

# Management and Marketing



**Undergraduate study**

# Courses

## Single Honours

### **BSc Management\***

three years N200

### **BSc International Business Management\***

three years N120

### **BSc Marketing**

three years N500

### **BSc Accounting and Management\***

three years NN42

### **BSc Economics and Management\***

three years LN12

### **BSc Management with Study in Continental Europe**

four years 4H56

### **MSci Management with Innovation**

four years N204

\*Study Abroad option available: four years, entry by transfer.

This leaflet contains information for students planning to start university in autumn 2019. We have made every effort to ensure all details are correct at the time of going to press (June 2018). However, since this information is subject to change, you are advised to check the University's website, [bristol.ac.uk/ug-study](http://bristol.ac.uk/ug-study), for the latest updates.

## Why study management and marketing at Bristol?

A management or marketing degree from Bristol will help you to think critically and creatively about management, marketing and organisational practice, giving you the skills needed to succeed in today's rapidly changing global environment. Many of our units incorporate a global perspective, and most management courses have the option of studying abroad for a year at one of our partner universities in Europe, America or Asia.

Our courses focus on developing your understanding of management and marketing as both social sciences and practices, combining academic rigour with real-world relevance. Our academics are experts in their fields, drawing on the latest case studies and research to inform their teaching. Our highly rated research ranks sixth in the UK for impact (*THE* analysis of REF 2014, Business and Management Studies).

Bristol will provide you with an excellent education in management and marketing, but we also ensure you gain a solid foundation in areas such as economics, statistical analysis and accounting.

We offer a structured yet flexible programme of study across our courses, allowing you to build your skills and knowledge while keeping your personal interests and career goals firmly in mind. Management students have the option to transfer to BSc Marketing (and vice versa) at the end of year one, and all students can tailor their study with a choice of optional units in years two and three.

Employability and professional skills development are embedded throughout our degree. You will also benefit from events and initiatives organised by our Professional Liaison Network. These include a professional mentoring scheme and 'Inside Track' lectures, where guest speakers from a variety of sectors give students a unique insight into management or marketing roles.

Bristol is an ambitious and vibrant city in which to study and is fast becoming the UK's leading city outside London for digital innovation and enterprise. The University has ambitious plans, with a vision for a new £300 million city centre campus and digital innovation hub, based at Temple Quarter in the heart of the city.

**'The University of Bristol is an excellent university, especially if you want to study Economics, Finance or Management. There are a lot of contact hours, and you get lots of flexibility with unit choices. A Bristol degree will not only give me a good theoretical base, but also, thanks to certain units and my time spent in societies, a lot of soft skills crucial to a successful career.'**

Marcin (BSc Economics and Management)

# What will you study?

You may choose to study a Single Honours Management or Marketing course, or you can take a Joint Honours degree that combines management with accounting or economics. While many of our units provide a global perspective, BSc International Business Management offers a more in-depth understanding of international management. In MSc Management with Innovation, you will combine in-depth subject specialism in management with interdisciplinary breadth, creative teamwork and entrepreneurial skills.

## Year one

BSc Management, BSc International Business Management and BSc Marketing share a common first year in which you can explore key concepts and ideas in the fields of management, economics and accounting, as well as understanding the context of the global business environment and the use of statistics. In BSc Accounting and Management or BSc Economics and Management, approximately one third of your studies will be taken up with core management units and the remainder in accounting or economics.

## Year two

In the second year all BSc Management and BSc International Management students will study analysis in management, as well as people, work and organisations; this teaching will enhance your understanding of core research methods used in management. You will also study another core unit relevant to your named degree: BSc Management students will take a core unit in project management, and BSc International Business Management students will start to explore the international dimension of management in more depth. BSc Marketing students will broaden their marketing knowledge to cover consumer insight, communications, new product development and management research.

All students will have the opportunity to take optional units, which could include Foundations of Business Law and Project Management. Joint honours students will continue to take a combination of units from both disciplines. Popular options in recent years have included Management Science, Project Management, Public Management and Foundations of Business Law.

## Study Abroad year (optional)

If you choose one of the Study Abroad pathways, you will spend your third year studying in English at a leading university abroad, either in Europe or farther afield in destinations such as Australia, Hong Kong or the USA. You will then return to Bristol for a fourth year. Study Abroad courses combine the challenging, broad academic content of all our management degrees with an overseas dimension that reflects the international nature of management today. Allocation of places is merit-based, dependent upon your first-year assessment results.

## Study in Continental Europe

If you choose the Study in Continental Europe pathway, you will spend your third year studying in the host language of a partner university in France, Germany, Italy or Spain. To study in France, Germany or Spain you need at least an AS-level in the relevant language. To study in Italy you need at least a GCSE in Italian. You will deepen your language skills by studying units in years one and two that will further develop your understanding of the relevant language, both generally and in the specific context of business and in management.



## Final year

The final year presents a range of opportunities for you to put your skills and knowledge into practice, as well as tailoring your degree to match your career ambitions through a choice of specialist units. All management students (except BSc Accounting and Management and BSc Economics and Management) will complete a final year dissertation on a topic of their choice.

BSc Marketing students will have the additional option of conducting either an applied group consultancy project for an organisation or writing a business plan for their own business or social enterprise.



## Teaching and learning

Our courses are delivered by world-class academics and practitioners. Appointed from a wide range of complementary disciplines, they incorporate the very latest research and ideas into their teaching. The quality of teaching and enthusiasm of our staff are valued highly by our students.

In addition to lectures we offer teaching in smaller groups, which supports discussion and participation with your peers. Our lecturers and class tutors have office hours when you can drop in to discuss the course.

Outside your academic study, you can access Bloomberg Professional, software used throughout the financial services industry, in our purpose-built financial trading computer room. Students can work through Bloomberg Market Concepts, an e-learning course that provides an introduction to financial markets analysis. This learning, together with the certificate of completion, is a valuable asset if you are interested in pursuing a career in finance.

You can also benefit from becoming a member of our very active student society, which provides a range of academic, career and social events.

### Assessment

We know how important timely and effective feedback is, and we will work closely with you to ensure you get the most out of your time at Bristol. You will prepare assessments and receive feedback on them throughout each academic year. Formative assignments are intended to support your learning and do not count towards your final degree result, while summative coursework and examinations do contribute to your final result for the relevant unit.

Your final degree award will be determined by assessments in years two and three (40 and 60 per cent respectively). The Study Abroad and Study in Continental Europe degree results are based 30 per cent on second-year assessment, 10 per cent on the year abroad and 60 per cent on the final year.



'The University of Bristol is fantastic. It not only has exceptional teaching staff, but also supportive teams that are aimed at helping students with all aspects of study and life. There are many libraries as well as study rooms which provide great places for study; some of them of them are even open 24/7.'

Yiren (BSc Accounting and Management)

## Careers and graduate destinations

Bristol graduates are highly sought after by leading employers. A recent survey ranked the University of Bristol as the fourth most targeted university by the UK's leading graduate recruiters (High Fliers Research 2018).

Recent graduate employers include Accenture, PwC and Deloitte, and typical roles for graduates include business analyst, associate consultant and trainee management accountant. Of those employed six months after finishing an undergraduate management course at Bristol, 85 per cent are in a professional or managerial role (Destinations of Leavers from Higher Education survey 2016/17).

The University has an excellent Careers Service. As well as organising recruitment events and skills workshops with prestigious employers, they can support you with finding work experience and internships. In autumn we run an investment banking and management consultancy careers fair on campus. The Professional Liaison Network works with employers to increase engagement opportunities through guest speakers, mentoring and company visits. All management and marketing students will have the opportunity to take part in a mentoring programme with a manager or marketing professional from one of a variety of sectors.

While many of our graduates go on to work in management consulting, finance, marketing or accountancy, a management degree from Bristol will also prepare you well for a wide range of careers and graduate management trainee programmes in both the public and private sectors. Some students continue to study management or marketing at master's level, while others pursue professional conversion courses for law or teaching.

Wherever your future career ambitions lie, a management degree from Bristol will equip you with the skills you need for the future.

**'The Careers Service at the University is fantastic. I've been to a CV drop-in session and workshops from various employers to help further my employability. They also hold multiple careers fairs with some big names attending, so there's been plenty of opportunity to ask questions to professionals in my industry of interest.'**

Yash (BSc Economics and Management)



# Making your application

## Typical offer for BSc Management\*

Visit [bristol.ac.uk/ug19-management](http://bristol.ac.uk/ug19-management) for other qualifications.

**A-levels** AAA or A\*AB (contextual ABB<sup>†</sup>).

**IB Diploma** 36 points overall (contextual 32<sup>†</sup>) with 18 at Higher Level (contextual 17<sup>†</sup>).

**English Language profile** B<sup>††</sup>

**GCSEs** Advanced numeracy requirement (A in GCSE Mathematics or equivalent).

<sup>†</sup>For information on contextual offers, visit [bristol.ac.uk/contextual-offers](http://bristol.ac.uk/contextual-offers).

<sup>††</sup>For details of English language profiles, visit [bristol.ac.uk/ug-language-requirements](http://bristol.ac.uk/ug-language-requirements).

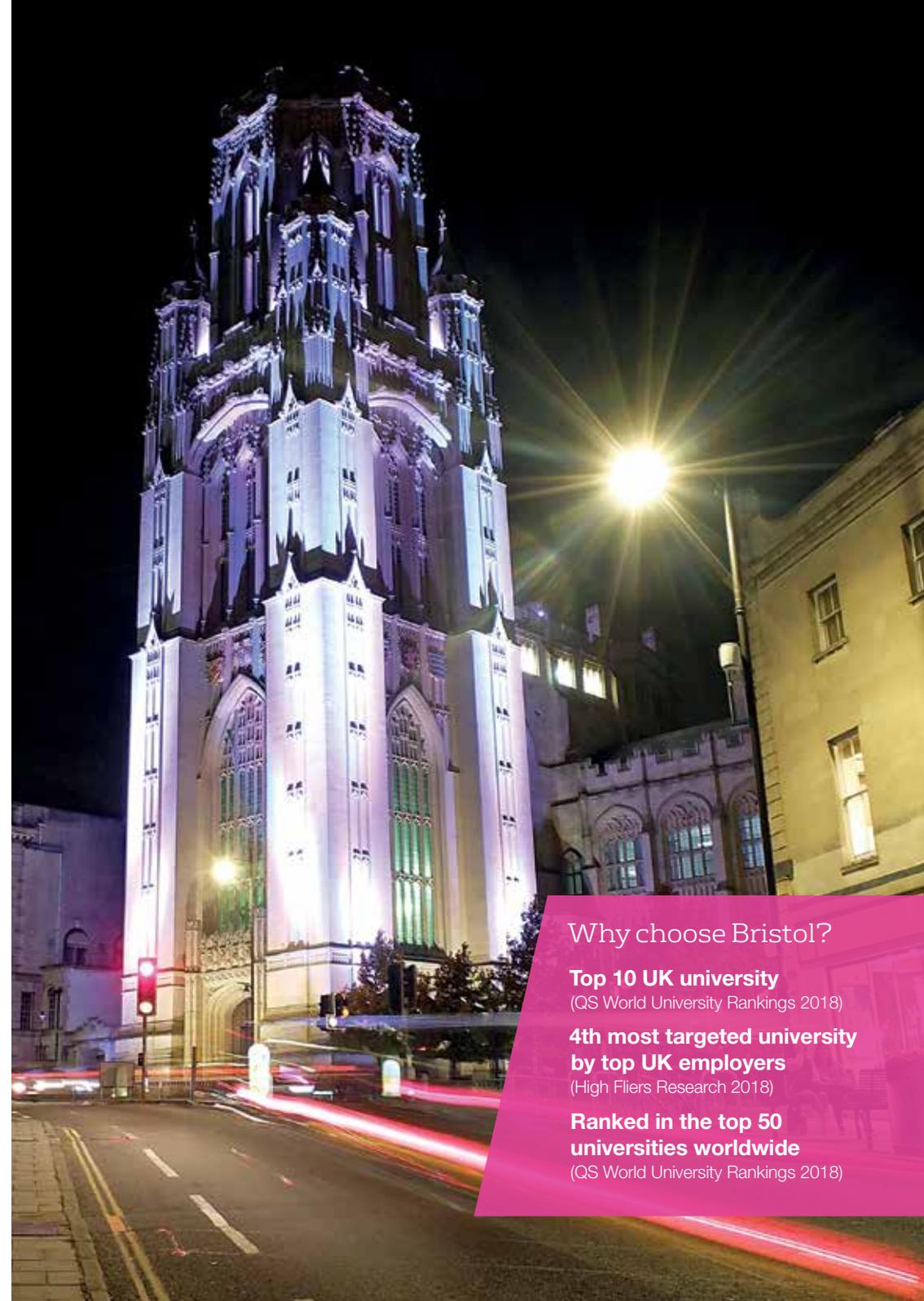
**Selection** UCAS or Common Application.

\*The typical offer is indicative only and the University accepts a wide range of qualifications. The information is correct at the time of printing (June 2018); however, we recommend you check the University's website for the most up-to-date information: [bristol.ac.uk/ug-study](http://bristol.ac.uk/ug-study).

You do not need to have studied economics previously to apply for BSc Economics and Management. We do not interview candidates; selection is based on your UCAS application. In your personal statement we are looking for evidence of motivation, so tell us why you are interested in the degree for which you are applying. Include any work experience or positions of responsibility that you have held, why you took on those roles and why they are relevant to your chosen degree.

## Further information

Find out more about the Department of Management: [bristol.ac.uk/management](http://bristol.ac.uk/management).



## Why choose Bristol?

**Top 10 UK university**  
(QS World University Rankings 2018)

**4th most targeted university  
by top UK employers**  
(High Fliers Research 2018)

**Ranked in the top 50  
universities worldwide**  
(QS World University Rankings 2018)

# Contact us

## Enquiries Team

Tel +44 (0)117 394 1649

Email [choosebristol-ug@bristol.ac.uk](mailto:choosebristol-ug@bristol.ac.uk)

If you have any questions about courses, applications or any aspect of being a UK or international student at Bristol please contact the Enquiries Team.

## Accommodation Office

Tel +44 (0)117 954 6640

Email [accom-office@bristol.ac.uk](mailto:accom-office@bristol.ac.uk)

[bristol.ac.uk/accommodation](http://bristol.ac.uk/accommodation)

## Disability Services

Tel +44 (0)117 331 0444

Email [disability-services@bristol.ac.uk](mailto:disability-services@bristol.ac.uk)

[bristol.ac.uk/disability-services](http://bristol.ac.uk/disability-services)

University guide to the city of Bristol

[bristol.ac.uk/citybristol](http://bristol.ac.uk/citybristol)

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## Photography

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