UNDERGRADUATE COURSES
Business and Management Course Structure 2026/27

University of BRISTOL — Business School

	BSc Business and Management	BSc International Business Management	BSc Marketing	BSc Business Analytics	BSc Economics and Management
YEAR ONE	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	Quantitative Analysis in Management	
YEAR TWO	Management Research Methods	Management Research Methods	Management Research Methods	Machine Learning for Data-Driven Business Decision Making	Microeconomics Analysis
	Principles of Project Management	International Business Management	Principles of Project Management	Data Visualisation for Business	Macroeconomics Analysis
	People, Work and Organisations	People, Work and Organisations	Consumption and Consumer Behaviour	Management Science	Applied Quantitative Research Methods
	Organisation Theory	Management of Multinational Enterprises	Issues in Consumer Marketing and Innovation	Management Research Methods	At least one from - International Business Management, Management Science, Management Research Methods or People, Work and Organisations.
	Optional Units	Optional Units	Optional Units	Two from: International Business Management, Strategy, Principles of Project Management, Strategic Finance.	Optional Units
YEAR THREE	Dissertation	Dissertation	Dissertation	Decision Analysis and Simulation	Management Optional Units
	Optional Units	Firm, States and Economic Diplomacy	Optional Units	Data Analytics and Artificial Intelligence for Business	Economics Optional Units
		Optional Units		One from: Business Analytics in Practice, Dissertation	Optional Units
	BSc Business and Management With Study Abroad in English / Modern Languages	**BSc International Business Management** With Study Abroad in English / Modern Languages	**BSc Marketing** With Study Abroad in English / Modern Languages	Two from: Grand challenges and strategy practice, Digital Economy, Corporate social responsibility + sustainability, Management consultancy, Financial statement analysis.	**BSc Economics and Management** With Study Abroad in English
	Year Abroad	Year Abroad	Year Abroad		Year Abroad
YEAR FOUR	Dissertation	Dissertation	Dissertation		Management Optional Units
	Optional Units	Firm, States and Economic Diplomacy	Optional Units		Economics Optional Units
		Optional Units			Optional Units
	Study Abroad in English and Modern Language Available	Study Abroad in English and Modern Language Available	Study Abroad in English and Modern Language Available		Study Abroad in English 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 for latest unit list.

Business Simulation, Strategy, Corporate Social Responsibility and Sustainability, The Digital Economy, Foundations of Business Law, Management Science, Public Management, Organisational Crime and Corruption, Organisation 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.

For up-to-date information, please visit; **bristol.ac.uk/management/study/undergraduate** I Find out more about eligibility for contextual offers at : **bristol.ac.uk/contextual-offers**

KEY — Management | Accounting | Marketing | Economics | Analytics

All Information on this matrix is correct at time of print

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