently, we have been ranked **1st for Marketing** and **2nd for Business and Management and Accounting and Finance** in the Complete University Guide 2017.

We are one of a select number of international business schools accredited by EQUIS, the European Foundation for Management Development's (EFMD) quality inspectorate.

The University was ranked as the **UK's 5th best university** and **joint 1st for universities that students would recommend to their friends** in the Student Experience Survey 2016 (Times Higher Education).

More information on the School of Management rankings: www.bath.ac.uk/management/about/rankings.html



🗣️ Bath students bring a unique perspective to the workplace and contribute a fresh approach that helps us constantly push the organisation forwards through innovation and delivery. 🗣️

James Edwards – COO EMEA Markets and CEO of Capital Markets, BNY Mellon

Our students

📌 **There is a strong demand for Bath graduates from employers, including prestigious organisations of all sizes.**

Our students bring specialised knowledge and up-to-date business theory that can provide a fresh approach. They are motivated, highly driven and have a strong sense of commercial awareness. Many of our students also possess international knowledge and experience.

All our students are considered highly employable and there is a strong demand for Bath graduates from employers including prestigious organisations of all sizes. It is not uncommon for a placement to lead to graduate opportunities.

Placement partnerships

The School of Management has strong relationships with placement partners in a number of cross-sector industries. We have established long-term relationships and many of our partners recruit our students year on year.

Our network includes leading multi-nationals, such as Unilever, PwC and BMW, as well as SMEs and Start-ups.

The organisations we work with value the high calibre of our students, who are able to adjust quickly to the work environment, provide specialist knowledge and demonstrate a real understanding of managing practical business tasks.

Our students are confident working in a breadth of roles and business areas including:

- Operations and Supply Chain
- Finance
- HR
- Project Management
- E-Commerce
- Marketing
- Creative
- Business Development

Students can be employed as a resource to work on specific projects, allowing core staff to continue working where they are most needed.

Typical placements last 6-12 months, giving students time to add significant value to your company. Shorter term assignments can also be arranged.



📌 Business Administration students on placement at HelloFresh

“ Bath students are the voice of our brand to consumers. We’ve been working with the University for five years and the students never disappoint. ”

Charlie Bigham’s

What is a suitable placement?

🕒 **There is no one rule as to what type of work is suitable. A great deal depends on the abilities of the student and the requirements of your organisation.**

A placement should:

- Provide opportunities for the student to apply and develop new and existing skills in the workplace
- Offer openings for learning (practical, academic and social)
- Enable the student to take on an appropriate level of responsibility
- Maximise the student's contribution to the department and organisation

Visas

Visa requirements will vary between students and will need to be taken into consideration. The majority of our students hold British passports, some hold dual nationality.

Remuneration and accommodation

Our students will be required to support themselves financially throughout their placement. Remuneration is an important factor in ensuring a successful placement experience and one we will be happy to discuss with you. Students will also source and manage their own accommodation during their placement.



Course comparison

Course	Length of placement	When is the placement?	When is the recruitment period?
BSc (Hons) in Accounting & Finance	12 months	Summer to Summer	October to June
BSc (Hons) in Business Administration	Two separate placements 6 months each	1: Summer to Jan/Feb 2: Jan/Feb to Summer	1: February to June 2: October to December
BSc (Hons) in International Management	6 or 12 months as part of a 'year abroad'	Summer to Summer; or Summer to Jan/Feb; or Jan/Feb to Summer	October to June
BSc (Hons) in International Management with Modern Languages (IMML)	6 or 12 months as part of a 'year abroad' *	Summer to Summer; or Summer to Jan/Feb; or Jan/Feb to Summer	October to June
BSc (Hons) in Management	12 months	Summer to Summer	October to June
BSc (Hons) in Management with Marketing	12 months	Summer to Summer	October to June

*IMML students must spend their 'year abroad' in a French, German or Spanish speaking country.

Our Placements team

The organisations we work with benefit from a streamlined recruitment process and bespoke arrangements. Companies continually return to us because of the service we offer, connecting them with the right students and providing invaluable support. We are happy to give advice and guidance on any aspect of the recruitment process.

How we work with you:

Step one	You send us a job description and an advert describing the following: <ul style="list-style-type: none"> • Your business / area of work • Vacancy • The type of skills you require • Salary
Step two	We will advertise your vacancy internally to the most appropriate students and agree a suitable deadline with you.
Step three	We will collate applications, CVs and cover letters and send them to you. Alternatively we can direct students to your online application process.
Step four	We will help you to arrange interviews. These can be held at the University and we can arrange the schedule, book the room and contact students at no cost to you. If you would prefer to interview students at your site, we can also help to arrange this but would ask that you cover the students' travel expenses. Interviews can also be conducted via Skype if you are based outside the UK.
Step five	We provide guidance on visa and contractual arrangements as well as the induction procedures for students.
Step six	Students complete a series of reflective documents during their placement with our support. Approximately half way through the placement a member of the Placement team will visit the student on site to discuss progress. Some international placement visits will be undertaken remotely.



↑ Alex Bennett, BBA Alumna, Graduate Talent Manager at L'Oréal.

For more information about placement opportunities please contact:

Ben Smith
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BSc (Hons) in Accounting and Finance

🎯 Our BSc in Accounting and Finance students have exceptional quantitative skills coupled with a solid grounding in core business disciplines.

The BSc in Accounting and Finance is one of our most competitive courses; only the best students are accepted. In addition to a detailed understanding of financial systems, our students develop strong analytical skills and a broad knowledge of other core business functions.

As a result, our students are highly sought after, both for placement and graduate roles. 95% of our BSc in Accounting and Finance graduates were employed in a professional or managerial job within six months of graduating (Unistats). Many students receive a graduate offer as a result of their placement.

We offer high achieving students who are able to hit the ground running and can add value to your company immediately.

The placement

All students on our BSc in Accounting and Finance (4 Year degree) take part in a professional work placement during the third year of their degree.

Placements for this course should last for 12 months, starting in the summer, and should give students the opportunity to gain practical experience in an accounting or finance environment.



👤 **Rosalie Verge**, BSc in Accounting and Finance
12-month placement: PwC, Insurance and Investment Management. Now on a Graduate scheme at PwC.

👤 One of the key skills Rosalie demonstrated in her time with the firm was her organisational skills. These were excellent and enabled her to ensure work was delivered on a timely basis. 🗨️

Chris Mooney, Manager at PwC, Insurance and Investment Management

Companies we work with:

- AXA Investment Managers
- Bank of England
- British Gas
- ConocoPhillips
- Danone
- Deloitte
- EY
- FTI Consulting
- Goldman Sachs
- Grant Thornton
- HSBC Hong Kong
- IBM
- Intel
- Lloyds TSB
- L'Oréal
- Morgan Stanley
- Motorola
- Panasonic
- PwC
- Rolls-Royce
- UBS
- Zurich



👤 **Shan Lu**, BSc in Accounting and Finance
12-month placement: Morgan Stanley, Prime Services

👤 Shan demonstrated a strong intellect allied to a desire to question and learn more. She was delivery focussed, self-motivated and hard-working, with the ability to manage multiple issues with competing deadlines. 🗨️

Dan Worthington, Manager, Institutional Sales & Marketing at Morgan Stanley

BSc (Hons) in Business Administration

📌 **The Bath BSc in Business Administration (BBA) is a top business degree with two integral six-month placements. Our students are highly sought after by UK recruiters.**

The BSc in Business Administration (BBA) is one of the top undergraduate business degrees in the UK. Places on the course are highly competitive and only the best students are accepted.

The degree is structured to give students a solid grounding in the core functions of management, followed by the opportunity to specialise, choosing units from a wide range of business disciplines. The emphasis of the course is on acquiring transferable skills through a combination of academic study, two placements and team projects.

As a result, our students are some of the most employable in the country. We offer students with an excellent working knowledge of business, who are able to hit the ground running and can add value to your company immediately.

The placement

The Bath BBA is one of the only programmes in the UK to include two six-month professional work placements, instead of a whole year in one organisation and role.

Our students are available for placements at two stages in their degree:

- Placement One runs from the summer to Jan/Feb in the second year of their studies
- Placement Two runs from February to the summer in the third year of their studies



📌 **Henry Pennial, BSc in Business Administration**
6-month placement: HelloFresh

“It is hard to believe Henry is only in his 2nd year at University. He has established himself as a strong member of the CRM team and demonstrates a highly valuable can-do attitude to any requests that come his way.”

Catherine Hogg, CRM Marketing Manager, HelloFresh

Companies we work with:

- Accenture
- AKQA
- BNY Mellon
- Burberry
- CIL Management Consultants
- Citi
- HelloFresh
- IMS Health
- L'Oréal
- M&G Investments
- Nestle
- Nomura
- npower
- PwC
- Property Solutions
- UBS
- Unilever
- Virgin Media
- Vodafone
- Zurich



📌 **Emily Jones, BSc in Business Administration**
6-month placement: Unilever

“Emily has demonstrated many skills while working at Unilever, but I would highlight her strong analytical & interpersonal skills. Thanks to this, she managed to help craft, develop and land one of the most important strategy pillars for the Oral Care category; and, thanks to her relationship with the people she has worked with, important projects have moved forward.”

Patricia Martinez, Global Category Strategy Manager, Oral Care, Unilever

BSc (Hons) in International Management

🎯 Our International Management students possess the business knowledge, skills and experience to thrive in a globally connected world.

The BSc in International Management (BIM) degree provides students with a core understanding of business functions in a global context. Our students are international, both in focus and make-up.

The degree is structured to give students a solid grounding in the core functions of management within their first year. In their second year, BIM students develop their understanding of global business, studying advanced subjects such as International Market Development and Finance.

The placement

Year three of the BSc in International Management is an integral 'Year Abroad'. All of our BIM students will go abroad for up to 12 months, gaining practical international experience. During this year, BIM students have the flexibility to choose a work placement, academic exchange or a combination of both.

Our students are therefore available for both 6-month and 12-month placements, as follows:

- From July for 6 or 12 months
- From January for 6 months only

Academic exchange partners:

Europe

- Bocconi University, Milan
- Stockholm University, Stockholm
- Technische University, Munich

Asia

- Singapore Management University

USA

- College of Business, University of Illinois, Urbana-Champaign

- Florida International University

South Africa

- Stellenbosch University

Australia

- University of Western Australia, Perth

Mexico

- Tecnológico de Monterrey (ITESM)

Companies we work with:

- ShapeScale – USA
- P&G – Switzerland
- Porsche – Germany
- Travelbird – Holland
- Vaniday – Singapore
- Deloitte – Singapore
- Deutsche Bank – Luxembourg



👉 Wiktoria Banda, BSc in International Management

6-month placement: ShapeScale, San Mateo, California, 6-month study at Bocconi University, Milan, Italy

“ Wiktoria exceeded expectations on all fronts. She showed great initiative in the creation and marketing of weekly content for our audience. Beyond that she excelled in customer communication, market research and analysis and showed even real salesmanship during our attendance of the Consumer Electronics Show in Las Vegas. ”

Martin Kessler, COO & Co-Founder of ShapeScale



👉 Max Teichert, BSc in International Management

6-month placement: Porsche Motorsport LMP Team, Weissach, Germany, 6-month placement: Ayopop, Jakarta, Indonesia

“ Max’s combination of theoretical know-how and his soft-skills were extremely helpful when dealing with our commercial partners. Furthermore, he impressed us with his keen perception which is crucial in the fast-paced world of motorsports. ”

Carlo Wiggers, Head of Team Management at Porsche Motorsport LMP Team

BSc (Hons) in International Management and Modern Languages

📌 In today's global economy, there is a strong demand for business leaders with both management and language skills, who can function effectively in an international business environment.

The BSc in International Management and Modern Languages (IMML) is a distinctive degree combining business and management with French, German or Spanish. Our students spend the first two years of their degree studying core management subjects and developing their language skills. Several IMML units are taught in the chosen language and students also learn about the relevant country's business environment.

As a result, IMML students possess both an excellent understanding of management functions and a high level of fluency in their chosen language.

The placement

Year three of the BSc in International Management and Modern Languages is an integral 'Year Abroad' in a French, Spanish or German speaking country. The year abroad is designed to enable the students to continue their management studies whilst perfecting their language skills. During this year, IMML students have the flexibility to choose a work placement, academic exchange or a combination of both.

Our students are therefore available for both 6-month and 12-month placements, as follows:

- From July for 6 or 12 months
- From January for 6 months only



📌 **Sammy Pallin**, BSc in International Management and Modern Languages. 6-month placement: Santander in Madrid, 4 month study at ICADE University, Madrid.

“ Sammy was keen to gain an in-depth insight into the business and her output was outstanding and meticulous. She showed great interests in taking responsibilities and her teamwork was perfect. Her interpersonal skill would enhance any area of business. ”

Manager at Santander, Madrid

Companies we work with:

- Airbus – Toulouse
- Amadeus – Nice, Madrid
- American Chamber of Commerce – Brussels
- Barclays – Barcelona
- BMW – Munich
- BNP Paribas – Paris
- British-Argentine Chamber of Commerce – Buenos Aires
- Continental – Frankfurt
- De Circourt Associates – Paris
- Deloitte – Düsseldorf
- Deutsche Bank – Madrid
- Ecovadis – Paris
- E. ON – Munich
- HB-Hilton Hotels – Madrid, Buenos Aires
- HSBC – Paris, Santiago de Chile, Mexico
- Iris – Munich
- Jones Lang Lasalle – Lyon, Paris
- Morgan Stanley – Frankfurt, Madrid
- OMD – Paris
- Payleven – Berlin
- Royal & Sun Alliance – Santiago de Chile
- Santander – Madrid
- Scope Ratings - Berlin
- TBWA – Paris
- Tesa SE – Hamburg
- Towers Watson – Paris
- Vodafone – Madrid
- Zeiss – Oberkochen, Germany



📌 **Madelaine Pitt**, BSc in International Management and Modern Languages. 12-month placement: JLL Real Estate Advisory in Lyon.

“ Madelaine's language skills allowed her to integrate quickly within the largely French speaking team. Her curiosity, motivation and time management skills meant that she was then able to make a valuable contribution to the team's day to day work. Having interns like Madelaine that perform at a high level, share their skills and leave with a solid professional experience and new competencies are what ideal work placements are all about. ”

Richard Wersocki, Associate Director at JLL Expertises France

BSc (Hons) in Management

🎯 The BSc in Management provides students with the advanced knowledge and skills they need to excel in a wide range of business roles.

Management students spend their first year gaining a solid understanding of the principles of management and core business subjects, such as marketing, finance and operations. In year two, they build on this foundation, developing advanced knowledge of these subjects. Our students are also able to customise their degree, choosing to specialise in subjects such as Leadership or Corporate Responsibility.

Management students are commercially aware and have a broad understanding of management. They are therefore suited to a wide variety of business roles. The course is also highly competitive, meaning that all our students are high-achieving and can add real value to your company.

The placement

All students on our four-year BSc in Management take part in a professional work placement during the third year of their degree.

Placements for this course should last for 12 months, starting in the summer, and should give students the opportunity to gain practical experience in a business or management environment.

Companies we work with:

- Accenture
- AXA
- BOSCH
- Deloitte
- EDF Energy
- EY
- GSK
- L'Oréal
- Morgan Stanley
- UBS
- Unilever



📌 **Petros Pavlouopoulos**, BSc in Management
12-month placement: Travelport

“ From the outset; Petros’ passion to succeed and his proactive attitude made him a key member of the team and has provided real value to the company during his internship. ”

Claire Charles, Senior Manager, Airline & Performance Air Commerce, Travelport



📌 **James Quinn**, BSc in Management
12-month placement: Boxington Corporate Finance

“ James has successfully managed a steep learning curve to become a valued member of our research team and consistently delivers to a high standard. ”

Mark Kingston, Director, Boxington Corporate Finance

BSc (Hons) in Management with Marketing

📌 The BSc in Management with Marketing combines a solid grounding in business with specialist marketing expertise.

Our BSc in Management with Marketing enables students to develop the specialist knowledge and skills required to excel in a professional marketing role. In year one, our students develop a strong theoretical and practical grounding in core business subjects. This provides a foundation for year two, when the students develop the depth of their marketing knowledge and explore other areas of interest, such as Emerging Markets.

Management with Marketing students are commercially aware and high-achieving. They are able to take their initiative and can add real value to your company.

The placement

All students on our BSc in Management with Marketing take part in a professional work placement during the third year of their degree.

Placements for this course should last for 12 months, starting in the summer, and should give students the opportunity to gain practical experience in a professional marketing environment.



📌 Elise Lum You, BSc in Management with Marketing
12-month placement: Microsoft

“A good idea, is a good idea. Regardless of who it comes from. During week 1, Elise pitched an idea that had the potential to drive significant cultural change. During the weeks that followed Elise’s passion and tenacity made that idea a reality.”

Mark Holmes, Product Marketing Manager, Microsoft

Companies we work with:

- Apple
- Danone
- Firebrand Training
- IBM
- Intel
- McDonalds
- Microsoft
- Moet Hennessy
- Ted Baker
- The Walt Disney Company
- Unilever
- Yeo Valley



📌 Ellie Howard, BSc in Management with Marketing
12-month placement: Renault UK

“Ellie has become a key member of the marketing communications team here at Renault UK. Right from the start, Ellie demonstrated her determination to learn and to develop her skills in marketing, which she has excelled at. The skills and contacts gained during her placement year, undoubtedly provide a strong foundation for Ellie to succeed in her future career aspirations.”

Colette Casey, Manager, Brand Communications, Renault UK

The Final Year Project

🎯 The Final Year Project (FYP) is unique to the Bath BSc in Business Administration. It enables you to work with a highly-skilled, dedicated team of students who offer a creative approach to solving real business issues.

In their final year, our BBA students take part in a team project, that challenges them to solve a real business issue. The projects run from October to April and can cover a diverse range of issues, including strategic research, market research, feasibility studies and intra-organisational analysis. The results produced are both useable and valuable for the companies involved.

Each multidisciplinary team (five or six students) will have a range of academic specialisms, business experience and, in some cases, language skills. The students taking part in the FYP bring with them the specialist knowledge and experience required to deliver quality research.

What is a suitable project?

Above all, the project should add value and address a genuine need within your organisation. Ideally, content, objectives and resource commitment should be approved at a senior management level.

Past projects have included:

- Marketing for a High-Tech Start-Up: Effectively Engaging and Leveraging Online Communities.
- Project Supermen. Motivation or Retail Stimuli: What Really Drives the Male Consumer?
- The Impact of Online Reviews: A Focus on the Restaurant Industry.
- Social Media in B2B Marketing: Get your head in the game!
- Increasing Engagement amongst Beneficiaries: A Study into the Non-profit Sector.

“ It was a pleasure working with the team. They picked a challenging subject to cover and the level of depth and insight they went into was first class. ”

Ian McCaig, Qubit

A case study

Sponsor:	Qubit – a London based website optimisation company
Business issue:	Qubit were expanding and opening an office in New York and required some research into the US online retail market.
Project:	The project team audited the largest 250 retail websites in the USA and conducted consumer interviews. A model was then created using this information.
Outcome:	Based on the findings of the research project, the team were able to make solid recommendations to aid Qubit's move into the US market.



What do our placement partners say?



“ The students made a measurable difference to the HelloFresh operation and I would offer them a full-time role without any doubt. ”

Luke, Operations Director, HelloFresh

“ One of the key strengths I've found for Bath students is that they're well rounded; they're not just academic, they know the real world which is really important. ”

Bhavik Davda, Head of CRM & Insight, Superdrug

“ The impact felt within the business when someone bright, passionate and hungry to learn joins a company is always tremendously positive – that's why we keep looking to Bath. ”

Giles Mitchell, Co-Founder, Office Pantry

“ The Bath students that I have met all seem well prepared for the work place, not just in academic terms, but also through the way in which they represent themselves. ”

Jerry Naish, Marketing Manager PR & Advertising, Yeo Valley

Corporate partners

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

We like to establish long term, multi-layered relationships with organisations which draw on the wide range of services that we provide.

Our corporate partners:



A.S. Watson Group



J.P.Morgan



“ CIL Management Consultants are delighted to be a Corporate Partner of the School of Management at the University of Bath. We've had a great track record of recruiting graduates from the School and a partnership seemed like the natural next step as we look to keep growing the business. ”

John Gibbons, Consultant

To find out more about the scheme and how it might benefit your organisation please contact:

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 Director of External Relations and Marketing
 Tel: +44 (0) 1225 386 643
 Email: S.Rangecroft@bath.ac.uk

Contact us

For more information about our placements and projects please contact:

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How to find us



Travel

The University is easily accessible from the UK's motorway network, being approximately 16 kilometres from junction 18 of the M4. Bath Spa railway station is on the main line between London and Bristol. It can be reached from the north or south via Bristol Temple Meads. Express coach services also run between London and Bath.

For further travel advice please visit:
www.bath.ac.uk/travel-advice

School of Management, East Building, University of Bath,
Claverton Down, Bath, BA2 7AY, UK

1 Pulteney Bridge and the River Avon

2 Student event at the Roman Baths

Undergraduate Placements and Projects

Contact us

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