

MANAGEMENT

PROSPECTUS 2020/21

SCHOOL OF MANAGEMENT

Accounting and Finance | Business Management | Economics | Marketing | Tourism

100
1920~2020



Swansea
University
Prifysgol
Abertawe





Accredited degrees

IN A VARIETY OF DISCIPLINES

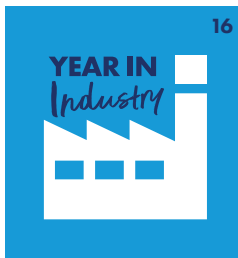
TEF Gold Teaching Excellence Framework

IMPORTANT INFORMATION – PLEASE READ

The following message contains some very important information. Please read it while you use the prospectus.

This guide was printed in the Summer of 2019. It contains information on programmes that Swansea University intends to run for students who are planning to start university in the Autumn of 2020. We have made every reasonable effort to ensure that the information provided is both helpful and accurate as at the date of publication. However, some changes, for example to programmes, study location, facilities, fees or additional costs may become necessary due to legitimate staffing, financial, regulatory and academic reasons. We will endeavour at all times to keep any changes to a minimum and to keep prospective students informed appropriately.

Any changes will be updated on the online course pages: swansea.ac.uk/undergraduate/courses



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THE SCHOOL OF MANAGEMENT
SUMMER SCHOOL

THINKING OF STUDYING IN SWANSEA BUT NOT SURE?
CHECK OUT OUR 3 DAY RESIDENTIAL SUMMER SCHOOL.



#ChooseSwansea



Welcome to

SWANSEA UNIVERSITY SCHOOL OF MANAGEMENT



It's no secret that Swansea University is an incredible place to study: we are a Top 5 UK University for Student Satisfaction after all (NSS 2018).

On top of that, you'll be joining a School with world-class facilities and teaching; which have inspired a host of successful graduates, some of whom are featured throughout this prospectus.

Located at the University's Bay Campus, the School of Management ranks in the UK top 30 for Business and Economics Graduate Prospects, and top 10 for Accounting and Finance (Complete University Guide 2018) with Economics boasting UK Top 5 for Graduate Salaries (Complete University Guide 2018).

Read more about what the School of Management can offer you throughout this prospectus. We have links to videos where our staff, students and alumni will tell you more – just scan the QR code with your smartphone.

For further information you can also visit www.swansea.ac.uk/som

Invest in your future

AT THE SCHOOL OF MANAGEMENT

As a student you will have access to an incredible array of services and support:

A dedicated Employability Team

As the only School in the University to have a dedicated team of career advisors, you will be able to work with a team that 98% of students who have used the service stated the team made a difference to their University experience*

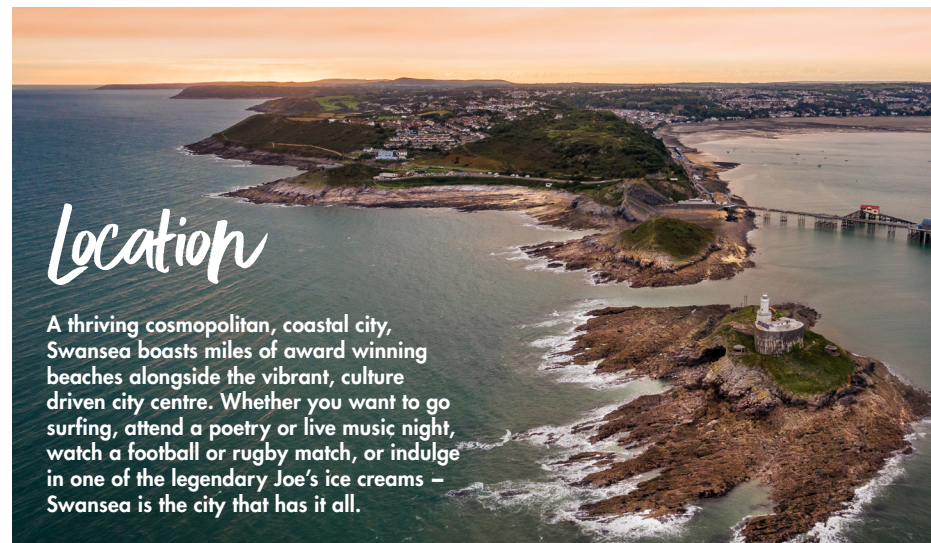
*Careers Appointment feedback survey 2018

Accredited degrees

A number of our degrees are accredited which makes you extremely attractive to future employers.

Societies

The School of Management is home to some great student societies where you can meet like-minded people.



A thriving cosmopolitan, coastal city, Swansea boasts miles of award winning beaches alongside the vibrant, culture driven city centre. Whether you want to go surfing, attend a poetry or live music night, watch a football or rugby match, or indulge in one of the legendary Joe's ice creams – Swansea is the city that has it all.

CAMPUS LIFE

From the moment you take your first steps on campus, you'll find yourself surrounded by a variety of options available to you for how to spend your time.

Want to study on one of the many green spaces on campus? Sure thing.

Want a coffee? Take a break in one of the many outlets on campus.

It's 2a.m., you desperately want to finish that assignment that's due at 9a.m. and you want to use the library? We've got you covered there too.



MAKE YOURSELF

at home

We have several options for accommodation, all offering a safe and friendly environment where you can relax and enjoy your independence.

Located a stone's throw away from the beach on the edge of the world-famous Gower Peninsula, with your self-catering accommodation you'll find yourself right at home on either Singleton or Bay Campus, or in one of our off-campus dedicated residential locations. If you are a new, full-time undergraduate student you are guaranteed accommodation (you must have a firm offer of a place at Swansea and must apply for accommodation by June 30th).



STUDENTS' UNION & Societies

Societies are a vital part of your student experience and joining a club or society is a great way to meet like-minded people and make new friends. It can also give you valuable transferable skills for gaining future employment – especially if you take a lead role in the running of the group. Swansea University has over 140 societies, so there is plenty for you to choose from.

All societies are represented during Freshers' week. This can be a great opportunity to meet some of the existing members and find out what each society has to offer.

SOCIETIES FROM THE SCHOOL OF MANAGEMENT:

- Economics Society
- Entrepreneurs Network
- Investment and Finance Society
- Swansea University Business Society
- Swansea Women in Business

We're here
for you!

MyUniHub is a one-stop information point for students offering guidance on any aspect of student life.

So whether you require assistance enrolling as a student, want to pay your fees in person, need advice on accommodation/student financial aid, or help in managing your coursework, MyUniHub is here for you.

Sport AT SWANSEA



CHWARAEON
ABERTAWE
Prifysgol Abertawe

SPORT
SWANSEA
Swansea University

We pride ourselves on our dedication and commitment to sport and active living for everyone from beginner to the elite athlete. With our two locations across the city, you are never far away from a Sport Swansea gym or playing field.



At the Bay Campus, make the most of the following facilities:

- **Sports Hall** – equipped for activities including basketball, badminton, volleyball and archery
- **Multi-use games area** – ideal for recreational football, rugby and other ball sports
- **Cardio room and weights room** – the indoor facilities also offer a range of classes
- **Cycle hire and jogging routes** – to make the most of the glorious location



“
I chose the
School of
Management
for its facilities
and reputation.
I am also able
to realise my
academic dream
whilst pursuing
my sporting
career.”

Jacob Draper

BSc ECONOMICS
PLAYS HOCKEY FOR WALES AND GREAT BRITAIN

CAREERS & Employability

EMPLOYABILITY SUPPORT

The School of Management is the only School in the University to have a dedicated team of career advisors. With an impressive track-record of getting students into employment, our bespoke Employability team are committed to ensuring you get the best support available so that you will graduate with the skills and experience necessary to help attain your perfect post-graduation career.

BE MENTORED BY A BUSINESS PROFESSIONAL

As a student of the School of Management, you have the opportunity to undertake our six-month Employability Mentoring Scheme. The scheme involves you working alongside a mentor in business to gain essential employability skills and valuable insight in to the world of work.

Your mentor can help guide you in your career and make important links with other professionals and companies.

98%

of students who have used the careers service stated that the team made a difference to their university experience*

*Careers Appointment feedback survey 2018

Support includes:

- One to one appointments
- Group sessions
- Networking events to meet potential employers
- Visiting companies to find inspiration for future careers
- Application assistance
- Work experience
- Tailored support, guidance and career planning



“
The Employability Team within the School are fantastic and can help with any questions you may have; from mentoring opportunities to placements to jobs for when you graduate.
”

Emma Skinner

BSc ECONOMICS



Enhance your career prospects

WITH A WORK EXPERIENCE PLACEMENT

Employers look for more than a degree when considering graduate job applications. So why not gain a competitive edge in the job market by undertaking work experience whilst studying for your degree.

We work closely with employers in industry to ensure you get the very best work placement opportunities and the most out of your student experience.

You will have access to numerous opportunities where you can gain valuable experience and develop key employability skills, such as:

- SPIN (Swansea Paid Internship Network)
- The WoW programme (Week of Work)
- Santander funded placements
- Flexible placements
- Studying your degree with a Year In Industry
- School of Management Employability Mentoring Scheme

OUR EMPLOYER LINKS INCLUDE:



TATA STEEL



Comisiwn
Bevan
Commission

AIRBUS



Rolls-Royce

FUJITSU

SONY

“

It was an incredible experience and the project itself involved over a hundred airlines and vendors based in locations across the globe. I'm happy to say that I now have a graduate placement lined up with Rolls-Royce.

”

Hugo Smellie

BSc BUSINESS MANAGEMENT WITH A YEAR IN INDUSTRY
PLACEMENT: ROLLS-ROYCE, PROJECT MANAGEMENT INTERN





YEAR IN Industry

A year in industry is an opportunity to spend a year in employment during your studies developing skills, experience and knowledge to supplement theory learnt at University and boosting your employability. You will:



Receive dedicated support before, during and after the year in industry



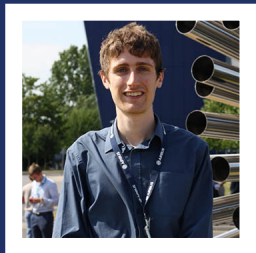
Access national and international opportunities



Gain exposure to the graduate recruitment market



Get prepared for working life after your degree



"THE BEST DECISION I HAVE MADE IN MY LIFE. I WAS ABLE TO KICK START MY CAREER AND DEVELOP MY SKILLS FURTHER TO A WHOLE NEW LEVEL."

ROB HOLDING
BSc ECONOMICS AND BUSINESS WITH A YEAR IN INDUSTRY
PLACEMENT: AIRBUS – FULTON, BRISTOL
POSITION: PROCUREMENT INTERNSHIP, BUYER – WING

Our Employability team is on hand to support students find and secure a placement.

SWANSEA.AC.UK/SOM/STUDENT-OPPORTUNITIES/YEAR-IN-INDUSTRY

Year Abroad

The School of Management has a number of international partner institutions where students can study for a full academic year.

Studying abroad for a year is an opportunity to experience new cultures, meet people from around the world and develop a global mind-set in preparation for your future career.



"My advice to prospective study abroad students would be to 100% take the opportunity. I have at no point regretted the decision and would do another year if I could!"

Bethan Williams
BSc Business Management (Finance)



STUDY
Abroad

SWANSEA.AC.UK/SOM/STUDENT-OPPORTUNITIES/YEAR-ABROAD

Media SUITE

The School houses our newest and most exciting project to date – a fully functional video and digital content creation suite. Every student within the School can access this facility, whether you want to create digital content for your final year project, promote your new business or shoot a vlog, the Media Suite has the industry standard equipment, software and technical expertise to ensure your content is as effective as possible.

The Media Suite will be the perfect environment for you to develop the digital skills that employers are looking for and are becoming increasingly useful in the workplace, such as problem solving, creativity, social media literacy and willingness to learn. Over 1 billion hours of video are watched daily on YouTube alone, and the Media Suite facility is ideally placed to help you tap into this market.

You will also have the opportunity to use the software and equipment in the Media Suite to help with your modules, as some assessments can now be completed digitally. The facility is accessible to all our students, so all you need to do is book a slot and see how the team can help you with your work, receive training and create content.



ACCREDITATION

Fast-track your career

What is an Accredited Course?

One that has been approved by a relevant professional body as meeting its quality standards. It highlights a close link between industry and your course/degree, bringing cutting-edge real-world practice into your studies. Counting towards professional qualifications and registrations, accredited courses can help fast-track you in your chosen career path.

How do I know what School of Management courses are accredited?

Check our Professional Accreditation webpage to see which professional bodies we work with and what courses they accredit: swansea.ac.uk/som/accreditation

Note, for many professions, studying an accredited course is only the first step to becoming fully qualified. You can check with the relevant professional bodies for other specific requirements.

Want to know what accreditation applies to your course? Take a look at our courses from page 26.

WHAT ARE THE BENEFITS?

Get a head start – Professionally accredited degrees will exempt you from specific early-stage professional exams/qualifications meaning you get a kick-start in your career.

Support – Sign up for a student membership and start taking advantage of professional body career support as well as connections with peers and experts. It looks good on your CV and helps prepare you for employment.



OUR PROFESSIONAL ACCREDITORS

ACCA

The Association for Chartered Certified Accountants is a leading international accountancy body. An ACCA qualification proves to employers that you have ability in all aspects of business.

CIM

Graduate Gateway

The Chartered Institute of Marketing is a UK-based professional body offering training and qualification in Marketing and related subjects.

The Institute of Chartered Accountants in England and Wales is a leading professional membership organisation established by the Royal Charter in 1880, with the key aim of maintaining and promoting a high standard of practice and professional conduct within the accounting industry.



CIMA

University Partner

The Chartered Institute of Management Accountants is the world's leading, and largest, professional body of management accountants. They produce chartered global management accountants who can lead organisations to sustainable success.

CFA Institute

The Chartered Financial Analyst Institute is a global association of investment professionals that sets the standard for excellence in the industry.

CMI

Chartered Management Institute

The Chartered Management Institute is the only chartered professional body in the UK dedicated to promoting the highest standards in management and leadership excellence.

Swansea University SCHOLARSHIPS

Swansea University is committed to rewarding its students in recognition of their academic, sporting and musical excellence and have on offer a wide range of scholarships and bursaries to help towards the cost of study.

Income-related bursaries are also available, together with funding towards studying in another country if chosen as part of a degree programme.

SCHOOL OF MANAGEMENT, DEVELOPING FUTURES SCHOLARSHIP:

Along with financial support of **£2,000** for an academic year, you will also receive the chance to gain valuable career-enhancing skills. For example, recipients of the Scholarship will have the opportunity to get some practical work experience in the School of Management and work with the Recruitment and Marketing teams on a number of events, such as Open Days.

Available to non-EU undergraduate students who have an offer to study at the School of Management in 2020-21.

£3,000

EXCELLENCE SCHOLARSHIPS

for AAA at A-Level*

£2,000

MERIT SCHOLARSHIPS

for AAB at A-Level*

£2,000

DEVELOPING FUTURES SCHOLARSHIP*

Available to non-EU undergraduate students who have an offer to study at the School of Management.

£3,000

SPORTING EXCELLENCE SCHOLARSHIPS*

£1,000

MUSICAL EXCELLENCE SCHOLARSHIPS*

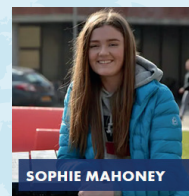
FIND OUT MORE

swansea.ac.uk/undergraduate/scholarships
swansea.ac.uk/som/developing-futures-scholarships

*Terms and conditions apply, please visit: swansea.ac.uk/undergraduate/scholarships



- Get a real taste of what university life is like
- Stand out from the crowd, strengthen your personal statement and UCAS application
- Gain experience by attending workshops led by world-leading academics
- Enhance your knowledge and skills



SOPHIE MAHONEY

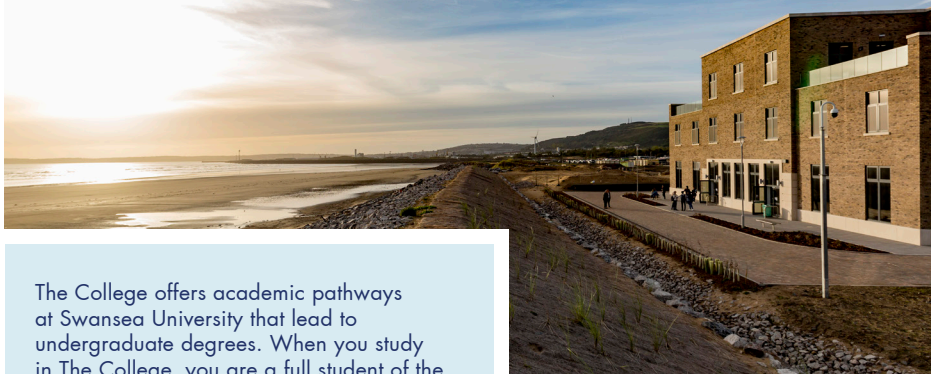
“THE THREE DAYS WERE PACKED WITH INTERACTIVE SESSIONS USING REAL BUSINESS CASES WHICH WAS GREAT IN UNDERSTANDING HOW OUR DEGREES WOULD TRANSLATE IN THE WORKING WORLD.”

For more information please visit our website or email us:

swansea.ac.uk/som/summerschool
somsummerschool@swansea.ac.uk



FOUNDATION YEAR at The College



The College offers academic pathways at Swansea University that lead to undergraduate degrees. When you study in The College, you are a full student of the University from the start of your course.

Feel part of the family in a relaxed, nurturing environment where you will be taught in smaller groups. With a personalised and supportive educational philosophy you will be encouraged to reach your maximum academic potential. Students from a range of countries and a mix of backgrounds further enriches the student experience.

The College has a purpose-built building located on the beachfront at the Bay Campus, near the School of Management. There is also a new 411-bed student hall of residence just for students of The College, also located on the Bay Campus.



The School of Management is dedicated to ensuring students reach their full academic potential, carving the path for successful careers in accountancy, finance, business and economics.

The Foundation Year (Year 0) is your pathway to an honours degree at the School of Management. If you do not meet our traditional entry requirements for direct access to our degree programmes, you can begin your degree by studying a foundation year at The College. On completion of the Foundation Year, you will join students in Year 1 of the degree.

Here is a sample of topics you will study on the Foundation Year:

- Business
- Critical Thinking
- Economics
- Globalisation
- Interactive learning skills and communication

For the most up-to-date module and course information, please visit swansea.ac.uk/som

Overseas (non-EU) students should visit swansea.ac.uk/the-college for more information.

GET IN TOUCH

Email: study@swansea.ac.uk

Tel: +44 (0)1792 295111

DEGREES WHICH OFFER THE FOUNDATION YEAR ARE LISTED BELOW:

Integrated BSc degree with a Foundation Year

- **NN4F** BSc Accounting and Finance with a Foundation Year
- **N40F** BSc Accounting with a Foundation Year
- **N10F** BSc Business Management with a Foundation Year
- **N32F** BSc Business Management (Business Analytics) with a Foundation Year
- **470F** BSc Business Management (Entrepreneurship) with a Foundation Year
- **N1GF** BSc Business Management (e-Business) with a Foundation Year
- **N13F** BSc Business Management (Finance) with a Foundation Year
- **N60F** BSc Business Management (Human Resource Management) with a Foundation Year
- **N2NF** BSc Business Management (Management Consulting) with a Foundation Year
- **N1NF** BSc Business Management (Marketing) with a Foundation Year
- **480F** BSc Business Management (Operations & Supply Management) with a Foundation Year
- **N12F** BSc Business Management (Tourism) with a Foundation Year
- **L10F** BSc Economics with a Foundation Year
- **L12F** BSc Economics and Business with a Foundation Year
- **L11F** BSc Economics and Finance with a Foundation Year
- **N30F** BSc Finance with a Foundation Year

ACCOUNTING AND FINANCE

Accredited by professional bodies, our Accounting and Finance degrees will exempt you from various professional exams when you graduate, giving you a head start in your chosen career.

Our degrees offer flexibility. Providing you with a grounding in the core areas of accounting and finance, as well as allowing the freedom to pick optional modules in later years, you can tailor your degree to suit your interests.

You can also change degree (within your subject area) prior to year two, as course content is the same across year one.

SKILLS ACQUIRED:



RESEARCH EXPERTISE:

- Banking
- Corporate Finance
- Empirical Finance
- Empirical Macroeconomics
- Finance Regulation
- Time Series Econometrics
- Quantitative Financial Analysis

“Our teaching faculty is at the forefront of research with our staff having extensive real-world experience. You are taught via a wide range of methods including lectures, seminars and practical workshops, using innovative methods of teaching to enrich the student experience including the use of Virtual Reality headsets.”

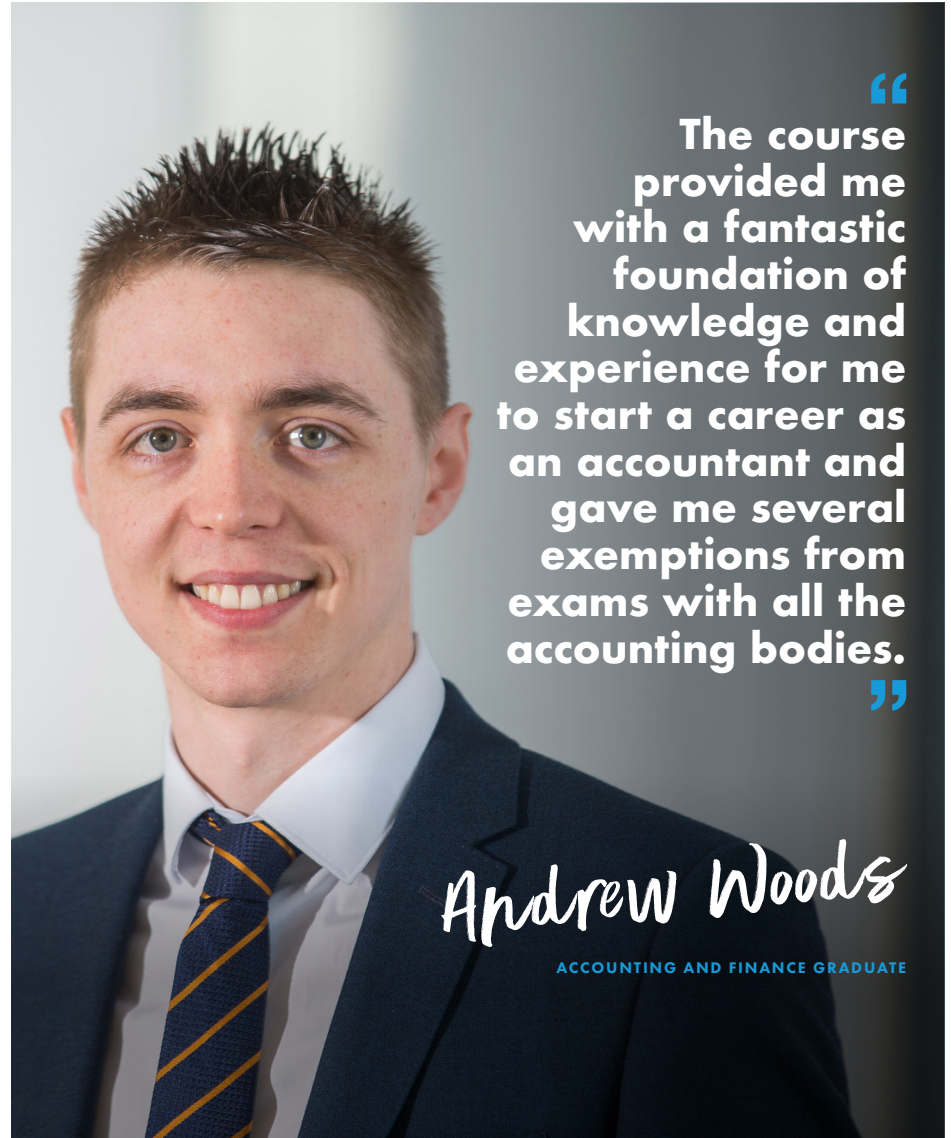


Associate Professor
Sarah Jones
 Head of Accounting
 and Finance Department



GET IN TOUCH

EMAIL: STUDY@SWANSEA.AC.UK
 TEL: +44 (0)1792 295111
SWANSEA.AC.UK/SOM



“The course provided me with a fantastic foundation of knowledge and experience for me to start a career as an accountant and gave me several exemptions from exams with all the accounting bodies.”

Andrew Woods

ACCOUNTING AND FINANCE GRADUATE

BSc ACCOUNTING AND FINANCE

Teaching guided by pioneering research and industry knowledge combined with professional accreditations, our Accounting and Finance degree is ideal if you want to excel in the accounting and finance sector.

NN43	BSc Accounting and Finance
NN44	with a Year in Industry
NN54	with a Year Abroad
NN4F	with a Foundation Year



Modules studied may include:

YEAR 1

Economics (Accounting & Finance); Finance; Foundations of Financial Accounting; Foundations of Management Accounting; Managing People & Operations; Marketing & Strategy.

YEAR 2

Auditing; Corporate Finance; Financial Accounting; Financial Markets and Institutions; Information Systems; Management Accounting.

YEAR 3

Asset Management; Auditing; Financial Services; Forensic Accounting; Investment Banking; Taxation.

3 YEARS FULL-TIME
4 YEARS FULL-TIME

with a year abroad/
a year in industry

TYPICAL OFFER: ABB – BBB

In addition International Students
will need 6.0 (5.5) IELTS



ACCA



Subject to module selections

GET IN TOUCH

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BSc ACCOUNTING

3 YEARS FULL-TIME
4 YEARS FULL-TIME

with a year abroad/
a year in industry

TYPICAL OFFER: ABB – BBB

In addition International Students
will need 6.0 (5.5) IELTS

Taught by qualified accountants with a wealth of industry and academic experience, and accredited by leading professional bodies, this degree will help fast-track any accountancy career.

N400	BSc Accounting
N401	with a Year in Industry
N465	with a Year Abroad
N40F	with a Foundation Year



Modules studied may include:

YEAR 1

Economics (Accounting & Finance); Finance; Foundations of Financial Accounting; Foundations of Management Accounting; Managing People & Operations; Marketing & Strategy.

YEAR 2

Auditing; Business and Employment Law; Corporate Finance; Financial Accounting; Financial Markets and Institutions; Management Accounting.

YEAR 3

Auditing; Asset Management; Contemporary Issues in Finance; Financial Accounting; Management Accounting; Taxation.



ACCA



Subject to module selections

GET IN TOUCH

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BSc FINANCE

Through blending empirical evidence and practical application, this degree delivers a strong foundation in finance and allows you to analyse and critically evaluate real-world financial market issues and concepts. A perfect choice if you are interested in a career in the financial field, such as investment banking or financial trading. This degree is also accredited by the Chartered Financial Analyst Institute (CFA).

N300	BSc Finance
N301	with a Year in Industry
N303	with a Year Abroad
N30F	with a Foundation Year



Modules studied may include:

YEAR 1

Economics (Accounting & Finance); Finance; Foundations of Financial Accounting; Foundations of Management Accounting; Managing People & Operations; Marketing & Strategy.

YEAR 2

Corporate Finance; Corporate Governance and Ethics; Econometrics; Financial Markets & Institutions; Investments, Assets, Equities and Bonds; Management Consulting.

YEAR 3

Asset Management; Derivatives & Risk Management; Financial Market Efficiency; Financial Services; Forensic Accounting; Investment Banking.

3 YEARS FULL-TIME

4 YEARS FULL-TIME

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

*In addition International Students
will need 6.0 (5.5) IELTS*



ACCA



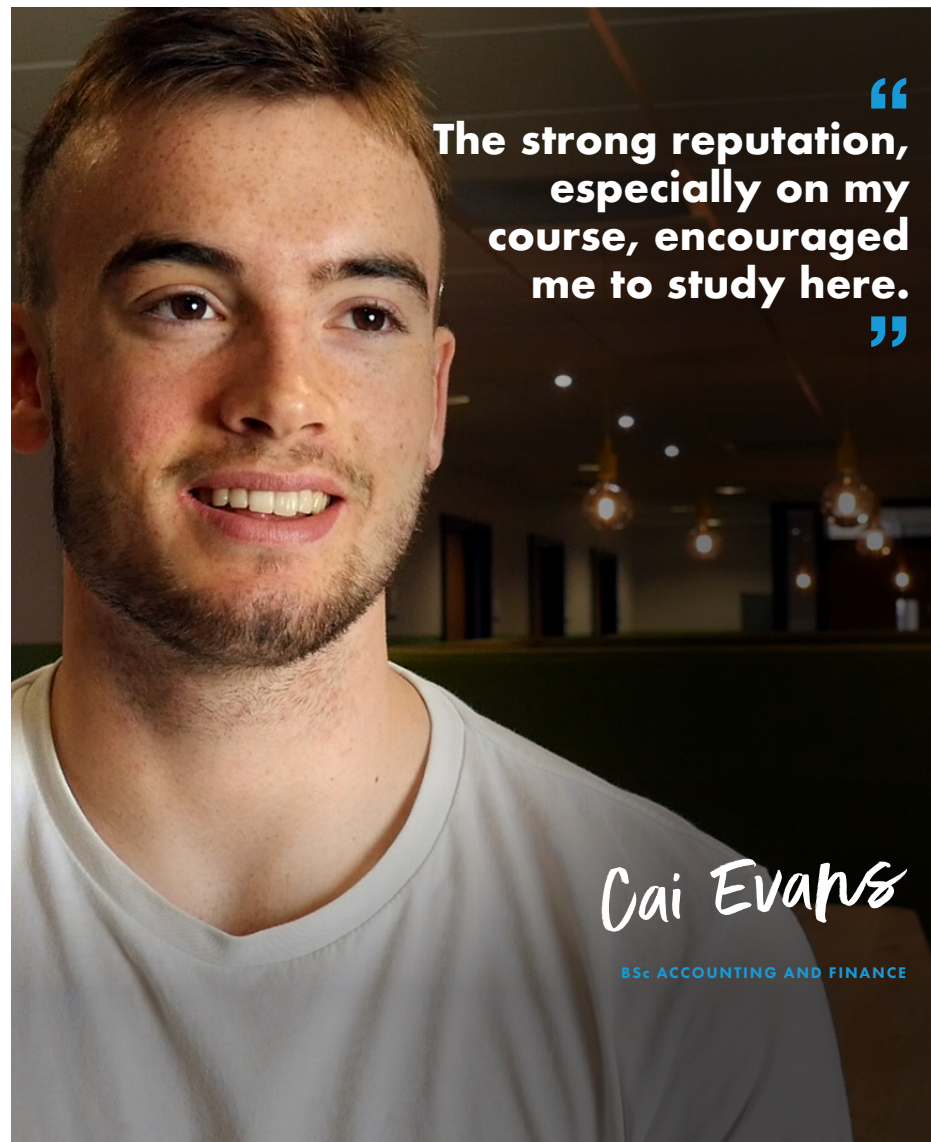
Subject to module selections

GET IN TOUCH

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SWANSEA.AC.UK/SOM



“
The strong reputation,
especially on my
course, encouraged
me to study here.
”

Cai Evans

BSc ACCOUNTING AND FINANCE

BUSINESS MANAGEMENT, MARKETING AND TOURISM

With links to world leading professional accreditors and expert academics we will provide you with an enriched environment for learning, opening up career opportunities for you in business, management and marketing related areas.

Providing knowledge across the core areas of business management, as well as allowing the freedom to pick cutting-edge specialist optional modules, you can tailor your degree to suit your interests.

SKILLS ACQUIRED:



TIME MANAGEMENT



TEAMWORK



**ANALYTICAL &
CRITICAL THINKING**



**DECISION
MAKING**



PROBLEM SOLVING



**UNDERSTANDING ORGANISATIONAL
BEHAVIOUR & STRUCTURE**



RESEARCH EXPERTISE:

- Business Analytics
- Digital Marketing
- E-Commerce
- E-Government
- Entrepreneurship
- Management Consulting
- Marketing
- Organisational Behaviour
- Tourism

“Employability and student experience are top of our agenda: whether you are looking to work for a multinational, in the third sector or start your own business, our degrees will equip you with the skills to succeed in a competitive job market.”



Professor Paul Jones
Head of Business
Management Department



GET IN TOUCH

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SWANSEA.AC.UK/SOM

“
The facilities offered by the School were second to none and the support offered by the academic and non-academic staff were absolutely fantastic.
”



George Miller

BUSINESS MANAGEMENT GRADUATE



BSc BUSINESS MANAGEMENT

Investigate the workings of the modern corporate world and develop the skills crucial to succeed in the competitive job market. Whatever career you want to work towards, this degree will help you excel.

N100	BSc Business Management
N103	with a Year in Industry
NN13	with a Year Abroad
N10F	with a Foundation Year



Modules studied may include:

YEAR 1

Accounting for Business; Finance for Business; Managing People; Marketing; Operations Management; The Global Context of Organisation.

YEAR 2

Corporate Finance; Economics for Business; Information Systems; International Business; Management Consulting; Strategic Marketing Planning.

YEAR 3

Data Mining; Final Year Project; Labour Economics; Marketing Research; Project Management; Pioneers of Entrepreneurship.

3 YEARS FULL-TIME

4 YEARS FULL-TIME

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

*In addition International Students
will need 6.0 (5.5) IELTS*



Subject to module selections

GET IN TOUCH

EMAIL: STUDY@SWANSEA.AC.UK
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SWANSEA.AC.UK/SOM

BSc BUSINESS MANAGEMENT (BUSINESS ANALYTICS)

Hone-in on the skills required to excel in the era of 'big data'. If you have a keen interest in understanding the dynamic data driven elements of the business world – from the data behind the internet to global supply pipeline logistics management – this degree is for you.

N32N	BSc Business Management (Business Analytics)
N33N	with a Year in Industry
N340	with a Year Abroad
N32F	with a Foundation Year



Modules studied may include:

YEAR 1

Accounting for Business; Finance for Business; Managing People; Marketing; Operations Management; The Global Context of Organisation.

YEAR 2

Business Analytics; Corporate Finance; Corporate Governance & Ethics; Economics; Maths for Business; Strategic Analysis.

YEAR 3

Corporate Social Responsibility; Data Mining; Financial Economics; Final Year Project; Lean Operations; Spreadsheets and Databases for Business Analytics.

3 YEARS FULL-TIME

4 YEARS FULL-TIME

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

*In addition International Students
will need 6.0 (5.5) IELTS*



Subject to module selections

GET IN TOUCH

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SWANSEA.AC.UK/SOM

BSc BUSINESS MANAGEMENT (E-BUSINESS)

Focus on business information systems and explore the evolving technologies that are enabling organisations to deal with issues surrounding customer attraction, acquisition and retention using contemporary digital strategies.

N1G5 BSc Business Management (e-Business)
N1G6 with a Year in Industry
N1G8 with a Year Abroad
N1GF with a Foundation Year

 **YEAR ABROAD AVAILABLE**

 **YEAR IN INDUSTRY AVAILABLE**

Modules studied may include:

YEAR 1

Accounting for Business; Finance for Business; Managing People; Marketing; Operations Management; The Global Context of Organisation.

YEAR 2

Business Information Systems; Digital Marketing; Economics; E-business; Information Systems; Strategic Analysis.

YEAR 3

Application Development; Corporate Social Responsibility; Financial Market Efficiency; Final Year Project; Information Technology; Marketing Ethics.

3 YEARS FULL-TIME
4 YEARS FULL-TIME
*with a year abroad/
 a year in industry*

TYPICAL OFFER: ABB – BBB
In addition International Students will need 6.0 (5.5) IELTS



Subject to module selections

GET IN TOUCH
 EMAIL: STUDY@SWANSEA.AC.UK
 TEL: +44 (0)1792 295111
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BSc BUSINESS MANAGEMENT (ENTREPRENEURSHIP)

Develop the practical skills and mind-set required of an entrepreneur and excel in your chosen career, whether that involves starting your own business or effecting entrepreneurial change within a large organisation.

470B BSc Business Management (Entrepreneurship)
471B with a Year in Industry
480B with a Year Abroad
470F with a Foundation Year

 **YEAR ABROAD AVAILABLE**

 **YEAR IN INDUSTRY AVAILABLE**

Modules studied may include:

YEAR 1

Accounting for Business; Managing People; Marketing; Finance for Business; Operations Management; The Global Context of Organisation.

YEAR 2

Applied Entrepreneurship; Business Planning; Consumer Behaviour; Economics; Strategic Analysis; Theory of Entrepreneurship and Small Business Management.

YEAR 3

Final Year Project; Innovation Management; Leadership; Marketing Research; Pioneers of Entrepreneurship; Sales and Personal Selling.

3 YEARS FULL-TIME
4 YEARS FULL-TIME
*with a year abroad/
 a year in industry*

TYPICAL OFFER: ABB – BBB
In addition International Students will need 6.0 (5.5) IELTS



Subject to module selections

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BSc BUSINESS MANAGEMENT (FINANCE)

Are you seeking a business finance degree to make you stand out from the crowd with the specialist skills needed to manage money at a global, national or a small business? Providing a foundation in finance and its application within the business world, you'll gain essential knowledge which can be transferable in a variety of business and financial careers.

N1N3 BSc Business Management (Finance)
N1N6 with a Year in Industry
N14J with a Year Abroad
N13F with a Foundation Year



Modules studied may include:

YEAR 1

Accounting for Business; Finance for Business; Managing People; Marketing; Operations Management; The Global Context of Organisation.

YEAR 2

Corporate Finance; Corporate Governance & Ethics; Economics for Business; Maths for Business; Financial Markets and Institutions; Strategic Analysis.

YEAR 3

Asset Management; Contemporary Issues in Finance; Final Year Project; Financial Market Efficiency; Investment Banking; Marketing Research.

3 YEARS FULL-TIME
4 YEARS FULL-TIME

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

In addition International Students will need 6.0 (5.5) IELTS



Subject to module selections

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BSc BUSINESS MANAGEMENT (HUMAN RESOURCE MANAGEMENT)

This degree is ideal if you are interested in the human resource element of business management – from classical human resource management to areas such as leadership and high-performance organisations. You will develop a broad understanding of Human Resource Management (HRM) across the public, private and voluntary sectors.

N600 BSc Business Management (Human Resource Management)
N601 with a Year in Industry
N604 with a Year Abroad
N60F with a Foundation Year



Modules studied may include:

YEAR 1

Accounting for Business; Managing People; Marketing; Finance for Business; Operations Management; The Global Context of Organisation.

YEAR 2

Change Management; Business and Employment Law; Economics for Business; Human Resource Management; Organisational Behaviour; Strategic Analysis.

YEAR 3

Final Year Project; International Human Resource Management; Investment Banking; Leadership; Lean Operations; Strategic Implementation.

3 YEARS FULL-TIME
4 YEARS FULL-TIME

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

In addition International Students will need 6.0 (5.5) IELTS



Subject to module selections

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BSc BUSINESS MANAGEMENT (MANAGEMENT CONSULTING)

Progress directly in to a wide-reaching career in the now billion-pound management consulting industry. This degree provides the knowledge and skills required to effectively manage client relations as well as understand the different approaches to tactical and strategic management consulting.

N2N1	BSc Business Management (Management Consulting)
N2N2	with a Year in Industry
N2Y1	with a Year Abroad
N2NF	with a Foundation Year



**YEAR ABROAD
AVAILABLE**



**YEAR IN INDUSTRY
AVAILABLE**

Modules studied may include:

YEAR 1

Accounting for Business; Managing People; Marketing; Finance for Business; Operations Management; The Global Context of Organisation.

YEAR 2

Business Analytics; Change Management; Economics for Business; Information Systems; Management Consulting; Strategic Analysis.

YEAR 3

Business Ethics; Final Year Project; Innovation Management; Leadership; Lean Operations; Power and Organisation.

**3 YEARS FULL-TIME
4 YEARS FULL-TIME**

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

*In addition International Students
will need 6.0 (5.5) IELTS*



CIMA
University Partner



Subject to module selections

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BSc BUSINESS MANAGEMENT (OPERATIONS AND SUPPLY MANAGEMENT)

Delve into operations, supply chain and project management areas to better understand the inner-workings of the operations and supply industry. This degree is ideal if you want to understand and improve how things, be it products or services, are made.

470A	BSc Business Management (Operations and Supply Management)
471A	with a Year in Industry
480A	with a Year Abroad
480F	with a Foundation Year



**YEAR ABROAD
AVAILABLE**



**YEAR IN INDUSTRY
AVAILABLE**

Modules studied may include:

YEAR 1

Accounting for Business; Managing People; Marketing; Finance for Business; Operations Management; The Global Context of Organisation.

YEAR 2

Change Management; Economics for Business; Management Science; Maths for Business; Strategic Analysis; Supply Chain Management.

YEAR 3

Business Ethics; Final Year Project; International Human Resource Management; International Standards; Lean Operations; Project Management.

**3 YEARS FULL-TIME
4 YEARS FULL-TIME**

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

*In addition International Students
will need 6.0 (5.5) IELTS*



CIMA
University Partner



Subject to module selections

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BSc BUSINESS MANAGEMENT (TOURISM)

Equip yourself for success in one of the largest industries in the world. Delve into theory and practical application and develop skills that prepare you for a diverse range of career opportunities in the private, public and voluntary sectors of tourism and related industries – within the UK and internationally.

N1N2 BSc Business Management (Tourism)
N1NA with a Year in Industry
N1NB with a Year Abroad
N12F with a Foundation Year

 **YEAR ABROAD AVAILABLE**

 **YEAR IN INDUSTRY AVAILABLE**

Modules studied may include:

YEAR 1

Accounting for Business; Managing People; Marketing; Finance for Business; Operations Management; The Global Context of Organisation.

YEAR 2

Contemporary Issues in Tourism; Economics for Business; Entrepreneurship for Tourism Experiences; Marketing Places; Strategic Analysis; Tourism in Practice.

YEAR 3

Final Year Project; Leadership; Marketing Research; Public Choice; Sustainable Tourism; Tourism Planning.

Subject to module selections



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BSc BUSINESS MANAGEMENT (MARKETING)

A perfect choice if you are interested in the broad areas of marketing, sales and consumer behaviour. This degree allows you to pursue specialist business marketing topics, providing a focus on how customers and businesses interact in a global marketplace.

N1N5 BSc Business Management (Marketing)
N1N8 with a Year in Industry
N1K5 with a Year Abroad
N1NF with a Foundation Year

 **YEAR ABROAD AVAILABLE**

 **YEAR IN INDUSTRY AVAILABLE**

Modules studied may include:

YEAR 1

Accounting for Business; Managing People; Marketing; Finance for Business; Operations Management; The Global Context of Organisation.

YEAR 2

Consumer Behaviour; Digital Marketing; Economics for Business; Strategic Analysis; Strategic Marketing Planning; Statistics for Business.

YEAR 3

Final Year Project; Marketing Research; Marketing Ethics; Marketing Communications; Power and Organisation; Strategic Implementation.

Subject to module selections

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Subject to module selections

3 YEARS FULL-TIME
4 YEARS FULL-TIME
 with a year abroad/
 a year in industry

TYPICAL OFFER: ABB – BBB
 In addition International Students
 will need 6.0 (5.5) IELTS

3 YEARS FULL-TIME
4 YEARS FULL-TIME
 with a year abroad/
 a year in industry

TYPICAL OFFER: ABB – BBB
 In addition International Students
 will need 6.0 (5.5) IELTS

BSc MARKETING

Whether you want to start your own marketing consultancy, work in the third sector, or work on the agency or client side, this degree will equip you with the knowledge and skills required to help you excel.

N500 BSc Marketing
N502 with a Year in Industry
N501 with a Year Abroad

SKILLS ACQUIRED:



Modules studied may include:

YEAR 1

Accounting for Business; Managing People; Marketing; Finance for Business; Operations Management; The Global Context of Organisation.

YEAR 2

Digital Marketing; Consumer Behaviour; International Marketing; Strategic Marketing Planning; Social Aspects of Organisation; Statistics for Business.

YEAR 3

Marketing Communications; Marketing Ethics; Marketing Research; Services Marketing; Social Media Marketing; Strategic Sales Management and Selling.

3 YEARS FULL-TIME
4 YEARS FULL-TIME

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

*In addition International Students
will need 6.0 (5.5) IELTS*

CIM

Graduate Gateway

Course structure and content has been developed in line with the Chartered Institute of Marketing (CIM) certificate in professional marketing.



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“
I would recommend Swansea to anyone wanting a great education and an unforgettable student experience.
”



Nawar Ismail

BSc MARKETING

TOURISM

As one of the largest and most rapidly growing industries in the world, both the business and the human aspects of tourism have become well-established fields of study.

The department's strong links with industry locally and internationally, gives students the opportunity to experience tourist destinations of all sizes within the private, public and voluntary sectors across the world.

With destination marketing and economic impact at the heart of the course, students will undertake field trips and real-life cases to bring destinations to life.

N800 BSc International Tourism Management
N801 with a Year Abroad
N802 with a Year in Industry



**YEAR ABROAD
AVAILABLE**



**YEAR IN INDUSTRY
AVAILABLE**

Modules studied may include:

YEAR 1

Essential Analytical Skills for Business; Managing People; Marketing; Operations Management; The Business of Tourism; The Global Context of Organisation.

YEAR 2

Contemporary Issues in Tourism; Entrepreneurship for Tourism Experiences; Strategic Analysis; Tourism in Practice; Tourism Organisations; Visitor Experience Design and Management.

YEAR 3

Marketing Places; Final Year Project; Sustainable Tourism; Tourism Planning; Tourism Futures.

3 YEARS FULL-TIME
4 YEARS FULL-TIME

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

*In addition International Students
will need 6.0 (5.5) IELTS*

FUTURE CAREERS

- Tourism Officer
- Accommodation Manager
- Destination Manager
- Destination Marketer
- Event Manager

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Field Trips

We give students the opportunity to study a variety of tourism destinations. Previous trips have included visits to Penderyn Whisky – a premium whisky distillery, Scarlets rugby ground and a trip to Nepal. Field trips are designed to make students understand the complexities and requirements of running a tourism destination.

The trip to Nepal specifically looks at community development through tourism and will include visits to Kathmandu, Annapurna and other rural areas that are beginning to explore the benefits tourism can have to their economic growth.

Please note, the cost of field trips is in addition to the course fees. Students will participate in a range of mandatory field trip experiences, both locally and overseas (destinations may vary year on year).

These require additional payment of approximately £1,700 over the duration of the programme. Individuals will be able to apply for travel bursaries from the department and the University's Go Global team to subsidise this additional cost.



ECONOMICS

Economic issues shape and modify individual and societal actions throughout our lives, and our economic thought helps us deliberate over important decisions such as whether the UK should leave the EU or when we should purchase a new mobile phone. Economics is all around us and we can't escape it.

Our degrees provide a rigorous and flexible path through many areas of economics. They provide a solid understanding of the core economics areas while providing you with the freedom to pick from a range of optional modules so that you can tailor your degree to suit your interests.

SKILLS ACQUIRED:

- | | |
|--|--|
|  TIME MANAGEMENT |  TEAMWORK |
|  NUMERACY |  PROBLEM SOLVING |
|  ANALYTICAL |  DIGITAL MEDIA |
|  COMMUNICATION |  DECISION MAKING |



RESEARCH EXPERTISE:

- Economic growth and development
- Economics of choice, games and competition
- Economies of Well-being and Welfare
- Health Economics, energy and the environment
- Labour Economics
- Regional Economics and economic geography
- Time Series Macroeconomics and Monetary Economics

“During their studies at Swansea, our students sharpen their analytical powers and enhance their decision-making skills. They practice, apply and refine their investigative and critical evaluation skills to enable the formulation of appropriate and real world policy advice for governments, society and businesses.”



Professor Don Webber
Head of Economics
Department



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“My four years at Swansea University studying Economics has been thoroughly enjoyable and the range of extracurricular activities available to students is huge.”



Beth Stent

BSc ECONOMICS GRADUATE

BSc ECONOMICS

Our Department of Economics' flagship degree will equip you with core knowledge for a solid understanding of modern economic principles and contemporary issues. With real-world relevance, you can become a skilled Economist or pursue a career in a broad range of economic and financial areas.

L100	BSc Economics
L1W0	with a Year in Industry
L101	with a Year Abroad
L10F	with a Foundation Year



YEAR ABROAD AVAILABLE



YEAR IN INDUSTRY AVAILABLE

Modules studied may include:

YEAR 1

Current Issues in Economics; Finance for Economics; Macro-Economics; Maths for Economics*; Micro-Economics; Methodology in Economics.

YEAR 2

Econometrics; Economic Development; Economic Policy; Health Economics; Macro-Economics; Micro-Economics.

YEAR 3

Advanced Economic Analysis; Financial Economics; Public Choice; International Economic Policy; Labour Economics; Monetary Economics.

**(students are not required to have studied maths at A-Level)*

**3 YEARS FULL-TIME
4 YEARS FULL-TIME**

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

In addition International Students will need 6.0 (5.5) IELTS



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BSc ECONOMICS AND BUSINESS

Learn to effectively apply your knowledge and skills to advise everything from private businesses all the way through to the Government – having a real impact on economic policy. This degree can lead to many different careers, from investment banking and management consultancy to politics and management roles within international organisations.

**3 YEARS FULL-TIME
4 YEARS FULL-TIME**

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

In addition International Students will need 6.0 (5.5) IELTS

L112	BSc Economics and Business
L1W2	with a Year in Industry
L1W3	with a Year Abroad
L12F	with a Foundation Year



YEAR ABROAD AVAILABLE



YEAR IN INDUSTRY AVAILABLE

Modules studied may include:

YEAR 1

Current Issues in Economics; Finance for Economics; Macro-Economics; Maths for Economics*; Micro-Economics; Methodology in Economics.

YEAR 2

Econometrics; Economic Policy; E-business; Micro-Economics; Macro-Economics; Marketing & Strategy;

YEAR 3

Advanced Economics Analysis; Financial Economics; Innovation Management; Lean Operations; Mathematical Economics; Public Choice.

**(students are not required to have studied maths at A-Level)*



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BSc ECONOMICS AND FINANCE

Gain a solid understanding of modern economics and its application within the financial industry. This degree is ideal if you are thinking about a career in a broad range of economic and financial areas, including politics, policy, economics, finance or consultancy.

L111	BSc Economics and Finance
L1W1	with a Year in Industry
L1W4	with a Year Abroad
L11F	with a Foundation Year



YEAR ABROAD AVAILABLE



YEAR IN INDUSTRY AVAILABLE

Modules studied may include:

YEAR 1

Accounting for Economics; Current Issues in Economics; Finance for Economics; Macro-Economics; Methodology in Economics; Micro-Economics.

YEAR 2

Corporate Finance; Econometrics; Economic Policy; Financial Markets and Institutions; Macro-Economics; Micro-Economics.

YEAR 3

Advanced Economic Analysis; Asset Management; Corporate Finance; Econometrics; Financial Economics; Mathematical Economics.

**(students are not required to have studied maths at A-Level)*

**3 YEARS FULL-TIME
4 YEARS FULL-TIME**

*with a year abroad/
a year in industry*

TYPICAL OFFER: ABB – BBB

*In addition International Students
will need 6.0 (5.5) IELTS*



ACCA

Subject to module selections

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“
The placement year has benefitted me in so many ways – I have more confidence and developed my transferable skills.
”



Jodie Hennah

**BSc ECONOMICS
WITH A YEAR IN INDUSTRY**



QUALIFICATION EQUIVALENTS

A-LEVELS (TARIFF POINTS)	18 UNIT BTEC NATIONAL DIPLOMA	INTERNATIONAL BACCALAUREATE	ACCESS DIPLOMA
AAA (144)	DDD	36	45D
AAB (136)		34	39D, 6M
ABB (128)	DDM	33	33D, 9M, 3P
BBB (120)		32	27D, 15M, 3P
BBC (112)	DMM	30	21D, 18M, 6P
BCC (104)		28	15D, 24M, 6P
CCC (96)	MMM	26	9D, 36M, 0P
CCD (88)		24	3D, 30M, 12P
NOTES		IB Points Total	Refers to level 3 credits: D: Distinction M: Merit P: Pass
Overall Pass Required	YES	YES	YES

Qualifications will be considered on a case-by-case basis.

A foundation year is available for students who do not achieve the grades necessary for their chosen degree programme. Please refer to pages 24-25.

If you are currently studying towards non-UK qualifications or hold a non-UK qualification you must obtain a suitable equivalent for entry onto our courses at Swansea University. All our entry requirements and relevant country information can be found online at: swansea.ac.uk/international



Q CAN I VISIT YOU?

A Yes. We offer several Open Days throughout the year and are happy to arrange independent visits (including guided and self-guided tours), so you can get a feel for our university and Swansea. If unable to attend in person, we also offer virtual tours. For upcoming Open Days and other visit options see: swansea.ac.uk/open-days

Q WHAT ARE THE TUITION FEES?

A UK/EU students: £9,000 per year
International: £15,450 per year.

Note these figures may vary every year. For more information: swansea.ac.uk/undergraduate/fees-and-funding/tuition-fees

Q DO I NEED AN A-LEVEL IN BUSINESS, ECONOMICS, MATHS OR ACCOUNTING/ FINANCE?

A No. We accept a range of qualifications including BTEC, Baccalaureate and international equivalent, and offer a range of optional modules that will assist you in progressing through your chosen degree subject. Check our course pages for more information: swansea.ac.uk/undergraduate/courses/som

Q WHERE CAN I FIND INFORMATION FOR INTERNATIONAL STUDENTS?

A We have a section on our webpages dedicated to information and support for international students: swansea.ac.uk/international-students

Q WHAT STUDENT SUPPORT DO YOU OFFER?

A Supporting our students is extremely important to us. Swansea University offers a range of student support services which cover areas including health, welfare and study support. The School of Management also has a dedicated in-house student experience support team. For more information visit: swansea.ac.uk/student-services

Q HOW DO I APPLY?

A Undergraduate degree applications must be made online through UCAS. Information about the application process can be found on our webpages: swansea.ac.uk/undergraduate/how-to-apply

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OF MANAGEMENT



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