

Undergraduate study

Management



Key highlights



Real-world insight

All courses include practical applications so you can apply theory to the real world. Our Professional Liaison Network offers events and initiatives to boost your future career. Guest speakers and mentors from a variety of sectors give their unique insight into management or marketing roles, and you can choose to apply for one of our industry placements.



Global outlook

Our courses give you a global view of management and marketing, and you can also choose to study international business as a unit or degree, or spend a year studying abroad. Some current destinations include Copenhagen, Paris, Sydney, Hong Kong and Singapore.



Startup support

Bristol's Basecamp Enterprise Team provides support to those interested in startups and entrepreneurship, including skills workshops, networking events, one-to-one guidance and 'enternships' – self-employed summer internships. The New Enterprise Competition offers students the opportunity to compete for startup funding of up to £40,000.

Why study management at Bristol?

A degree from the University of Bristol will help you to think critically and creatively about management, marketing and organisational practice, giving you the skills needed to succeed in today's rapidly changing global environment.

We offer a structured yet flexible programme of study across our courses, allowing you to build your skills and knowledge while keeping your personal interests and career goals firmly in mind.

You may study a single honours management or marketing course or combine management with accounting (including an optional professional placement year), economics or innovation.

All our courses integrate a global perspective, but international business management offers a more in-depth understanding of international management, with the option to study a modern language as well. Alternatively, choose a Study Abroad course to spend your third year studying overseas, with teaching either in English or a modern language (French, German, Italian or Spanish).

In the first year, you will explore key concepts and ideas in the fields of management, economics and accounting, as well as understanding the global business environment and statistics. Second-year teaching will enhance your understanding of core research methods alongside optional units. In the final year you'll put your skills and knowledge into practice and take a choice of specialist units. Most students will complete a dissertation, conduct a consultancy project or write a business plan.

Sample units may include:

- Consumption and Consumer Behaviour
- Data Analytics and Artificial Intelligence for Business
- Global Production, Work and Employment
- The Digital Economy
- Corporate Social Responsibility and Sustainability.

Find out more

Entry requirements, course structure and units
bristol.ac.uk/ug2021-management

'The University supports career progression very well. After having an internship last summer and getting a graduate scheme offer, I feel like I am qualified for any job I apply to. It's a great university and city!'

Samantha (BSc International Business Management)



Management and marketing courses are delivered by world-class academics and practitioners, who incorporate the very latest research and ideas into their teaching. Our highly rated research ranks sixth in the UK for impact (*THE* analysis of REF 2014, Business and Management Studies).



Bristol management graduates go on to work for top employers including Amazon, Deloitte, the United Nations and the NHS. Others continue their studies through postgraduate programmes, start their own businesses, or pursue professional conversion courses for law or teaching.



The Economics, Finance and Management (EFM) Society is the largest student subject society in the University. You can get involved in sports societies, regular socials and peer support programmes.



Bristol is part of SETSquared, named the world's top university business incubator three years in a row (UBI Global, 2017-19). SETSquared has supported over 4,000 UK high-tech startups since its inception, helping them raise more than £1.8 billion of investment and creating £8.6 billion of economic impact to date.

Courses

BSc Management/
BSc Management with Study Abroad/
BSc Management with Study Abroad in a Modern Language

BSc Marketing/
BSc Marketing with Study Abroad/
BSc Marketing with Study Abroad in a Modern Language

BSc International Business Management/
BSc International Business Management with Study Abroad /
BSc International Business Management with Study Abroad in a Modern Language

BA International Business Management and French / German / Spanish

BSc Accounting and Management/
BSc Accounting and Management with Professional Placement/
BSc Accounting and Management with Study Abroad

BSc Economics and Management/
BSc Economics and Management with Study Abroad

MSci Management with Innovation

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This leaflet contains information for students planning to start university in autumn 2021. We have made every effort to ensure all details are correct at the time of going to press (May 2020). However, since this information is subject to change, you are advised to check the University's website, bristol.ac.uk/ug-study for the latest updates. Any sample units listed are indicative and offerings may change due to developments in the relevant academic field. Unit availability varies depending on staffing, student choice and timetabling constraints.

