

# UNDERGRADUATE COURSES

Course Structure 2024/25

	<b>BSc Business and Management</b>	<b>BSc International Business Management</b>	<b>BSc Marketing</b>	<b>BSc Business Analytics</b>	<b>BSc Economics and Management</b>
<b>YEAR ONE</b>	Introduction to Management	Introduction to Management	Introduction to Management	Introduction to Business Analytics	Introduction to Management
	Accounting and Finance for Managers	Accounting and Finance for Managers	Accounting and Finance for Managers	Introduction to Accounting	Introduction to Accounting
	Principles of Marketing	Principles of Marketing	Principles of Marketing	Principles of Marketing	The Economy
	Global Business Environment	Global Business Environment	Global Business Environment	Global Business Environment	Global Business Environment
	Quantitative Analysis in Management	Quantitative Analysis in Management	Quantitative Analysis in Management	Introduction to Management	Mathematical and Statistical Methods
	Enquiry, Analysis and Communication	Enquiry, Analysis and Communication (or) Modern Language	Enquiry, Analysis and Communication	Enquiry, Analysis and Communication	
<b>YEAR TWO</b>	Management Research Methods	Management Research Methods	Management Research Methods	Data-Driven Business Decision Making	Microeconomics Analysis
	Principles of Project Management	International Business Management	Principles of Project Management	Management Science	Macroeconomics Analysis
	People, Work and Organisations	People, Work and Organisations	Consumption and Consumer Behaviour		Applied Quantitative Research Methods
	Organisation Theory	Organisation Theory	Issues in Consumer Marketing and Innovation		At least one from- International Business Management, Management Science, People, Work and Organisations, or Management Research methods,
	Optional Units	Optional Units	Optional Units	Optional Units	Optional Units
<b>YEAR THREE</b>	Dissertation	Dissertation	Dissertation	Decision Analysis and Simulation	Management Optional Units
	Optional Units	Optional Units	Optional Units	Business Analytics in Practice	Economics Optional Units
				Optional Dissertation	Optional Units
	<b>BSc Business and Management With Modern Language / Study Abroad</b>	<b>BSc International Business Management With Modern Language / Study Abroad</b>	<b>BSc Marketing With Modern Language / Study Abroad</b>	Optional Units	<b>BSc Economics and Management With Study Abroad</b>
Year Abroad	Year Abroad	Year Abroad		Year Abroad	
<b>YEAR FOUR</b>	Dissertation	Dissertation	Dissertation		Management Optional Units
	Optional Units	Optional Units	Optional Units		Economics Optional Units
					Optional Units
	Study Abroad and Modern Language Available	Study Abroad and Modern Language Available	Study Abroad and Modern Language Available		Study Abroad Available

**Management Alumni job titles**

**CEO, COO, Director, Managing Director, Marketing Director, Consultant, Marketing Manager, Project Manager, Account Director, Entrepreneur, Senior Manager, General Manager, Customer Manager, HR Manager, Product Marketing Manager, CSR Manager, Analyst, Marketing and Sales Manager, Minister for Education**

**Optional Unit Examples**

Visit [bristol.ac.uk](http://bristol.ac.uk) for the latest unit list.

**Strategy, Corporate Social Responsibility and Sustainability, The Digital Economy, Marketing and New Product Development, Foundations of Business Law Management Science, Public Management, Organisational Crime and Corruption, Organizational Theory, Operations Management, Data Analytics and AI**

Please note: Optional unit availability varies depending on both staffing, student choice and timetabling constraints.

**Info** Please note: It is possible that the information shown for future academic years may change due to developments in the relevant academic field. Please note that entry requirements are subject to change.  
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**KEY** Management Accounting Marketing Economics Analytics

All information on this matrix is correct at time of print, June 2023