

# Placements & Projects

## The Bath Advantage

Mia Kastrup  
BSc Business Administration  
on placement at Accenture

NATIONAL STUDENT SURVEY  
**1<sup>st</sup>** FOR STUDENT  
SATISFACTION  
in Business Studies

2014  
2013

## About us...

👉 There is a strong demand for Bath graduates from employers, including multinationals and prestigious organisations of all sizes.



Charlie Kenny  
BSc in Business Administration  
on placement at Nomura

### Our Research

We have an excellent reputation for the quality of our research which covers all areas of management. Research is structured around issue-based, multi-disciplinary groups and a number of industry-funded research centres and projects exist within the School.

### Our Students

Students bring specialised knowledge and up-to-date business theory that can provide a fresh approach to projects. Many students also possess international knowledge that can be a valuable asset to your organisation. Students can be employed as a resource to work on specific projects, allowing other core staff to continue working where they are most needed.

Placements last between 6-12 months, giving students time to add significant value to your company and this period can be seen as an extended interview and are a very cost-effective way of recruiting.

### Our Rankings

The School of Management is one of the UK's leading business schools. Currently ranked 1st for Student Satisfaction in Business Studies (*National Student Survey*) and 1st for Accounting and Finance (*Complete University Guide*).



#### 1st for student satisfaction in Business Studies

For the second year running, Bath is ranked first for Business Studies in terms of student satisfaction in the National Student Survey.



#### 1st for Accounting & Finance

In the 2015 *Complete University Guide*, Bath is ranked first for Accounting and Finance.

**🎯 We are one of the UK's leading Business Schools with highly ranked programmes and a strong record of internationally recognised research.**



**Bath ranked one of the best UK universities for launching graduates into the most desirable jobs**

Bath has been ranked by LinkedIn as one of the best UK universities for launching graduates into the most desirable jobs.

Bath ranks in the top 5 in the following categories:

- 3rd for best marketers
- 4th for best accounting professionals



In the latest ranking we are ranked 3rd for Business, Management and Marketing. We have been ranked:

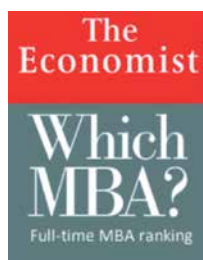
- 1st for Course satisfaction (98%)
- Joint 1st for value added
- Joint 2nd (89%) for career score

In the ranking of Accounting and Finance degrees we scored 97% for course satisfaction and were ranked 2nd equal (88%) for career score.



**Bath ranked 6th most targeted university by graduate recruiters**

In the 2014 High Fliers report, Bath is ranked sixth most targeted university by Britain's top graduate employers.



**Bath MBA ranked 2nd in the UK**

Our part-time Executive MBA is ranked second in the UK by *The Economist's Which MBA?* Our full-time MBA is ranked 4th in the UK.



Bath is one of a select number of international business schools which have been accredited by EQUIS, the European Foundation for Management Development's (EFMD) quality inspectorate.



Bath ranked first in the UK and eleventh worldwide in the Corporate Knights Global Green MBA ranking. The School is also ranked third in the world for published Faculty research in the area of sustainability.



**Masters in Management**

Ranking 2014



**Masters in Finance**

Ranking 2014

**Bath ranked amongst global elite in the *Financial Times* Masters rankings**

Both our MSc in Management and MSc in Accounting and Finance are ranked in the *FT's* list of the top global pre-experience Masters programmes. Our MSc in Management is ranked in the top 10 in the UK.

More information on the School of Management rankings:  
[www.bath.ac.uk/management/about/rankings.html](http://www.bath.ac.uk/management/about/rankings.html)

## What is a suitable placement?

🕒 There is no hard-and-fast rule as to what type of work is suitable since a great deal depends on the student's own maturity, skills and abilities, and the requirements of your organisation.



William Ranby  
BSc in Business Administration  
on placement at Accenture

### What should a placement offer?

- An opportunity to apply and develop both existing skills and new ones learnt in the workplace
- Opportunities for learning (mainly practical but also academic and social)
- Enable the student to assume an appropriate degree of responsibility
- Maximise the student's contribution to the department and organisation

### The Placements Team

- Our Placements Team provides access to candidates across the School of Management
- Send a job description and advert that describes your business, area of work and the type of skills you need, and we will advertise your vacancy internally to the right students
- We will collate CVs and cover letters and send them to you or direct students to your online application process
- Interviews can be held at the University. We can arrange the schedule, book the rooms and contact students, making the process easy and at no cost to you
- You can also interview students at your site, where we just ask that you cover their travel expenses

Companies continually return to us because of the service we offer: connecting them to the right, high-calibre students and providing the right support and facilities. We are happy to provide advice and guidance on any aspect of the recruitment process.

### Contact us

For more information about our Placements or Projects please contact:

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[www.bath.ac.uk/management/business](http://www.bath.ac.uk/management/business)

# Table of Comparison

Course	Entry qualifications	Length of placement	When is the placement?	When is the recruitment period?
BSc (Hons) in Accounting & Finance	<p>Typical A-level offer AAA (with an A in Maths required)</p> <p>Typical IB offer 38 points overall to include 6 in Higher Level Mathematics</p>	12 months	Summer to Summer	October to June
MSc Advanced Management Practice	<p>A first degree in business/management (2:1 or above or its international equivalent). Other degrees with significant business/ management components may also be considered.</p> <p>This programme is open to graduates who currently have little or no business experience.</p>	20-22 weeks	April to September	December to April
BSc (Hons) in Business Administration	<p>Typical A-level offer AAA/A*AB in one sitting. Minimum Grade B required in GCSE Maths and English.</p> <p>Typical IB offer 38 points (including bonus points). No subject below 5 points including English and Maths.</p>	Two separate 6 month placements	<p>Placement 1 - Summer to Jan/Feb</p> <p>Placement 2 - Jan/Feb to Summer</p>	<p>Placement 1 - February to June</p> <p>Placement 2 - October to December</p>
BSc (Hons) in Management & Modern Languages	<p>Typical A-level offer AAA for IMML Spanish, AAB for IMML French AAB for IMML German (with A in the relevant language) Grade B in GCSE Maths and English</p> <p>Typical IB offer 35-37 points (including bonus points) with HL 6 in the relevant language</p>	12 month 'year abroad' in a French, German or Spanish speaking country	Summer to Summer	October to June
BSc (Hons) in Management	<p>Typical A-level offer AAA/A*AB in one sitting. Minimum Grade B required in GCSE Maths and English.</p> <p>Typical IB offer 38 points (including bonus points). No subject below 5 points including English and Maths.</p>	12 months	Summer to Summer	October to June
BSc (Hons) in Management with Marketing	<p>Typical A-level offer AAA/A*AB in one sitting. Minimum Grade B required in GCSE Maths and English.</p> <p>Typical IB offer 38 points (including bonus points). No subject below 5 points including English and Maths.</p>	12 months	Summer to Summer	October to June
BSc (Hons) in International Management	<p>Typical A Level offer AAA/A*AB</p> <p>Typical IB offer 38 points (including bonus points). No subject below 5 points including English and Maths</p>	12 month 'year abroad'	Summer to Summer	October to June

# Final Year Projects

🕒 **The Final Year Project (FYP) is unique to the Bath BSc in Business Administration and enables you to work with a highly-skilled, enthusiastic and dedicated team of final year students.**

In their final year, our BBA students carry out a team project which involves working on a real business issue for a company or organisation from October until April. A project could produce valuable and useable results for your company and can cover issues such as strategic research, market research, feasibility studies and intra-organisational analysis.

Each multidisciplinary team of five or six students has a range of academic specialisms, business experience, and in some cases language skills, and so can meet the needs of your organisation in terms of specialist knowledge.

Above all, the project should be a task that your organisation both needs and wants to do. Ideally it is approved for content, objectives and resource commitment at the highest level in your organisation.



BSc Business Administration students who worked with Vodafone on their Final Year Project

## Past projects...

- The role of CSR (if any) in influencing the decision of the consumers in selecting their preferred gas supplier in India.
- Do you believe in fairies? Marketing and recommendations for a new children's game.
- To investigate the prevalent barriers to Lotto play amongst young adults in HE.
- Selling the sales role. An investigation in to how Danone can attract a better quality and quantity of candidate in to sales.
- The Forgotten Market - Uniting students and the Music Industry.

## FYP Case Study

Organisation:	Qubit – a London-based website optimisation company
Business issue:	Qubit were expanding and opening an office in New York and required some research into the US online retail market.
Project:	The project team audited the largest 250 retail websites in the USA and conducted consumer interviews; a model was then created using this information.
Outcome:	The team were able to make solid recommendations to aid Qubit's move into the US market based on the findings of the research project.

# Corporate Partners

## 📌 We have established long-term, multi-layered relationships with leading multi-nationals and SMEs

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

### Our Corporate Partners:



L'ORÉAL



Proxima



J.P.Morgan



If you would like to discuss how becoming a Corporate Partner might benefit your organisation please contact:

#### Stephen Rangecroft

Director of External Relations and Marketing

Tel: +44 (0) 1225 386 643

Email: [S.Rangecroft@bath.ac.uk](mailto:S.Rangecroft@bath.ac.uk)

“ If I was to pick out some of the factors that distinguish a Bath student from others, I would say that they tend to have a very high level of commercial awareness. They're also very resilient and able to take on challenges as they come. They're confident about taking their own stance on things. ”

L'Oréal

“ PwC has chosen to work with Bath for over four years because of the excellent calibre of students. We continue to recruit talented students year after year. ”

PwC

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

Procter & Gamble

“ BP undertook a review to enhance our relationships with a small group of core universities. Each core university was chosen on the basis of a strong track record with BP e.g. where many successful graduate recruits have come from recently and league tables regarding which are the strongest universities in areas particularly relevant for BP such as engineering and business. ”

BP

“ We chose to partner with Bath because of the high calibre of students and faculty. ”

Intel

# Placements & Projects

## The Bath Advantage

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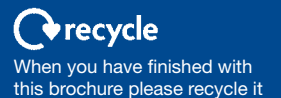
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[www.bath.ac.uk/management/business](http://www.bath.ac.uk/management/business)

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12/14



#### Our Corporate Partners



L'ORÉAL



Proxima



J.P.Morgan

