www.lboro.ac.uk/sbe
School of Business and Economics

Business

THE TIMES AND SUNDAY TIMES
GOOD UNIVERSITY GUIDE 2019
TOP 10 UK BUSINESS SCHOOL

TRIPLE-ACCREDITED UK BUSINESS SCHOOL
(AACSB, EQUIS, AMBA)

DLHE, 2016-17
MEAN SALARY, FT UK/CI FIRST DEGREE STUDENTS IN FT GRADUATE LEVEL EMPLOYMENT OR SELF-EMPLOYED
£27,000+ AVERAGE BUSINESS GRADUATE SALARY

www.lboro.ac.uk/sbe
School of Business and Economics
Welcome

At Loughborough we pride ourselves on offering an outstanding learning experience and developing highly employable graduates equipped for the rapidly changing global business environment.

We are consistently ranked as a Top-10 UK business school by national league tables and in the National Student Survey we are regularly rated as one of the UK’s leading universities, especially in terms of overall student satisfaction.

Our teaching combines theory with practice and all of our students have the opportunity to spend a year on a salaried professional placement or studying abroad at a partner university. With a range of options available, our courses allow you to realise your career ambitions and help you stand out to employers.

Finally, our students regularly comment on the excellent care and support they receive from our staff – at Loughborough there is always someone to turn to.

Dr Sarah Cromie and Professor Jiyin Liu
Co-Directors of Undergraduate Studies

Contents

Welcome 01
Why choose Business at Loughborough? 02
The placement year 04
Studying abroad 06
Support and development 07
Accounting and Financial Management BSc (Hons) 08
Finance and Management BSc (Hons) 10
Business Analytics BSc (Hons) 12
International Business BSc (Hons) 14
Management BSc (Hons) 16
Marketing and Management BSc (Hons) 18
Inspiring graduates 20
Why choose business at Loughborough?

Loughborough University’s School of Business and Economics is recognised as an international global leader. Consistently ranked as a top 10 UK business school in national league tables, we also hold triple accreditation from AACSB, EQUIS and AMBA, ensuring the highest quality of education from teaching and research to student support and facilities.

Here we offer much more than just undergraduate degrees; our courses are designed to meet the needs of industry, influenced by our experiences with global corporate partners, and the leading research and expertise of our internationally renowned academics.

Excellence in teaching
All of our undergraduate courses develop a range of personal skills and provide a broad understanding of the core management disciplines and activities. We will help you develop skills that are highly prized by employers, such as communication skills, working in groups and proficiency in using modern information technology. You will encounter a rich diversity of teaching and learning experiences, including:

• lectures and tutorials;
• syndicate discussion groups;
• presentations;
• supervised computer sessions;
• off-campus visits;
• visiting speakers from industry and commerce.

Loughborough University was awarded Gold in the Teaching Excellence Framework (HEFCE 2017).

Research that matters
Our teaching is underpinned by leading research in the field. In the most recent research assessment (Research Excellence Framework - REF 2014), 75% of our Business and Management research was rated as ‘world leading’ or ‘internationally excellent’. It’s this record that ensures our teaching is kept up to date with the very latest research insights and best practice.

Salaried placements and studying abroad
All our business students have the opportunity to spend a year on professional placement as part of their course, or alternatively, you can choose to study abroad for the year at one of our partner institutions or a combination of both.

Respected by employers
Our degree courses thoroughly prepare you for a career in business and management. Our corporate partnerships with over 2000 organisations of all sizes around the world ensure that all subject material is related to real-life management and informed by the very latest research and best practice. The excellent teaching and academic support we provide underpins our excellent success rates in terms of students completing their degrees. The combination of outstanding academic excellence together with solid practical skills means that high profile companies regularly employ our students upon graduation.

Developing your employability
Our aim is to inspire and develop the business leaders of the future so we make every effort to help you develop your employability, both inside and outside of the classroom. We encourage and support you to develop your enterprise skills. Every course includes a core module that will equip you with key skills in how to study effectively, secure a placement and develop your employability. In addition, several of our courses include specialist modules such as critical thinking skills, research and communication, and leadership and professional development.

“Walking round Loughborough’s beautiful campus and always bumping into someone, it really is a bubble. I have had an incredible experience and couldn’t be happier with the platform it has provided me with to enter the workplace. Loughborough has taught me to ‘work hard and play hard’ – there’s always something to do or get involved in.”

— Emily
Business graduate

—
The placement year

We were one of the first UK business schools to include a year-long placement as a mandatory part of our undergraduate degrees and they remain an integral feature of our courses.

We have a long history of placing students in top businesses throughout the UK, helping you develop skills and experiences and giving you the chance to ‘test drive’ a career with big name companies like 3M, IBM, Goldman Sachs, Microsoft, PwC, Waitrose and Walt Disney, to name a few.

How does it work?

Most placements are in the UK but overseas placements are encouraged if you have the appropriate language skills.

You have the option to do any of the following:

- One year on placement (can be up to three placements)
- Six months on placement and six months studying abroad

It is also possible to do a self-employed placement as part of our ‘Year in Enterprise’ scheme.

What might I do on placement?

We expect students to be given a salaried, professional role with all the challenges and responsibilities of a real job. Placement students are often treated as graduate employees and become important members of the team.

Sometimes students are part of a project team working on a specific business problem, or they may be responsible for providing regular reports which are an integral part of a team’s operations. They may even be responsible for the duties of other people within a team.

Always, we would expect our students to be appropriately challenged and developed. For some students this may involve undertaking elements of their company’s graduate training scheme.

How do I get a placement?

Although it will be your responsibility to find your own placement, we offer exceptional help and support.

Many companies specifically target us for placement students. We are regularly in contact with more than 2000 organisations around the globe and our dedicated Placements Office team ensure you are supported throughout the process by regular job alerts, company presentations, CV workshops, help preparing for interviews and assessment centres, and 1-1 tailored advice.

Every year we organise an intensive 2-day Employer Speed Presentation event on campus, where typically over 35-40 companies of all sizes and sectors present on the placement opportunities they offer. This event is specifically for business and economics students, and is in addition to Loughborough hosting the UK’s largest annual Graduate and Placements Fair.

Key benefits of a professional placement

Every year we see the increasing benefits of the placement year, and every year the returning placement students enthuse about the value of their year out.

- Improved job prospects. According to recent research*, over a third of the Top 100 graduate employers would not even consider offering a position on one of their graduate programmes to a graduate without work experience – regardless of their academic achievements and qualifications. Your placement year gives you a cutting edge in an increasingly competitive job market.

- Potential job offer. Typically around 1/3rd of placement students are offered a job by their placement employer. Employers see placements as an opportunity to trial good candidates to recruit for graduate jobs and many of our students are offered a graduate job with their placement employer. Often this happens as much as a year before they graduate, allowing them to concentrate fully on their studies.

- Test-drive a career. You will develop your understanding of business and be able to focus more clearly on fine-tuning your final year module choices to suit your career aspirations.

- Professional responsibility. A year on placement gives you the opportunity to put theory into practice, develop key skills such as leadership, communication and teamwork, and even take on managerial responsibilities.

- Personal development. Every year our finalists return more confident, mature in outlook and focussed on their career objectives.

- Improved Performance. We consistently see that students who did a placement achieve improved grades in their final year.

- Potential job offer. Typically around 1/3rd of placement students are offered a job by their placement employer.

Employers see placements as an opportunity to trial good candidates to recruit for graduate jobs and many of our students are offered a graduate job with their placement employer. Often this happens as much as a year before they graduate, allowing them to concentrate fully on their studies.

Satisfactory completion of the placement results in a Diploma in Professional Studies in addition to your degree on graduation. There is also the opportunity to win a Dean’s Award for Employability for the best placement year.

*Source: High Fliers Research, ‘The Graduate Market in 2019’

At PwC we’ve recruited a number of students from Loughborough University onto our business placement programme, and successfully converted these to full-time graduate offers. As a major employer of graduate trainees, we recognise the important role played by the School of Business and Economics in producing high-calibre, motivated individuals, who are ready to enter the world of financial services.”

Spokesperson for PwC
Studying abroad

A global outlook
We aim to equip our students to flourish as global leaders and global citizens in today’s rapidly changing global environment.

Employers increasingly place a high value on adaptability and strong intercultural skills in the workplace. That is why all our undergraduate students have the opportunity to broaden their horizons and spend a semester or a full academic year studying abroad at one of our partner institutions around the world.

An international dimension is also embedded into our courses to provide you with a wider world view of your subject in a global context.

How does it work?
Instead of doing a one-year professional placement, you can choose to do any of the following:
• One year study abroad (either at one partner university for twelve months or study at two different partner universities for six months each)
• Six months study abroad and six months placement (in the UK or abroad)

These studying BSc International Business have the additional option to study abroad during semester two of year two.

What are the benefits of studying abroad?
A period of study abroad is an exciting and challenging opportunity to:
• Improve your language skills
• Grow in confidence and develop intercultural skills
• Discover and immerse yourself in a new culture
• Improve your language skills

Successful completion of a year abroad or six months on placement and six months studying abroad results in a Diploma in International Studies (DIntS) in addition to your degree.

Summer schools
For students unable to spend a whole semester or year abroad, there is an increasing number of short, intensive summer schools available at a number of leading overseas institutions.

Support
Our dedicated International Relations Office supports you through all aspects of the journey, from finding out about available opportunities to securing a place at a partner university right through to planning your visit. Find out more at www.lboro.ac.uk/sbe/studyingabroad

Do I need foreign language skills?
This is not essential as our partner’s teach in English. However, it is a great opportunity to improve your foreign language skills; you can take language courses during your studies abroad and you can also take extracurricular language classes at Loughborough before you go.

Where can I go?
Places at some of the following institutions are highly competitive.
Europe
• Austria: University of Graz
• Denmark: Aarhus University
• Finland: Hanken School of Economics
• France: ESSEC Business School, Lille or Nice; ESCP; Angers or Paris; Innova Ecole de Management; KEDGE Business School; Marseille Business School, or Bordeaux, Université Bordeaux Sci.
• Germany: University of Cologne, Ludwig Maximilian University of Munich
• Italy: Università Bocconi, Milan
• Netherlands: VU University of Amsterdam
• Portugal: Universidade Católica Portuguesa, Lisbon
• Spain: Pompeu Fabra University, Barcelona; Toulouse Business School – Barcelona campus; Universidad Carlos III de Madrid; University of Valencia
• Switzerland: HEC Lausanne, ZHAW School of Management & Law, Zurich
Rest of the world
• Argentina: University of Western Australia, Perth; University of Technology, Sydney; Curtin University of Technology, Perth; University of Queensland, Brisbane
• Canada: HEC Montreal, UQAM
• Chile: Universidad de Chile, Santiago
• China: SUIE Business School, Shanghai; The University of Nottingham, Ningbo Campus, Zhejiang University, Hangzhou
• Hong Kong SAR, China: City University of Hong Kong; Hong Kong Baptist University
• Japan: kansai University

Singapore: Nanyang Technological University, Singapore
Taiwan: National Chengchi University
Thailand: Chulalongkorn University, Bangkok
Uruguay: University of Montevideo
USA: New Mexico State; Oklahoma State University; Purdue University

Support and development

Excellent support
A wide range of support is available right across campus for almost every situation so there is always someone to talk to if you need help or advice. In addition to the Programme Director for your degree, you will have a Personal Tutor to monitor and advise you on your academic progress, provide pastoral advice and support when required; and help you make the most of the wide range of opportunities available at Loughborough.

Extensive study resources and support

Loughborough has a strong tradition of providing excellent student support - from state-of-the-art IT facilities available around the clock, to award-winning mathematics support and library services. In addition, we provide advice on personal wellbeing, health, finance and legal matters, support for students with disabilities and additional needs, and of course careers advice.

Careers support
Our award-winning Careers Network allows you to access a wide range of specialist guidance to help you at any stage of your time at university. Help on offer includes:
• one of the largest careers fairs in the UK, right here on campus;
• individual consultations with experienced professional careers advisers;
• CV workshops;
• comprehensively online resources;
• thousands of job vacancies;
• skills masterclasses with input from leading employers;
• mock interviews;
• assessment centres and practice online assessments;
• a packed schedule of employer drop-in sessions.

Loughborough Students’ Union offers so many opportunities to improve your employability. There are literally hundreds of clubs and societies to get involved with.

Here are just a few of them:
• Loughborough Rag regularly raises over £1m for charity. Leading a team, organising a project or representing your fellow students helps you stack up the real life skills that employers want.

• EDBs Loughborough

Clubs and societies

www.lsu.co.uk/society/beds
• Enactus (live entrepreneurial projects)

www.lsu.co.uk/getinvolved/enterprise/enactus/
• Accounting and Business Society

www.lsu.co.uk/society/accounting-business/
• Loughborough Consulting Society

www.lsu.co.uk/society/lougbroughConsulting/
• Loughborough Finance and Investments Society

www.lsu.co.uk/society/fsociety

www.lsu.co.uk/society/youtubesociety/
• Trading Society

www.lsu.co.uk/society/trading/
• Retail Management and Marketing Society

www.lsu.co.uk/society/RetailManagement/
• Unicef

www.lsu.co.uk/society/Unicef/
Accounting and Financial Management BSc (Hons)

This course is designed to prepare you for careers in diverse areas of accounting, finance, management and consultancy. Our links with professional firms ensure you gain the latest best-practice insights and equip you to deal with the challenges of an ever-changing business world.

One of our key goals is to place accounting and financial management firmly in its business context. In addition to being approved by the major UK professional accounting bodies, this course offers the opportunity to study a much wider range of subjects than those included in the professional syllabuses.

About the course
Accounting and Financial Management is a four year degree and includes a year on placement or studying abroad as an integral part of the course. Our final year students regularly comment on how this experience aids their understanding of the material we teach in the final year and their employability prospects.

In the first two years you will receive a thorough grounding in the major disciplines of accounting and financial management, together with the legal, economic and organisational contexts in which accountants and financial managers operate.

A range of options enables you to study further subjects in the accounting and financial management disciplines in more detail and to pursue selected broader business topics in substantial depth. This course will assist in developing your cognitive skills (such as critical evaluation), practical skills (for example, the use of appropriate analytical tools) and transferable skills (such as team working) that will enhance your employability. In the final year you will study accounting and financial management subjects at an advanced level.

Professional recognition
This course qualifies you for examination exemptions from professional accountant bodies including ACCA, AIA, CIMA, CIPFA and ICAEW.

Career opportunities
Most of our graduates follow careers and professional qualifications in accounting and financial management, either in industry, commerce, the public services or professional practice, whilst some move into other management areas, including consultancy. Our graduates hold senior positions in major companies and firms of chartered accountants.

Example graduate destinations: Goldman Sachs (Operations Analyst); EY (Tax Advisor); Aston Martin (Finance Analyst); PwC (Trainee Accountant).

Recent placements
Abbott (Harman) (Financial Analyst); Accenture (Analyst Consultant); adidas (UK) (Financial Planning Analyst); American Express (Financial Analyst); BAE Systems (Assistant Cash Accountant); Bosch (Customer Supply Chain Assistant); Barclays (Senior Administrator in Finance); DAF Trucks Limited (Business Intern); Deloitte (Auditor); Exprian (Trainee Management Accountant); EY (Audit Trainee); Goldman Sachs (Operations Analyst); HP (Finance Intern); IBM (UK) (Finance Analyst); Microsoft (Customer Satisfaction Analyst); Morgan Stanley (Finance Controller); NHS (Finance Management Accounts Assistant); Renault (Assistant Fleet Analyst, Finance); Walt Disney Company (Retail Sales and Marketing Intern).

Placement opportunities, Study abroad, Additional award, Accredited course

Year 1
Compulsory modules

Year 2
Compulsory modules
Financial Management; Financial Markets and Derivatives Fundamentals; Financial Reporting; Management Accounting; Ethics in Finance and Accounting; Business Information Management; Information Systems Development; Company Law.

Plus three optional modules from a list of subjects including: International Management; Human Resource Management; Marketing; Operations Management; Business Programming; and Data Analysis for Management.

Placement year/study abroad
You can opt for either a year on placement or study abroad at an overseas partner university or, six months on each.

Alternatively, there is also the option to do a self-employed placement as part of our ‘Year in Enterprise’ scheme.

Final year
Compulsory modules
Financial Reporting: Theory and Practice; Strategic Management Accounting and Performance; Strategic Management Accounting: structures, processes and roles; Financial Management and Corporate Policy.

Plus a number of optional modules from a wide range of subjects including: Financial Risk Management; Corporate Reconstruction and Turnaround; Auditing; Corporate Governance; Behavioural Finance; Issues in Financial Reporting; Multinational Financial Management; general management subjects including modules in international business.

Please note that optional modules are subject to availability and timetabling permitting.

“I’ve really enjoyed my course. It’s taught me how to apply technical accounting skills in a commercially focused way and my placement at Volkswagen has helped me step out of my comfort zone and develop important soft skills too. I’m excited to have secured a graduate role at Grant Thornton in the Financial Services Tax team where I will study for the ICAEW ACA qualification.”

Sola
BSc Accounting and Financial Management
Finance and Management

BSc (Hons)

Today’s ever evolving global finance sector requires professionals and managers equipped to deal with complex problems. Our Finance and Management course combines rigorous finance theory and its application with general management studies to prepare you for a successful professional career in financial services (e.g. for investment and commercial banks, asset management firms and securities houses) or general management.

About the course

In the first year of this course, you will build a firm foundation for modules in subsequent years to build on. You will start with management and financial accounting fundamentals. These are complemented with the development of quantitative, computing and communication skills. This degree shares the same first year modules as our BSc Accounting and Financial Management degree. BSc Finance and Management students who realise that they prefer the accounting content may transfer to that programme at the end of the first academic year.

In the second year you will start to develop an in-depth understanding of financial management and corporate finance concepts and theories. You will study the economics of financial systems and take an introductory course on financial markets (including foreign exchange) and derivatives.

In the final year you will build on these skills and learn how to apply them in specialised core modules on portfolio management, financial trading, multinational financial management, financial risk management and behavioural finance.

Career opportunities

This programme is intended primarily to equip graduates successful careers in banks, asset management and other financial services firms. We have very close links with such organisations, nationally and internationally.

Whilst our graduates are in high demand in financial services, a number may choose to move into finance or more general roles in accounting and commercial banks, asset management firms and securities houses.

Placement year/study abroad

You can opt for either a year on placement or study abroad at an overseas partner university, or six months on each. Alternatively, there is also the option to do a self-employed placement as part of our ‘Year in Enterprise’ scheme.

Recent placements

Barclays (Group Market Risk Unit); Credit Agricola (Treasury Department); Deutsche Bank (Fund Administrator); Fujitsu (Project Management Placement Student); Goldman Sachs (Analyst); Heineken (Human Resources); IBM (European Operations Analyst); J.P. Morgan (Exotics and Hybrid Proxy Trade Management); Lloyd's Bank (Major Corporates Business Analyst); Menzies LLP (Asset Administrator); Morgan Stanley (Analyst); Nomura (Product Controller); PwC (Assurance); RSA (Corporate Recovery); SISU Capital Ltd (Junior Analyst); Warner Bros (Finance Intern); Xerox Ltd (Distribution and Operations Executive).

There is a lot of support for international students. The thing I have enjoyed most about Loughborough is being a member of the international community: I’ve been able to go into the local community and give presentations about my home country; it’s been a great way of letting others know about where I am from.'

— Alexandru
BSc Banking, Finance and Management
Business Analytics BSc (Hons)

Our BSc [Hons] Business Analytics course addresses the growing demand for skilled graduates who can use ‘big data’ to help businesses make better-informed decisions and manage both information and digital innovations to maximise performance.

In a highly competitive and rapidly changing world, BSc Business Analytics gives you a thorough understanding of the main issues and challenges faced by managers and business organisations.

Business Analytics is a major growth area in the commercial world. This course will open career prospects for a variety of highly-skilled jobs with critical levels of responsibility, including: business analysis, consultancy, financial services, marketing analysis, health analytics and information management.

About the course
Business Analytics is a four-year degree and includes a year on placement or studying abroad as an integral part of the course. Our final year students regularly comment on how this experience aids their understanding of the material we teach in the final year and their employability prospects.

The first two years will give you a broad introduction to the main management disciplines, plus more specialist subjects specifically designed for this course. Following your professional placement or study abroad year, the final year equips you with advanced skills in business analytics, as well as allowing you to choose from a broad range of optional business modules to suit your career aspirations.

As a Top-10 UK business school with sector leading research expertise in decision sciences, you will be taught how to put the latest insights from industry and research into practice.

Skills for employability is a key part of the Loughborough experience and can really boost your job prospects. This degree has two modules specifically built in to help you develop your study and employability skills. There are also specific modules in entrepreneurship to help those specifically built in to help you develop your study and employability skills.

Career opportunities
This new course was designed in response to the increasing calls from employers of all sizes and sectors for graduates skilled in harnessing the potential of big data to make better decisions, maximise performance, and better understand and predict customer behaviour.

We anticipate that graduates of this course will be highly sought-after and enjoy highly rewarding careers in areas such as business analysis, consultancy, financial services, marketing analysis, health analytics and information management.

Year 1
Compulsory modules
Management Perspectives and Organisational Behaviour; Principles of Marketing; Financial Reporting; Economics for Business; Skills for Study; Placement and Employment; Quantitative Business Skills.

Plus optional modules from a list of subjects including: Business in the Digital Age; Marketing; Organisations in the International Context; Retail Management; Law; Accounting and Finance; University wide language programme.

Year 2
Compulsory modules
Data Analysis for Management; Business Information Management; Programming for Business Analytics; Information Systems Development; Human Resource Management; Management Accounting; Management Science Methods; Employability and Critical Thinking Skills; Operations Management; Business Ethics and Corporate Social Responsibility.

Plus optional modules from a list of subjects including: Business Programming; Marketing; Finance; Law; Economics; University wide language programme.

Placement year/study abroad
You can opt for either a year on placement or study abroad at an overseas partner university, or six months on each.

Alternatively, there is also the option to do a self-employed placement as part of our ‘Year in Enterprise’ scheme.

Final year
Compulsory modules
Managing Big Data; Business Forecasting; Web Analytics; Leadership and Professional Development; Global Strategic Management; Data Mining for Business; Databases for Business Analytics.

Plus optional modules from a list of subjects including: Business Optimisation; Technology in Business and Society; Simulation for Decision Support; Marketing Communications; International Human Resource Management; University wide language programme.

Please note that optional modules are subject to availability and timetable permitting.

“On my placement at Microsoft I had the opportunity to showcase mixed reality and virtual reality as well as other Microsoft products to business and education customers. I put into practice skills I’d developed on my course, such as building a business case and working as part of a high performing team. I was given genuine responsibility and the chance to make a real impact. It was awesome!”

— Sahil
Business student
**International Business**

**BSc (Hons)**

**Entry requirements**

Correct at the time of print. Please check our website for the latest.

**Typical offers**

- A level: AAB-ABB (excluding General Studies, Critical Thinking, Communication and Culture, and Citizenship Studies). In some circumstances we may ask applicants to achieve specific grades in certain subjects.
- IB: 35-34 (6,6,5 HL with 5 in English A SL and 5 in Mathematics SL or 4 in Maths Studies).
- BTEC: BTEC Level 3 National Extended Certificate: Distinction plus two A levels (one of which must be from our preferred subject list) at grades AB.
- National Diploma: DD plus one preferred A level at grade B.
- National Extended Diploma: DDD.
- BTEC National Diploma: DD plus one preferred A level at grade B.
- BTEC National Diploma: DD plus one preferred A level at grade B.
- BTEC Level 3 National Diploma in Technical Project: Distinction plus two A levels (one of which must be from our preferred subject list) at grades AB.
- BTEC Level 3 National Diploma: DD plus one preferred A level at grade B.
- BTEC Level 3 National Diploma: DD plus one preferred A level at grade B.
- IB: 35-34 (6,6,5 HL with 5 in English A SL and 5 in Mathematics SL or 4 in Maths Studies).

**Minority A/B (7/6) Grades at GCSE including**

- GCSE: Mathematics SL (or 6 in Maths Studies). In some circumstances we may ask applicants to achieve specific grades in certain subjects.
- BTEC: BTEC Level 3 National Extended Certificate: Distinction plus two A levels (one of which must be from our preferred subject list) at grades AB.
- National Diploma: DD plus one preferred A level at grade B.
- National Extended Diploma: DDD.
- BTEC National Diploma: DD plus one preferred A level at grade B.
- BTEC National Diploma: DD plus one preferred A level at grade B.
- IB: 35-34 (6,6,5 HL with 5 in English A SL and 5 in Mathematics SL or 4 in Maths Studies).

**About the course**

International Business is a four year degree and includes either a placement year (in the UK or abroad) or a year studying abroad as an integral part of the course. We will help you develop essential skills valued by today’s businesses such as communication and interpersonal skills, quantitative and computing skills, and the ability to work well in groups.

In the first year, we will introduce you to the major management functions as well as the financial, economic and organisational environments that managers and organisations must operate within. In the second year, you will be introduced to the international business context and examine how managerial issues vary around the globe. You will also have the option to undertake an ‘International Semester’, which is a six month study abroad scheme. In the final year, you will have the opportunity to build on your experiences on placement or studying abroad. You will be able to choose more advanced optional modules that suit your career ambitions.

**Partner universities**

We have a variety of partnership arrangements with business schools in Europe and around the world. For a full list see page 6.

**Career opportunities**

We have very close links with major employers and many organisations specifically target our graduates for recruitment. Example graduate destinations: PwC (Commercial Graduate Trainee); EDF Energy (Supply Chain Specialist); Deutsche Bank, Singapore (Project Manager); Sainsbury’s (Buyer).

**Recent placements**

- 3M (Business Co-ordinator); Accenture (Analyst, Consulting Group);
- Aegon (Finance Planning Analyst); Arcadia Group (Retail Human Resources Assistant); BMW (Media Events Assistant); B&H (Marketing Grad Scheme); Coca-Cola HBC; Athens (Brand Management Intern);
- E.ON UK (Business Service Team); Enterprise Rent-A-Car (International Sales Executive); ExxonMobil (Commercial Placement, Lubricants and Specialties); Goldman Sachs, Switzerland (Operations Analyst); GSK (Supply Chain Analyst); IBM (Events Project Office Manager); Johnson & Johnson (Marketing Placement Student); Renault UK Ltd (Pricing Assistant/Co-ordinator); Vodafone (Finance Assistant); Waitrose (Buyer); Walt Disney Company (Finance Intern for Disney Channels and Emerging Markets).

**Year 1**

**Compulsory modules**

- Management Perspectives and Organisational Behaviour;
- Quantitative Business Skills; Principles of Marketing;

**Plus two optional modules from a list of subjects including**

- other introductory management subjects and languages.

**Year 2**

**Compulsory modules**

- International Business; Human Resource Management;
- Management Accounting; Employability and Critical Thinking Skills; Economics for Business; International Management;
- Consumer Behaviour; Business Ethics and Corporate Social Responsibility; Digital Marketing.

**Plus two optional modules from a list of subjects including**

- Sales Management; Company Law; Operations Management;
- Retail, Financial Management; University wide language programmes. Alternatively you can choose to undertake an International Semester, spending Semester 2 studying at one of our partner universities.

**Placement year/study abroad**

You can opt for either a year on placement or study abroad at an overseas partner university, or six months on each.

Alternatively, there is also the option to do a self-employed placement as part of our ‘Year in Enterprise’ scheme.

**Final year**

**Compulsory modules**

- International Corporate Governance and Firms; International Negotiations; International Marketing; International Human Resource Management; Global Strategic Management; Leadership and Professional Development.

**Plus five optional modules from a wide range of subjects including**

- Financial Management and Corporate Policy; Marketing Strategy and Planning; Business Planning for New Ventures; Small Business Issues; Project Management; Enterprise Resource Planning.

Please note that optional modules are subject to availability and timetabling permitting.

---

“Loughborough has inspired me to be more confident in my abilities and to stay proactive in all aspects of life. It’s got a special ‘feel’ to the place, which makes you feel you belong. I’ve overcome my fear of public speaking as I’ve now presented to audiences of 200+ people. Loughborough has showed me the possibility of building my own business and I now feel equipped to do that if I decide to in the future.

My placement at IBM has led to securing a graduate role with them, which was a big relief coming back into my final year.”

Charlotte

BSc International Business
Management BSc (Hons)

BSc (Hons) DPS/DIntS* 6 years full-time sandwich
UCAS code: N200

Typical offers
A level: AAB-ABB (excluding General Studies, Critical Thinking, Communication and Culture and Citizenship Studies). In some circumstances we may ask applicants to achieve specific grades in certain subjects.
IB: 35-34 (6,6,5 – 6,5,5 HL) with 5 in English A SL and 5 in Mathematics SL (or 4 in Maths Studies).
BTEC: BTEC Level 3 National Extended Certificate: Distinction plus two A levels (one of which must be from our preferred subject list) at grades A/A.
National Diploma: DD plus one preferred A level at grade B.
National Extended Diploma: DDD.
Preferred subjects: Business.

GCSE: Majority A/B (7/6) Grades at GCSE including English Language or equivalent.

IB: 35-34 (6,6,5 – 6,5,5 HL) with 5 in English A SL and 5 in Mathematics SL (or 4 in Maths Studies).

Typical offers
A level: AAB-ABB (excluding General Studies, Critical Thinking, Communication and Culture and Citizenship Studies). In some circumstances we may ask applicants to achieve specific grades in certain subjects.
IB: 35-34 (6,6,5 – 6,5,5 HL) with 5 in English A SL and 5 in Mathematics SL (or 4 in Maths Studies).

Entry requirements correct at the time of print. Please check our website for the latest

Majority A/B (7/6) Grades at GCSE including English Language or equivalent.

Preferred subjects: Business.

National Diploma: DD plus one preferred A level at grade B.
National Extended Diploma: DDD.

*PDES/DIntS: Diploma in Professional Studies/ Diploma in International Studies.

Our BSc (Hons) Management degree is a highly flexible, broad-based course that prepares you for a career in any area of business and management. Our graduates are strong communicators, adaptable and resilient to change and highly sought after in the business world.

Today’s dynamic business environment demands the skills and confidence to operate across a range of organisational roles. This BSc Management degree will equip you with a comprehensive grasp of different management skills and styles, and the context in which business decisions are made. As such, this course aims to produce excellent managers, able to come up with creative, resourceful solutions to business and management issues.

About the course
BSc Management (previously BSc Management Sciences) is a four-year degree and includes a year on placement or studying abroad as an integral part of the course. Our final year students regularly comment on how this experience aids their understanding of the material we teach in the final year and their employability prospects.

Flexibility is a key element of the course. In the first and second years of the BSc Management degree you will be introduced to a wide range of core business and management subjects that will give you a strong, multi-disciplinary foundation.

In the final year you will pursue a small number of core management subjects in further depth, but the majority of the final year is chosen by you from a wide range of options. This gives you the opportunity to build on your placement and/or study abroad experiences and tailor your degree to suit your career aspirations.

Skills for employability is a key part of the Loughborough experience and can really boost your job prospects and this degree has two modules specifically built in to help you develop your study and employability skills. There are also specific modules in entrepreneurship to help those with aspirations to start or develop their own businesses.

Career opportunities
This degree will prepare you for employment in a wide range of careers, from general management training positions in the private or public sector to specialist roles, including consultancy, financial analysis, or as a functional specialist (e.g. brand/marketing procurement; sales).

Example graduate destinations from our previously offered BSc Management Sciences degree include: Accenture (Business Analyst); Microsoft (Project Support Manager); Warner Brothers (Research Analyst); L'Oreal (Trainee Marketing Manager); Rolls-Royce (Buyer).

Recent placements
Examples of recent placements from our previously offered BSc Management Sciences degree include: Accenture (Analyst); adias UK Ltd (Financial Planning Analyst); Bank of England (Human Resources Recruitment Associate); Caterpillar (Human Resources Intern); Deloitte (Business Analyst); Fujitsu (Sales and Marketing Account Manager); KPMG (Auditor); Microsoft (Analyst); Nomura International (Financial Controller); PwC (Supply Chain Finance Analyst); PwC (Assurance Department Associate); Toyota (BI Plc/Linked Strategy and Planning); UBS (New Business Development); Volkswagen Group UK Ltd (Marketing Communications Assistant); Warner Brothers (International Television Marketing Intern).

Placement opportunity Study abroad Additional award Accredited course

For all modules within the Loughborough Business School the provision of some non-English language tuition is available, thus reducing the need for students to undertake an external language qualification.

Placement year/study abroad
You can opt for either a year on placement or study abroad at an overseas partner university, or six months on each.

Alternatively, there is also the option to do a self-employed placement as part of our ‘Year in Enterprise’ scheme.

Final year
Compulsory modules
Consulting for Decision Making; Leadership and Professional Development; Global Strategic Management.

You can choose a large number of optional modules, from a wide range of subjects, including: Business Analytics; Marketing; Retail; Human Resource Management; Information Management; Law; Finance; Economics; University wide language programme.

Please note that optional modules are subject to availability and timable permitting.

Year 1
Compulsory modules
Management Perspectives and Organisational Behaviour; Principles of Marketing; Financial Reporting; Quantitative Business Skills; Skills for Study, Placement and Employment; Economics for Business.

Plus optional modules from a list of subjects including: Business in the Digital Age; Marketing; Organisations in an International Context; Retail; Law; Accounting and Finance; Economics; University wide language programme.

Year 2
Compulsory modules
Business Information Management; Human Resource Management; Management Accounting; Employability and Critical Thinking Skills; Operations Management; Data Analysis for Management; Business Ethics and Corporate Social Responsibility.

Plus optional modules from a list of subjects including: Business Analytics; Marketing; Retail; Human Resource Management; Information Management; Law; Finance; Economics; University wide language programme.

Placement year/study abroad
You can opt for either a year on placement or study abroad at an overseas partner university, or six months on each.

Alternatively, there is also the option to do a self-employed placement as part of our ‘Year in Enterprise’ scheme.

Final year
Compulsory modules
Consulting for Decision Making; Leadership and Professional Development; Global Strategic Management.

You can choose a large number of optional modules, from a wide range of subjects, including: Business Analytics; Marketing; Retail; Human Resource Management; Information Management; Finance; Economics; University wide language programme.

Please note that optional modules are subject to availability and timable permitting.

Year 1
Compulsory modules
Management Perspectives and Organisational Behaviour; Principles of Marketing; Financial Reporting; Quantitative Business Skills; Skills for Study, Placement and Employment; Economics for Business.

Plus optional modules from a list of subjects including: Business in the Digital Age; Marketing; Organisations in an International Context; Retail; Law; Accounting and Finance; Economics; University wide language programme.

Year 2
Compulsory modules
Business Information Management; Human Resource Management; Management Accounting; Employability and Critical Thinking Skills; Operations Management; Data Analysis for Management; Business Ethics and Corporate Social Responsibility.

Placement year/study abroad
You can opt for either a year on placement or study abroad at an overseas partner university, or six months on each.

Alternatively, there is also the option to do a self-employed placement as part of our ‘Year in Enterprise’ scheme.

Final year
Compulsory modules
Consulting for Decision Making; Leadership and Professional Development; Global Strategic Management.

You can choose a large number of optional modules, from a wide range of subjects, including: Business Analytics; Marketing; Retail; Human Resource Management; Information Management; Finance; Economics; University wide language programme.

Please note that optional modules are subject to availability and timable permitting.
Marketing and Management
BSc (Hons)

Our BSc [Hons] Marketing and Management degree combines a rigorous in-depth knowledge of marketing, together with a solid grounding in business and management to prepare you for a wide range of exciting and rewarding career opportunities.

You will develop highly prized specialist skills in digital marketing, consumer behaviour and global brand management, plus essential business and management skills in areas such as strategy and leadership.

About the course
We have over 30 years’ experience of running retailing and marketing degrees at Loughborough and we have very close commercial relationships with leading employers. Our new Marketing and Management degree opens an even wider range of fast-paced marketing and management careers.

This four-year degree includes a year on placement or studying abroad as an integral part of the course. Our final year students regularly comment on how this experience aids their understanding of the material we teach in the final year and their employability prospects.

In the first year you will build a firm foundation for modules in subsequent years by studying core business and management subjects. In the second year, you will start to develop an in-depth understanding of marketing by attending specialized modules such as marketing research, consumer behaviour, global brand management, and digital marketing. You will also be able to choose from a range of wider business and management options, including our renowned stream of retailing modules.

Following your professional placement or study abroad year, the final year provides advanced specialised core modules on marketing strategy and planning, and marketing communications, alongside a broad range of optional modules in many areas of marketing and management.

Skills for employability is a key part of the Loughborough experience and can really boost your job prospects. This degree has two modules specifically built in to help you develop your study and employability skills. There are also specific modules in entrepreneurship to help those with aspirations to start or develop their own businesses.

Career opportunities
Careers prospects in marketing and management are excellent and we anticipate that graduates of this course will be highly sought after by blue chip companies. We expect graduates of this course to attain leading positions in marketing, digital marketing, global brand management, retailing, supply chain management, general management and consultancy.

Recent placements
Examples of recent placements from our previously offered BSc Retailing, Marketing and Management degree include: adidas (Marketing Assistant); Arcadia Group (Brand Merchandising); Bosch (Marketing Assistant); BMW (National Communications Assistant); Butlins (Marketing Assistant); Halfords (Store Manager); Jenson–Clap (Marketing Assistant); JD (Buyer); Marks & Spencer Plc (Trainee Retail Manager); Mattle (Sales and Marketing Assistant); Microsoft (Business Analyst); Mondelz (Planning and Logistics); Tesco (Product Display and Space Management); Waitrose (PR Assistant); Walt Disney Company (Sales Manager).

Year 1
Compulsory modules
- Principles of Marketing
- Financial Reporting
- The Marketing Mix
- Economics for Business
- Skills for Study, Placement and Employability
- Quantitative Business Skills

Plus optional modules from a list of subjects including:
- Business in the Digital Age
- Organisations in an International Context
- Retail Management
- Law, Accounting and Finance
- Economics
- University wide language programme.

Year 2
Compulsory modules
- Digital Marketing
- Marketing Research
- Business Information Management
- Human Resource Management
- Management Accounting
- Global Brand Management
- Employability and Critical Thinking Skills
- Consumer Behaviour
- Business Ethics and Corporate Social Responsibility

Plus optional modules from a list of subjects including:
- Retail
- Business Analytics
- Human Resource Management
- Information Management
- Finance
- Law
- Economics
- University wide language programme.

Placement year/study abroad
You can opt for either a year on placement or study abroad at an overseas partner university, or six months on each.

Alternatively, there is also the option to do a self-employed placement as part of our ‘Year in Enterprise’ scheme.

Final year
Compulsory modules
- Leadership and Professional Development
- Strategic Management
- Marketing Strategy and Planning
- Marketing Communications

Plus optional modules from a list of subjects including:
- Marketing
- Retail
- Business Analytics
- Human Resource Management
- Information Management
- Finance
- Economics
- University wide language programme.

Please note that optional modules are subject to availability and timetabling permitting.

I have become a more well-rounded person at Loughborough – there’s something for everyone here and the support is great, both academically and within halls.

I really enjoyed my placement at Joules. The level of responsibility I was given was great and the experience has helped me secure a graduate role at Joules, working within the same team that I did on placement.”

Matt
BSc Retailing, Marketing and Management
Inspiring graduates

Our business graduates are eagerly sought by leading employers and go on to have very successful careers in a wide range of industries and job roles. No matter what career paths our graduates take, they always remain grateful for their Loughborough experiences and the skills gained from our courses. Here are what a few of our graduates have to say about their time here.

To read more from our graduates visit www.lboro.ac.uk/sbe/ug-graduates

—

“The quality of everything at Loughborough was of a very high standard. The general infrastructure was fantastic with world-class facilities, and the fact that the University is campus based, created a very close knit and thriving community. The quality of teaching and research is unrivalled, and this was clearly shown during lectures and seminars with lecturers sharing a wealth of knowledge and experience with us. Lecturers were approachable, supportive and had the students’ best interests at heart.”

Marianna; BSc International Business
Sales and Marketing Manager, European Drilling Projects B.V

“The broad spectrum of business you learn really gives an insight into all aspects of business and how they begin to interact. For me, the most interesting subjects were within the final year, where after a professional placement, you can really adapt learnings to real life situations and business concepts. Strategic management was the most enjoyable subject, understanding the various ways business can play, and how they can win.”

—

Sam; BSc International Business
Business Transformation Manager, British Sugar

—

“The thing that has stayed with me forever is Loughborough’s expectation to win. Never give up, never give in. Always be honest. Give it absolutely everything and get ahead of the competition.”

Stuart
BSc Management Sciences
CEO and co-founder of ByBox

—

“The teaching and facilities at Loughborough were outstanding and I couldn’t have asked for a better experience. I had a fantastic and varied experience at Loughborough University. I made some amazing friends, learnt a lot about the business world and my own personal skills set. I came out with a well-respected degree and a year’s worth of experience at one of the world’s most renowned companies. I’d recommend the University without a doubt!”

—

Emily, BSc Management Sciences
Strategy and Business Development Executive, Pavegen

—

“Loughborough does an outstanding job in preparing you for life after graduation. My biggest career advice is around networking – expand your personal network and think about your own personal brand at all times whilst you are networking. Social media, public persona and how you carry yourself in person and digitally is now so important as people have access to you at their fingertips. Your personal brand should resonate your CV.”

James, BSc Management Sciences
Freel Lead Manager, Operations, Capital One

—

“The quality of everything at Loughborough was of a very high standard. The general infrastructure was fantastic with world-class facilities, and the fact that the University is campus based, created a very close knit and thriving community. The quality of teaching and research is unrivalled, and this was clearly shown during lectures and seminars with lecturers sharing a wealth of knowledge and experience with us. Lecturers were approachable, supportive and had the students’ best interests at heart.”

Marianna; BSc International Business
Sales and Marketing Manager, European Drilling Projects B.V

“The broad spectrum of business you learn really gives an insight into all aspects of business and how they begin to interact. For me, the most interesting subjects were within the final year, where after a professional placement, you can really adapt learnings to real life situations and business concepts. Strategic management was the most enjoyable subject, understanding the various ways business can play, and how they can win.”

—

Sam; BSc International Business
Business Transformation Manager, British Sugar

—

“The thing that has stayed with me forever is Loughborough’s expectation to win. Never give up, never give in. Always be honest. Give it absolutely everything and get ahead of the competition.”

Stuart
BSc Management Sciences
CEO and co-founder of ByBox

—

“The teaching and facilities at Loughborough were outstanding and I couldn’t have asked for a better experience. I had a fantastic and varied experience at Loughborough University. I made some amazing friends, learnt a lot about the business world and my own personal skills set. I came out with a well-respected degree and a year’s worth of experience at one of the world’s most renowned companies. I’d recommend the University without a doubt!”

—

Emily, BSc Management Sciences
Strategy and Business Development Executive, Pavegen
General enquiries
School of Business and Economics
Loughborough University
Leicestershire  LE11 3TU
T: +44 (0)1509 223393
E: sbe.ug@lboro.ac.uk

This brochure was written several months in advance of the academic year to which it applies (2020). Every effort has been made to ensure that the information contained within is accurate at the time of publishing, but updates (for example to course content) are likely to occur due to the time between publication and the course start date. It is therefore important to visit our online prospectus at www.lboro.ac.uk/study before applying to check for any updates, as this will be the most up-to-date repository of information.