

The Bath MSc

MSc in Accounting and Finance, MSc in Finance,
MSc in Finance with Banking, MSc in Finance with Risk Management
MSc in Advanced Management Practice
MSc in Human Resource Management and Consulting
MSc in Innovation and Technology Management
MSc in International Management
MSc in Management
MSc in Marketing
MSc in Sustainability and Management



for Business

THE SUNDAY TIMES
University Guide 2013

Hugh Ayling
MSc in Marketing graduate
now at L'Oréal

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www.bath.ac.uk/management



Welcome to the Bath Advantage.

Research intensive *and* practice driven, we are consistently rated as one of the best-performing business schools in the UK.



☛ To equip students with the best possible opportunities, our academics conduct world-class research on an on-going basis. 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.

A handwritten signature in white ink that reads "V. Hailey".

Professor Veronica Hope Hailey
Dean, School of Management

Why choose Bath?

🏆 Ranked 1st for Business

(Sunday Times University Guide 2013)

🏆 Ranked 1st in the UK for Graduate Jobs in Business

(Sunday Times University Guide 2013)

🏆 Ranked 1st in the UK for Accounting and Finance

(The Times Good University Guide 2013 and The Complete University Guide 2013)

A highly ranked Business School...

Ranked 1st in the UK for Business, Graduate Jobs and Accounting and Finance, we are consistently positioned among the top UK Business Schools.

Both our MSc in Management and MSc in Accounting and Finance are ranked in the *Financial Times* global ranking of Master's programmes, making them amongst the best programmes in the world.

Accredited by EQUIS and AMBA, we have over 40 years' experience of delivering high-quality management programmes. Our students graduate with specialist expertise in key areas for the 21st century business environment.

Graduates in demand

Our students have an excellent track record for employability. Recent statistics show that 80% of our MSc graduates who were looking for work obtained jobs within three months of completing their programme.

What's more, the quality of jobs secured by our graduates is high. 92%* of those employed were working in the top three occupational categories (managers, professional occupations, and associated professional and technical occupations) six months after graduating.

Our emphasis on education for the real world ensures that our graduates are consistently targeted by leading companies. Some of the many organisations which employ our graduates in the UK and overseas include:

- Accenture
- ActivInstinct Ltd
- Aetna Consulting
- BBC
- British Airways
- CapGemini
- ConocoPhillips
- Danone
- Deloitte
- Ernst & Young
- GlaxoSmithKline
- Goldman Sachs
- Greenpeace
- HSBC
- JP Morgan
- KPMG
- Lever Fabergé
- L'Oréal
- Mars
- Mercedes-Benz
- P&G
- PricewaterhouseCoopers
- Swiss Re
- Vodafone

*HESA (Higher Education Statistics Agency) collects employment data for UK and EU students only.

International focus

By studying at Bath you'll be exposed to a diverse study environment. Last year our Master's students came from around 50 different countries, and a large proportion of our faculty have international teaching and research experience.

Internationalisation is a key feature of the School's strategy and we have established links with high-quality institutions throughout the world. International cooperation is accomplished through partnership agreements with over 40 top institutions in Europe, Asia, Africa, South America, and North America. As an MSc student you will have the opportunity to take part in our Global Residency Scheme, enabling you to visit one of our partner institutions in Russia, China, France and the USA.

Research excellence

In the latest (2008) Research Assessment Exercise (RAE) we were ranked in 5th place alongside Oxford and LSE. This impressive result confirms the world-class standing of our faculty and research.

...in one of the UK's top universities

The School is fortunate to be located in one of the UK's most successful universities. Committed to close relationships with the business world and with a strong base in science, technology and management, the University has a population of around 10,000 undergraduates and 5,000 postgraduates. All the major league tables regularly confirm Bath's ranking as among the top universities in the UK.



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

At Bath, we want to ensure you gain more than an academic qualification from your time here.

The Professional Development Programme (PDP) aims to support your professional and personal goals, equipping you with the skills necessary to be highly effective in a competitive global job market, and the transferable skills that employers value highly in the early stages of your professional career.

As part of the PDP programme, the School's dedicated MSc careers support offers a bespoke service tailored to your own individual career needs, so you are well prepared for your job search and develop life-long career management skills.

The Professional Development Programme is integrated into your MSc timetable. It includes:

- Workshops and individual support to identify career goals and plan your job search
- An overview of the variety of career opportunities in different sectors
- CV, cover letter, application form, interview and assessment centre advice
- Mock interviews and assessment centres
- Employer-led skills sessions
- Opportunities to network with graduate recruiters, sector specialists and alumni
- Company visits and presentations
- Guest speakers
- Resources and support to help with your international job search
- Additional support for international students

• Skills development training:

- presentation skills,
- networking
- time management
- team-working
- working in multicultural environments

Our strong, well-connected alumni network provides a further link between the School and a wide range of different industries. Our graduates understand the high calibre of teaching and research in the School and maintain a close relationship with us throughout their career.

We have harnessed these links to give you access to top employers and alumni who can provide insights into the opportunities available in different industries, and the skills and competencies that companies look for in applicants.



“ The mock interview was very useful in allowing me to experience the interview stage with a major oil giant. It certainly built up my confidence and the feedback was really useful as they marked me against their standard criteria used in graduate recruitment. ”

Daniel Champion, MSc in Advanced Management Practice

What else can I expect?

🎯 From day one our aim is to bring the career into the degree ensuring that you have access to as many organisations as possible.

Impressive corporate connections

Our students begin their future career as soon as they start learning with us. We've built up an impressive range of corporate contacts via placements, projects and other networks, and have established multi-layered relationships with several key companies who make up our Corporate Partners.

The Big Team 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. That's why in week one you'll take part in The Big Team

Challenge – an exciting few days of company-sponsored games, team-building exercises and social gatherings. This provides the perfect opportunity for you to get to know your fellow classmates before teaching starts, whilst also gaining exposure to a range of top companies.

The Future Business Challenge

The Future Business Challenge increases your exposure to the corporate world and develops what you have learned in the classroom. Taking place in the inter-semester break in February, this week-long team challenge will

expose you to a variety of different organisations via company visits, presentations by guest speakers, and networking with our alumni. It will enhance your soft skills, develop your research and analytical skills, test your team-working capabilities, improve your networking and presentation technique, and enhance your business acumen.

Zurich Community Challenge

This team-working challenge provides an opportunity for MSc students to work with a community organisation on a particular project, supported by a mentor from Zurich Insurance. This could be organising an event, fundraising, or developing a business plan. Not only is this a great way to make a difference, it also develops employability skills, such as team-working, communication and problem-solving.

International exposure

Our Global Residency Scheme enables you to expand your horizons and enhance your CV with an international study tour. We offer global residencies in collaboration with leading business schools in Russia, China, France or the USA. Taking place in either January or June, the trip will typically include company visits, lectures, case studies, cultural awareness events, sightseeing, and student presentations on a company project.

Support for your study, research and personal well-being

At Bath we know how important it is for our Master's students to feel well-supported. That's why we have a dedicated team to ensure that you get the most out of your time with us.

You will have a comprehensive study and research skills programme with timetabled workshops designed to help you develop your:

- academic writing ability
- use of business databases for project work
- analytical skills for coursework and end-of-year dissertation.
- team-working ability and personal effectiveness

We have dedicated Student Experience Officers (SEOs) who offer a confidential drop-in advice service for all Master's students. They can help you with personal and academic issues, and provide a sympathetic ear or more solution-focused coaching as necessary.

Our SEOs also coordinate a range of social events and activities to help you to get to know your fellow students and really enjoy life outside the classroom.

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



The Bath Management Alumni Community

📍 A supportive network of more than 10,000 graduates living in over 100 countries and working in a wide range of industries and professions.

An important part of **The Bath Advantage** is that by studying here you are joining a well-connected and engaged network. We recognise the importance of maintaining close links with our graduates and we work hard to ensure that these connections are life-long.

Supporting our students

Alumni are important contributors to our programmes and give students real insights into potential future careers. We invite graduates back from a range of professions and industries reflecting the broad range of careers chosen by our alumni.

Alumni sessions may cover:

- Consulting
- Investment banking
- Asset management
- Marketing
- HR
- Risk management

You may also contact alumni individually to find out more about their company – this is particularly useful if you are preparing for an interview or an assessment centre.

Staying connected after graduation

We organise a range of business and social networking events for our alumni, and there are opportunities within the School for alumni to continue their professional development and to stay up-to-date with the latest research and ideas in their field.

Bath Alumni Chapters



For example, our HR and Marketing alumni groups allow practitioners in these fields to build strong networks and connect with leading academics from Bath. The groups go beyond the textbook, allowing members to share knowledge and best practice.

We also have a growing number of international alumni groups in many countries worldwide. This is a strong and well-connected network that you will be joining and which we encourage you to use.



Choosing the programme that's right for you

🕒 We offer a wide range of Master's programmes, all designed to improve your employability. Whether you want a general management programme, a specialist option or one including a work placement, we have the programme that's right for you.

All our Master's are full-time, last 12 months and start in September each year.

MSc in Accounting & Finance, MSc in Finance, MSc in Finance with Banking, MSc in Finance with Risk Management

Our Finance programmes provide you with a solid theoretical foundation in finance. Utilising your quantitative skills they enhance your employability by preparing you for a finance-related career.

Admissions requirements: A good undergraduate degree (2:1 or above or its international equivalent) in a subject with a high mathematical/quantitative content e.g. Engineering, Mathematics, Economics or Physics.

www.bathfinance.com

See page 08

MSc in Advanced Management Practice

Our MSc in Advanced Management Practice is the only programme that combines advanced management education with a 20-22-week professional placement. This highly innovative degree means you'll enjoy the best of both worlds: achieving a Master's degree whilst gaining invaluable hands-on work experience.

Admissions requirements: A good undergraduate degree (2:1 or above or its international equivalent) in Business/Management. Other degrees with significant Business/Management components or in a Social Science subject may also be considered.

www.bathamp.com

See page 012

MSc in Human Resource Management and Consulting

The Bath MSc in Human Resource Management and Consulting delivers cutting-edge knowledge of contemporary human resource management issues whilst developing your competencies and skills for a career in consulting. It will enhance your employability by giving you general business management knowledge, specialist human resource management knowledge and consulting skills which can be applied in a range of organisational settings.

Admissions requirements: A good undergraduate degree in Business/Management (2:1 or above or its international equivalent). Other degrees with significant Business/Management components or in a Social Science subject may also be considered.

www.bath-hrm.com

See page 020

MSc in Innovation and Technology Management

If you are an engineering, science or management graduate looking to develop an in-depth understanding of innovation and technology management and the skills to apply these in real life, our MSc in Innovation and Technology Management could be the answer.

Delivered jointly by the School of Management and the Department of Mechanical Engineering, this innovative degree will equip you with key management skills enabling you to take the lead in strategic decisions on innovation and technology management.

Admissions requirements: A good undergraduate degree (2:1 or above or its international equivalent) in Engineering, Management or Science.

www.bathinnovate.com

See page 024



MSc in International Management

Our MSc in International Management provides you with an advanced understanding of the international business environment and prepares you for the challenges of operating as a manager in this context. It is distinct from other international management programmes in that it offers an interdisciplinary and cross-functional perspective, integrating management studies with a broader understanding of the international economic environment.

Admissions requirements:

A good undergraduate degree (2:1 or above or its international equivalent) in Business/ Management or another Social Science discipline e.g. Economics, Sociology, or Psychology.

www.bath-international.com

See page 030

MSc in Management

Aimed specifically at graduates whose first degree is not in a business discipline, our MSc in Management provides you with a solid grounding in all the key management functions, equipping you with the necessary skills and knowledge to give your career a head-start.

Choose to follow a generalist route or select a specialist path in one of the following areas: Finance, Human Resource Management, Marketing, Operations Management, and Corporate Social Responsibility.

Admissions requirements:

A good undergraduate degree (2:1 or above or its international equivalent) in any discipline except Business.

www.bathmanagement.com

See page 034

MSc in Marketing

Our MSc in Marketing builds on your previous knowledge of marketing gained through your undergraduate studies. It will deepen and advance your understanding of core marketing theories and concepts, and provide you with a skill-set needed to embark on a marketing career or further research.

Admissions requirements:

Candidates need to have studied some level of Marketing from a related first degree (2:1 or above or its international equivalent). We will also consider candidates who have sufficient work experience in marketing as long as they have studied a Management-related degree.

www.bath-marketing.com

See page 038

MSc in Sustainability and Management

The Bath MSc in Sustainability and Management will provide you with a deep awareness and critical appreciation of the importance of sustainability issues relating to corporate social responsibility. At the same time, this innovative degree will develop your skills in the core business disciplines, preparing you for a wide range of careers.

Admissions requirements:

A good undergraduate degree (2:1 or above or its international equivalent) in any discipline.

www.bathsustainability.com

See page 044

MSc in Accounting and Finance, MSc in Finance, MSc in Finance with Banking, MSc in Finance with Risk Management

Our Finance programmes provide you with a solid theoretical foundation in finance. Utilising your quantitative skills, they enhance your employability by preparing you for a finance-related career.

Meet the Faculty

Mike Willis,
Director of Studies



"I co-teach the Management Accounting modules on the MSc Accounting & Finance degree. Like you I am a student and am currently pursuing a PhD in Strategy and Finance. My research interests lie in investigating how organisations in financial distress are able to turn their businesses around through asset disposals and embracing a new strategic focus whilst getting back to their core competencies."

Our Finance degrees place great emphasis on a sound theoretical foundation for analysing financial decisions. This enables you to gain an in-depth knowledge of the operations of the financial system and the motivations of the people making financial decisions. They allow you to apply your knowledge in a wide range of real-world scenarios.

Combining the research and teaching expertise of other leading departments within the University – the Department of Mathematical Sciences and the Department of Economics – our Finance degrees ensure that you have access to a wide range of experts from across a broad spectrum of knowledge.

Programme structure

Our Finance degrees are full-time and last 12 months. They have a modular structure and are divided into core units and electives, followed by a dissertation.

Our teaching and your learning

Although standard lectures and seminars make up the majority of these programmes, you will also take part in group coursework and computer seminars, ensuring you are exposed to a diverse range of teaching and learning techniques.

You will be assessed via a variety of methods including coursework and examination. For the dissertation you will produce an extended piece of individual research of around 9,000-12,000 words.

Entry requirements

You should hold a good undergraduate degree (2:1 or above or its international equivalent), in a subject with a high mathematical/quantitative content. Subjects meeting these requirements are Engineering, Mathematics, Economics, or Physics. Other subjects may be considered if quantitative modules have been studied in sufficient depth.

English language requirements

If your first language is not English (including if you have a first degree from a British university), we require evidence of an appropriate level of English proficiency. We look for either IELTS, TOEFL or PTE Academic as below:

- IELTS: a score of at least 6.5 overall with no less than 6 in each part;
- TOEFL: an internet-based score of 92 (with at least 21 in Writing, 21 in Listening, 22 in Reading, 23 in Speaking);
- PTE Academic: an overall score of 62 with no less than 59 in any element.

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

We strongly advise students whose first language is not English to attend one of the summer pre-session courses offered by the University's Academic Skills Centre:
www.bath.ac.uk/asc

Excellent career opportunities

Recent recruiters include:

- American Express
- Chappuis Halder
- Chia Tai Group
- Commerzbank AG
- Deloitte
- Ernst & Young
- Goldman Sachs
- KPMG
- Louis Dreyfus
- Moodys Investor Service
- Moore Stephens
- PwC
- Rabobank International
- Swiss Re

2012 Class

- 3170 applications
111 enrolled
- Male: 25%
Female: 75%
- Average age: 23
- No. of nationalities: 24

Fees

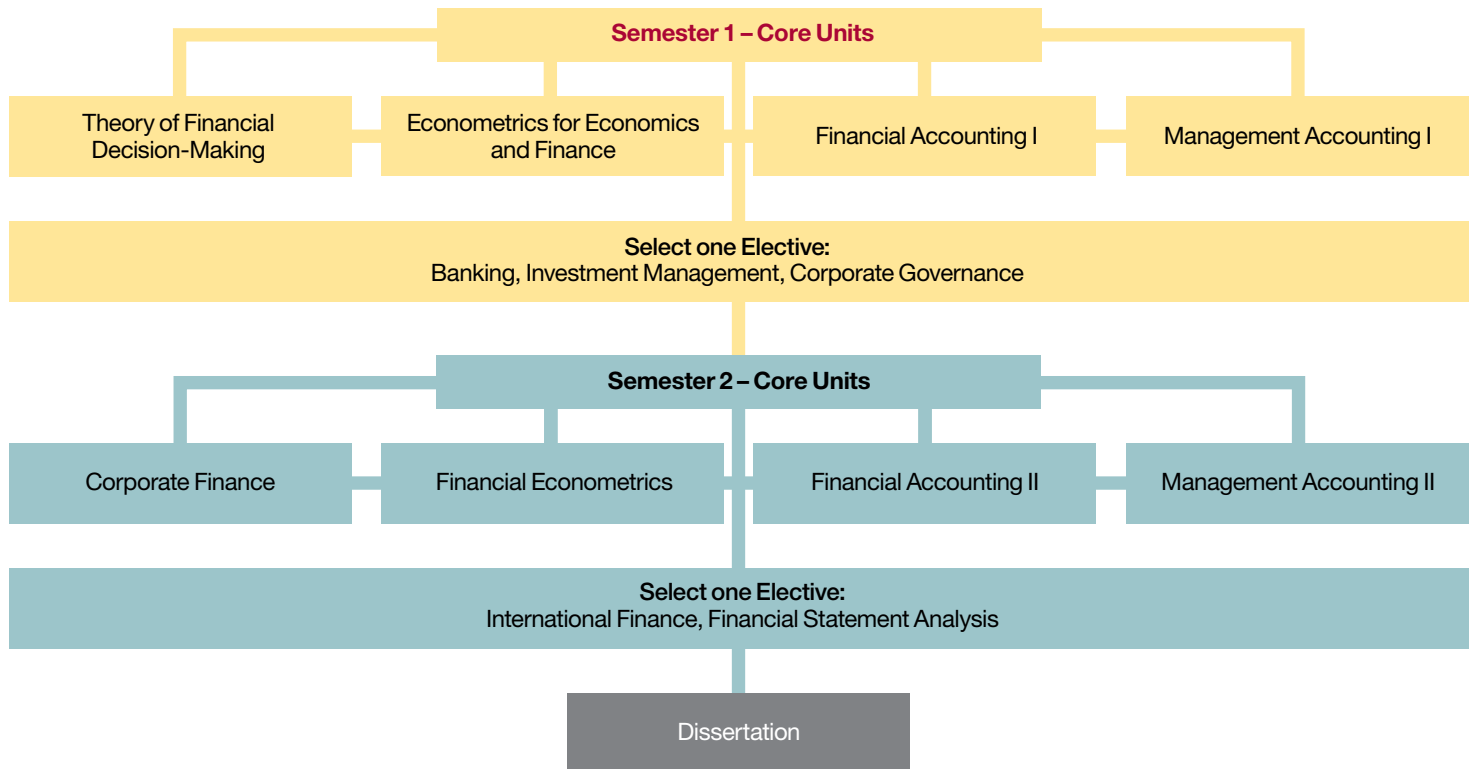
For the latest information please visit our website:
www.bathfinance.com

Please note that there is a £50 application fee for all of our MSc Finance programmes.

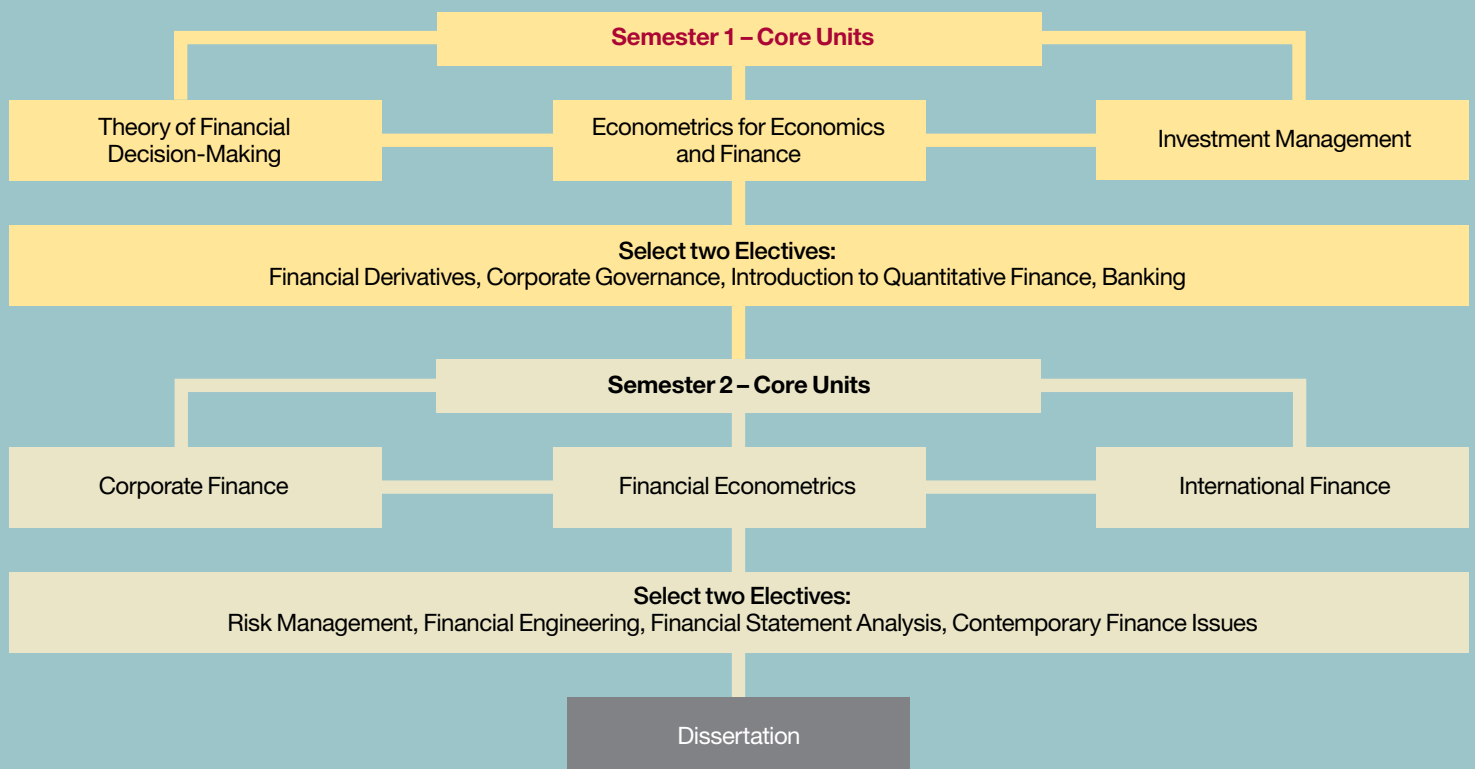
Please see page 052 for details on how to apply.

87% of our Accounting and Finance graduates who were looking for work obtained jobs within three months of completing their programme. (3 year average, 2010-2012)

MSc in Accounting and Finance



MSc in Finance



Please see the website for detailed information on the course units: www.bathfinance.com

Note: Modules might be withdrawn, replaced or changed, subject to staff availability and changing research interests

Meet our graduates

Ginevra Corti

MSc in Accounting and Finance graduate, now working at Swiss Re as Associate, Casualty Products

“ During my undergraduate studies in Business Management at Bocconi University in Milan, I had the opportunity of taking part in two exchange programmes, one in Shanghai and the other in Vienna, where I met and worked with students of diverse nationalities. Once I graduated, I decided to continue my studies with two goals in mind: to deepen my knowledge of finance and to study in a truly international environment.

By studying the MSc in Accounting and Finance at the University of Bath I achieved both goals.

The flexible structure of the MSc programme allowed me to focus on the areas I was most interested in. In particular, the quantitative content learnt on the course has proven very helpful in my present job at Swiss Re, the world's largest reinsurer.

At Bath I studied with bright and stimulating people from around the world. It was a very enriching experience, not only because it has helped me develop my interpersonal communication skills, but also because it has allowed me to establish long-lasting, friendly relationships with people living in many different countries. I continue to see some of these friends quite regularly in London, where we are now working.

Last but not least, I had the opportunity of spending a year in a quiet and beautiful, historical town such as Bath, the most pleasant place one can envisage to carry out both study and after-study activities. ”

“ I studied with bright and stimulating people from around the world. It was a very enriching experience. ”



Meet the Faculty

Professor Ian Tonks, Professor of Finance



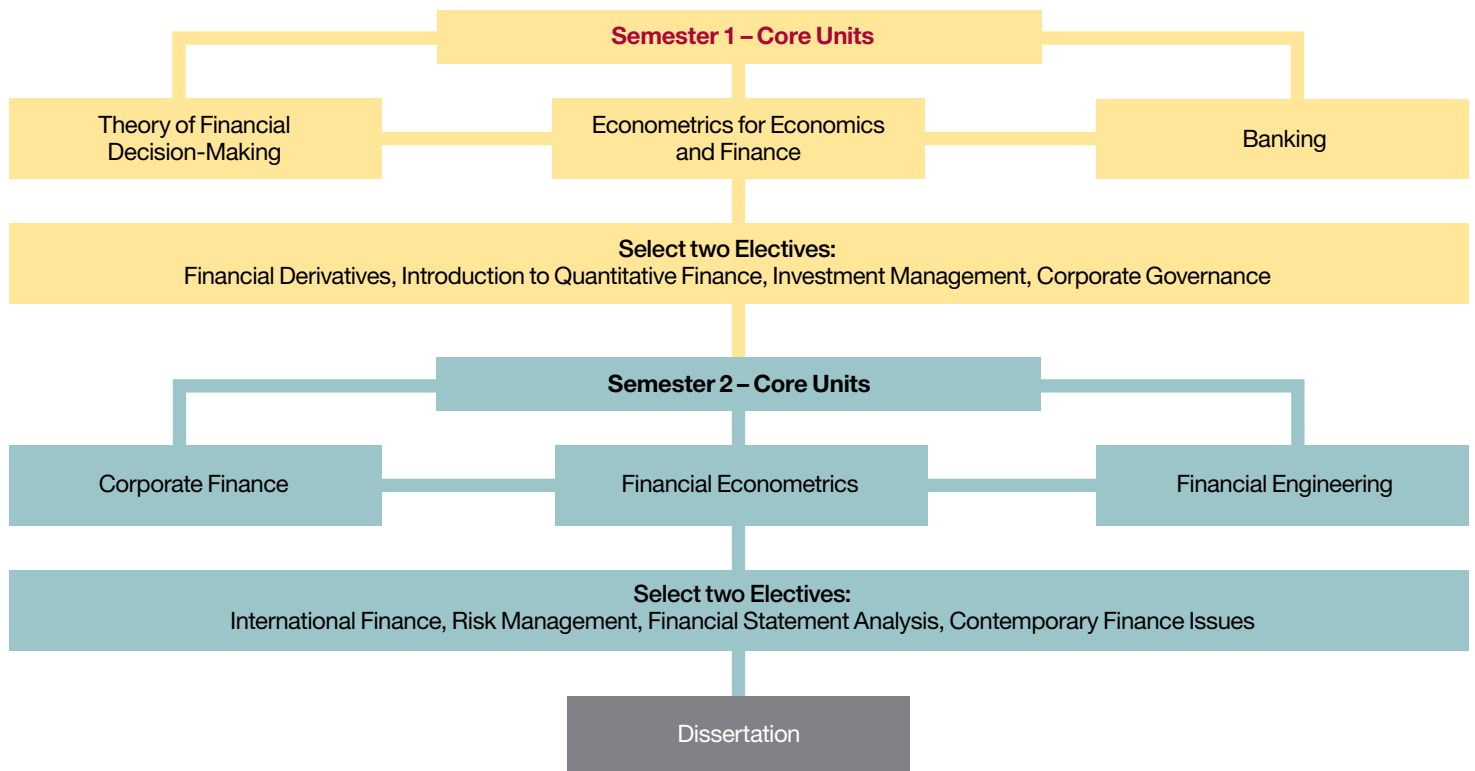
“My research interests focus on pension economics, fund manager performance, directors' trading, market microstructure and the new issue market. I teach across all areas of financial economics including asset pricing, corporate finance, market efficiency and performance measurement.”

Professor Ania Zalewska, Professor of Finance

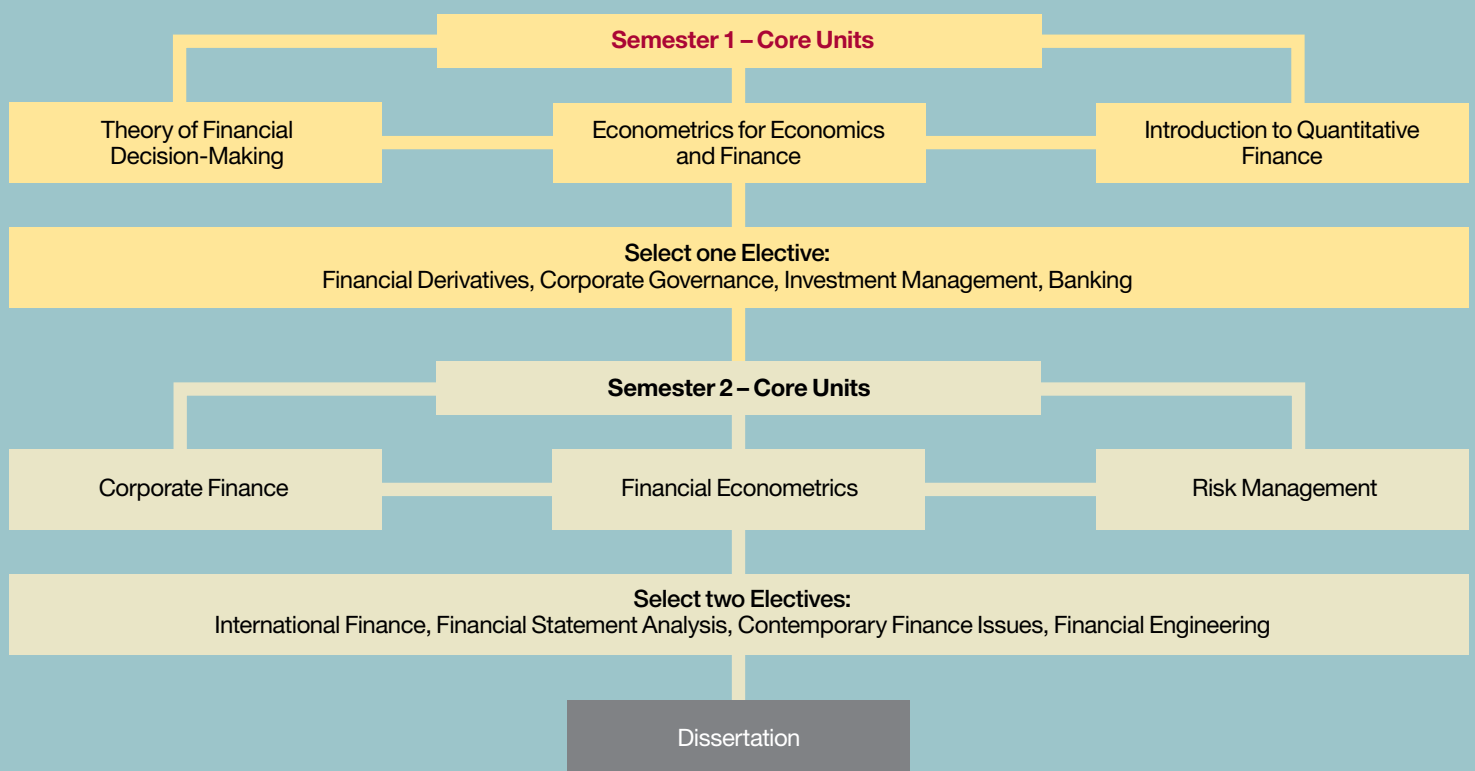


“My research topics include: Corporate finance – privatisation; valuation and performance of initial public offerings; modelling and estimation of market risk. Corporate governance – managerial incentives; capital and ownership structure; regulation. Emerging markets – development; integration; and efficiency. Pension funds – impact of pension reforms on the development of financial markets; pension reforms in transition economies.”

MSc in Finance with Banking



MSc in Finance with Risk Management



MSc in Advanced Management Practice

📌 **The MSc in Advanced Management Practice combines advanced management studies with a work placement enabling you to achieve a Master's whilst gaining valuable work experience.**

Why join the MSc in Advanced Management Practice?

- As a unique programme, the MSc in Advanced Management Practice (AMP) combines management education with a five-month placement.
- **Improve your employability** – stand out from the thousands of other business and management graduates by studying on this unique programme which enables you to achieve a Master's whilst also gaining valuable work experience.
- **Develop your managerial competencies through both project-based classroom learning and the period of Professional Practice.** Collaborating with other students as part of a project and doing the placement enables you to put into practice the management skills learnt during your first degree and during the AMP programme.
- **Professional Career Development** – benefit from dedicated classroom activities that enable you to clarify your career objectives, develop a better understanding of employment settings, and learn how to master the job search process.
- **Our placements team will support you through your placement search process**

and also help source suitable opportunities. We have links with small, medium and large organisations from commercial, public and non-profit sectors.

- **Make more informed career choices** – experience working in an organisation before committing yourself to a graduate job. This allows you to develop vital practical skills and gain valuable work experience. By 'trying out' a placement role for 20-22 weeks, you can learn more about your strengths. This will give you a real career advantage.
- **Bath's credentials stem from our world-class faculty** who are involved in research at the cutting-edge of their fields of interest. Our students are able to test ideas in a **stimulating and intellectually challenging** environment, gaining the latest thinking from leading management research.
- **Develop an understanding of contemporary management**, exploring the boundary-spanning and international nature of business, and debates about the role of business in society.

Programme structure

The MSc in Advanced Management Practice is an intensive one-year programme divided into two parts – each of around six months. The first part

is based at the University and develops your advanced knowledge of management, exploring the key strategic issues facing businesses today. The second part is spent working in a high-quality, professional placement, giving you the chance to apply the knowledge and skills you have developed. The diagram opposite illustrates the structure of the programme and outlines the core modules.

Our teaching and your learning

From standard lectures to seminars, group projects to case studies, you'll be exposed to a diverse range of learning methods.

You'll be assessed via a variety of individual and group methods including coursework, exams, reports and presentations.

The **Professional Practice Portfolio** replaces the traditional 'dissertation' common to most Master's programmes. It has two components:

- **Review of Professional Development** – an individual assignment element assessing your learning in the workplace: 6,000 words (50%);
- **Business Case Analysis** – an individual assignment on a problem or issue agreed with the employing organisation: 6,000 words (50%).

Excellent career opportunities

📌 Following graduation, AMP students have been employed by:

- Accenture
- ActivInstinct
- Barclays Capital
- BNY Mellon
- Confused.com
- ConocoPhillips
- Danone
- Deloitte
- En Route
- FT Group
- KPMG
- Lloyds Banking Group
- PricewaterhouseCoopers
- Royal Mail
- Tesco
- United Nations New York

2012 Class

📌 337 applications
46 enrolled

📌 Male: 37%
Female: 63%

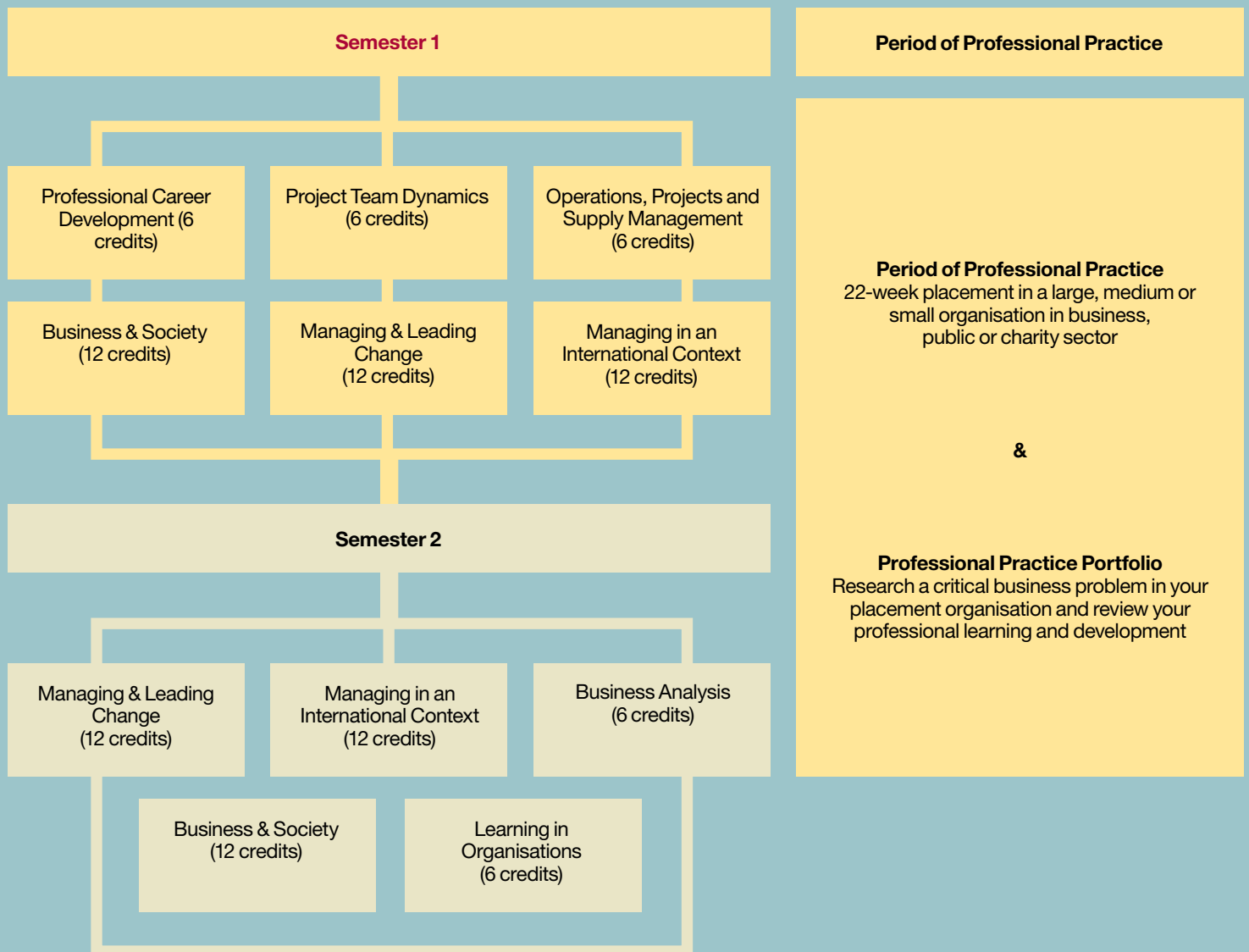
📌 Average age:
23

📌 No. of nationalities:
20

“ 89% of our MSc in Advanced Management Practice graduates who reported that they were looking for work were employed within 3 months of graduation. ”

(3 year average, 2010-2012)

Programme Structure

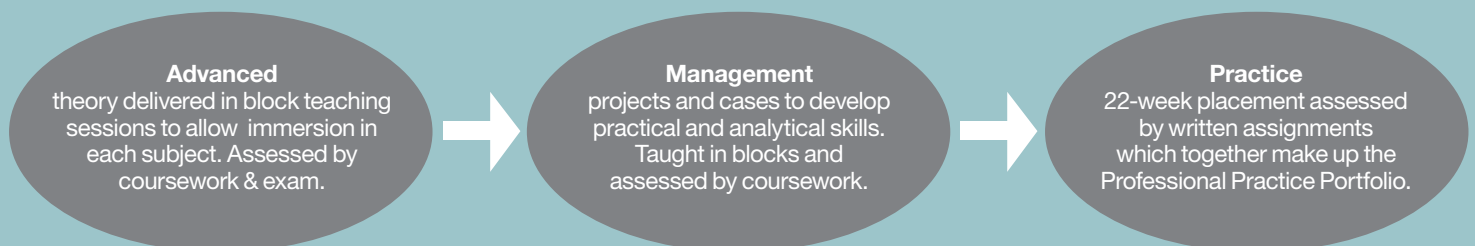


September

January

April

September



Please see the website for detailed information on the course units: www.bathamp.com

Please note that units and subject content are subject to change.
Please always check the website for the most up-to-date information.

The placement

Although applications for placements can be very competitive, our dedicated placements team will support you in your search of a placement through skill development and feedback. In addition, we have links with a huge number and variety of organisations offering five- to six-month placements. To give you an idea, last year AMP students completed their placement in the following companies:

- Accenture
- ActivInstinct
- Antech
- BMW Motorrad
- BNP Paribas
- BNY Mellon
- Bosch Thermotechnology
- British Computer Society
- EMI
- En Route
- First Blue Home Finance Ltd
- GE Healthcare
- Hilton
- Hyatt
- IKEA
- L'Oréal
- Mexteam
- People's Bank of China
- Royal Mail
- RWE npower
- Thai Embassy
- Thompson Friction Welding
- United Insurance Brokers
- University of Bath, R & D
- Vittles Foods
- Zurich

Entry requirements

You should hold a good first degree in Business/Management (2:1 or above or its international equivalent). Other degrees with significant Business/Management components may also be considered. **You are not required to have significant work experience for entry onto this degree.**

English language requirements

If your first language is not English (including if you have a first degree from a British university), we require evidence of an appropriate level of English proficiency. We look for either IELTS, TOEFL, or PTE Academic as below:

- IELTS: a score of at least 7.0 overall with no less than 6.5 in each part;
- TOEFL: an internet-based score of 100 (with no less than 24 in each band);
- PTE Academic: an overall score of 69 with no less than 62 in any element.

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

For students who wish to develop their English language skills, the University's Academic Skills Centre offers a number of courses – see

www.bath.ac.uk/asc
Fees

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

Please see page 052 for details on how to apply.

Meet the Faculty

📍 Dr Svenja Tams,
Director of Studies



“My teaching on the AMP is strongly informed by my research interests. One stream of my research examines how individuals construct agency and learning – for example, when developing careers in management consulting, or when using their role in organisations to impact societal challenges. A second stream studies learning across organisational boundaries – such as in learning communities and collaborative innovation. In one of my current research projects, we adopt a collaborative innovation approach to explore how companies can engage customers, communities and other stakeholders in more sustainable consumption of limited natural resources.”



Meet our graduates

Daniel Campion

MSc in Advanced Management Practice graduate. Worked for Orange following his placement. Now at Aetha Consulting.

“ I genuinely feel that without my experiences on the AMP, I would not be able to succeed in my current position. The opportunities, support and development made available to me during my MSc have given me the skills needed to excel in my role.

I now have the confidence and tools to build the career that I would otherwise have struggled to create. I am truly grateful for my time at Bath and could not recommend an experience more highly than the one I have had on the AMP degree. ”

2013 career update

“ I now work for a small firm called Aetha Consulting, based in Cambridge. We specialise in the telecommunications industry and support operators and regulators with major strategic projects.

The firm was started in June 2011 and I was brought on as the first employee in December 2011. Since then, the firm has grown to 12 people and has supported operators and regulators all over the world. Personally, since starting in Aetha, I have completed projects for clients in countries including Australia, Turkey, Belgium, Germany, Ireland, Romania, Chad, DR Congo, and Tanzania. I recently spent two months in Australia where I supported Telstra in acquiring their 4G spectrum licences, which they spent 1.3bn (AUD) on. I am currently working on projects in Western Europe, Middle East and Australasia. ”

“ Choosing the MSc in Advanced Management Practice has been the best decision I have made so far! ”

Meet our graduates

Cerys Anthony
MSc in Advanced Management Practice graduate

Why did you choose to study the MSc in Advanced Management Practice?

I chose the MSc in Advanced Management Practice because I was looking for a course with a split semester location/placement option in order to provide me with a valuable and differentiating educational experience, and I was looking for a course from a leading university which would stand out on my CV. I also wanted a Master's which would build on my knowledge acquired during undergraduate study (and not repeat it), a relatively small class size, and the opportunity to mix with like-minded, ambitious individuals.

The opportunity to spend six months in a professional organisation, especially those of the calibre of Bath's connections, enabled me to get out of the standard graduate 'Catch 22' situation, where you must have experience to gain employment, but experience is so difficult to get.

Where did you do your work placement and what did you do?

For my placement I was recruited by Accenture to work on client site at Vodafone HQ in Newbury. I was the Project Management Office Lead for 8 months for one of the largest projects on the

account. I was responsible for co-ordinating project management activities in terms of progress reporting and gaining financial cover, producing and delivering high-level presentations and analysis, and a whole range of other tasks. The role was client-facing, requiring direct liaison and ownership of senior client relationships, but I was also the first point of contact for a 50+ person Accenture team. It was a steep learning curve but an excellent opportunity with great exposure to senior management, and it gave me first-hand experience of what working for a global consulting firm is like.

What did you do after graduating?

After graduating I joined Accenture Consulting after applying for a full-time position whilst on placement. I started as a Management Consulting Aligned Analyst in the Analyst Consulting Group. After 5 weeks of training, split between London and Chicago, I began working on client site at Lloyds Banking Group where I was responsible for ensuring the Business Divisions were ready for the last phase of the integration of HBOS and Lloyds TSB, and managing the associated change. I am now working on the BP account, carrying out the strategic integrated planning for a programme which is aiming to standardise procedures from finance to work management over a 3-year period across the globe.

In what ways has the course helped with your career?

Choosing the MSc in Advanced Management Practice has been the best decision I have made so far! The experience broadened my horizons and has changed the way I approach my career. The experiential learning I undertook on the degree was extremely valuable and has helped me to look at my own way of working and behaviour before looking at those of others, which is extremely helpful in a professional environment. Through meeting other ambitious individuals I have contemplated paths and choices which I would not have previously, and most importantly, I have made life-long friends.

What would you say to someone who's considering Bath?

The University of Bath School of Management is renowned for the quality of both its teaching and its research, ensuring its students are at the forefront of business knowledge and, essentially, they are employable afterwards! With Bath recently named *Sunday Times* University of the Year it shows it is a well-rounded university with excellent facilities, plenty of social activities and a safe place to study. What more can you ask for?

Cerys Anthony
MSc in Advanced Management
Practice graduate. Now working
at Accenture following her
placement.





Ashlesh Wagh
MSc in Advanced Management
Practice graduate. Now working at
ActivInstinct Ltd.

“ The MSc in Advanced Management Practice helps bridge the gap between business taught at university and working effectively in the real business world. ”

Meet our graduates

Ashlesh Wagh
MSc in Advanced Management Practice graduate. Now working at ActivInstinct Ltd.

Why did you choose Bath and the MSc in Advanced Management Practice?

I chose Bath for a number of reasons, mainly because the School of Management at Bath is ranked amongst the top schools in the UK. I was attracted towards the MSc in Advanced Management Practice because of its mandatory work placement. This option of gaining new knowledge and being able to apply it practically during the course of my placement was like getting the best of both worlds in a year's time!

The whole programme is designed with a goal of helping the students secure a job. The course was all about a) What do you want to do once you graduate? b) What are the skills required to get your ideal job? c) What skills do you possess now? d) Analysing the gaps (in the skill-set) and working towards reducing it over the period of the course with professional help. The various mock interviews and assessment centre workshops conducted by world-renowned companies such as Rolls Royce, IBM and Accenture helped me get well-equipped for my actual job interview.

The MSc in Advanced Management Practice has helped me broaden my skill-set which in turn has increased the career options that I now have. Over the first six months of the course I had the chance to develop interpersonal skills and on-the-job learning techniques (taught as a part of the course). The learning techniques helped me a lot in gaining a wide range of real-life business skills over the period of my placement which helped me excel in my role. My problem identification, analysis and prompt decision-making skills have phenomenally evolved over the course of the programme. Had I started working directly after my undergraduate degree it would have taken me at least three more years to get where I am now. The MSc in Advanced Management Practice helps bridge the gap between business taught at university and working effectively in the real business world.

What is it like living and studying in Bath?

On the one hand you have the city, which is full of iconic attractions and stunning architecture, especially the city centre with its grand Georgian streets and small picturesque passageways to explore. On the other hand, you have a world-class university where you have the opportunity to interact with students and highly experienced faculty from all over the globe. The unique blend of these two aspects made me see Bath as a very novel and cherished experience.

Where did you do your placement and what did the role involve?

I did my placement at ActivInstinct Ltd. For the first two months of my placement I worked in the finance department as a Financial Executive. Then, I was offered the opportunity to work directly under the CEO on a project-based role. As a result of this I had the opportunity to learn and gain expertise in a wide array of business activities in a very short period of time. Some of the things that I accomplished during my placement helped pioneer a new approach in the accounts department to gain operational efficiencies, assisted in organisation improvements in the warehouse, launched the company into three new countries (over a period of six months), and helped reduce the fraud rates.

After the completion of my placement I was offered a permanent role in the company as an Information Officer which I gladly accepted. The role mainly involves collecting, reviewing, supporting, maintaining and managing electronic information and assisting the senior management in the analysis of the information gathered. In turn, this supports the company in making business and operational decisions.

MSc in Human Resource Management and Consulting

🎓 The Bath 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.

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.

The programme will introduce you to the broad field of business and management whilst helping you to gain a full understanding of the concepts underlying human resource management and consulting.

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

The programme will:

- Provide you with a **deep intellectual appreciation** of the theoretical foundations of management with an applied emphasis on the management of people
- Give you a **detailed understanding of consulting as a process** and a profession located within the wider professional services firm context
- Provide you with a comprehensive knowledge and appreciation of **significant contemporary issues in business and management research** with a particular emphasis on issues relating to Human Resource Management and Consulting

- Enable you to **integrate theory with practical application** via the use of detailed organisational challenges that you will develop solutions for
- Develop your **key business skills** including teamwork, project management and presentation skills
- Leverage the expertise of **nationally and internationally recognised faculty** who have successfully published in the world's top management journals
- Prepare you for a **wide variety of business/management roles**

Programme structure

Our MSc in Human Resource Management and Consulting is an intensive full-time programme lasting 12 months.

The programme is divided into two 11-week semesters and the dissertation period which runs from June-September.

Our teaching and your learning

You will be exposed to a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations and group project work. As this is a Master's level course, we place a significant emphasis on independent, directed, private study that is often conducted in learning sets or groups.

A variety of individual and group assessment methods are used throughout the degree including

assignments, exams, presentations, reports and exercises. The dissertation consists of a 10-15,000-word extended piece of individual research, supervised by a member of faculty.

Excellent career opportunities
Bath students have an excellent track record for getting jobs.

Graduates from our MSc in Management with Human Resource Management work in a wide range of human resource practitioner and consulting positions in all parts of the world. As the world economic crisis continues, many organisations face a great deal of organisational change and are more likely to recruit HR consultants, making graduates from this programme particularly attractive to employers.

- 81% of our MSc in Management students who were looking for work were employed within 3 months of graduating
- 40% of employed Bath graduates are in professional jobs compared with 25% nationally
- 11% of Bath postgraduates are employed as managers and senior officials; the national average is just 5%
- Our graduates report that they have achieved accelerated promotion, some within only six months of joining their organisations

Meet the Faculty

🎓 Dr Mehdi Boussebaa,
Director of Studies

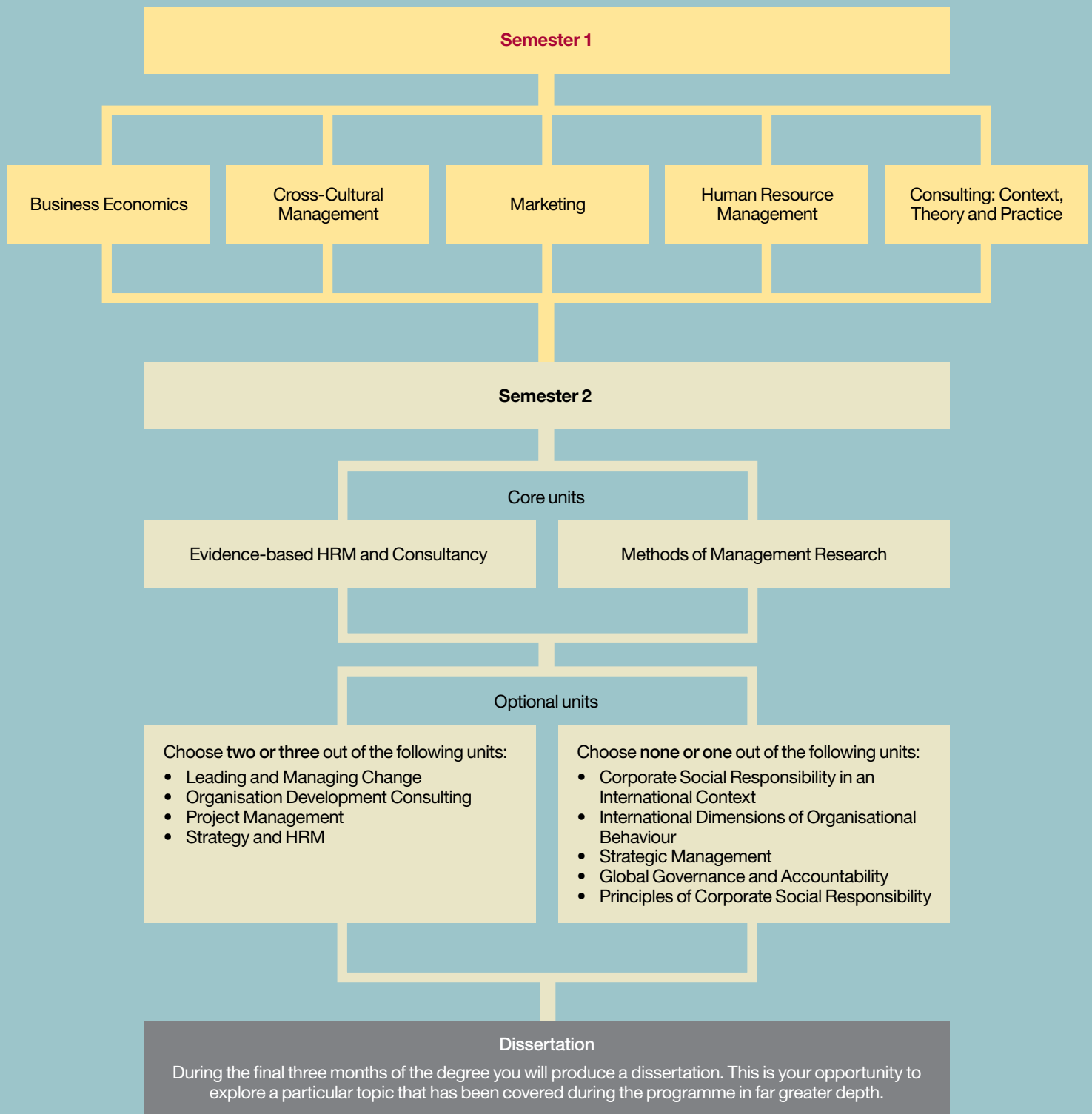


“My primary research investigates the managerial and organisational implications of globalisation. Empirically, I currently focus on global professional service firms and, theoretically, I draw on the fields of International Management and Organisation Theory (principally Institutionalism and Postcolonialism). My most recent research project examined the organisational challenges that globalisation creates for major management consultancies, focusing on such domains as the international transfer of employees, the formation of global teams, and the worldwide diffusion of knowledge.”

“ The course was structured in order to bring us up-to-date with the latest research on the subject and most importantly to push us to think critically. ”

Anni Motti, MSc in Human Resource Management and Consulting graduate

Programme Structure



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

Please note that units and subject content are subject to change.

Please always check the website for the most up-to-date information.

“ The classes are interesting, the lecturers approachable and Bath itself is a beautiful city to live in. ”

Entry requirements

- You should have a good undergraduate degree in Business/Management (2:1 or above or its international equivalent). Other degrees with significant Business/Management components or in a Social Science subject may also be considered.
- The MSc in Human Resource Management and Consulting programme is open to graduates who currently have little or no business experience.

English language requirements

In addition, all non-native speakers of English are required to have passed English language tests. We look for either IELTS, TOEFL or PTE Academic as below:

- IELTS with a grade of at least 7.0 overall and no less than 6.5 for any of the four parts (listening, reading, writing, speaking);
- TOEFL: an iBT score of 100 (with no less than 24 in each band);
- PTE Academic: an overall score of 69 with no less than 62 in any element.

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

We strongly advise students whose first language is not English to attend one of the summer pre-session courses offered by the University's Academic Skills Centre: www.bath.ac.uk/asc

Fees

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

Please see page 052 for details on how to apply.

Meet our graduates

Christa Neumann
MSc in Human Resource Management and Consulting graduate

“ After completing my International Business Bachelor's degree in Cologne, in 2011, I immediately started working in a start-up company, where I stayed for a year. During that time I realised the important role Human Resource Management plays for corporate success, and thus wanted to deepen my knowledge in this field.

Having studied abroad in New Zealand and California, I quickly decided to go to England, as British universities have an excellent reputation and one-year Master's programmes as opposed to the two-year system in Germany.

I chose Bath due to the unique opportunity to study Human Resource Management and Consulting, its high ranking and reputation, the manageable campus size and the international atmosphere with students from all over the world.

This year has been very intense, but also very rewarding in many regards. The classes were interesting, the lecturers approachable and Bath itself is a beautiful city to live in. The positive atmosphere on campus made it easy to make friends and the MSc Office has always been helpful and supportive by answering any questions and queries.

Besides the curriculum, the University offers many extra activities like clubs and language courses, a well-equipped gym, and Bath has many sites to meet friends and relax.

Overall, coming to Bath was an excellent choice. I am certain that the content of the classes here, the skills I have acquired while managing many tasks under high time-pressure, and the experiences I had working in international groups laid a solid foundation for my future career as a consultant. ”

Christa Neumann
MSc in Human Resource Management
and Consulting graduate



MSc in Innovation and Technology Management

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

Whilst other programmes address the management of technology *either* from a technical *or* a management perspective, the Bath MSc in Innovation and Technology Management is unique through its combination of management and engineering, bridging the gap between the two disciplines to ensure that you have the necessary skills to manage and innovate in complex business environments.

Delivered jointly by two of the University's top-ranked departments – the School of Management and the Department of Mechanical Engineering – the degree will improve your employability by giving you the opportunity to engage in collaborating across complex inter-organisation networks. It will also enable you to develop key commercial skills necessary to manage innovative development projects. In short, the MSc in Innovation and Technology Management will equip you with the skills necessary to take a senior leadership role in managing technological change in the 21st century.

Programme structure

The MSc in Innovation and Technology Management is a full-time programme lasting 12 months. It has a modular

structure and is divided into two 11-week semesters and the dissertation period.

The programme consists of 10 units, each focusing on a different aspect of innovation and technology management. The first unit, 'Management of Innovation', introduces the key themes of the programme, while other units provide in-depth treatments of key management and engineering principles, processes and techniques.

You will gain hands-on experience of creativity tools, decision analysis and product design. You will also acquire project management, marketing and strategic skills, and you will learn about management and innovation in complex, global inter-organisation networks.

During the final three months of the degree you will produce a research dissertation. This is your opportunity to explore in far greater depth a particular topic that has been covered during the programme. Given the combined management and engineering nature of the programme, you may choose to produce a dissertation that spans both management and engineering perspectives and methodologies, or opt to

apply either a management or an engineering focus. You will be expected to base your dissertation on real-world innovation management practice.

Our teaching and your learning

From interactive lectures to seminars, group project work to practitioner presentations, you'll be exposed to a diverse range of teaching and learning techniques. You'll be assessed via a variety of individual and group methods including exams, projects, reports and presentations as well as the final dissertation.

Real-world learning

The programme offers a compelling mix of innovation theory, hands-on techniques and industrial best practice. The teaching schedule is supplemented by invited talks from external practitioners, active case studies, and trips to innovative engineering companies. We have numerous links with industry and you will be encouraged to make use of these networks, through interviews, site visits and project work. Throughout the programme you will be taught a range of practical tools to support innovation and technology management.

Excellent career opportunities

📌 Recent recruiters include:

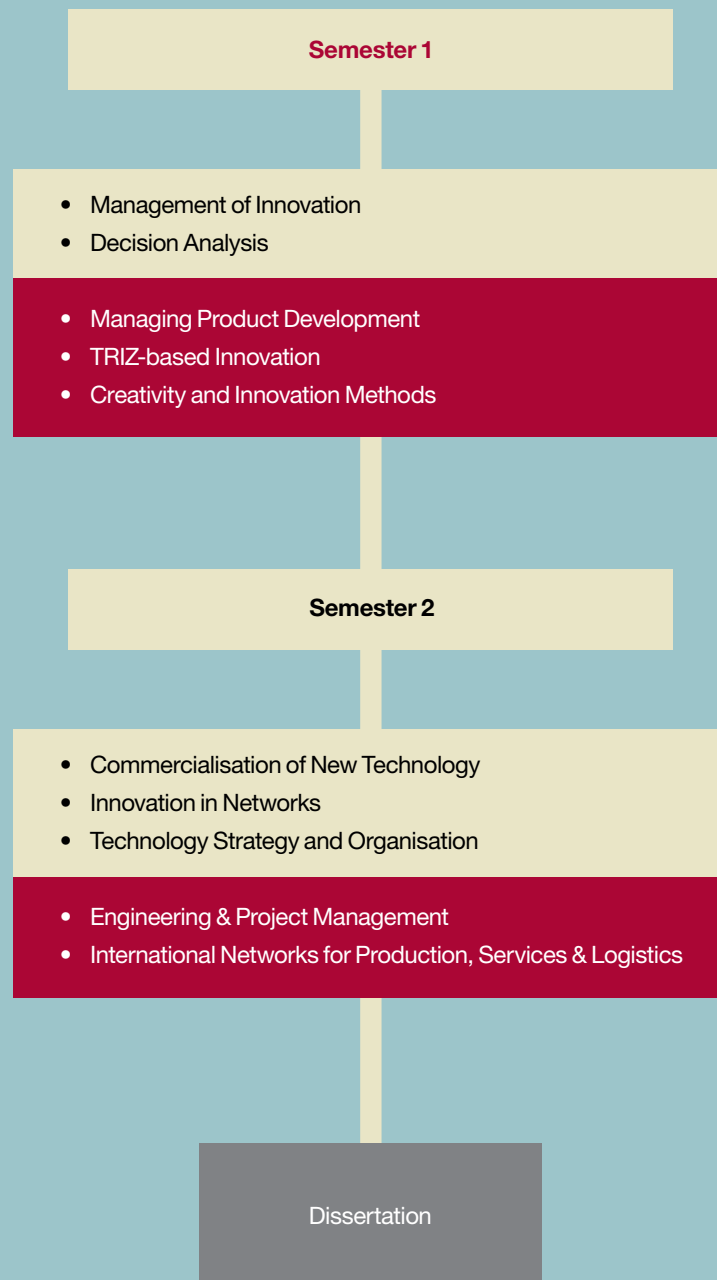
- Accenture
- Airbus
- AmSafe
- AXA
- Joy Mining Machinery
- Messier-Dowty
- Ministry of Defence
- Pontifical Universidad Catolica de Chile
- RBS

2012 Class

- 📌 344 applications
35 enrolled
- 📌 Male: 60%
Female: 40%
- 📌 Average age:
24
- 📌 No. of nationalities:
19

“ 83% of our MSc graduates who reported that they were looking for work were employed within three months of graduation. ”

Programme Structure



■ Offered by School of Management

■ Offered by Department of Mechanical Engineering

Please see the website for detailed information on the course units: www.bathinnovate.com

* Please note that units and subject content are subject to change.
Please always check the website for the most up-to-date information.

“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.”

The Royal Academy of Engineering

Meet the Faculty

➤ Professor Andrew Graves,
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



“I am the course tutor for the MSc in Innovation and Technology Management. 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.”

Entry requirements

You should hold a good undergraduate degree (2:1 or above or its international equivalent) in Engineering, Management or another relevant discipline. An essential requirement for this degree is possessing a high level of maturity and curiosity with regard to producing world-class organisations in the 21st century.

English language requirements

If your first language is not English (including if you have a first degree from a British university), we require evidence of an appropriate level of English proficiency. We look for either IELTS, TOEFL or PTE Academic as below:

- IELTS: a score of at least 6.5 overall with no less than 6.0 in each part;
- TOEFL: an internet-based score of 92 (with at least 21 in Writing, 21 in Listening, 22 in Reading, 23 in Speaking);
- PTE Academic: an overall score of 62 with no less than 59 in any element.

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

For students who wish to develop their English language skills, the University’s Academic Skills Centre offers a number of courses – see www.bath.ac.uk/asc

Fees

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

Please see page 052 for details on how to apply.

Meet our graduates

Jeremy Duquesne,
MSc in Innovation and Technology Management

“The UK offers something that not many countries offer, and that’s a Master’s degree within one year. So the UK was set as my goal. I chose Bath in particular because the reputation is really good and also because of my course, the MSc in Innovation and Technology Management. My studies before were mainly business and I wanted to add some technology because Germany is a country of manufacturing. I would like to go into strategy consulting and all of the businesses that I would consult would involve technology; I wanted some kind of a strategic advantage over my competitors. The course involves manufacturing, design, innovation and all the drivers that are involved, all the dynamics and how businesses can achieve competitive advantage.

As there are so many different cultures involved it’s pretty challenging but it’s a good way to learn how to collaborate internationally and to learn how to prepare good presentations within short time-frames.

Bath is quite small, it’s not all about partying and clubs but it is really pretty and there is so much to see and do within Bath and the surrounding area; also there are so many good restaurants. Studying in Bath is really cool; I’ve never seen such a university. They offer so many different things: field trips, courses, skills training and careers opportunities. For instance, with my course I went to the London Stock Exchange. There is just so much I couldn’t find in any other university and the support is brilliant.

After graduation, I would love to go into strategy consulting; I’d like to build my home-base in Germany but I’m open for all countries and I think I’m well-prepared due to the international side of my studies here at Bath. ”



Meet our graduates

Olusegun Maleghemi

MSc in Innovation and Technology Management graduate, worked at NEC Japan as Business Development Executive after graduating, now at NEC West Africa.

“ I decided to do a Master’s in the UK because of the exposure I would gain. The world is becoming a global marketplace, and I wanted to gather experience in relating with people from different cultures. This meant moving out of Nigeria for a while. The UK in particular is a good place to experience this diversity because people from very different backgrounds come to the UK in search of knowledge.

I chose the MSc in Innovation and Technology Management because of the dual nature of the course. It doesn’t just expose you to technical information or management. Rather, it combines the two, allowing you to observe environments under which technology innovations will thrive. To cap it all, you learn to manage the project from design stage to going to market, with an opportunity to reflect via feedback loops. The course modules form a complete package for Technology Managers or Entrepreneurs. That formed the basis for my decision.

I have enjoyed my lectures and lecturers. They are very smart people who genuinely want to help you learn and succeed. Also I have met many wonderful people from different cultures and backgrounds. They have made it fun for me. The outings, the class sessions, the nights out and even the deadlines, they were wonderful, and these people formed my family in Bath.

2013 career update:

I am now with NEC West Africa; my activities with NEC Corporation resulted in setting up a company in the West Africa Region, where I now work.

My activities cover eight countries, and present so many exciting sights and sounds which I hadn’t experienced before. ”



“ I chose the MSc in Innovation and Technology Management because of the dual nature of the course. It doesn’t just expose you to technical information or management. Rather, it combines the two, allowing you to observe environments under which technology innovations will thrive. ”

“ The School of Management has many connections with industry so the course develops you to be a graduate ready for working life from day one. ”

Shreyas Reddy, MSc in Innovation and Technology
Management graduate

Meet the Faculty

👤 Professor Paul Goodwin,
Professor of Management
Science



“My research is aimed at enhancing the role of management judgment in forecasting and decision-making through better processes and improved software design. I lead the module ‘Decision Analysis’ in Semester 1, which investigates how individuals and groups make decisions relating to technology and innovation and how these decisions can be improved.”

👤 Professor Paul Maropoulos,
Professor of Innovative
Manufacturing



“I am Professor of Innovative Manufacturing and Head of the Laboratory for Integrated Metrology Applications based within the Department of Mechanical Engineering. I lead the modules ‘Engineering & Project Management’, and ‘International Networks for Production, Services, and Logistics’ which explores technologies and methods relating to the definition, operation and management of distributed and collaborative production, service and logistics activities within international networks.”

“ 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

MSc in International Management

📌 **The Bath 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 and keep up with the pace of change.**

The Bath MSc in International Management provides you with an advanced understanding of the international business environment by developing your global perspectives on business, informed by a deep understanding of the different national and cultural contexts in which firms operate.

It is distinct from other international management programmes in that it offers an interdisciplinary and cross-functional perspective, integrating management studies with a broader understanding of the international economic environment.

Programme structure

The MSc in International Management is an intensive, one-year programme starting in September and finishing in September the following year. If you successfully complete the degree you will graduate in December.

The degree is divided into two 11-week semesters, and the dissertation period which runs from June until September.

Semester 1

During the first semester all students study the same four core modules as outlined in the diagram opposite, plus one optional unit.

Semester 2

In the second semester all students take 'Analysing International Management'. Additionally you are invited to choose four optional units.

Some examples are given in the diagram opposite.

Our teaching and your learning

You'll be exposed to a diverse range of teaching styles and delivery techniques from standard lectures of varying sizes, interactive case-study based seminars, and student-led presentations. We strongly believe in active learning. We expect you to bring and share your thoughts and experiences in the classroom to demonstrate the impact of different cultural interpretations and nationally based perspectives on the issues we raise in class.

Assessment occurs through a variety of methods including coursework in the form of essays, case-study-based assignments and class presentations, as well as more traditional examinations. Some assessments will be based on your performance as an individual; others will be based on group work. We strongly encourage the use of multicultural groups as a device for action learning and the development of your cross-cultural awareness, negotiation, and managerial skills.

For the dissertation you will devise a 10,000-15,000-word piece of individually researched and written work on a topic with a clear international dimension. You will be supervised by a member of the Strategy and International Management group or other faculty, depending on your topic.

Excellent career opportunities

📌 Recent recruiters include:

- Airbus
- Arthur D Little
- Citibank
- Diageo
- EU Delegation in Geneva
- PTT Public Company Limited
- PwC
- RSPCA
- United Nations Office on Sports for Development and Peace
- ZULTEC

2012 Class

- 📌 701 applications
82 enrolled
- 📌 Male: 35%
Female: 65%
- 📌 Average age:
23
- 📌 No. of nationalities:
22

Meet the Faculty

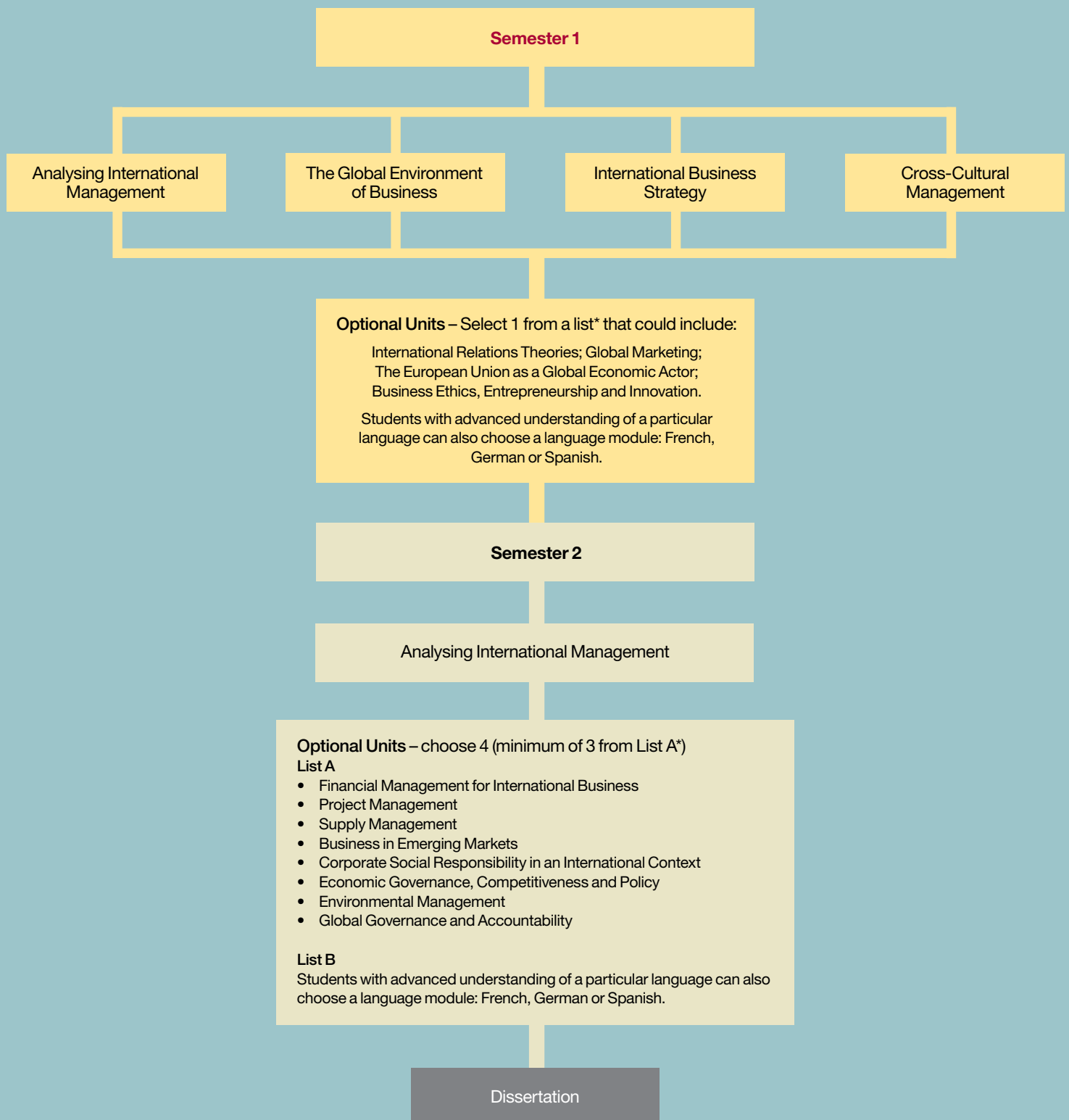
📌 **Dr Anthony Roath,**
Director of Studies



"Broadly, my research interests focus upon understanding the dynamic capabilities that global supply chains must develop collaboratively to compete. In particular, this includes studying how organisations manage their relationships and how organisations balance the need to manage these relationships efficiently while obtaining and maintaining access to limited and/or decreasing resources. This has led to a growing interest in sustainability in terms of how global organisations contribute to and work within society."

📌 **76% of our MSc in International Management graduates who reported that they were looking for work were employed within three months of graduation.** 📌

Programme Structure



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

* Please note that units and subject content are subject to change.
Please always check the website for the most up-to-date information.

“ I strongly recommend Bath for the people, the place and, of course, the University. I am now working at Estée Lauder Companies as Marketing Executive for Aramis and Designer Fragrances and Tom Ford Beauty. ”

Aliya Karmali, MSc in International Management graduate now working at Estée Lauder Companies

Meet the Faculty

➤ Professor Michael Mayer, Associate Dean Postgraduate Taught Students, Professor of Strategy



“My main research interests are focused on developing our understanding of the way in which strategies, and associated processes and practices, relate to the wider institutional setting in which organisations operate. In this context I have a particular interest in diversification strategy, the relationship between strategy and organisation, and international management. A related area of interest lies in comparative business organisation and management.”

➤ Professor Edmund Thompson, Professor of International Management



“My main research interests cover national and firm competitiveness and the interrelationships of each with: international business strategy; international political economy environments; and the socio-psychological aspects of national cultures and individuals.”

Entry requirements

You should hold a good undergraduate degree (2:1 or above or its international equivalent) in Business/ Management or another Social Science discipline e.g. Economics, Sociology, Psychology, Geography.

English language requirements

If your first language is not English (including if you have a first degree from a British university), we require evidence of an appropriate level of English proficiency. We look for either IELTS, TOEFL or PTE Academic as below:

- IELTS: a score of at least 7.0 overall with no less than 6.5 in each part;
- TOEFL: an internet-based score of 100 (with no less than 24 in each band);
- PTE Academic: an overall score of 69 with no less than 62 in any element.

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

For students who wish to develop their English language skills, the University's Academic Skills Centre offers a number of courses – see www.bath.ac.uk/asc

Fees

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

Please note that there is a £50 application fee for the MSc in International Management.

Please see page 052 for details on how to apply.

“ I chose the MSc in International Management as it is important to me to meet people from different cultures and with different backgrounds. ”

Jana Chen,
MSc International Management graduate

Meet our graduates

Jana Chen
MSc in International
Management graduate

“ I completed my Bachelor degree in Business Administration at the Vienna University of Economics and Business. The reason I chose Bath and the International Management programme was that Bath is very well ranked, and I chose the MSc in International Management as it is important to me to meet people from different cultures and with different backgrounds. For me, it is so important to develop the soft skill of working with people from all over the world.

Living and studying in Bath is very different to living in Vienna. Bath is very small and familiar so it's really relaxing and you can focus on studying; but at the same time there are clubs, bars and restaurants here. You meet great people and I think the balance between work and leisure is really great.

My plans for after graduation are to look for a job; right now I am interviewing for Google.

One of the skills I have developed here at Bath is when I was part of the events committee and my job was to promote events, sell tickets and talk to people. A skill I developed in class was presentation skills; I was very scared to talk in front of a big audience, but doing presentations in class really helped me to loosen up a bit. ”

MSc in Management

📌 **The Bath MSc in Management develops your knowledge across a broad range of core business skills.**

Our MSc in Management provides you with a solid grounding in all the key management disciplines including marketing, finance and human resources, equipping you with the necessary skills and knowledge to give your career a head-start.

Our MSc in Management is distinctive in that it enables students from a wide range of subject backgrounds with limited knowledge of management to gain a thorough understanding of the core business functions essential in today's global marketplace.

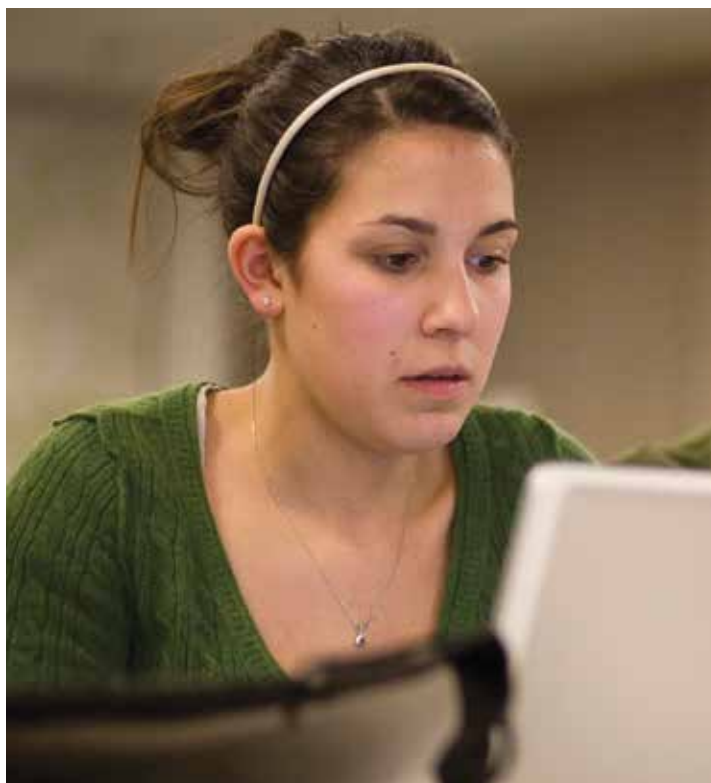
Programme structure

The degree is divided into two semesters and the dissertation period. All students study the same five core units in Semester 1. Semester 2 consists of one further core unit and four optional units.

Option to specialise

If you pass the optional taught units plus a dissertation in a particular area of specialism you will graduate with one of the following combinations:

- MSc in Management with Finance
- MSc in Management with Marketing
- MSc in Management with Operations Management
- MSc in Management with Human Resource Management
- MSc in Management with Corporate Social Responsibility



If you choose options which result in you not having studied four units from a particular specialist area, or if the dissertation is in a different subject from the optional units taken, you will graduate with the general MSc in Management.

A diverse study environment

The high academic calibre and varied backgrounds of our students mean that you will benefit from a rich and stimulating

learning environment. And from standard lectures to seminars, group project work to practical workshops, you'll be exposed to a diverse range of teaching and learning techniques.

You will be assessed via a variety of methods including individual and group coursework and exams. For the dissertation you will produce an extended piece of individual research (up to 15,000 words).

Excellent career opportunities

📌 Recent recruiters include:

- Accenture
- Arcadia Group
- British Airways
- Citibank
- Coca Cola
- Deloitte
- Dyson
- Ernst & Young
- Fujitsu
- GlaxoSmithKline
- KPMG
- Lloyds Bank
- PwC
- RBS

2012 Class

📌 964 applications
104 enrolled

📌 Male: 40%
Female: 60%

📌 Average age:
23

📌 No. of nationalities:
20

Programme Structure

Semester 1
Compulsory Units:
 Marketing, Business Economics,
 Fundamentals of Accounting and Financial Management,
 Human Resource Management,
 Operations Management

University of Bath
Non-assessed courses
 Study Skills Support
 Foreign Language courses

Semester 2
Compulsory Unit:
 Methods of Management Research
 Choose four optional units

Options*
 Strategic Management, Supply Management, Strategy & Human Resource Management, Organisation Development Consulting, Information System Development, International Dimensions of Organisational Behaviour, Leading and Managing Change, Economic Governance, Competitiveness and Policy, Principles of Corporate Social Responsibility, Investment Banking, Employment Law, Fundamentals of Corporate Finance, Financial Management for International Business, Virtual Organising, Project Management, Corporate Social Responsibility in an International Context, Environmental Management, Global Governance and Accountability, Business Analytics, Consumer Behaviour.

** These options are for guidance only. Units may be added or withdrawn at any time. The units listed will not always be available in any one year but a wide selection will always be available.*

MSc in Management
Non-assessed courses
 Professional Development Programme

Generalist Route

Any four optional units not all in the same specialism

Dissertation

Graduation with MSc in Management

Specialist Route

Three or four optional units in the same specialism (plus one generalist unit, depending on the specialism)

Dissertation not in the same specialism

Dissertation in the same specialism

Graduation with MSc in Management with Specialism

Please see the website for detailed information on the course units:
www.bathmanagement.com

* Please note that units and subject content are subject to change.
 Please always check the website for the most up-to-date information.

Meet the Faculty

Dr Stefan Hoejmoose,
Director of Studies



“As your Director of Studies I am your main point of contact for any academic issues. I am here to ensure that your stay at the University of Bath will be a great experience, which will equip you with the necessary skills to succeed in management. I teach several ‘Corporate Social Responsibility’ units on the MSc in Management programme, and my primary research interests lie in Corporate Social Responsibility and Supply Chain Management.”

Preparing you for working life

We recognise that increasing your employability is a primary aim for studying the MSc in Management. Our Professional Development Programme (PDP) provides a comprehensive curriculum aimed at enhancing your professional and personal development to ensure that you're well prepared for the workplace. Sessions include:

- workshops on the recruitment process
- skills development
- an overview of career opportunities in various sectors
- opportunities to network with company representatives and alumni
- signposting to other opportunities available within the University and wider community which can enhance your skills and boost your professional profile.

Exemptions from professional examinations

If you choose to specialise in Marketing, Operations Management or Finance you will be able to apply for exemptions from certain professional examinations offered by bodies such as the Chartered Institute of Marketing (CIM), the Chartered Institute of Purchasing & Supply (CIPS) and the Chartered Institute of Management Accountants (CIMA). Please contact the relevant body for details on the exemption process.

Entry requirements

You should hold a good undergraduate degree (2:1 or above or its international equivalent). This may be in any subject **except** Business/Management.

You will also need:

- Mathematics: a minimum of GCSE Grade C or overseas equivalent
- English: a minimum of GCSE Grade C or overseas equivalent.

English language requirements

If your first language is not English (including if you have a first degree from a British university), we require evidence of an appropriate level of English proficiency. We look for either IELTS, TOEFL or PTE Academic as below:

- IELTS: a score of at least 7.0 overall with no less than 6.5 in each part;
- TOEFL: an internet-based score of 100 (with no less than 24 in each band);
- PTE Academic: an overall score of 69 with no less than 62 in any element.

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

For students who wish to develop their English language skills, the University's Academic Skills Centre offers a number of courses – see

www.bath.ac.uk/asc

Fees

For the latest information please visit our website:

www.bathmanagement.com

Please note that there is a £50 application fee for the MSc in Management.

Please see page 052 for details on how to apply.

“ The School of Management has well-established relations with top graduate employers who recognise and value the high standards of teaching at Bath and the quality of students. ”

Meet our graduates

Valisher Ibragimov

MSc in Management graduate, now working at PricewaterhouseCoopers as Senior Associate, Assurance, Financial Services.

“ I chose to apply for the MSc in Management at Bath because I wanted to pursue postgraduate studies in a Management field in one of the top universities, and the University of Bath is among the UK's best.

As I wasn't based in the UK at the time of applying, I had to use the internet to find out about the university, its facilities, curriculum, employment opportunities, funding, accommodation etc. Ultimately my decision to choose Bath was a combination of its reputation and excellent MSc in Management programme, and the responsiveness of the University Admissions Office and the smooth application processing procedure (which in my opinion demonstrated special attitude and interest in prospective students).

For me the highlights of my time at Bath were the interesting study programme and wide range of subjects available; the outstanding facilities, especially the library; the excellent lecturers; and the unique atmosphere of the city of Bath and university campus.

In terms of career prospects, the MSc in Management is a relevant degree to pursue a career in business. Also the University of Bath, and particularly the School of Management, have well-established relations with top graduate employers who recognise and value the high standards of teaching at Bath and the quality of students.

In addition the Careers Advisory Service organises recruitment events, provides information and advice, and conducts mock interviews and assessments, and this was key to my success at getting a job with PwC. ”

MSc in Marketing

📌 The Bath MSc in Marketing will deepen your understanding of core marketing theories and concepts, whilst providing you with a desirable skill-set valued by the marketing industry.

Our MSc in Marketing will deepen and advance your understanding of core marketing theories and concepts and provide you with a skill-set needed to embark on a marketing career or further research.

Balancing cutting-edge theory with its practical application, you will systematically develop your key business skills, including critical thinking, analytical reasoning, group working, time management, project management, and the written and oral presentation skills needed to develop powerful and persuasive arguments.

Programme structure

The MSc in Marketing is an intensive one-year programme starting in September and finishing in September the following year. If you successfully complete the degree you will graduate in December.

The degree is divided into two 11-week semesters, and the dissertation period which runs from June until September.

Our teaching and your learning

From interactive lectures and group work to case studies and guest speakers, you'll be exposed to a diverse range of teaching and learning techniques designed to supplement your own directed private study and independent learning.

You will be assessed via a variety of individual and group methods including a range of coursework assignments, examinations, reports and presentations. For the dissertation you will produce an extended piece of individual research (10,000-15,000 words).

Excellent career opportunities

📌 Recent recruiters include:

- Accenture
- British Airways
- Greenpeace
- IBM
- José Cuervo
- L'Oréal
- Mars
- Mercedes-Benz
- Motorola
- Saatchi & Saatchi
- Shell
- UEFA Euro 2012

2012 Class

- 📌 715 applications
71 enrolled
- 📌 Male: 20%
Female: 80%
- 📌 Average age:
23
- 📌 No. of nationalities:
20

Meet the Faculty

📌 Dr Pete Nuttall,
Director of Studies

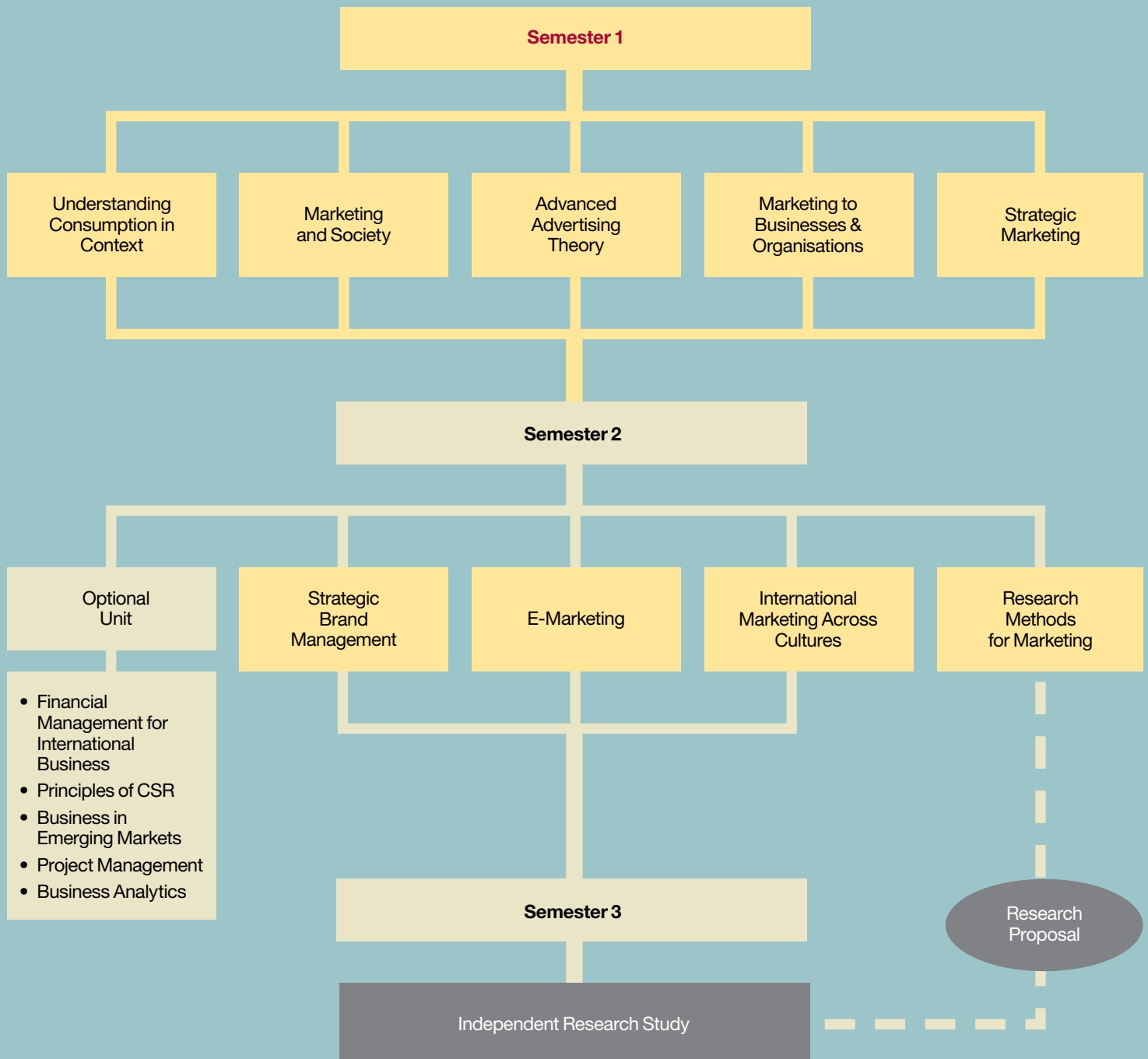


"It's a great pleasure to be your Director of Studies and it is my responsibility to make sure as far as possible that your learning experience on the MSc in Marketing programme is both challenging and highly rewarding. I have an active research interest in a number of consumer research areas. Like my colleagues, I'd be delighted to hear from you with any questions or feedback you might have during your time in Bath, and would like to extend a very warm welcome to the School."



📌 82% of our MSc in Marketing graduates who reported that they were looking for work were employed within three months of graduation. 📌

Programme Structure



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

Please note that units and subject content are subject to change.
Please always check the website for the most up-to-date information.

Entry requirements

You should hold a good degree (2:1 or above or its international equivalent) with significant Business/Management content including marketing. Alternatively you may apply if you have marketing work experience and a degree in Business or Management.

English language requirements

If your first language is not English (including if you have a first degree from a British university), we require evidence of an appropriate level of English proficiency. We look for either IELTS, TOEFL or PTE Academic as below:

- IELTS: a score of at least 7.0 overall with no less than 6.5 in each part;
- TOEFL: an internet-based score of 100 (with no less than 24 in each band);
- PTE Academic: an overall score of 69 with no less than 62 in any element.

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

For students who wish to develop their English language skills, the University's Academic Skills Centre offers a number of courses – see

www.bath.ac.uk/asc

Fees

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

Meet the Faculty

📍 Professor Avi Shankar,
Head of Marketing Group



“My research interests are varied but can be subsumed within three broad categories. First, I am interested in social and cultural theory-inspired critiques of technologies of marketing - advertising, branding, consumer culture etc. Second, I am interested in innovative research methodologies that allow us to capture the lived experience of life in a consumer culture. Finally, I am interested in empirical studies of how people negotiate, interact and make sense of marketplace cultures and their place/space(s) in it.”

Please note that there is a £50 application fee for the MSc in Marketing.

Please see page 052 for details on how to apply.

📍 Dr Gordon Liu,
Senior Lecturer in Marketing



“I am a Senior Lecturer on the MSc in Marketing. My research interests are diverse and include: strategic marketing; cause-related marketing; knowledge and capabilities; strategic management; entrepreneurship; and corporate social responsibility.”



Meet our graduates

Hugh Ayling

MSc in Marketing graduate worked at Procter and Gamble on graduating, now at L'Oréal

☞ The University of Bath is consistently ranked among the best universities in the country with leading faculty, excellent facilities and a stunning campus set in a fantastic World Heritage City. The School of Management is consistently considered to be one of Europe's leading business schools and when you meet the lecturers it's easy to see why. The teaching staff pride themselves on being at the cutting-edge of theory and balance this well with lectures and seminars that encourage students to apply this to practice.

The University of Bath provided me with invaluable help and support in preparing me to start my career in marketing. One of several ways in which the School of Management helped me was through the Professional Development Programme (PDP) whereby students are able to network with blue chip companies, receive 1:1 help with job applications and attend sessions focusing on skills development. It was through the PDP that I met with representatives from Procter and Gamble, who I now work for!

2013 career update:

I am now working at L'Oréal as Product Manager, UK & Ireland. As a L'Oréal marketer, my mission is to lead the strategic direction of my brand and work with external agencies to create best-in-class marketing plans that delight our consumers. ☞

Meet our graduates

Alex Walker-Sage
MSc in Marketing graduate
worked at the BBC on graduating,
now at Channel 4


“ I decided to study the MSc in Marketing as I'd heard Bath's Management School had a great reputation, and the University as a whole had been one that had interested me when I chose my undergraduate degree. When I found out more about the individual modules covered and the depth of expertise of the tutors, it seemed the most obvious, and exciting, option.

The course gave me an opportunity to think about which areas of marketing interested me most and to learn from some of the front-runners in their field. Understanding people's behaviour and how their purchasing decisions can be affected was particularly interesting - theoretical marketing knowledge such as this was completely new to me and has proved vital in making decisions across projects in my job to date.

Having the MSc definitely made me more confident when applying for my job at the BBC. The theoretical knowledge I had built up over the course was a very useful addition to the practical experience I'd gained previously. Marrying the two together I think is vital, and now, more than ever, employers are looking to see solid evidence of an employee's dedication to the cause, something that an MSc highlights very well.

2013 career update

I'm now working at Channel 4 as Marketing Manager, E4 and Entertainment on Channel 4. ”



“ Having the MSc definitely made me more confident when applying for my job at the BBC. ”

Meet our graduates



Johannes Helms
MSc in Marketing graduate now working at Google

“ During my undergraduate study and several internships I realised that I really want to be on the creative side of business which requires out-of-box thinking and appreciates unusual approaches. With that in mind, proceeding with a degree in marketing seemed logical and the perfect choice to combine analytical, strategic thinking with creative solutions and freedom of thought. I wanted to study in a truly international environment at a well-known university to open my career opportunities - Bath was exactly what I was looking for. I found everything I was expecting and even more: challenges, a great environment, and awesome people. I found out about Bath when checking rankings, league tables, online reviews and talks with current students.

I learned how to strategically approach challenges and think

in a solution-focused way. Moreover, the well balanced curriculum with coursework, exams and group work showed me that preparation is key. In particular, I gained a cultural sensitivity in various projects I worked on with a multi-national team.

My plan was to keep on working in an international environment with young, highly motivated people and a lot of freedom to develop yourself – so, basically like the Bath experience. I was lucky to find exactly this at Google, seriously the most incredibly inspiring place to work. I work at Google as a YouTube Brand Builder and help Google’s large clients and the world’s biggest agencies to make their video, display, and mobile branding campaigns work. It is a real joy to work in such a fast-paced, growing, and very challenging industry. I am excited about the future, my personal one, but also the future of Google and the entire Internet-industry. ”

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, whilst developing your skills in the core business disciplines.

The Bath MSc in Sustainability and Management has been designed to provide you with a deep awareness and critical appreciation of the importance of sustainability issues relating to corporate social responsibility. At the same time, this innovative degree will develop your skills in the core business disciplines.

The programme explores the challenges for managerial decision-making that arise from the strategic imperative to safeguard the sustainability of the firm and its relationships with communities, society and the natural environment.

The programme will:

- Deepen and **advance your understanding** of corporate sustainability
- Provide you with a **comprehensive knowledge and appreciation of significant contemporary issues** in business and management research with a particular emphasis on issues relating to corporate social 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 have successfully published in the world's top journals
- Prepare you for a wide variety of business/management roles

Programme structure

Our MSc in Sustainability and Management is an intensive full-time programme lasting 12 months. The programme is divided into two 11 week semesters and the dissertation period which runs from June-September.

Our teaching and your learning

You will be exposed to a variety of teaching and learning methods that could include: interactive lectures, case studies, seminar presentations and group project work. As this is a Master's level course, we place a significant emphasis on independent, directed, private study that is often conducted in learning sets or groups.

A variety of individual and group assessment methods are used throughout the degree including assignments, exams, presentations, reports and exercises. The dissertation consists of a 10-15,000-word extended piece of individual research, supervised by a member of faculty.

Excellent career opportunities

Bath students have an excellent track record for getting jobs.

As a new degree, employability statistics are not available for the MSc in Sustainability and Management.

However, as a specialist postgraduate business degree exploring contemporary business and society issues, we are confident that our graduates will be extremely attractive to employers. See below for employability statistics for our other MSc programmes:

- 81% of our MSc in Management students who were looking for work were employed within 3 months of graduating
- 40% of employed Bath graduates are in professional jobs compared with 25% nationally
- 11% of Bath postgraduates are employed as managers and senior officials; the national average is just 5%
- Our graduates report that they have achieved accelerated promotion, some within only six months of joining their organisations

Entry requirements

- You should have a good undergraduate degree (2:1 or above or its international equivalent) in any subject.

English language requirements

If your first language is not English (including if you have a first degree from a British university), we require evidence of an appropriate level of English proficiency. We look for either IELTS, TOEFL or PTE Academic as below:

- IELTS with a grade of at least 7.0 overall and no less than 6.5 for any of the four parts (listening, reading, writing, speaking);
- TOEFL: an iBT score of 100 (with no less than 24 in each band);
- PTE Academic: an overall score of 69 with no less than 62 in any element.

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

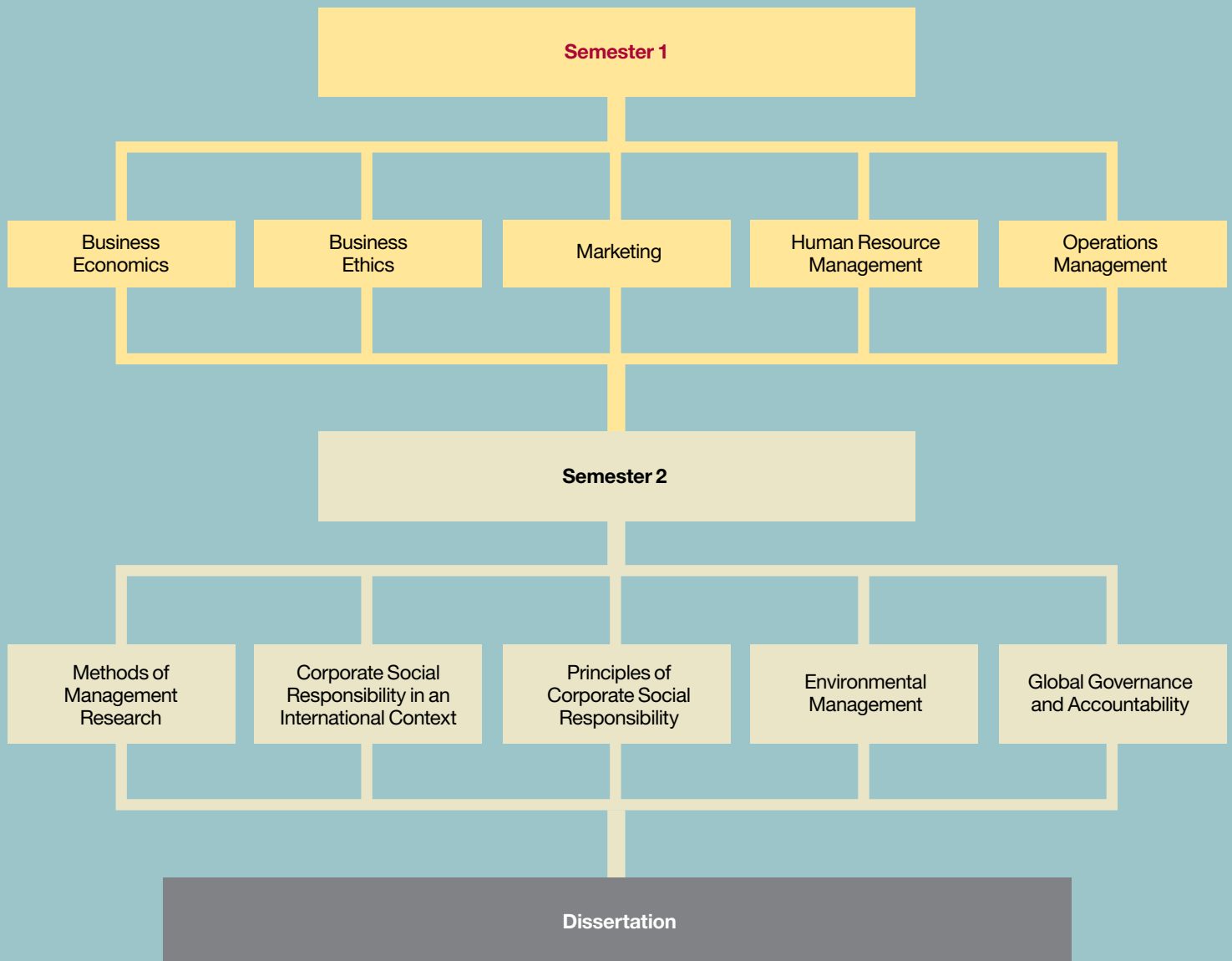
We strongly advise students whose first language is not English to attend one of the summer pre-session courses offered by the University's Academic Skills Centre: www.bath.ac.uk/asc

Fees

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

Please see page 052 for details on how to apply.

Programme Structure



Please see the website for detailed information on the course units: www.bathsustainability.com

Please note that units and subject content are subject to change.
Please always check the website for the most up-to-date information.

Meet the Faculty

📍 Dr Krista Bondy,
Director of Studies



“I have worked on a range of corporate social responsibility and sustainability consulting projects while completing my MEds with the University of Calgary, and my MRes and PhD with Nottingham University, culminating in over 8 years of academic and practical experience in this area. My research, consulting and teaching activities focus broadly on corporate social responsibility/ sustainability strategy, how organisations govern (CSR/ sustainability in particular), how they implement these strategies in light of their governance approach, and more recently in the overlap between CSR/ sustainability and marketing.”

📍 Professor Andrew Millington,
Deputy Dean, Professor of
Business and Society



“I am the Deputy Director of the Centre for Business, Organisations and Society and my recent work focuses on two areas. First, the motivation and management of corporate social performance: key themes emphasise the role of organisational characteristics, corporate strategy, stakeholder pressures, and industry conditions as stimulants of corporate social performance and its organisation and management within the corporation. Second, the interface between the cultural and institutional environment in China, and the Chinese operations of UK and US firms.”

Meet our graduates

Holly Fairbairn
MSc in Sustainability and
Management graduate, now
completing a PhD at Bath

“I wanted to do a course where I could apply and develop the skills and knowledge I gained from my undergraduate degree in a narrower, more focused subject area. I chose the MSc in Sustainability and Management because I am passionate about business sustainability and wanted to further my knowledge in this subject area, and the University of Bath is one of the few universities in the country that offers a course of this kind. I felt that the management aspect of the course would develop my knowledge and skills in a way that would be applicable in the real business world, and felt that it would present me with excellent career opportunities. On top of this, the excellent rankings and recommendations from friends led me to choose the University of Bath.

On top of the various skills you develop from the work you do on the course itself, such as writing, presentation and teamwork, you

also have many opportunities to learn in other areas. For example, there are many societies that you can join and there are fantastic sports facilities that can be utilised. During my MSc year, I decided to learn a language, as students can do a course free of charge. As I had already done German A-level at school, I chose to continue learning this, which was a really valuable opportunity for me.

Bath is a really beautiful city and there is a lot to see and do. The university campus is really easily accessed with regular buses, and everything you need for the day is there. I live in Bristol, which is only a ten-minute train journey away from Bath and is also a fantastic city with loads to do. For me, the benefit of having these two amazing cities in such a close proximity is a definite bonus of studying in Bath.

Although it was not originally my plan when I started the MSc at Bath, I have loved the course so much and found the teaching particularly inspiring, so I have decided to stay on at the University for a further 4 years to complete a PhD. 📍

Holly Fairbairn
MSc in Sustainability and
Management



Life on campus

📍 Teaching facilities, the Library, shops, banks, bars, cafés and restaurants are grouped around a central pedestrian parade.

Compact, purpose-built campus

Our compact, purpose-built 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. Teaching facilities, 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 Accommodation Office helps you to find suitable accommodation both on campus and in the city of Bath.

Throughout your time at Bath you will also have access to our Careers Advisory Service which provides individual guidance, advice on CVs, applications and interviews, skills training and occupational and employer information. It also runs an extensive programme of employer visits and provides online searchable vacancy bulletins.

The University's Chaplaincy provides a meeting place and base for several University

societies representing many denominations and faiths.

The University's Institute of Contemporary Interdisciplinary Arts (ICIA) offers 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. In addition, if you are an international student wishing to improve your contemporary business language and skills, the Academic Skills Centre offers a range of courses.

To provide support and assistance to our international community of scholars, the University has its own International Office. If you are an international student, you will receive a handbook before you leave home, which will provide you with essential information. The International Office also offers a programme of social events throughout the year.

The Students' Union

Our Students' Union (SU) runs over 100 clubs and activities and is recognised by the NUS as one of the top three in the country. Choose from break-dancing to bell-ringing, curry appreciation to cheerleading. The SU regularly plays host to some great live 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.

Useful links

Recruitment and Admissions Office: www.bath.ac.uk/study
 Library and Learning Centre: www.bath.ac.uk/library
 Careers Advisory Service: www.bath.ac.uk/careers
 Accommodation Office: www.bath.ac.uk/study/pg/accommodation and www.BathStudentPad.co.uk
 International Office: www.bath.ac.uk/international
 Academic Skills Centre: www.bath.ac.uk/asc
 Students' Union: www.bathstudent.com
 Computing Services: www.bath.ac.uk/bucs
 Counselling: www.bath.ac.uk/counselling
 Sports Facilities: www.bath.ac.uk/sports
 Student Funding: www.bath.ac.uk/student-services/money-service
 Arts: www.bath.ac.uk/icia/home
 Religious support: www.bath.ac.uk/chaplaincy



There are also many opportunities to do volunteer work – a great way to make friends, help out, gain new skills, and demonstrate initiative and commitment on your CV. Student-led groups organise a range of projects, from fireworks displays to tea parties.

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 include: 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 a bobsleigh/skeleton push-start track.

Accommodation and living costs

You can expect a high quality of life in Bath, with an excellent choice of accommodation, a fantastic range of cultural activities and a safe environment.

In order to secure your accommodation, you must have accepted your offer of a place at Bath and applied for your accommodation online. On campus, all residences are located within ten minutes' walk of the academic buildings. Off-campus complexes are also available in the city centre. A broad range of room types is available to suit all budgets. First-year complexes typically

have between five and 18 bedrooms grouped around a shared self-catering kitchen.

As well as your tuition fees and accommodation, you will also need to take into account other costs such as food, travel, clothes and leisure. The table below gives a rough guide of costs for an EU or overseas postgraduate for a 52-week period.



Expenditure (based on 52 weeks unless otherwise stated)	Per week	Per year
Rent (ranges from £88 - £210 per week according to choice and availability). Average costs - £130 per week x 52 weeks. Inclusive of utility bills including internet and core insurance.	£130	6,760
Food	£35.00	£1,820
Toiletries, Laundry etc.	£9.00	£468
*Clothes	£7.00	£364
Travel, local & outside of Bath (public transport)	£10.00	£520
Leisure/Social/Sport	£40.00	£2,080
TV licence 12 months (rate from 1st April 2012. Refunds are available on any unused part of the annual fee. See www.tvlicensing.co.uk for more information).	£3.00	£156
Mobile Phone	£10.00	£520
Health Costs (e.g. contact lenses, dentist, prescriptions etc.).	£4.00	£208
**Course Costs (these can vary depending on course requirements, so check the costs with your Department).	£15.00	£780
Total Cost	£263.00	£13,676.00
* International Students: Additional money may be required to purchase warm clothing.		
** Course costs (this includes items such as books, materials, photocopying, printing, equipment, attending conferences etc.).		



Please note these figures are intended as a guide only. Figures based on 2012/13 academic year.



1 MSc Roman Baths reception, April 2013

2 A compact city centre

3 Thermae Bath Spa



Life in Bath

📍 Bath is a lively, safe, cultural and historic city.

Voted one of the UK's top three favourite cities (*Guardian & Observer Travel Awards*), 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-colour 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 it was subsequently and more famously exploited by the Romans, who built the extensive baths from which the city takes its name and which may still be visited today. The Roman Baths represent one of the most complete ancient sites in the world, much of it unchanged for 2000 years. Now, with the

opening of the Thermae Bath Spa, Britain's original and only natural thermal spa, visitors today can experience the warm, mineral-rich waters which the Celts and Romans enjoyed over 2000 years ago. 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 a new shopping centre, South Gate. Bath also has a varied selection of restaurants, cafés, bars, pubs, clubs, three theatres, cinemas and a wide range of museums.

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 close by, Bristol is about fifteen minutes away. As well as

being steeped in history, Bristol is the south-west's capital offering a lively restaurant, bar and music scene as well as the recently opened Cabot Circus, a first-class shopping venue boasting over 120 stores. Bristol International Airport provides fast access to an ever increasing number of destinations.

For those seeking quieter retreats, Bath is surrounded by beautiful countryside, with the Cotswolds to the north, the Mendips to the south-west, and – just across the Severn Bridge – the Wye Valley and the Forest of Dean. The coast at Weston-super-Mare or South Wales is also within easy reach. 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.



1



How to apply

📌 We are delighted that you are considering applying for one of our Master's programmes.



To apply for our programmes 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.

To process your application we require:

- a fully completed application form.
- one completed reference. This should be an academic reference from a university tutor. A reference relating to your pre-university studies is **not** an acceptable form of academic reference. If you wish to supply a second reference you may do so; this may be from an employer.
- an academic transcript of your most recent university results/grades.
- copies of IELTS, TOEFL or PTE Academic results (for non-native speakers of English) – you may send this information at a later date.

Application process:

- Applications should be made online at: www.bath.ac.uk/study/pg/applications.pl You will be required to register, after which you will receive a username and password to log-in to your application.
- Complete the online application form.
- Upload copies of your transcripts and certificates. If you have not completed your studies please provide copies of the transcripts you have

to date.

- We will contact your referee by email and request a reference. You may upload a copy of your reference if you already have this.
- Upload copies of IELTS or TOEFL results (for non-native speakers of English), if available.

Please note that the University does not issue any hard copies of letters. All information regarding your application can be found on the **Application Tracker**. The Application Tracker enables you to follow the progress of your application. You will receive emails alerting you to check your Application Tracker when there is new information for you to read.

Combined offers

If you are required to attend a Pre-sessional English Language programme before enrolling on your chosen MSc programme, you may be eligible for an offer for the combined Pre-sessional and MSc programme. The Admissions Team will inform you if you are eligible for a combined offer.

Application deadline

Although there is no official deadline, we recommend that you make an application as early as possible to avoid disappointment.

Please note

Applications will not be considered without the payment of the application fee. **Please don't forget to pay the £50.00 application fee** if you are applying for one of the following programmes: MSc in Accounting and Finance, MSc in Finance, MSc in Finance with Banking, MSc in Finance with

Risk Management, MSc in International Management, MSc in Management and the MSc in Marketing.

Failure to pay the application fee will result in a delay in your application being processed.

Please see the website for details on how to pay the application fee.

You will be required to produce the originals of all copy documents at registration.

Accepting your offer

If you are offered a place, you will need to accept via the **Application Tracker System** and pay a **£250 deposit** to secure your place on the programme. Information on how to do this will be provided in your offer letter.

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: mscadmin@management.bath.ac.uk.

The University's International Office also offers a number of scholarships to international students from outside the EU studying Master's programmes. More information can be found on the following website: www.bath.ac.uk/study/international

How to find us



Travel

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

Key to Campus Map

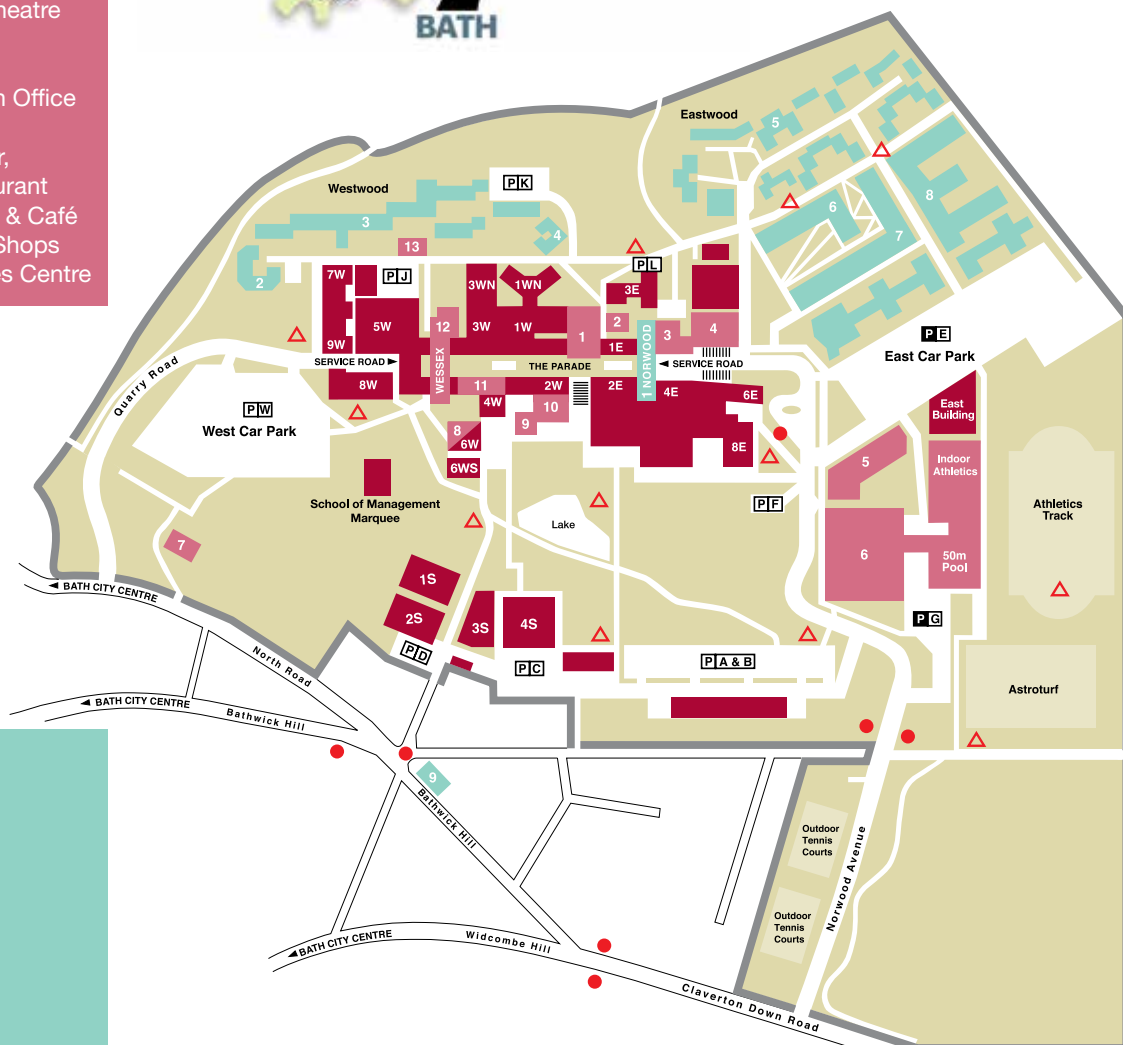
Amenities

- WESSEX - Admissions and International Office
- 1 Library, Security
- 2 Chaplaincy Centre
- 3 Students' Union
- 4 Sports Hall
- 5 Arts Barn and Lecture Theatre
- 6 Sports Training Village
- 7 Medical/Dental Centre
- 8 Student Accommodation Office
- 9 University Hall
- 10 Level 1 Café, Parade Bar, Claverton Rooms Restaurant
- 11 Student Services Centre & Café
- 12 Post Office, Banks and Shops
- 13 Accommodation Services Centre

- P** Visitors Car Parking
-  Fire assembly points
-  Bus stops

Accommodation

- 1 Norwood House
- 2 Polden Court
- 3 Westwood
- 4 Brendon Court
- 5 Eastwood
- 6 Marlborough Court
- 7 Solsbury Court
- 8 Woodland Court
- 9 Osborne House



The Bath MSc

MSc in Accounting and Finance, MSc in Finance,
MSc in Finance with Banking, MSc in Finance with Risk Management
MSc in Advanced Management Practice
MSc in Human Resource Management and Consulting
MSc in Innovation and Technology Management
MSc in International Management
MSc in Management
MSc in Marketing
MSc in Sustainability and Management

Contact us

For more information about our Master's programmes please contact the MSc Admissions Office.

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

Tel: +44 (0) 1225 383757
Fax: +44 (0) 1225 386473
Email: mscadmin@management.bath.ac.uk

www.bath.ac.uk/management

Note. The information in this publication is correct at the time of going to press. Courses are monitored and reviewed regularly, as a result of which changes may be made. There may be amendments to the programmes described in this brochure both before and after a candidate's admission. This publication does not form part of any contract between any person and the University.

8/2013



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