The Bath MSc

MSc Students Rebecca Weyes, Ridaa Shah and Michael Moodie in Bath City Centre
There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it, e.g. a particular unit/module. Such action could become necessary if for example the following were to occur:

- a key member of staff leaves the University and we are unable to find a suitable replacement (e.g. with the requisite academic knowledge/experience);
- a professional body or Regulator/accreditor requires changes to be made to a course or withdraws their accreditation of a course;
- changes have to be made to reflect legislative changes/requirements;
- changes have to be made to reflect changes in standards set down by relevant regulators and/or in keeping with best practice or developments related to the particular discipline/subject area;
- student feedback clearly indicates that immediate changes be made to a course or unit; or
- unexpected low recruitment to a course or unit/module means it is simply no longer viable or practical to run it.

Find out more about this and other important University terms and conditions: [http://go.bath.ac.uk/pgp-important-terms](http://go.bath.ac.uk/pgp-important-terms)
Welcome to the Bath Advantage.

We deliver forward-looking, practice relevant education to provide the best possible student experience.

To equip students with the best possible opportunities, our academics conduct world-class research on an on-going basis. We engage business and society to influence the present and shape the future through our scholarship. Our students hear their ideas first, before anyone else, and our faculty are also always keen to discuss their latest ideas with students. The opportunity to question current thinking is positively encouraged; we want debate and critique as that is the cornerstone of a good education.

It’s this partnership between student and academic that accounts for why we are so highly ranked for both student satisfaction and for student employability at the end of a student’s time with us. Beyond the lecture theatre, there is a great quality of life enjoyed by our students and staff. We offer a compact, safe but vibrant university campus with a welcoming and friendly atmosphere. Beyond the campus, Bath as a city is simply a very beautiful place in which to study and live. People who come here to research, learn or teach will tell you that they thrive in this environment.

Whilst our students may live in a world heritage city, they are equipped with an educational experience reflecting the needs of the 21st century. We are very international in our outlook, we recruit both students and faculty from around the globe, and aim to reflect the globalisation of markets and recognise the importance of being connected with a strong emphasis on the value of an extensive international alumni network.

And in all of this, we are mindful of the ethical, social and environmental aspects of everything we do as a university. We want our students to have a happy and enriching study experience with us, to leave here capable of making a significant contribution to the wealth and well-being of the societies in which they will work, and to be motivated and committed to become responsible citizens within these societies. And that’s what we call the Bath Advantage.

Professor Veronica Hope Hailey
University Vice-President
Dean of the School of Management
Why choose Bath?

We attract the brightest minds to produce the best business graduates and educate the next generation of leaders.

The University of Bath population is made up of more than 13,000 undergraduates and 4,000 postgraduates.

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

100% of all Bath School of Management MSc graduates are employed within six months of graduation*

*Employment data based on those who were looking for work and for whom data is held. Based on Financial Times ranking methodology.
Our MSc in Management is ranked 3rd in the UK in The Economist’s Which MBA 2017.

Our MSc in Management and MSc in Accounting and Finance are ranked in the FT’s list of the top global pre-experience Masters programmes.

Our Global Residency Scheme enables you to visit one of our partner institutions in South Africa, India, France and the USA.

Our MSc students come from around 50 countries and a large proportion of our faculty have international teaching and research experience.

We have a supportive network of close to 17,000 management graduates living in over 130 countries and working in a wide range of industries.

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Enhancing your career prospects

Our students have an outstanding record for employability. Top employers actively recruit Bath graduates for their unique combination of academic talent and real-world skills.

Professional Development Programme

We know that an important reason for doing a master’s degree is to improve your career prospects. Our Professional Development Programme (PDP) will ensure you gain more than an academic qualification from your time at Bath. We will help you develop the skills and abilities you need to achieve your career goals in a competitive global job market.

PDP is integrated into your timetable and you can also select from a variety of optional career activities during the year, including:

- A dedicated careers advisor who will help you identify career goals and support you through your job search
- Customised career training and workshops on all aspects of the recruitment process
- Mock interviews and practice assessment centres
- Industry Insight events with our alumni
- Opportunities to work with our corporate partners and other graduate recruiters
- Dedicated support for international students

P&G actively targets Bath for recruitment. If you look around P&G you can see a surprising number of Bath graduates. My advice to students would be to think beyond your academic studies, think about your personal skills development, in particular leadership, something we really look for in potential candidates.

P&G
Our huge network of over 17,000 alumni is a great source of advice and information. Alumni are important contributors to our courses and provide students with insight into a wide range of industries. We have more than 24 groups worldwide that help our alumni connect with each other.

Business connections

From the start of your course, you will have access to a wide range of organisations. You will learn about graduate opportunities and what employers look for. Our network of over 200 companies covers multiple industry sectors and we have built lasting relationships with several key businesses who make up our corporate partners. They regularly help with the delivery of our workshops, which means you will work with employers from week one of your course.

1 Bath graduate and Director of Manufacturing at Rolls-Royce Motor Cars Limited, Frank Ludwig talks to students on campus.

2 MSc students take part in a workshop at PwC Bristol.

3 Founder & CEO at Trunki, Rob Law, meets with students on the Future Business Challenge.
From day one our aim is to bring the career into the degree ensuring that you have access to as many organisations as possible.

A year of opportunity

Here's an idea of some of the events that take place in a typical MSc year:

**The Big Team Challenge**
In your first week, you’ll take part in The Big Team Challenge. Some of our corporate partners will give you a business challenge to complete with your new classmates. You will then present your solution to the company. This is a great opportunity to interact with industry experts and to get to know your fellow classmates before teaching starts.

**Zurich Community Challenge (Optional)**
This team-working challenge supports charities and disadvantaged groups in our local community. Supported by a mentor from our corporate partner Zurich, you’ll spend six weeks raising funds and awareness. Activities could include developing social media campaigns, organising events, or conducting marketing research. As well as making a difference, you’ll develop skills like team-working and problem-solving.

**Future Business Challenge (Optional)**
Get out of the classroom and put your learning into practice. This week-long competition takes place at the end of your first semester. In teams, you’ll visit and learn from a variety of different organisations, including multi-nationals and start-ups. You’ll discuss the challenges faced by these organisations and present your findings to a panel of judges. It’s a great way to develop your analytical skills and improve your networking technique.

Previous companies we have worked with: IBM, Bloomberg, PwC, Trunki, Arup and Mars.

**Entrepreneurship Challenge (Optional)**
Working in teams, you’ll develop a business model, meet entrepreneurs and pitch your ideas to industry experts. If you then want to grow your idea, you can work with mentors from the University’s Innovation Centre.

**Global Residencies (Optional)**
In June, you’ll have the chance to experience the international business world with a global residency. You’ll spend a week at a leading international business school, visit local companies and take part in a company project. You’ll also have time to enjoy the sights with your classmates and take in the culture of your destination. You will need to budget between £1000 and £2000 for the residency, travel, a visa and spending money.

**Global Residency Destinations:**
These destinations are subject to final approval and may change.

- **South Africa**
Explore the souther tip of the nation from the attractive university town of Stellenbosch.

- **USA**
The multicultural and glamorous surroundings of Miami, Florida.

- **France**
The beautiful, cosmopolitan coastal city of Nice. Enjoy the sun and blue waters that gave the Cote d’Azur its name.

- **India**
Experience Mumbai, the Gateway to India and the country’s largest city. A magical and diverse city on the West Coast.
The Practice Track

If you are studying one of the courses listed below then you have the option to choose the Practice Track for the summer period.

- Any Finance course
- Engineering Business Management
- Innovation and Technology Management
- International Management
- Management
- Marketing
- Sustainability and Management

The Practice Track is a company-sponsored group project that allows you to apply learned concepts to practical issues. You will work in teams to solve a real business challenge for one of our corporate contacts. Previous partners include BMT Hi-Q Sigma, BT, Invesco Perpetual, Nationwide and Unilever.

You’ll gain experience of running team projects and benefit from comprehensive project management and presentation skills training. At the end of the project, you’ll present your work to the company. These presentations are assessed and marked by advisors from the school.

In July, you will build on the skills you have learnt by applying them to an action project with a local charity. You will spend five weeks developing and executing a fund and awareness-raising campaign before presenting your results to charity representatives. You will also need to complete a Reflective Report and a Business Analysis Report.

The Practice Track offers me the chance to put the theoretical knowledge I have learnt into practical context. My experience and learning from the Practice Track will be an asset for my future career.

Nesha Gurung, MSc Management with Finance.

Supporting your study and personal well-being

We want to make sure that you get the most out of your year at Bath. In addition to your course learning, your timetable will include workshops on:

- Academic writing
- Business databases and how to use them
- Analytical skills
- Team-working and personal effectiveness

Your dedicated Student Experience Officers provide a confidential drop-in advice service and are available to help with any personal or academic issues you might have. They also organise social events to help you get to know fellow students and enjoy life outside of the classroom.

1 MSc Students visit Arup during the Future Business Challenge
2 MSc students design an app for A.S Watson Group during the Big Team Challenge
3 Global Residencies: some student photographs posted on Instagram. To see more, search #GlobalSoM
Choosing the course that’s right for you

We offer a wide range of master’s courses, all designed to improve your employability. Whether you want a general management course or a specialist option, we have the course that’s right for you. All our master’s degrees are full time, last 12 months and start in September.

<table>
<thead>
<tr>
<th>Course</th>
<th>Suitable for non-business graduates</th>
<th>Compulsory dissertation</th>
<th>Option to choose Practice Track</th>
<th>Includes optional units*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting and Finance</td>
<td>●</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Finance</td>
<td>●</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Finance with Banking</td>
<td>●</td>
<td></td>
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<tr>
<td>Finance with Risk Management</td>
<td>●</td>
<td></td>
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</tr>
<tr>
<td>Business Analytics</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship and Management</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Human Resource Management and Consulting</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
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<tr>
<td>Engineering Business Management</td>
<td>●</td>
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<td></td>
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<tr>
<td>Innovation and Technology Management</td>
<td>●</td>
<td></td>
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<td></td>
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<tr>
<td>International Management</td>
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<td></td>
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<tr>
<td>Management</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Marketing</td>
<td>●</td>
<td></td>
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<tr>
<td>Operations, Logistics and Supply Chain Management</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustainability and Management</td>
<td>●</td>
<td>●</td>
<td></td>
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</tr>
</tbody>
</table>

*You will be able to choose a minimum of one optional unit from a pre-approved list. May be subject to change.
<table>
<thead>
<tr>
<th>This course is for:</th>
<th>Contact</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduates who have little or no business experience and want a career in finance or accounting. You must have studied a subject with high mathematical/quantitative content (e.g. engineering, mathematics, economics or physics).</td>
<td><a href="mailto:mscaf@management.bath.ac.uk">mscaf@management.bath.ac.uk</a></td>
<td>010</td>
</tr>
<tr>
<td>Graduates who have little or no business experience and want a career in finance. You must have studied a subject with high mathematical/quantitative content (e.g. engineering, mathematics, economics or physics).</td>
<td><a href="mailto:mscfinance@management.bath.ac.uk">mscfinance@management.bath.ac.uk</a></td>
<td>010</td>
</tr>
<tr>
<td>Graduates who have little or no business experience and want a career in finance or banking. You must have studied a subject with high mathematical/quantitative content (e.g. engineering, mathematics, economics or physics).</td>
<td><a href="mailto:mscfinancewithbanking@management.bath.ac.uk">mscfinancewithbanking@management.bath.ac.uk</a></td>
<td>016</td>
</tr>
<tr>
<td>Graduates who have little or no business experience and want a career in finance or risk management. You must have studied a subject with high mathematical/quantitative content (e.g. engineering, mathematics, economics or physics).</td>
<td><a href="mailto:mscfinancewithrisk@management.bath.ac.uk">mscfinancewithrisk@management.bath.ac.uk</a></td>
<td>016</td>
</tr>
<tr>
<td>Graduates with a strong quantitative background who want to start their career in the applications of business analytics.</td>
<td><a href="mailto:msc-businessanalytics-management@bath.ac.uk">msc-businessanalytics-management@bath.ac.uk</a></td>
<td>016</td>
</tr>
<tr>
<td>Graduates who have little or no business experience who want to develop an entrepreneurial mind-set and build entrepreneurial careers.</td>
<td><a href="mailto:mscentmgt@management.bath.ac.uk">mscentmgt@management.bath.ac.uk</a></td>
<td>020</td>
</tr>
<tr>
<td>Business/management graduates who want to develop key managerial skills and are interested in a career in human resource management or consultancy.</td>
<td><a href="mailto:mschrm@management.bath.ac.uk">mschrm@management.bath.ac.uk</a></td>
<td>026</td>
</tr>
<tr>
<td>Engineering, science or management graduates who want to develop leadership and management skills in areas such as project management, business analysis and design leadership.</td>
<td><a href="mailto:pgtadmissions@bath.ac.uk">pgtadmissions@bath.ac.uk</a></td>
<td>032</td>
</tr>
<tr>
<td>Engineering, science or management graduates who want to develop their innovation and technological/engineering skills.</td>
<td><a href="mailto:mscitm@management.bath.ac.uk">mscitm@management.bath.ac.uk</a></td>
<td>034</td>
</tr>
<tr>
<td>Business/management graduates who want to work in multinational companies or manage in an international context.</td>
<td><a href="mailto:mscinternational@management.bath.ac.uk">mscinternational@management.bath.ac.uk</a></td>
<td>040</td>
</tr>
<tr>
<td>Graduates who want to complement their non-management background with management knowledge, tools and skills.</td>
<td><a href="mailto:mscadmin@management.bath.ac.uk">mscadmin@management.bath.ac.uk</a></td>
<td>046</td>
</tr>
<tr>
<td>Business/management graduates looking for a specialist route to a career in marketing.</td>
<td><a href="mailto:mscmkg@management.bath.ac.uk">mscmkg@management.bath.ac.uk</a></td>
<td>052</td>
</tr>
<tr>
<td>Graduates who want to work in the managerial or consulting areas of operations, logistics or supply chain management.</td>
<td><a href="mailto:msc-operations-management@bath.ac.uk">msc-operations-management@bath.ac.uk</a></td>
<td>058</td>
</tr>
<tr>
<td>Graduates who want to develop key managerial skills with an emphasis on sustainability issues.</td>
<td><a href="mailto:mscsus@management.bath.ac.uk">mscsus@management.bath.ac.uk</a></td>
<td>062</td>
</tr>
</tbody>
</table>
I chose to study the MSc in Finance at the School of Management because it has an excellent reputation internationally. I liked the varied teaching and learning approaches of the course, which uses a combination of integrated practice, lectures and seminars.
Yuan Li
MSc in Finance

I planned to do a master’s degree the first year of my undergraduate degree in China. Applying for the best jobs in China requires a master’s degree with an international outlook. I was also very excited to study finance at a higher academic level.

I chose to study the MSc in Finance at the School of Management because it has an excellent reputation internationally. I liked the varied teaching and learning approaches of the course, which uses a combination of integrated practice, lectures and seminars. I was also looking forward to campus life and learning about a new culture and improving my English.

Typically the week will include lectures and seminars, as well as coursework and essays. The essays require critical thinking and group activities require all of the students to work cooperatively. Time management is essential if you want to meet the deadlines. Our department organised many activities and I tried to take part in all of them. These included meeting known experts in Finance and Business and visiting successful companies around the UK.

Bath is a beautiful city and it is easy to travel to the many other historic places nearby. I met a mixture of international students on my course, so I always had some good friends to travel with and to enjoy the pubs and cafes in Bath. I was lucky that I found accommodation with a local family, which helped me to make friends who live in Bath and practice my English.

MSc Finance has helped me to grasp the knowledge I will need for my future career. I have learned to work with a wide range of people from different countries and backgrounds. In addition the careers support helped me with interview skills and understanding of recruitment processes.

I will take away many new skills. These include time management, organisation, communication, English language and an understanding of British culture.

I am excited about the many opportunities that this course has opened up to me. I am planning to work in an international company in China and to complete a PhD. I am not yet sure which I will do first but am looking forward to finding out.
Our Finance degrees place great emphasis on developing in-depth knowledge of the financial system. You will learn how to analyse financial decisions and the motivations of the people making them. You will have the opportunity to apply your knowledge in a range of real world scenarios.

Our finance courses bring in expertise from the University’s departments of Mathematical Sciences and Economics. This ensures that you have access to a wide range of teaching and research expertise.

Course structure
Our Finance degrees are full-time and last 12 months. They are divided into two semesters and the summer period which runs from June to September. In each semester you will study a combination of compulsory and optional units. See pages 14 and 15 for details.

Summer
During the final three months of the degree you can choose the Dissertation Track or Practice Track. Both tracks allow you to demonstrate critical thinking and to develop your written and presentation skills.

Our teaching and your learning
Lectures and seminars will make up the majority of these courses but you will also experience a variety of other teaching methods including group coursework and computer seminars.

Units are assessed by a combination of coursework and formal examinations.

An independent study unit (ISU) is available for students interested in a research based career. It can be undertaken in the first and/or second semester. The ISU is a Director of Studies approved unit where you are responsible for securing a supervisor who will work directly with you on an independent piece of research.

Dissertation
The dissertation is a 9,000-12,000 word piece of individual research, supervised by a member of faculty. You will plan and execute your own project, using techniques learned throughout the year.

Practice Track
The practice track provides an opportunity to apply academic theory to a practical issue. You will work in teams with one of our partner organisations to solve a real business challenge and present your work to the company. See page 07 for more information on the practice track.

Entry requirements
You should hold a good undergraduate degree, at least a 2:1 (or its international equivalent) in a subject with strong mathematical or quantitative content. Such subjects include engineering, mathematics, economics, and physics. Other subjects may be considered if quantitative content has been studied in sufficient depth.

English language requirements
If English is not your first language, we require evidence of English proficiency.

We look for an International English Language Test System (IELTS) score of at least 6.5 overall, with no less than 6.0 in each part.

We also accept other language tests. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

Please note that these requirements are in line with the UKVI guidelines and may be subject to change at any time. IELTS results must have been achieved within the last two years.

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University’s Academic Skills Centre. Read more about these courses at courses at www.bath.ac.uk/asc

Meet the Faculty

Michael Willis, Director of Studies

“My academic interests are focused predominantly on the ‘true value’ of organisations, especially SMEs. I also look at organisational financing, balance sheet structure, financial statement analysis and entrepreneurial finance. I have recently developed an interest in exploring the concept of ‘intrapreneurship’, which is a relatively new research vertical in entrepreneurial theory.”
100% of 2016 graduates from MSc Finance courses were employed within 6 months of graduation.*

**Excellent career opportunities**

<table>
<thead>
<tr>
<th>Accounting and Finance</th>
<th>Finance courses</th>
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<tbody>
<tr>
<td>Banco Santander</td>
<td>Africa Merchant Capital</td>
</tr>
<tr>
<td>BDO</td>
<td>Asset Pro Management</td>
</tr>
<tr>
<td>Deloitte</td>
<td>BDO</td>
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<tr>
<td>EY</td>
<td>BNP Paribas</td>
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<tr>
<td>Ford Motor Car</td>
<td>Dingyi Group Investment Ltd</td>
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<tr>
<td>GE</td>
<td>EY</td>
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<tr>
<td>HSBC</td>
<td>Hiscox</td>
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<tr>
<td>Huawei Technologies</td>
<td>Huatai Futures</td>
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<tr>
<td>Jagex Ltd</td>
<td>InveSummit</td>
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<tr>
<td>KPMG</td>
<td>Invest Banca</td>
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<tr>
<td>L’Oréal</td>
<td>KPMG</td>
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<td>PwC</td>
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</table>

Recent recruiters include:
- Banco Santander
- BDO
- Deloitte
- EY
- Ford Motor Car
- GE
- HSBC
- Huawei Technologies
- Jagex Ltd
- KPMG
- L’Oréal
- PwC

**2016 Class**

<table>
<thead>
<tr>
<th>Accounting and Finance</th>
<th>Finance courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of applications</td>
<td>1221</td>
</tr>
<tr>
<td>Number enrolled</td>
<td>88</td>
</tr>
<tr>
<td>% Male/Female</td>
<td>13/87</td>
</tr>
<tr>
<td>Average age</td>
<td>22</td>
</tr>
<tr>
<td>Number of nationalities</td>
<td>5</td>
</tr>
</tbody>
</table>

**Destination of graduates**

<table>
<thead>
<tr>
<th>Accounting and Finance</th>
<th>Finance courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>46% Audit</td>
<td>43% Banking</td>
</tr>
<tr>
<td>25% Finance</td>
<td>36% Finance</td>
</tr>
<tr>
<td>23% Banking</td>
<td>11% Audit</td>
</tr>
<tr>
<td>6% Other</td>
<td>5% Insurance</td>
</tr>
<tr>
<td></td>
<td>5% Consulting</td>
</tr>
</tbody>
</table>

**Fees**

For the latest information please visit our website: [www.bathfinance.com](http://www.bathfinance.com)
Please see page 072 for details on how to apply.

*Employment data based on those who were looking for work and for whom data is held (78% Accounting and Finance; 66% Finance courses). Based on Financial Times ranking methodology.
Course Structures

MSc in Accounting and Finance

Semester 1 Core Units
- Econometrics for Finance
- Theory of Financial Decision Making
- Financial Accounting I
- Management Accounting I

Select one Optional Unit:
- Investment Management, Banking, Corporate Governance, Director of Studies Approved Unit

Semester 2 Core Units
- Financial Econometrics
- Corporate Finance
- Financial Accounting II
- Management Accounting II

Select one Optional Unit:
- Financial Statement Analysis and Company Valuation, New Venture Financing, International Finance, Behavioural Finance, Director of Studies Approved Unit

Dissertation or Practice Track

MSc in Finance

Semester 1 Core Units
- Econometrics for Finance
- Theory of Financial Decision Making
- Investment Management

Select two Optional Units:
- Financial Derivatives, Banking, Introduction to Quantitative Finance, Corporate Governance, Director of Studies Approved Unit

Semester 2 Core Units
- Financial Econometrics
- Corporate Finance
- International Finance

Select two Optional Units:

Dissertation or Practice Track

Please see the website for detailed information on the course units: www.bathfinance.com
There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).
Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
Please see the website for detailed information on the course units: www.bathfinance.com

There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
This course changed the way I think - from intuition oriented to more critical, logical, analytical and evidence-based. This kind of thinking pattern significantly improved my efficiency when I dealt with other things in my life.

Baihua, centre, with teammates in the Zurich Community Challenge
MSc in Business Analytics

The Bath MSc in Business Analytics will train you to become a business leader of the future with a solid skill set in information technology, quantitative methods for analysing data, and making optimized decisions.

Meet our graduates

Baihua Chen
MSc in Business Analytics

I was attracted by the well-structured course content of the MSc Business Analytics and changed my major from another course. I will never regret this decision and I consider it as a crucial landmark in my career path.

The MSc Business Analytics provided me with a solid foundation in both IT and quantitative skills. I also learned how to gain insights from data, such as database, R programming, statistics, data mining, spreadsheet modelling, and optimisation. These skills enable me to be more competitive in the job market in this big data era. I enjoyed the process of applying my mathematical modelling and programming skills to improve the performance of real world business.

More importantly, this course changed the way I think - from intuition oriented to more critical, logical, analytical and evidence-based. This kind of thinking pattern significantly improved my efficiency when I dealt with other things in my life.

The School of Management provided me with a lot of extra activities and business challenges, from which I could meet friends from around the world and acquire practical experience.

The peaceful and pleasant Bath city also gave me an unforgettable life experience: friendly local people, beautiful landscapes, classical architecture and more.

In short, if you like data, if you embrace challenges, if you want to grab the opportunity of the big data trend, and if you want to live in an attractive, historical city, then this is the course for you!
We are looking to train the business leaders of the future and to bridge the gap between Big Data and the business world.

Every day we click buttons, swipe screens and use apps, processing and generating more information. We aim to provide you with the skill set to handle the ever-growing Big Data and the business opportunities that come with it.

The Bath MSc in Business Analytics provides an advanced qualification to graduates in business as well as non-business disciplines who aim to specialise in data and decision analysis, and to use these skills in diverse contexts such as finance, healthcare, and sustainable logistics to create competitive advantage.

The course will:

• Provide you with in-depth knowledge and critical appreciation of the quantitative techniques fundamental to business analytics.
• Give you a critical understanding of the data collection, processing, analysis, and reporting steps, its path of evolution so far and possible pathways into the future.
• Help you to develop the ability to identify and solve business analytics problems, and facilitate the implementation of the solutions by bridging the gap between the technical and the managerial perspectives.
• Give you the opportunity to apply your theoretical knowledge within a practical setting, giving you valuable industry experience.
• Provide you with a broad base of IT and quantitative skills and numerous opportunities to learn and practice spreadsheet modelling, VBA programming, databases, business intelligence and data mining.

Industry partners
Our partnership with IBM and SAS will give you access to advanced analytics software. If you achieve a pass mark in units utilizing SAS software, you will be awarded a certificate for your proficiency in analytics software, jointly undersigned by the University and SAS.

Meet the Faculty
Dr Günes Erdoğan, Director of Studies

“My research focuses on the application of optimisation algorithms for logistics problems. This is not only about profitability or efficiency, but can help to decrease CO₂ emissions simply by doing the same operations in a better way. It is a win-win-win situation for companies, customers and the environment.”

Semester 1
During the first semester all students study the same five core units.

Semester 2
In the second semester all students study the same three core units. Additionally you are invited to choose two optional units.

Dissertation
During the final three months of the degree you will produce a 12,000-15,000 word dissertation. It is an opportunity to do a piece of substantial work on your own, demonstrating originality, innovation, drive, and determination.

The dissertation can be done as a company project, subject to approval by the Director of Studies. There is also an award for the best SAS based dissertation.

Our teaching and your learning
You will experience a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations, and group project work.

We place a significant emphasis on independent study that is often conducted in learning sets or groups.

Units are assessed by a combination of coursework, group presentations, and formal examinations.

Entry requirements
A good undergraduate degree, at least a 2:1 (or its international equivalent), is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

Due to the advanced quantitative content of this course, you will be better suited
to this degree if you have studied Business/Management or a degree with a strong quantitative background (e.g. Engineering or Mathematics).

In exceptional cases, relevant work experience may substitute the degree requirement; however you should have no more than three years’ work experience.

**English language requirements**
If English is not your first language, we require evidence of English proficiency.

We look for an International English Language Test System (IELTS) score of 7.0 overall, with no less than 6.5 in each part. We also accept other language tests. Accepted equivalents are available to view at [www.bath.ac.uk/study/pg/apply/english-language/index.html](http://www.bath.ac.uk/study/pg/apply/english-language/index.html).

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

*Please note these requirements are in line with the UKVI guidelines and may be subject to change at any time. Please continue to check the website. IELTS results must have been achieved within the last two years.*

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University’s Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/asc](http://www.bath.ac.uk/asc).

**Fees**
For the latest information please visit our website: [www.bath-businessanalytics.com](http://www.bath-businessanalytics.com).

Please see page 072 for details on how to apply.

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**Course Structure**

**MSc in Business Analytics**

<table>
<thead>
<tr>
<th>Semester 1 Core Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Databases &amp; Business Intelligence</td>
</tr>
<tr>
<td>Optimisation</td>
</tr>
<tr>
<td>Business Statistics &amp; Forecasting</td>
</tr>
<tr>
<td>Spreadsheet Modelling</td>
</tr>
<tr>
<td>Operations Management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2 Core Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Mining</td>
</tr>
<tr>
<td>Heuristics &amp; Simulation</td>
</tr>
<tr>
<td>Analytics in Practice</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2 Optional Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose two out of the following units:</td>
</tr>
<tr>
<td>• Analytics in Context</td>
</tr>
<tr>
<td>• Sustainable Operations Management</td>
</tr>
<tr>
<td>• Project Management</td>
</tr>
<tr>
<td>• Operations Strategy</td>
</tr>
<tr>
<td>• Director of Studies allocated: independent study</td>
</tr>
</tbody>
</table>

**Dissertation**

Please see the website for detailed information on the course units: [www.bath-businessanalytics.com](http://www.bath-businessanalytics.com).

There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module). Find out more about this and other important University terms and conditions: [http://go.bath.ac.uk/pgp-important-terms](http://go.bath.ac.uk/pgp-important-terms).
This MSc has done a great job preparing me for business in the international arena. Not only did it give me the skills I need but it also taught me how to operate in a multi-cultural setting.
MSc in Entrepreneurship and Management

Our MSc in Entrepreneurship and Management provides an exciting combination of core business and management skills with an awareness of the nature, context and process of entrepreneurship.

Meet our graduates

Michael Moodie
MSc in Entrepreneurship and Management. Recipient of a Chevening Scholarship, funded by the Foreign and Commonwealth Office and partner organisations.

I worked in the digital media industry and I became really interested in the business side of things. I wanted to learn how to build and run my own company.

I received a Chevening Scholarship to do a master’s at any UK University. I chose the MSc in Entrepreneurship and Management because it covered everything I needed and the School of Management also ranked very highly on a global scale. If I was going to study business overseas, I decided I was going to study at one of the UK’s best business schools.

The days are always very busy and you’ll be juggling several projects and assignments at once so it’s important not to fall too far behind. If you manage your time well though, you’ll be able to balance your busy work days with fun evenings out in town with classmates and friends.

Bath is without doubt one of the most beautiful cities in the world. The Roman Baths, the Crescent and Bath Abbey are all 10 minutes from where I live, as well as a lot of really good pubs. Living and studying in Bath has been a really awesome experience.

There are too many highlights to choose one, but my trips to Rolls Royce and the Wimbledon Tennis Club on the Future Business Challenge as well as a day-long innovation workshop at Google’s office in London stand out clearly. This MSc has given me the chance to experience so much as well as meet and network with so many interesting people that I would never have met otherwise. I think in the end that will be the most valuable thing I take away from this year.

This MSc has done a great job preparing me for business in the international arena. Not only did it give me the skills I need but it also taught me how to operate in a multi-cultural setting. Our class had students from countries all around the world, such as China, India, Nigeria, Bulgaria and Chile and it gave me the chance to understand how they approach business. Not only are these people good friends, but they may also be good business contacts one day.

This year has taught me a lot of things but the skill I think I’ll use most in the next few years is my ability to identify and analyse business opportunities. It’s difficult to keep up with the pace of business these days and so being able to spot an opportunity quickly and actually do something about it is vital.

I’ve been offered a position at a start-up in London after I graduate. I look at it as a good opportunity to put the skills I’ve learnt this year to the test. One of our lecturers once said that if you want to become the best in your field you have to go where job competition is greatest and I think London ranks very highly on that scale.
The Bath MSc in Entrepreneurship and Management brings together core management training and an appreciation and awareness of entrepreneurship. It will provide you with the opportunity to cultivate your entrepreneurial mind-set and capabilities.

This course will prepare you for an entrepreneurial career and a variety of management roles by providing you with:

- In-depth knowledge of the fundamental disciplines of business management.
- Awareness and understanding of the important issues relating to entrepreneurship.
- An analytical appreciation of the entrepreneurial process, its situation in the wider economic context and its realisation in independent, corporate, family business, and social enterprise contexts.
- The ability to understand trends, identify relevant opportunities and develop business models to successfully exploit those opportunities.
- The capacity to generate and assess business ideas and the resilience to develop them by instilling openness to uncertainty and learning orientation.
- The ability to identify, integrate and apply relevant bodies of management knowledge to specific business problems or entrepreneurial aspirations.
- Opportunities to undertake independent research projects and the chance to turn a real business idea into a desirable and viable business model.

Course structure
The MSc in Entrepreneurship and Management is an intensive full-time course lasting 12 months. It is divided into two semesters and the summer period which runs from June to September. All modules are mandatory.

Dissertation
During the final three months of the degree you will produce a 10,000-15,000 word dissertation. This will be an extended piece of individual research, supervised by a member of faculty. Your chosen topic should demonstrate originality and innovation. You will plan and execute your own project, giving you choice and flexibility.

Our teaching and your learning
You will experience a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations, and group project work.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

Entry requirements
A good undergraduate degree, at least a 2:1 (or its international equivalent), is usually expected.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

This course will appeal to graduates who have studied non-business subjects, such as science, the arts or a social science. If your first degree is in business or management, then you might find the course has too much overlap of basic business disciplines.

We will consider all applications on a case-by-case basis.

English language requirements
If English is not your first language, we require evidence of English proficiency.

We look for an International English Language Test System (IELTS) score of 7.0 overall, with no less than 6.5 in each part.
We also accept other language tests. Accepted equivalents are available to view at [www.bath.ac.uk/study/pg/apply/english-language/index.html](http://www.bath.ac.uk/study/pg/apply/english-language/index.html).

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

Please note these requirements are in line with the UKVI guidelines and may be subject to change at any time. Please continue to check the website. IELTS results must have been achieved within the last two years.

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University’s Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/asc](http://www.bath.ac.uk/asc).
### Excellent career opportunities

- Recent recruiters include:
  - Amazon
  - Guess Europe
  - IPG Mediabrands
  - Lloyds Banking Group
  - Profitbooster
  - Rabbit Internet
  - Tencent

### 2016 Class

<table>
<thead>
<tr>
<th></th>
<th>Number of applications</th>
<th>Number enrolled</th>
<th>% Male/Female</th>
<th>Average age</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 Class</td>
<td>253</td>
<td>42</td>
<td>36/64</td>
<td>23</td>
</tr>
<tr>
<td>Number of nationalities</td>
<td></td>
<td></td>
<td></td>
<td>13</td>
</tr>
</tbody>
</table>

### Fees

For the latest information please visit our website: [www.bath-entrepreneur.com](http://www.bath-entrepreneur.com)

Please see page 072 for details on how to apply.

### Destination of graduates *

<table>
<thead>
<tr>
<th>Destination</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking</td>
<td>21%</td>
</tr>
<tr>
<td>Management</td>
<td>21%</td>
</tr>
<tr>
<td>Commercial/Sales</td>
<td>21%</td>
</tr>
<tr>
<td>Consulting</td>
<td>11%</td>
</tr>
<tr>
<td>Marketing</td>
<td>11%</td>
</tr>
<tr>
<td>Finance</td>
<td>11%</td>
</tr>
<tr>
<td>Operations</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Employment data based on those who were looking for work and for whom data is held (66%). Based on Financial Times ranking methodology.*
Course Structure

MSc in Entrepreneurship and Management

Semester 1
- Fundamentals of Accounting and Financial Management
- Business Economics
- Marketing
- Human Resource Management
- Fundamentals of Entrepreneurship

Semester 2
- Strategic Management
- Opportunity Generation, Assessment and Development
- Technology-based Entrepreneurship
- Entrepreneurial Finance
- Research Methods for Business Model Design

Dissertation

Please see the website for detailed information on the course units: [www.bath-entrepreneur.com](http://www.bath-entrepreneur.com)

There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: [http://go.bath.ac.uk/pgp-important-terms](http://go.bath.ac.uk/pgp-important-terms)
Our course was filled with individuals from various industries, academic backgrounds and cultures. There has always been someone new to meet and learn from.
MSc in Human Resource Management and Consulting

Our MSc in Human Resource Management and Consulting will deepen your knowledge and understanding of current human resource management issues, whilst preparing you for a career in consulting.

Meet our graduates

Ridaa Shah
MSc in Human Resource Management and Consulting

I had been working in the banking and finance sector for about two years before I decided to follow my passion in human resources. I thought that a master’s degree would help expand my skillset to make a successful transition into new roles. I also realised that I needed credentials that are highly valued by the industry and Bath’s School of Management is one of the few top-ranked universities in the UK that offered a mix of Human Resource Management and Consulting.

My MSc required a lot of time management and dedication. We had packed schedules with classes, workshops and seminars that went on through the day. Additionally, evenings were dedicated to group projects, meetings and activities.

My favourite part about being in Bath has definitely been the weather. I come from a hot dry island in Bahrain and so, unlike most people here, the one thing I absolutely love is the rain, it’s a blessing! Bath has felt like home since I arrived. It’s a small, welcoming city that is super student friendly, which has made studying here a lot of fun.

The best part about being an international student in Bath is being surrounded by more international students. My highlight has definitely been all the people I’ve got to meet and work with. Our course was filled with individuals from various industries, academic backgrounds and cultures. There has always been someone new to meet and learn from.

With competition increasing in the job market and my decision to switch career paths, I wanted a degree that would strengthen my skills for employability; the MSc in Human Resource Management and Consulting has done just that. I studied relevant, challenging units and attended events with industry leaders. I’ve also developed personally, learning to be more self-reliant, confident and hardworking. My MSc experience has given me a clearer strategy and a stronger set of tools for my future career.
The Bath MSc in Human Resource Management and Consulting delivers cutting-edge knowledge of contemporary human resource management issues whilst developing your competencies in consulting.

Meet the Faculty

Dr Nina Hansen, Director of Studies

“I am Director of Studies of the MSc HRM and Consulting and teach the Human Resource Management unit. My main areas of research lie at the intersection of Human Resource Management, Organisation Studies and Strategic Management. Based on a multi-level approach, my research focuses on the question of how human resource management systems influence intellectual capital architectures, organisational capabilities and firm performance especially in the field of Professional Service Firms (PSFs).”

This course will enhance your employability by providing you with a general business management background, specialist human resource management knowledge and consulting skills which can be applied in a range of organisational settings.

You will gain:
- Intellectual appreciation of the theoretical foundations of management with applied emphasis on people management.
- Detailed understanding of consulting within the wider professional services firm context.
- Comprehensive knowledge and appreciation of contemporary issues in business and management research with a particular emphasis on human resource management.
- The ability to integrate theory with practical application through detailed organisational challenges.
- Key business skills including teamwork, project management and presentation skills.
- The knowledge and experience needed to prepare you for a wide variety of business/management roles.
- Expertise from our nationally and internationally recognised faculty, who have published in some of the top management journals.

You will graduate prepared for a variety of business management roles, including human resource management and consulting.

Course structure

The MSc in Human Resource Management and Consulting is an intensive full-time course lasting 12 months. It is divided into two semesters and the summer period which runs from June to September.

Semester 1
All students study the same five core units.

Semester 2
All students study the same core unit. Additionally you are invited to choose four optional units. See page 31 for details.

Dissertation
During the final three months of the degree you will produce a 10,000-15,000 word dissertation. This will be an extended piece of individual research, supervised by a member of faculty. Your chosen topic should demonstrate originality and innovation. You will plan and execute your own project, giving you choice and flexibility.

Our teaching and your learning
You will experience a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations, and group project work.

Units are assessed by a combination of individual and group coursework as well as formal examinations.
Entry requirements

A good undergraduate degree, at least a 2:1 (or its international equivalent), in Business / Management is usually expected. We may consider other subjects with significant business or management content or a social science degree.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

**English language requirements**

If English is not your first language, we require evidence of English proficiency.

We look for an International English Language Test System (IELTS) score of 7.0 overall, with no less than 6.5 in each part.

We also accept other language tests. Accepted equivalents are available to view at [www.bath.ac.uk/study/pg/apply/english-language/index.html](http://www.bath.ac.uk/study/pg/apply/english-language/index.html)

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

*Please note these requirements are in line with the UKVI guidelines and may be subject to change at any time. Please continue to check the website. IELTS results must have been achieved within the last two years.*

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University’s Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/asc](http://www.bath.ac.uk/asc)
100% of 2016 graduates from MSc Human Resource Management and Consulting were employed within 6 months of graduation.*

Excellent career opportunities

Recent recruiters include:
- Aon Hewitt
- Bank of China
- Kent Ridge Consulting Group
- Michael Page
- PwC
- Royal Mail
- Yihan Consulting Group

2016 Class

| Number of applications | 448 |
| Number enrolled        | 55  |
| % Male/Female          | 4/96 |
| Average age            | 23  |
| Number of nationalities| 9   |

Fees

For the latest information please visit our website:
www.bath-hrm.com

Please see page 072 for details on how to apply.

Destination of graduates*

- 42% HR
- 29% Consulting
- 19% Banking and Finance
- 10% Other

*Employment data based on those who were looking for work and for whom data is held (63%). Based on Financial Times ranking methodology.
Course Structure

MSc in Human Resource Management and Consulting

Semester 1
- Business Economics
- Consulting: Context, Theory and Practice
- Cross-Cultural Management
- Human Resource Management
- Marketing

Semester 2 Core Units
- Methods of Management Research for HRM & Consultancy

Semester 2 Optional Units

Optional Units A: Choose 3 or 4
- Understanding Employment Law
- Leading and Managing Change
- Management Consulting: Data driven approaches
- Project Management
- Strategy and HRM

Optional Units B: choose 1 or 0
- Strategies for Sustainability
- Strategic Management
- Strategic Brand Management
- Global Governance and Accountability
- Principles of Corporate Social Responsibility
- Contemporary and Emerging Issues for Organisations
- Director of Studies allocated: independent study

Dissertation

Please see the website for detailed information on the course units: www.bath-hrm.com
There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).
Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
Our MSc in Engineering Business Management is best suited to graduates who want to develop leadership and management skills in areas such as project management, business analysis, design leadership, product development and supply chain management. You do not need to be a trained engineer.

You should be interested in exploring the implications of new technology and incorporating this learning into engineering management.

If you are interested in engineering management with a focus on design creativity, idea generation and the innovation process, then you should consider our MSc in Innovation and Technology Management. See page 034.
MSc in Engineering Business Management
New for 2018

Engineering practice today demands technical skills and an understanding of business, operations and strategy. Our MSc in Engineering Business Management will build your skills in this area, drawing on expertise from the Department of Mechanical Engineering and the School of Management.

This innovative and collaborative MSc course is delivered jointly by two of the University’s top departments – the School of Management and the Department of Mechanical Engineering.

You will study core management theory alongside emerging trends in engineering, such as manufacturing for the future, new product and service development and environmental management.

This course will equip you with fundamental business and management skills and enable you to apply these skills in a contemporary engineering context. You’ll graduate prepared for a leadership role in global engineering companies, technology consultancies and research agencies.

Course structure
The MSc in Engineering Business Management is an intensive full-time course lasting 12 months. It is divided into two semesters and the summer period which runs from June to September.

Semester 1
The first semester will cover management essentials such as finance, operations, project management and strategy.

Semester 2
The second semester will allow you to apply your management skills in an engineering context. This semester will cover current developments in engineering management such as next generation manufacturing approaches, product and service development and environmental management. See page 039 for details.

Summer
During the final three months of the degree, you can choose to do an individual academic dissertation on a topic of your choosing, drawing on real-world engineering business management practice.

An alternative option is the Practice Track, which allows you to apply your learning in a practical context. You will work in teams to solve a real-life engineering business management problem. See page 07 for more information.

Our teaching and your learning
You will experience a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations and group project work. Units are assessed by a combination of individual and group coursework as well as formal examinations.

Innovative and immersive teaching
Throughout the course, you will need to apply your learning to current issues in engineering management. You will have opportunities to explore topics of particular personal interest and to make them the focus of your analysis. You will also develop leadership and negotiation skills by working in multi-disciplinary teams. You are expected to share expertise and experience, learning from each other as well as from academic staff and industry experts.

Entry requirements
A good undergraduate degree, at least a 2:1 (or its international equivalent), in an Engineering, Management or Science subject is usually expected.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

English language requirements
If English is not your first language, we require evidence of English proficiency. We look for an International English Language Test System (IELTS) score of 6.5 overall, with no less than 6.0 in each part.

We also accept other language tests. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

Please note these requirements are in line with the UKVI guidelines and may be subject to change at any time. Please continue to check the website. IELTS results must have been achieved within the last two years.

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc
The Bath MSc in Innovation and Technology Management was very appealing to me because of its international ranking, as well as the uniqueness of the course involving the two areas of my interest: management and engineering.
MSc in Innovation and Technology Management

Combining engineering and management to create leaders who can manage and innovate in complex business environments.

Meet our graduates

Claudia Lorena Garcia Caicedo
MSc in Innovation and Technology Management graduate, now Project Manager at Circular Economy Platform of the Americas, Colombia.

I decided to embark on a master’s degree as a means of professional and personal growth. A Master’s degree offers the opportunity of learning and reinforcing the skills that you have gained from your previous studies or job experience, as well as the opportunity of having access to new professional opportunities.

I wanted to do my master’s degree in a top business school. The Bath MSc in Innovation and Technology Management was very appealing to me because of its international ranking, as well as the uniqueness of the course involving the two areas of my interest: management and engineering.

There are many skills that I learnt from the MSc in ITM. It is a very dynamic course that develops your knowledge and soft skills. Some of the most valuable skills for me are strong critical thinking and time management. My studies involved daily lectures, lots of teamwork and interaction with the lecturers and classmates.

The University of Bath is a very international and diverse place, where you can work with different people all around the world who always have something new to teach you. We all shared the same concerns and we kept the same hope of being able to make a better world. I have made many and great friends here in Bath and I feel very happy for that.

Since graduating, I have been working to promote the Circular Economy in the American Continent. We are developing awareness activities and our largest initiative at the moment is the Circular Economy Forum of the Americas. I am also developing the Circular Economy Platform of the Americas, which is a mechanism to enable transition towards Circular Economy. I love this topic and am glad to be involved in all these projects.

I still hope to pursue a PhD degree in the UK in Innovation Policy. I will develop my career towards the public-sector arenas in my home country, Colombia.
The biggest concern is with the ability of graduates to apply their knowledge to real industrial problems... Practical application, theoretical understanding and creativity and innovation are seen as the top priorities.

Meet the Faculty

Professor Andrew Graves CBE, Director of Studies

“My career began in the UK automotive and aerospace industries in the 1960s. I then spent a decade in Grand Prix racing before moving into academia where I subsequently became Co-Director of MIT’s “International Motor Vehicle Programme” which pioneered Lean Production techniques and produced the seminal work The Machine that Changed the World. I now direct various global research programmes into lean production techniques and supply chain management, which aim to disseminate good practices pioneered in the automotive industry across other sectors.”

Dr Steve Cayzer, Course Tutor, Department of Mechanical Engineering

“My interests include knowledge management in engineering design and sustainable development. Before coming to Bath, I spent almost a decade in Hewlett-Packard Laboratories working on emerging web technologies, biologically inspired computing and sustainability strategy. My teaching on the MSc covers innovation, knowledge management, sustainability and risk, with a particular focus on the IT industry.”

The Royal Academy of Engineering

The Bath MSc in Innovation and Technology Management is delivered jointly by two of the University’s top departments – the School of Management and the Department of Mechanical Engineering. This unique combination bridges the gap between the two disciplines.

This degree will help you develop the commercial knowledge and skills required to lead innovative development projects. You will gain hands-on experience of creativity tools, decision analysis and product design. You will also acquire project management, marketing and strategic skills. You will learn about management and innovation in complex, global inter-organisational networks.

In short, the MSc in Innovation and Technology Management will equip you with the skills to take a leadership role in managing technological change in the 21st century.

Course structure

The MSc in Innovation and Technology Management is an intensive full-time course lasting 12 months. It is divided into two semesters and the summer period which runs from June to September.

See page 039 for details.

Summer

During the final three months of the degree, you can choose to do an individual academic dissertation on a topic of your choosing, drawing on real-world engineering business management practice.

An alternative option is the Practice Track, which allows you to apply your learning in a practical context. You will work in teams to solve a real-life engineering business management problem. See page 07 for more information.
Our MSc in Innovation and Technology Management is ranked 7th in the UK for Engineering and Project Management (Eduniversal Masters Ranking 2017).

Our teaching and your learning
You will experience a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations and group project work.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

Real world learning
This degree places emphasis on combining innovation theory with hands-on techniques and industrial best practice. The teaching schedule is supplemented by presentations from external practitioners, active case studies and visits to innovative engineering companies. We have numerous links with industry and you are encouraged to make use of these networks, through interviews, site visits and project work.

Entry requirements
A good undergraduate degree, at least a 2:1 (or its international equivalent), in Engineering, Management or a Science subject is usually expected. Other subjects may be considered if enough numerical content is included.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

English language requirements
If English is not your first language, we require evidence of English proficiency. We look for an International English Language Test System (IELTS) score of 6.5 overall, with no less than 6.0 in each part.

We also accept other language tests. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

Please note these requirements are in line with the UKVI guidelines and may be subject to change at any time. Please continue to check the website. IELTS results must have been achieved within the last two years.

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc

Our MSc in Innovation and Technology Management is best suited to graduates interested in engineering management with a focus on design creativity, idea generation and the innovation process. It is ideal for graduates looking to start a career in industrial research; new product introduction; innovation hubs & incubators; start-up companies and/or government agencies.

If you want to develop your leadership and management skills in areas such as business analysis, product development and supply chain management, then you should consider our MSc in Engineering Business Management. See page 032.
100% of 2016 graduates from MSc in Innovation and Technology Management were employed within 6 months of graduation. *

Excellent career opportunities

Recent recruiters include:

- Americas Sustainable Development Foundation
- BMG Financial Group
- Ecosoft
- Ford Motor Car
- Pirelli
- Quick Release
- Rolls Royce Engines
- SAS
- Yijian Technology Group

2016 Class

Number of applications: 211
Number enrolled: 30
% Male/Female: 53/47
Average age: 24
Number of nationalities: 15

Fees

For the latest information please visit our website: www.bath-innovate.com

Please see page 072 for details on how to apply.

The programme is perfect in combining engineering with the management of a company. Graduates from the programme act as an agent between the two extremes.

Natalie Wippel, MSc in Innovation and Technology Management graduate

Destination of graduates *

- 33% Consulting
- 19% Analyst
- 19% Commercial/Sales
- 15% Operations
- 5% Engineering
- 9% Other

*Employment data based on those who were looking for work and for whom data is held (80%). Based on Financial Times ranking methodology.
**Course Structure**

**MSc in Innovation and Technology Management and MSc in Engineering Business Management**

**Semester 1**
- Management Concepts for Engineering
- Commercialisation of New Technology
- Project and Change Management
- Engineering Management Practicum

**Semester 2**
- **MSc in Engineering Business Management**
  - Operations and Supply Chain Management
  - Developing and Manufacturing Products and Services
  - Engineering Management for Sustainable Value

- **MSc in Innovation Technology Management**
  - Innovation Management
  - Creativity and Innovation

**Dissertation or Practice Track**

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This structure is new for 2018 and may be subject to change. Please see the website for detailed information on the course units: [www.bath-innovate.com](http://www.bath-innovate.com) and [Go.bath.ac.uk/ebm](http://Go.bath.ac.uk/ebm)

There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: [http://go.bath.ac.uk/pgp-important-terms](http://go.bath.ac.uk/pgp-important-terms)
I believe that the MSc in International Management will provide me with the skill set and academic knowledge necessary to run a business in a changeable and globalised world.
MSc in International Management

Our MSc in International Management recognises that in the 21st century business environment, managers need to understand the complex challenges that shape today’s increasingly globalised marketplace.

Meet our graduates

Draga Becic
MSc in International Management. Recipient of a Chevening Scholarship, funded by the Foreign and Commonwealth Office and partners organisations.

After graduating with a Bachelor’s degree in Economics, I worked for three years. I was then awarded a Chevening Scholarship, which gave me the opportunity to pursue a master’s degree in the United Kingdom.

When deciding where to study, my first condition was to find a highly ranked university which would provide the best teaching experience. My preference was always to work in an international environment and I believe that the MSc in International Management will provide me with the skill set and academic knowledge necessary to run a business in a changeable and globalised world.

Bath offers a very calming and enjoyable atmosphere. There are so many students and it is very international, so it is very easy to meet new friends. The people in Bath are very friendly and very soon I felt at home. The young and bright professionals that I met during my master’s, have provided wonderful memories that I will take with me.

The course itself allows you to specialise in areas of interest to you. Each module is highly relevant and can be adapted to the business environment. The course also enhances soft skills, which are getting to be more important in the work environment. Through many activities organised by the School of Management, I was constantly working on developing and enhancing my employability.

The Practice Track developed my project management skills and was a perfect practical implementation of taught modules. Through group work I also developed my leadership, time-management, communication and presentation skills. Even though I applied for this programme because of its practical application, I improved my research skills which I will use in my future career.

My plan after graduation is to pursue an international career. I see myself as part of an international organisation with strong career support. I would like to work in a company that will push me to exceed my limits. In the long run, I would like to run my own business.
The Bath MSc in International Management provides an advanced understanding of the international business environment. You will develop a global perspective on business and a deep understanding of the national and cultural contexts in which firms operate.

This degree offers an interdisciplinary and cross-functional perspective that integrates management studies with an understanding of the international economic environment.

You’ll learn to appreciate and keep up with the complex and changing nature of today’s globalised marketplace.

**Course structure**

The MSc in International Management is an intensive full-time course lasting 12 months. It is divided into two semesters and the summer period which runs from June to September.

**Semester 1**

All students study the same three core modules. Additionally you are invited to choose two optional units. See page 045 for details.

**Semester 2**

All students study the same two core modules. Additionally you are invited to choose three optional units. See page 045 for details.

**Summer**

During the final three months of the degree you can choose the Dissertation Track or Practice Track. Both tracks allow you to demonstrate critical thinking and to develop your written and presentation skills.

**Our teaching and your learning**

You will experience a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations, and group project work. You are encouraged to share your thoughts and experiences in the classroom and to explore different cultural interpretations of the issues raised in class.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

**Dissertation Track**

The dissertation is a 10,000-15,000 word piece of individual research, supervised by a member of faculty. Your chosen topic must have a clear international dimension and should demonstrate originality and innovation. You will plan and execute your own project, giving you choice and flexibility.

**Practice Track**

The practice track provides an opportunity to apply academic theory to a practical issue. In teams, you will work with one of our partner organisations to solve a real business challenge and present your work to the company. See page 07 for more information on the practice track.

**Entry requirements**

A good undergraduate degree, at least a 2:1 (or its international equivalent), in Business / Management is usually expected. We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

You may also be considered if your undergraduate degree is in a Social Science discipline with significant business or management content.
It has been very rewarding to work with students from the University of Bath. They provided some interesting and new insights on how we can develop our brand.

Simon Gould, Managing Director of BMT Hi-Q Sigma. Corporate Partner

English language requirements

If English is not your first language, we require evidence of English proficiency.

We look for an International English Language Test System (IELTS) score of 7.0 overall, with no less than 6.5 in each part.

We also accept other language tests. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

Please note these requirements are in line with the UKVI guidelines and may be subject to change at any time. Please continue to check the website. IELTS results must have been achieved within the last two years.

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc

Students working with our corporate partners during the MSc Practice Track
100% of 2016 graduates from MSc International Management were employed within 6 months of graduation. *

Recent recruiters include:
• Cap Gemini
• Deliveroo
• Estee Lauder
• ExxonMobil
• Henkel
• Honda
• HSBC
• KPMG
• National Grid
• Mars
• Pernod Ricard
• Shell

For the latest information please visit our website: www.bath-international.com

Please see page 072 for details on how to apply.

Fees

<table>
<thead>
<tr>
<th>Destination of graduates *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Management Programme</td>
</tr>
<tr>
<td>Supply Chain/Operations/Procurement</td>
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<tr>
<td>Banking/Finance</td>
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<tr>
<td>Commercial/Sales</td>
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<tr>
<td>Marketing</td>
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<tr>
<td>Consulting</td>
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<tr>
<td>HR</td>
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</tbody>
</table>

*Employment data based on those who were looking for work and for whom data is held (75%). Based on FTinancial Times ranking methodology.
Course Structure

MSc in International Management

<table>
<thead>
<tr>
<th>Semester 1</th>
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</thead>
<tbody>
<tr>
<td>Analysing International Management</td>
</tr>
<tr>
<td>The Global Environment of Business</td>
</tr>
<tr>
<td>Cross-Cultural Management</td>
</tr>
</tbody>
</table>

**Semester 1 Optional Units**

Choose two out of the following:
- Fundamentals of Accounting and Financial Management
- Entrepreneurship and Innovation
- Environmental Management
- Business Ethics
- Global Marketing
- Operations Management
- International Relations Theories

Director of Studies allocated: Independent Study

<table>
<thead>
<tr>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Business Strategy</td>
</tr>
<tr>
<td>Analysing International Management</td>
</tr>
</tbody>
</table>

**Semester 2 Optional Units**

Choose three out of the following:
- Contemporary and Emerging Issues for Organisations
- Economic Governance and Industrial Policy
- Entrepreneurship and Innovation
- Financial Management for International Business
- Global Governance and Accountability
- Principles of Corporate Social Responsibility
- Project Management
- Supply Management
- Strategies for Sustainability
- Risk and Risk Management
- E-marketing
- Understanding Employment Law
- Design in Management

Director of Studies allocated: Independent Study

Please see the website for detailed information on the course units: [www.bath-international.com](http://www.bath-international.com)

There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: [http://go.bath.ac.uk/pgp-important-terms](http://go.bath.ac.uk/pgp-important-terms)
I chose the MSc in Management for its comprehensive grounding in all aspects of business management, and close links with hundreds of blue chip companies.

Ben Dawes, Commercial Manager at Dyson

Each module that I undertook was highly relevant in today’s business environment. The knowledge gained through the taught modules and the experience of their practical application through the Practice Track and other projects has tremendously added to my skill-set.

Bharat Bajaj, Graduate Auditor at BDO LLP
The Bath MSc in Management develops your knowledge across a broad range of core business skills.

Meet our graduates

Ben Dawes
MSc in Management, Commercial Manager at Dyson

During my BSc in Politics and International Relations, also at the University of Bath, I built-up work experience across Europe and Asia. I was advised by many Senior Executives that a Master’s degree was essential for a high level career outside the UK, and that Business Management would be the most suitable and complementary subject given my BSc.

I chose the MSc in Management for its comprehensive grounding in all aspects of business management, and close links with hundreds of blue chip companies. Moreover, having recently endured a dissertation, the option to take the ‘Practice Track’ and carry out practical consultancy over the summer was very appealing.

Most weeks involve around 12-14 hours of lectures and seminars. On top of this you have a 2-hour career skills session each week. Having not done Maths since GCSE, I found the Accounting and Finance modules difficult, yet extraordinarily rewarding. Going forward in my career, these hard skills will undoubtedly prove invaluable. Furthermore, working in very international groups is an important skill to learn and can be rewarding.

I am hugely grateful to the Careers Advisors at Bath. Through this service, I was introduced to the Head of Graduate Recruitment at Dyson and coached through the application and assessment process. I am now a Commercial Manager at Dyson. The two year graduate scheme started at their HQ in Malmesbury, followed by an overseas posting for the second year.

Bharat Bajaj
MSc in Management with Finance, Graduate Auditor at BDO LLP

After graduating with a specialised degree in Economics from Delhi University, I wanted to learn more about business management. I saw a Master’s as an opportunity to polish my soft skills and gain experience of studying and working in an internationally diverse culture.

The MSc in Management at Bath is unique and highly flexible. My prior experience of investing in the stock markets helped develop an interest in accounting and finance. At the same time, I also wanted to study business management modules. The MSc in Management allowed me to choose my modules and tailor my course to specialise in Finance. This has helped me to develop a thorough understanding about the financial aspects of business alongside the managerial aspects.

Each module that I undertook was highly relevant in today’s business environment. The knowledge gained through the taught modules and the experience of their practical application through the Practice Track and other projects has tremendously added to my skill-set. I also made some amazing friends from more than 11 different countries across the world. In such an internationally diverse class, I never failed to learn something new from each interaction.

The School of Management has an incredible career service team. Not only was I helped with choosing the right field of work, but I was also supported through each job application. I also hugely benefited from the career development workshops, seminars and company presentations that were regularly held. Being an international student, it may be slightly more difficult to secure the job of your choice, however, it is very much possible if one works for it. I secured a Graduate Auditor’s position with BDO LLP in Reading, UK.
In the *Economist WhichMBA? Masters in Management rankings 2017*, the Bath MSc in Management is placed 3rd in the UK, making it one of the best programmes of its kind.

Our MSc in Management provides you with a solid grounding in all the key management disciplines including marketing, finance, and human resources. It will equip you with skills and knowledge essential in today's global marketplace.

This course has been specifically designed for graduates with no previous experience of management. You will gain a thorough understanding of core business functions and develop knowledge, tools and skills to complement your non-management background.

In addition to core management subjects, this course gives you the option to specialise in:

- Marketing
- Operations
- Finance
- Human Resource Management
- Corporate Social Responsibility

**Course structure**

The MSc in Management is an intensive full-time course lasting 12 months. It is divided into two semesters and the summer period which runs from June to September.

**Semester 1**

All students study the same five core units.

**Semester 2**

All students study ‘Methods of Management Research’. Additionally, you can choose between a generalist route (four units of your choice) and a specialist route (three units from your chosen specialism and one of your choice). See page 051 for details.

**Summer**

During the final three months of the degree you can choose the Dissertation Track or Practice Track. Both tracks allow you to demonstrate critical thinking and to develop your written and presentation skills.

**Option to specialise**

In order to graduate with one of the specialisms, you must also complete your dissertation or practice track within the area of specialism.

If you select optional units across a range of subject areas; or if your dissertation or practice track is in a different area to your chosen optional units, then you will graduate with a general MSc in Management.

**Professional exemptions**

If you specialise in Marketing, Operations or Finance you can apply for exemptions from certain examinations offered by professional bodies including:

- The Chartered Institute of Marketing (CIM)
- The Chartered Institute of Management Accountants (CIMA)
- The Chartered Insurance Institute (CII).

Please contact the relevant body for details on the exemption process.

**Our teaching and your learning**

You will experience a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations, and group project work.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

**Dissertation Track**

The dissertation is a 10,000-15,000 word piece of individual research, supervised by a member of faculty. Your chosen topic should demonstrate originality and innovation. You will plan and execute your own project, giving you choice and flexibility.

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**Meet the Faculty**

**Dr Maria Battarra, Director of Studies**

“As the Director of Studies, my responsibility is to provide students with the knowledge, skills and motivation that will guide them in identifying and achieving their goals. My research focuses on developing optimisation algorithms for real world applications, including but not limited to vehicle routing problems, scheduling problems, disaster relief management, and maritime logistics.”
Practice Track
The practice track provides an opportunity to apply academic theory to a practical issue. In teams, you will work with one of our partner organisations to solve a real business challenge and present your work to the company. See page 07 for more information on the practice track.

Entry requirements

A good undergraduate degree, at least a 2:1 (or its international equivalent), is usually expected. This can be in any subject except Business or Management.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

**English language requirements**
If English is not your first language, we require evidence of English proficiency.

We look for an International English Language Test System (IELTS) score of 7.0 overall, with no less than 6.5 in each part.

We also accept other language tests. Accepted equivalents are available to view at [www.bath.ac.uk/study/pg/apply/english-language/index.html](http://www.bath.ac.uk/study/pg/apply/english-language/index.html)

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If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University’s Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/asc](http://www.bath.ac.uk/asc)
100% of 2016 graduates from MSc in Management were employed within 6 months of graduation. *

Excellent career opportunities

Recent recruiters include:

- BT
- Deloitte Monitor
- Dyson
- eBay
- EY
- Goldman Sachs
- KPMG
- Mars
- Mercedes Benz
- National Bank of Abu Dhabi
- Nestle
- P&G
- Samsung Electronics
- Tesco
- UBS

2016 Class

<table>
<thead>
<tr>
<th></th>
<th>Number of applications</th>
<th>Number enrolled</th>
<th>% Male/Female</th>
<th>Average age</th>
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<tbody>
<tr>
<td>Number of applications</td>
<td>731</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number enrolled</td>
<td></td>
<td>94</td>
<td>30/70</td>
<td>23</td>
</tr>
<tr>
<td>% Male/Female</td>
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<tr>
<td>Average age</td>
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</tr>
<tr>
<td>Number of nationalities</td>
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<td></td>
<td></td>
<td>17</td>
</tr>
</tbody>
</table>

Fees

For the latest information please visit our website: www.bathmanagement.com

Please see page 072 for details on how to apply.

Destination of graduates *

- 25% Marketing
- 15% Consulting/Project Management
- 15% Commercial/Sales
- 11% Banking
- 9% Finance/Audit
- 9% Graduate Management Programme
- 9% IT
- 7% Supply Chain/Operations

*Employment data based on those who were looking for work and for whom data is held (81%). Based on Financial Times ranking methodology.
Course Structure

MSc in Management

**Semester 1 Compulsory Units**

**Semester 2**
Methods of Management Research

<table>
<thead>
<tr>
<th>MSc in Management</th>
<th>MSc in Management with Marketing</th>
<th>MSc in Management with HRM</th>
<th>MSc in Management with Finance</th>
<th>MSc in Management with CSR</th>
<th>MSc in Management with Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optional Unit</td>
<td>Business Analytics</td>
<td>Understanding Employment Law</td>
<td>Fundamentals of Corporate Finance</td>
<td>Strategies for Sustainability</td>
<td>Business Analytics</td>
</tr>
<tr>
<td>Optional Unit</td>
<td>E-Marketing</td>
<td>Leading and Managing Change</td>
<td>Investment Banking</td>
<td>Principles of Corporate Social Responsibility</td>
<td>Supply Management</td>
</tr>
<tr>
<td>Optional Unit</td>
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<td>Optional Unit</td>
</tr>
</tbody>
</table>

Optional units should be selected from the following: Understanding Employment Law; Strategy and Human Resource Management; Leading and Managing Change; Fundamentals of Corporate Finance; Financial Management for International Business; Investment Banking; Strategies for Sustainability; Global Governance and Accountability; Principles of Corporate Social Responsibility; Business Analytics; Project Management; Supply Management; Consumer Behaviour; Independent Study (Director of Studies approval needed); Risk and Risk Management; New Product Development; Entrepreneurship and Innovation; Economic Governance and Industrial Policy; Virtual Organizing; Understanding Group Behaviour Online; Management Consulting; Data Driven Approaches; Strategic Management; Strategic Brand Management; Contemporary and Emerging Issues for Organisations.

Please see the website for detailed information on the course units: [www.bathmanagement.com](http://www.bathmanagement.com)

There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: [http://go.bath.ac.uk/pgp-important-terms](http://go.bath.ac.uk/pgp-important-terms)
I wanted to study Marketing at a university which would foster practice-oriented thinking and offer an international, friendly learning environment. The University of Bath embodied exactly this mix.
MSc in Marketing

The Bath MSc in Marketing will deepen your understanding of core marketing theory and provide you with a skill-set valued by the marketing industry.

Meet our graduates

Rebecca Weyers
MSc in Marketing

After my Bachelor’s degree I started working in a marketing position at a multinational company – it was interesting but I wanted to have more in-depth knowledge about the field I was working in. My managers advised me to pursue a master’s degree as they knew it would help me to move up the career ladder. So it was really a combination of personal interest and career-oriented thinking.

I wanted to study Marketing at a university which would foster practice-oriented thinking and offer an international, friendly learning environment. The University of Bath embodied exactly this mix. The MSc in Marketing also scores very well in international rankings. So my decision was made.

A typical week includes lectures, which are given by highly professional lecturers and research leaders in their fields. It also includes a lot of individual study time and group meetings to master your different course projects. The School of Management has all the facilities you will need to deliver essays and presentations you will be proud of.

My MSc helped me to develop a completely new perspective on marketing. Thanks to the variety of units, I was able to learn about all kinds of marketing areas and philosophies. From a skills perspective, I learned a lot about how to time manage myself and how to work in an international environment. I had many different projects with teams whose members had different cultural backgrounds. I think that this working environment is representative of what I can expect in the future and I am grateful that I had the opportunity to experience it during my MSc.

Although Bath is quite a small city, it is incredibly lively and offers so much! As a nature-lover I enjoyed the hiking paths in the area as well as the cycling track which connects Bath with Bristol. The city centre also has a lot to offer for music lovers (there are many live bands and concerts throughout the year), coffee enthusiasts (my favourite independent cafes are located in Bath), and architecture fans (being constantly surrounded by beautiful Georgian architecture is something that you can’t find anywhere else). You’ll also have the chance to enjoy some of the many student clubs. I personally joined the Sailing club which I can definitely recommend.

Currently, I am applying for jobs in and around Bath as I truly love the city and its people. My MSc in Marketing showed me so many aspects of the field and I am convinced that I will find a company where I can apply everything that I learned. I also want to travel and meet-up with all the people that I got to know during my time at Bath.
Our MSc in Marketing balances cutting-edge theory with practical application. It spans three core elements of modern marketing:

- Marketing to consumers
- Marketing to businesses and organisations
- Marketing and society

We have close links with a range of organisations and the course was designed with input from marketing industry leaders. This means that you will learn business skills that are important to the right employers. You will develop a range of key skills including critical thinking, analytical reasoning, project management, and the presentation skills needed to develop powerful and persuasive arguments.

**Course structure**
The MSc in Marketing is an intensive full-time course lasting 12 months. It is divided into two semesters and the summer period which runs from June to September.

**Semester 1**
All students study the same five core units.

**Semester 2**
All students study the same four core units. Additionally, you are invited to choose one optional unit. See page 57 for details.

**Summer**
During the final three months of the degree you can choose the Dissertation Track or Practice Track. Both tracks allow you to demonstrate critical thinking and to develop your written and presentation skills.

**Our teaching and your learning**
You will experience a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations, and group project work.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

**Dissertation Track**
The dissertation is a 10,000-15,000 word piece of individual research, supervised by a member of faculty. Your chosen topic should demonstrate originality and innovation. You will plan and execute your own project, giving you choice and flexibility.

**Practice Track**
The practice track provides an opportunity to apply academic theory to a practical issue. In teams, you will work with one of our partner organisations to solve a real business challenge and present your work to the company. See page 07 for more information on the practice track.

**Entry requirements**
A good undergraduate degree, at least a 2:1 (or its international equivalent) in a subject with significant business/management content, including marketing, is usually expected.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

You can also apply if you have work experience in marketing and a business/management degree.

**English language requirements**
If English is not your first language, we require evidence of English proficiency.

We look for an International English Language Test System (IELTS) score of 7.0 overall, with no less than 6.5 in each part.

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**Meet the Faculty**

Dr Zoe Lee, Director of Studies

“My research focuses on understanding the dynamics of brand management. I study how managers manage their corporate brands in times of change, for example, how can brand orientation and market orientation co-exist in harmony? What’s the influence of corporate heritage? At a consumer level, I am interested to understand how consumers respond to negative brand information. In particular, do they stay or walk away from the brand because it is perceived as inauthentic? My work can be applied by managers seeking sustainable marketing strategy across different industries.”
We also accept other language tests. Accepted equivalents are available to view at [www.bath.ac.uk/study/pg/apply/english-language/index.html](http://www.bath.ac.uk/study/pg/apply/english-language/index.html).

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

Please note these requirements are in line with the UKVI guidelines and may be subject to change at any time. Please continue to check the website. IELTS results must have been achieved within the last two years.

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University's Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/asc](http://www.bath.ac.uk/asc).
100% of 2016 graduates from MSc Marketing were employed within 6 months of graduation.*

Excellent career opportunities

Recent recruiters include:
- Adidas
- China Mobile
- Danone
- Huawei
- OgilvyOne Worldwide
- Ted Baker
- TUI Group
- Survival Chic
- Uber

2016 Class

<table>
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<td>Number of applications</td>
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<tr>
<td>Number enrolled</td>
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<td>Average age</td>
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<tr>
<td>Number of nationalities</td>
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Fees

For the latest information please visit our website: www.bath-marketing.com

Please see page 072 for details on how to apply.

Destination of graduates *

- 50% Marketing
- 26% Commercial/Sales
- 12% Business/Management
- 6% Banking
- 6% Other

*Employment data based on those who were looking for work and for whom data is held (83%). Based on Financial Times ranking methodology.
Course Structure

MSc in Marketing

Semester 1
- Marketing to Businesses and Organisations
- Marketing and Society
- Advertising Theory and Practice
- Strategic Marketing
- Consumer Psychology

Semester 2
- Strategic Brand Management
- Research Methods for Marketing
- E-Marketing
- International Marketing Across Cultures

Semester 2 Optional Units
Choose one from:
- Understanding Employment Law
- Financial Management for International Business
- Project Management
- Principles of Corporate Social Responsibility
- Business Analytics
- New Product Development
- Design in Management
- Director of Studies allocated: Independent Study

Semester 3
- Dissertation or Practice Track

Please see the website for detailed information on the course units: www.bath-marketing.com
There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).
Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
I liked the concept of studying in a small class with peers from diverse backgrounds. I was particularly interested in the one-year practicum, because it allowed me to work with a real client in a safe environment.
MSc in Operations, Logistics and Supply Chain Management

The Bath MSc in Operations, Logistics and Supply Chain Management provides conceptual, analytical and practical insights into the effective management of operations in global organisations.

Meet our graduates

Juliette Engelhart
MSc in Operations, Logistics and Supply Chain Management

I decided to do a master’s degree to become better qualified and have more opportunities in the job market. Since I had a broad bachelor’s degree in International Management, I wanted to specialise in a field of my interest. The MSc in Operations, Logistics and Supply Chain Management offered the chance to do this.

I had heard about the expertise of the teaching professors at Bath School of Management and my first impression, during a skype interview, convinced me to apply immediately. I liked the concept of studying in a small class with peers from diverse backgrounds. I was particularly interested in the one-year practicum, because it allowed me to work with a real client in a safe environment.

The MSc in Operations, Logistics and Supply Chain Management offers great hands-on experience. The faculty are leaders in the field and we had guest lecturers from different industries. Classes were taught from a theoretical viewpoint but also showed, through interactive learning sessions, how theories turn out in practice.

The School of Management emphasises self-studying; which means you need to prepare for class, participate during class, and study afterwards on your own terms. In the first term, we had a great amount of group work, which we coordinated in a way to meet up after class, enjoy lunch together, and then return to the library to work on our projects.

I was very fortunate living in Bath and to experience living in one of the greatest places in the UK. The international atmosphere on campus and in the city made it easy to make friends. I enjoyed meeting up with my new friends, going to the local cinema, or chatting in one of Bath cafés or restaurants. Society life is also an important part of being an MSc student and it helped me to maintain a work life balance. I joined the Ballroom society and Mountaineering society, which were both amazing!

There are so many skills I have learned throughout the year; negotiation, theoretical concepts, writing skills, project management, time management, research skills, problem solving, group working and cultural awareness, are just a few examples.

After my graduation, I will start a PhD in Supply Chain Risk at the University of Bath.
In today’s globalised marketplace it’s vital that managers have the expertise needed to manage the production and delivery of products and services. This course will give you advanced knowledge and skills that are desirable across many industries. You will learn conceptual, analytical and practical insights into effective operations management, giving you the confidence to start a career in this exciting field.

The MSc in Operations, Logistics and Supply Chain Management has a number of unique features:

- **Work with clients from day one**: Our unique feature, The Practicum, provides the opportunity to work on a live consulting project with a client throughout the year.
- **Small class size**: This course has a deliberately small cohort in order to provide an enhanced student learning experience and allow opportunities for individual coaching.
- **Accredited by CIPS, CILT and APM**: Accreditation by these organisations ensures top quality standards and gives you the chance to enjoy the benefits of CIPS, CILT and APM membership.

**Course structure**

The MSc in Operations, Logistics and Supply Chain Management is an intensive full-time course lasting 12 months. It is divided into two semesters and the summer period which runs from June to September.

**Semester 1**

All students study the same five core units.

**Semester 2**

All students study the same three core units. Additionally, you are invited to choose two optional units. See page 061 for details.

**Dissertation**

During the final three months of the degree you will produce a 10,000-15,000 word dissertation. This will be an extended piece of individual research supervised by a member of faculty. Your chosen topic should demonstrate originality and innovation. You will plan and execute your own project, giving you choice and flexibility.

**Our teaching and your learning**

You will experience a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations, and group project work.

We believe it is important to have the right balance between theory and practice. We run a range of Operations and Supply Chain simulation classes, designed to maximise practical learning within the classroom.

Units are assessed by a combination of individual and group coursework as well as formal examinations.

**Entry requirements**

A good undergraduate degree, at least a 2:1 (or its international equivalent) is usually expected.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

In some cases, you may be able to substitute work experience for our degree requirement. Your experience must be relevant and should be no more than three years.

**Meet the Faculty**

**Dr Dimitris Paraskevopoulos, Director of Studies**

“My research is on analytics and optimisation for transportation and logistics. I am particularly interested not only in improving the operations of a company in terms of efficiency, but also in enhancing the quality of service delivered to the customers. I develop mathematical models and optimisation methods that enable decision support systems in operations planning and scheduling of resources. I have been involved in various EU and UK-funded research projects in the area of logistics and supply chain and I bring this experience in class when teaching my students.”
English language requirements
If English is not your first language, we require evidence of English proficiency.

We look for an International English Language Test System (IELTS) score of 7.0 overall, with no less than 6.5 in each part.

We also accept other language tests. Accepted equivalents are available to view at www.bath.ac.uk/study/pg/apply/english-language/index.html

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

Please note these requirements are in line with the UKVI guidelines and may be subject to change at any time. Please continue to check the website. IELTS results must have been achieved within the last two years.

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University’s Academic Skills Centre. Read more about these courses at www.bath.ac.uk/asc

Fees
For the latest information please visit our website: www.bath-operations.com

Please see page 072 for details on how to apply.

Course Structure

MSc in Operations, Logistics and Supply Chain Management

<table>
<thead>
<tr>
<th>Semester 1 Core Units</th>
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</thead>
<tbody>
<tr>
<td>Operations Management</td>
</tr>
<tr>
<td>Supply Chain Management</td>
</tr>
<tr>
<td>Business Logistics Management</td>
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<tr>
<td>Fundamentals of Accounting and Financial Management</td>
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<tr>
<td>Operations, Logistics and Supply Chain Practicum (ongoing in Semester 2)</td>
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<table>
<thead>
<tr>
<th>Semester 2 Core Units</th>
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</thead>
<tbody>
<tr>
<td>Operations Strategy</td>
</tr>
<tr>
<td>Global Supply Chain and Logistics Management</td>
</tr>
<tr>
<td>Operations, Logistics and Supply Chain Practicum (ongoing from Semester 1)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2 Optional Units</th>
</tr>
</thead>
</table>
Choose two out of the following units:                      |
• Project Management                                        |
• Business Analytics                                        |
• Sustainable Operations Management                         |
• Contemporary and Emerging Issues for Organisations        |
• Director of Studies allocated: Independent Study          |

Dissertation

Please see the website for detailed information on the course units: www.bath-operations.com

There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: http://go.bath.ac.uk/pgp-important-terms
Concern for the future of society in the face of climate change, mixed with a desire to have an impact on industry and the wider world, led me to the University of Bath’s forward-thinking Sustainability and Management course.
MSc in Sustainability and Management

The Bath MSc in Sustainability and Management will provide you with a solid understanding of sustainability issues relating to corporate social responsibility.

Meet our graduates

Elliot Johnston
MSc in Sustainability and Management

My master’s degree represented an opportunity for me to retrain and change the direction of my career; I’d been out of university for three years following my undergraduate degree in Sport Journalism when my concern for the future of society in the face of climate change, mixed with a desire to have an impact on industry and the wider world, led me to the University of Bath’s forward-thinking Sustainability and Management course.

I was thrilled by the amount of contact time we had with lecturers throughout the year. Lectures and frequent seminars with cutting edge academics and professors at the forefront of their fields was a constant source of inspiration. There was a lot of reading and coursework, but it always felt necessary and productive.

While the city is beautiful and campus is incredibly well equipped, the one factor that made Bath truly special was the people. The calibre of students making up the School of Management is truly spectacular. Being surrounded by like-minded, driven people helped propel me to academic and professional heights I didn’t know I was capable of.

We had the option of taking part in a practical assessment, called a Practice Track, in place of a dissertation in our final term. It involved a consultancy project for an international company and a fundraising project for a local charity. The range of skills we got to practice and the feedback we received from professionals in the real world of work was priceless.

The biggest asset my MSc has given me is confidence. The necessity of sustainability in the future of our society has been made consistently clear to us, and the importance of our role in making the necessary changes in society is the biggest motivating factor I am taking with me into my career.

My plan over the next two years is to launch a business idea with my best friend and fellow Sustainability and Management graduate. I moved to London the day after my final hand-in and started working in business development and sustainability consultancy. I’m excited to make a positive impact in the world, and I couldn’t have done it without all the people I met at the University of Bath.

This innovative degree will deepen your understanding of sustainability issues and develop your core business skills. The course explores the challenges of ensuring sustainability in management decision-making and the importance of managing relationships with communities, society and the natural environment.

The degree will:

- Advance your understanding of corporate sustainability;
- Provide you with a comprehensive knowledge of contemporary issues in business and management research, with emphasis on issues relating to corporate responsibility and environmental sustainability;
- Enable you to balance theory with practical application;
- Develop your key business skills including group-working skills, project management and presentation skills;
- Leverage the expertise of nationally and internationally recognised faculty who are experts in the field of corporate sustainability;
- Prepare you for a wide variety of business/management roles.

Course structure
The MSc in Sustainability and Management is an intensive full-time course lasting 12 months. It is divided into two semesters and the summer period which runs from June to September.

Semester 1
All students study the same five core units.

Semester 2
All students study the same four core units. Additionally, you are invited to choose one optional unit. See page 067 for details.

Summer
During the final three months of the degree you can choose the Dissertation Track or Practice Track.

Both tracks allow you to demonstrate critical insight and reflective thinking about business/management/policy issues. The tracks also help develop your written and presentation skills, and your ability to develop effective arguments. All of these attributes are transferable skills relevant to the workplace and your future career.

Dissertation Track
The dissertation is a 10,000-15,000 word piece of individual research, supervised by a member of faculty. Your chosen topic should demonstrate originality and innovation. You will plan and execute your own project, giving you choice and flexibility.

Practice Track
The practice track provides an opportunity to apply academic theory to a practical issue. In teams, you will work with one of our partner organisations to solve a real business challenge and present your work to the company. See page 07 for more information on the practice track.

Our teaching and your learning
You will experience a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations, and group project work.

We place a significant emphasis on independent, directed, private study. A variety of individual and group assessment methods are used throughout the degree including assignments, exams, presentations, reports and exercises.
Entry requirements

A good undergraduate degree, at least a 2:1 (or its international equivalent) is usually expected.

We may make an offer based on a lower grade if you can provide evidence of your suitability for the degree.

**English language requirements**

If English is not your first language, we require evidence of English proficiency.

We look for an International English Language Test System (IELTS) score of 7.0 overall, with no less than 6.5 in each part.

We also accept other language tests. Accepted equivalents are available to view at [www.bath.ac.uk/study/pg/apply/english-language/index.html](http://www.bath.ac.uk/study/pg/apply/english-language/index.html)

You may be exempt from IELTS (or equivalent) requirements if you have completed the whole of your undergraduate studies in the UK, or a country where English is the official first language.

*Please note these requirements are in line with the UKVI guidelines and may be subject to change at any time. Please continue to check the website. IELTS results must have been achieved within the last two years.*

If you do not meet our English language requirements, you can apply for a Pre-sessional Management course at the University’s Academic Skills Centre. Read more about these courses at [www.bath.ac.uk/asc](http://www.bath.ac.uk/asc)

*Sustainability is an increasingly important issue for contemporary businesses...managers need to take into account social and environmental aspects of their decisions.*

Oliver Bryant, MSc in Sustainability and Management Graduate, now Procurement Officer at Williams Advanced Engineering.

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The School of Management has been ranked 3rd in the UK and 18th globally in the Corporate Knights Better World MBA 2017 ranking.

The School of Management is a signatory of the UN’s Principles for Responsible Management Education (PRIME). Learn more at [http://www.unprme.org](http://www.unprme.org)
Recent recruiters include:

- Akcome
- Europanel
- JM Renewable Solutions
- Network Rail
- Pladis Global
- Taiwan External Trade Development Council

For the latest information please visit our website:
https://www.bathsustainability.com

Please see page 072 for details on how to apply.

100% of 2016 graduates from MSc Sustainability and Management were employed within 6 months of graduation. *

### Excellent career opportunities

<table>
<thead>
<tr>
<th>2016 Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of applications</td>
</tr>
<tr>
<td>Number enrolled</td>
</tr>
<tr>
<td>% Male/Female</td>
</tr>
<tr>
<td>Average age</td>
</tr>
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<td>Number of nationalities</td>
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</tbody>
</table>

### Fees

For the latest information please visit our website:
https://www.bathsustainability.com

Please see page 072 for details on how to apply.

### Destination of graduates *

- 30% Consulting/Project Management
- 23% Marketing
- 15% Graduate Management Programme
- 8% Commercial/Sales
- 8% Banking
- 16% Other

*Employment data based on those who were looking for work and for whom data is held (87%). Based on Financial Times ranking methodology.
Course Structure

MSc in Sustainability and Management

**Semester 1**
- Business Economics
- Business Ethics
- Marketing
- Environmental Management
- Operations Management

**Semester 2 Core Units**
- Strategies for Sustainability
- Methods of Management Research
- Global Governance and Accountability
- Principles of Corporate Social Responsibility

**Semester 2 Optional Units**
Choose one out of the following units:
- Virtual Organising: Understanding GroupBehaviour Online
- Understanding Employment Law
- Strategic Management
- Management Consulting: Data Driven Approaches
- Project Management
- Strategy and Human Resource Management
- Leading & Managing Change
- Entrepreneurship and Innovation
- Supply Management
- Business Analytics
- Consumer Behaviour
- New Product Development
- Risk & Risk Management
- Contemporary and Emerging Issues for Organisations
- Director of Studies Approved Unit

**Dissertation or Practice Track**

Please see the website for detailed information on the course units: [www.bathsustainability.com](http://www.bathsustainability.com)

There may be occasions where due to unforeseen or unavoidable circumstances it becomes necessary to make significant changes to a course or to withdraw it or part of it (e.g. a particular unit/module).

Find out more about this and other important University terms and conditions: [http://go.bath.ac.uk/pgp-important-terms](http://go.bath.ac.uk/pgp-important-terms)
Life on campus

Compact and purpose-built, our campus is set in extensive grounds with open views across the beautiful hills of the West Country, but is only a mile from the city centre.

The library, shops, banks, Post Office, Students’ Union, bars, cafés and restaurants are grouped around a central pedestrian parade, creating a strong sense of social and academic community. There are also dental and medical centres on campus.

Excellent facilities and support
As a top UK University, Bath provides all the world-class support services and facilities you would expect. Recent substantial capital investment in new buildings and facilities means that physical working conditions are modern and pleasant. Bath has one of only two university libraries in the UK that are open 24 hours a day, all year round including national holidays.

The University’s Chaplaincy provides a meeting place and base for several University societies representing many denominations and faiths. The Edge Arts runs a vibrant and thriving programme of activities encompassing all kinds of music, theatre and dance, creative and visual arts. You also have the opportunity to develop your language skills in a range of options from French to Mandarin Chinese. Classes are run through the University’s Foreign Languages Centre.

The Students’ Union
The Students’ Union (SU) runs over 100 clubs and activities and is recognised by the NUS as one of the top three in the country. The SU regularly plays host to some great bands and has its own nightclub on campus, as well as several bars and cafés. The Union’s Sports Association offers a diverse range of sporting clubs, utilising the excellent facilities provided by our world-class Sports Training Village.

Some of the UK’s best sports facilities
The University’s Sports Training Village offers some of the best sporting facilities in the country, and a number of Olympic athletes train on campus.

Facilities includes: an Olympic-size swimming pool, floodlit 8-lane athletics track, a 12-court multi-purpose sports hall, a judo dojo, fencing and shooting facilities, 18 tennis courts, a fitness and conditioning suite, extensive rugby and football pitches and bobsleigh/skeleton push-start track.

Accommodation
We offer over 600 postgraduate accommodation places located within Bath, which are owned by the University and maintain a database of privately owned, self-catered accommodation available to rent in the Bath area.

Living off campus offers the chance to take a break from your academic work with cinemas and theatres on hand, as well as numerous restaurants, cafés and pubs and a great range of shopping.

Bath is also home to several excellent museums and galleries, and hosts various arts festivals throughout the year.

For more information visit: www.bath.ac.uk/study/pg/accommodation
We were named Sports University of the Year in the The Times and Sunday Times Good University Guide 2018

Carpenter House accommodation

Our compact campus overlooks the city of Bath

All students have access to our outstanding sports facilities

The campus is set in extensive landscaped grounds

The Edge Arts and Management building
Life in Bath

Bath is a dynamic, safe, cultural and historic city.

Bath is one of the most interesting, cosmopolitan and vibrant cities in the UK. It is also on UNESCO’s World Heritage list.

As well as being a very safe city, Bath is spectacularly beautiful. Its striking architecture, the Roman Baths, medieval Abbey, and world famous Georgian squares and sweeping crescents built of honey-coloured stone, all combine to make it one of the most remarkable cities in Europe.

The best-known feature of the city is the natural hot water spring. This was first used by the Celts who believed it to be sacred but was more famously used by the Romans, who built the extensive baths from which the city takes its name. The Roman Baths represent one of the most complete ancient sites in the world, much of it unchanged for 2000 years.

At the Thermae Bath Spa, Britain’s only natural thermal spa, visitors can also enjoy the warm, mineral-rich waters. The open-air, rooftop pool boasts spectacular views across the skyline of Bath and is the perfect place to unwind.

The social scene
Bath is a lively city offering some of the best shopping and cultural attractions outside London. As well as many small and independent retailers, there is also a main shopping centre, Southgate. Bath also has a huge variety of restaurants, cafes, bars, pubs, clubs, three theatres, cinemas and a wide range of museums.

Innovation in Bath
The South West is one of the fastest developing regions in the UK and Bath and Bristol are at the centre of its growing economy. Bath is well-known as a creative hub and significant investment has been made towards its design and technology sector. The collaborative community attracts ambitious, talented people from a range of industries making Bath an ideal location for creatives and entrepreneurs.

The University of Bath Innovation Centre provides a unique environment that combines work space, business support and inspiration. Its thriving entrepreneurial network reaches out from the City of Bath across the UK. For more information visit www.ubic.org.uk

Beyond the city
London is approximately 90 minutes from Bath by train and there is a frequent service operating every 30 minutes. For those who want to explore a larger city, Bristol is about fifteen minutes away. Bristol is the South West’s capital, offering a lively restaurant bar and music scene. Bristol International Airport provides fast access to an ever increasing number of destinations.

For those seeking quieter retreats, Bath is surrounded by beautiful countryside. The famous Neolithic monument of Stonehenge, ‘a wonder of the ancient world’ is just 35 miles away and Glastonbury, home to the world-famous international music festival, is just 20 miles from the city.

Go to www.visitbath.co.uk to find out more about the city.
“... Bath is the most pleasant place one can envisage to carry out both study and after study activities.”

Ginevra Corti, MSc in Accounting and Finance graduate
How to apply

We are delighted that you are considering applying for one of our master’s courses.

To apply for our courses you must complete the online application form at: www.bath.ac.uk/study/pg/applications.pl

If you are not able to make an online application, please contact the MSc Admissions Office to discuss alternative arrangements.

Email: msc-mn@bath.ac.uk
Tel: +44 (0)1225 383757

Application deadline
Please see the website for details.
http://management-masters.bath.ac.uk/

How to apply

1 Register
Create an account online at www.bath.ac.uk/study/pg/applications.pl

2 Complete the online application form
This should take approximately 20 minutes.

3 Upload copies of your transcripts and certificates
You will need digital copies of:
• Your academic transcript
• Your most recent university results/grades
• IELTS results (or accepted equivalents).

If you have not yet completed your studies, please provide copies of your transcripts to date.

4 Academic reference
You will need to provide contact details for one academic referee. This must be a university tutor or lecturer. Referrees from your pre-university studies will not be accepted. We will contact your referee by email and request a reference. If you already have a copy of your reference, you can upload this yourself.

If you want to supply a second reference, from an employer or another tutor, you can.

5 Pay application fee
The application fee for our courses is £60. You will need to pay the fee using the University’s online payment system. Please see the website for details.

Applications will not be processed without payment.

Please note, there is no application fee for Engineering Business Management or Innovation and Technology Management.

6 Log in to the Application Tracker
After you have applied, you will be able to use our Application Tracker. We will email you a username and password.

You can use the application tracker to:
• Follow the progress of your application
• Upload important documents
• Review your offer letter
• Accept an offer

Please note: The University will not issue any hard copy letters. All information about your offer is available in the Application Tracker. You will receive email alerts when your information is updated.

Combined offers
If you do not meet our minimum English language requirement, you can apply for a Pre-sessional Management course available from the University’s Academic Skills Centre – www.bath.ac.uk/asc

You may be eligible for a combined offer, which adds the five or ten-week summer Pre-sessional Management course to your degree to make a 13 or 14 month course.

Ten-week pre-sessional combined offer:
An overall IELTS score of 6.0 (5.5 for Finance Courses, Innovation and Technology Management and Engineering Business Management) may allow you to take a ten-week course before your MSc. Each of your scores in listening, reading, writing and speaking must be at least 5.5 (5.0 for Finance Courses, Innovation and Technology Management and Engineering Business Management).

Five-week pre-sessional combined offer:
An overall IELTS score of 6.5 (6.0 for Finance Courses, Innovation and Technology Management and Engineering Business Management) may allow you to take a five-week course before your MSc.

Each of your scores in listening, reading, writing and speaking must be at least 6.0 (5.5 for Finance Courses, Innovation and Technology Management and Engineering Business Management).

IELTS results must have been achieved within the last two years. If you are interested in this option and require further guidance on eligibility, please contact the MSc Admissions Team.

Accepting your offer
1 Accept the offer via the Application Tracker
Login to the Application Tracker to review your offer and accept it.

2 Pay deposit
You will need to pay a deposit of £1,000 to secure your place. Instructions on how to pay will be included in your offer letter.

The deposit is non-refundable unless:
• You fail to meet the conditions of your offer
• You fail to get a visa (if required)
• You cancel within 14 days of payment
How to find us

Bath is located in South West England and has excellent public transport links.

We will deduct the £1,000 from your course fee when you register at the University.

Next steps
Once you have met all the conditions set out in your offer letter you will receive an unconditional offer and further information about preparing to study at Bath.

Scholarships
We have a limited number of scholarships available for outstanding applicants. Please see our website for further details or contact the MSc admissions team at: msc-mn@bath.ac.uk

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,
University of Bath, Claverton Down
Bath, BA2 7AY, UK
The Bath MSc

MSc in Accounting and Finance, MSc in Finance,
MSc in Finance with Banking, MSc in Finance with Risk Management
MSc in Business Analytics
MSc in Entrepreneurship and Management
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Contact us

MSc Admissions
University of Bath School of Management
Claverton Down
Bath BA2 7AY

Tel: +44 (0) 1225 383757
Fax: +44 (0) 1225 386473
Email: msc-mn@bath.ac.uk

www.bath.ac.uk/management

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