



# YOUR SUCCESS IS OUR BUSINESS

# CONTENTS

The Business School	4
The University of Exeter	6
Exeter City	8
Cornwall	10
Streatham Campus	12
Penryn Campus	16
Our Teaching	18
<b>Programmes</b>	
Accounting and Finance	20
Economics	26
Management	36
BSc Business in Penryn	42
Building Brilliant Careers	44
Study Abroad	54
Our Alumni	60
<b>Student Life</b>	
University of Exeter Students' Guild	62
Sport at Exeter	64
Falmouth and Exeter Students' Union (FXU)	66
Accommodation	68
How to apply	69
Here to support you	70
Scholarships and bursaries	71
Fees and funding	72
Visit us	73
How to find us	74



**THE UNIVERSITY OF EXETER BUSINESS SCHOOL IS ONE OF THE UK'S LEADING CENTRES OF BUSINESS EDUCATION AND RESEARCH, BRINGING TOGETHER INTERNATIONALLY RESPECTED AND INSPIRATIONAL BUSINESS ACADEMICS AND STUDENTS FROM AROUND THE WORLD.**

We are a thriving Business School, having taken just over a decade to establish the School's internationally recognised status, we remain ambitious and seek further success – not just for ourselves, but for our students too.

At the core of our Business School ethos is ensuring you reach your full potential and graduate with the best possible degree to prepare you for your career. Our teaching is genuinely research-led, meaning you will study and learn with the experts in your chosen field. We also continue to invest in our careers provision, ensuring you graduate with outstanding employability credentials to help you with your first step into the global workplace.

As part of the prestigious Russell Group of Universities, we're committed to continually investing in our students' futures and we've already spent £25 million on new, state-of-the-art facilities and £1.8 million on attracting world-class academics. These investments enable us to attract some of the brightest young business minds of our future. So, while Exeter is widely recognised as one of the best places in the UK to live, it is now also recognised as one of the best places to study business.

I hope you will find all you need in this prospectus, and I look forward to you joining us on this exciting journey.

Yours faithfully

David Allen

Pro-Vice Chancellor and Executive Dean  
University of Exeter Business School

# THE BUSINESS SCHOOL

**IF YOU WANT YOUR DEGREE TO TRANSLATE INTO FULL-TIME EMPLOYMENT, YOUR LECTURES TO BE DELIVERED BY WORLD RENOWNED ACADEMICS AND YOUR STUDY TO TAKE PLACE IN AN IDYLIC YET STATE-OF-THE-ART FACILITY, THEN THE UNIVERSITY OF EXETER BUSINESS SCHOOL IS THE PLACE FOR YOU.**

Our ambitious goal to become part of the world's top 100 university-based business schools, will mean increased global recognition for our student's degrees as well as even more diverse international partnerships. And, already attracting students from more than 110 countries around the world, our commitment to investing in top class teaching is underpinned by our membership of the Russell Group as well as our international EQUIS and AMBA accreditations.

As a Business School recognised for its outstanding research and innovative teaching methods, 73%\* of our research is now rated as world-leading or internationally excellent.

And, with more than 150 globally acclaimed academics delivering cutting-edge, research-led lectures and tutorials, it's no wonder that an impressive 89.4% of undergraduate students gained graduate level jobs or went onto further study, according to the DLHE survey 2016.



**No. 1 for graduate employment in Business and Management<sup>1</sup>**

**89.4%**

**89.4% of students in work or further study six months after graduation<sup>1</sup>**



**No. 1 in the Russell Group for student satisfaction<sup>2</sup>**



# THE UNIVERSITY OF EXETER



International winner at the *What Uni? Student Choice Awards 2017*



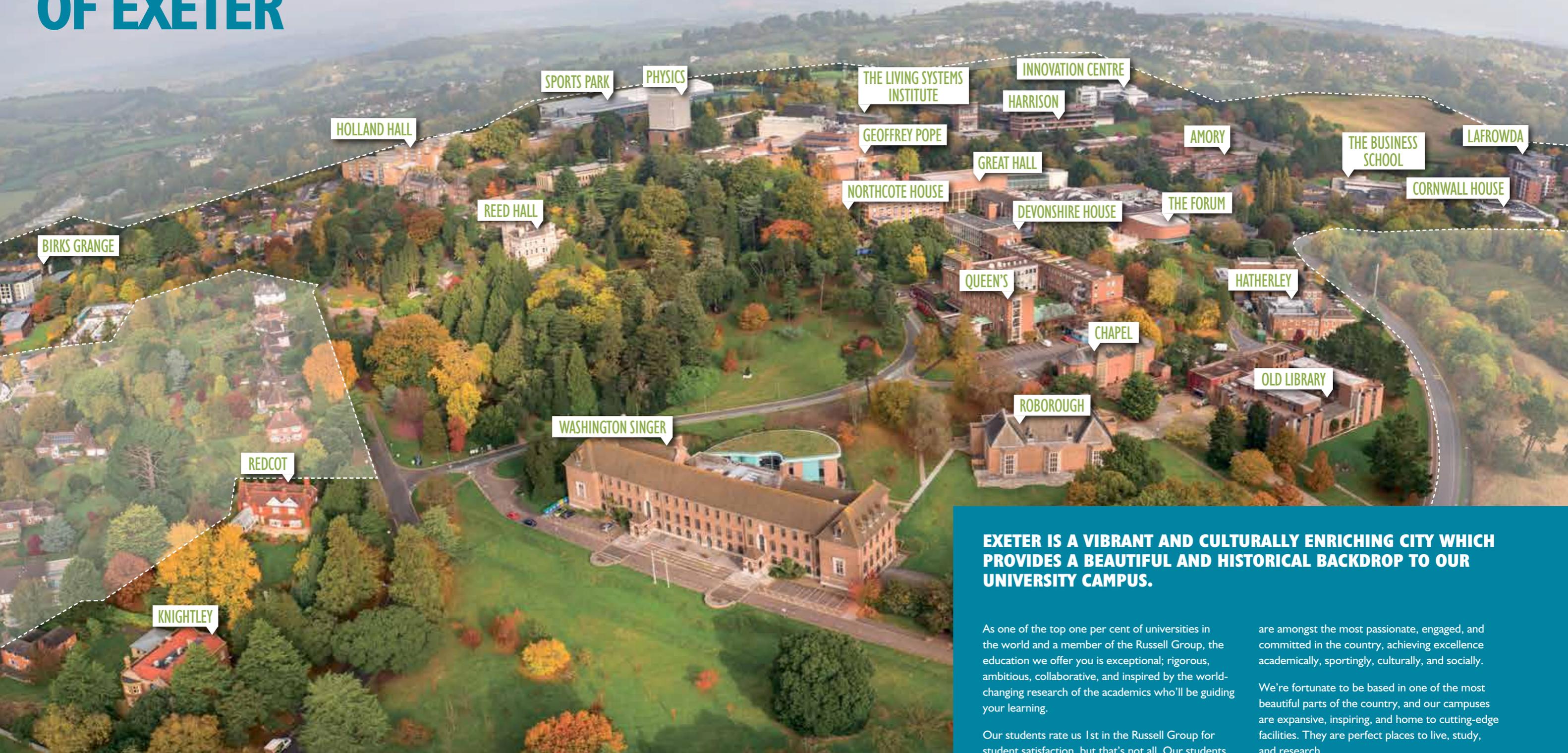
9th in *The Times and The Sunday Times Good University Guide 2017*



Ranked Top 1% of universities worldwide by *The Times Higher Education*



£350 million invested in our campuses over the past five years



## EXETER IS A VIBRANT AND CULTURALLY ENRICHING CITY WHICH PROVIDES A BEAUTIFUL AND HISTORICAL BACKDROP TO OUR UNIVERSITY CAMPUS.

As one of the top one per cent of universities in the world and a member of the Russell Group, the education we offer you is exceptional; rigorous, ambitious, collaborative, and inspired by the world-changing research of the academics who'll be guiding your learning.

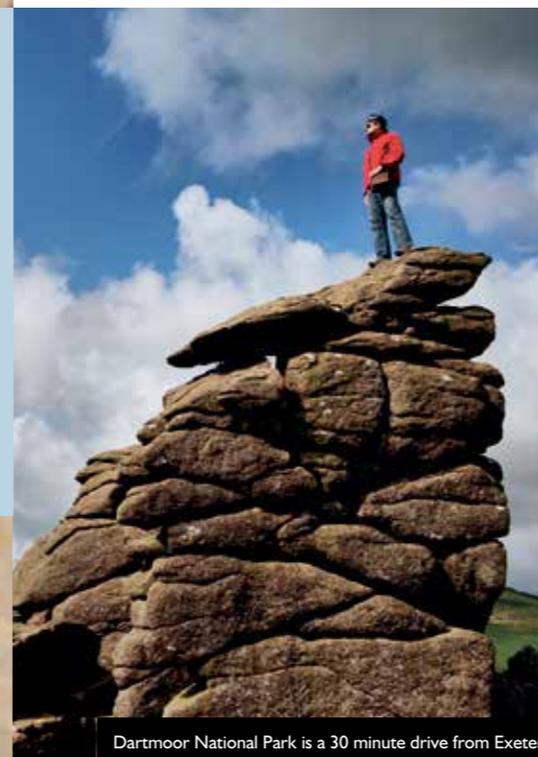
Our students rate us 1st in the Russell Group for student satisfaction, but that's not all. Our students

are amongst the most passionate, engaged, and committed in the country, achieving excellence academically, sportingly, culturally, and socially.

We're fortunate to be based in one of the most beautiful parts of the country, and our campuses are expansive, inspiring, and home to cutting-edge facilities. They are perfect places to live, study, and research.

# EXETER

**RECOGNISED AS ONE OF THE TOP TEN CULTURAL CITIES IN ENGLAND, EXETER IS CONSISTENTLY RATED AS ONE THE BEST PLACES TO LIVE IN THE UK. AND, PREDATING THE ARRIVAL OF THE ROMANS, EXETER'S 2,000 YEAR OLD HISTORY IS EVIDENT THROUGHOUT THIS CULTURALLY ENRICHING YET VIBRANT CITY.**



Dartmoor National Park is a 30 minute drive from Exeter



Princesshay Shopping Centre in Exeter



Everything in Exeter is in easy walking distance: the city, train station and campus are all in close proximity, making being a student here incredibly convenient.

**CHRISTOPHER IVINS,  
BA MANAGEMENT WITH MARKETING  
WITH EUROPEAN STUDY**

Just a short walk from our University campus, Exeter is a perfect fusion of new and old. Cafés, restaurants and pubs mix with historic buildings, including the famous Cathedral, the Guildhall, Mol's Coffee House and the Ship Inn, both favourite haunts of Sir Francis Drake and Sir Walter Raleigh. And, with a population of around 125,000, it provides a safe, student-friendly environment, with an energetic culture in a beautiful historic setting.

While small enough to be explored on foot, Exeter is diverse enough to provide everything from thought-provoking theatre, premier sports events and historic Cathedral tours to quayside kayaking, classical concerts and innovative dance performances. Plus, Exeter's international airport, makes it easily accessible from all over the world.

It's also a great place for shopping where big names in the high street, such as John Lewis, contrast with the specialist shopping/ dining area of the multi-million pound development at Princesshay and wonderful quirky areas such as medieval cobbled Gandy Street and the historic Quayside.

And, when you want a break from city life, some of the most stunning countryside and coastlines in Britain are right on your doorstep.

All in all, being in such a beautiful part of the world, with easy access to city life and quiet beaches, means you can look forward to a great quality of life here.

Find out more about living in Exeter and the South West, visit: [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate)



Exmouth seafront

# CORNWALL



Church Street, Falmouth



Fistral Beach, Newquay



Cornwall will appeal if you want to study in beautiful surroundings and live as part of a vibrant student community where you constantly run into people you know. You'll find a fantastic student lifestyle in a safe and friendly environment, with plenty of opportunities for sporting and outdoor activities.

The Penryn Campus is a few minutes' walk from Penryn, home to a rapidly expanding collection of independent cafés, shops, galleries and restaurants, as well as Jubilee Wharf, one of the country's leading zero-carbon buildings. It provides an inspirational environment for artists and a home for The Muddy Beach café,

which has great views of the estuary and regular live music. Penryn's railway station is a 10-minute journey from Falmouth and 20 minutes from Truro.

Falmouth is a vibrant town, thanks in part to the number of students in the area, with a wealth of bars, pubs, restaurants and a lively café culture. Falmouth is the centre of Cornwall's creative scene, with businesses, studios, shops and galleries, and great live music across the town. Falmouth's seven beaches, beautiful rivers and world famous marina also make it a haven for those who love sand, sailing and surf.

One of the big attractions for studying here is the beautiful coastal environment. I go surfing and walking on the beach, and there's a lot on our doorstep in terms of places to discover and activities to get involved in. We're only a 15-minute bus journey from Falmouth, and there's a lot going on there to give you a good social life.

**REES HOPE,**  
BSc BUSINESS

# STREATHAM CAMPUS



**SURROUNDED BY LAKES, WOODLANDS AND GARDENS, OUR STATE-OF-THE-ART BUSINESS SCHOOL IS SITUATED RIGHT AT THE HEART OF THE UNIVERSITY OF EXETER'S STREATHAM CAMPUS, WHICH IS WIDELY ACKNOWLEDGED AS ONE OF THE UK'S MOST SPACIOUS AND ATTRACTIVE CAMPUSES.**

I chose Exeter because of its campus – it's a beautiful green campus in a smaller city. Everything you need can be found on campus in close proximity – academic buildings, coffee shops, a Health Centre, Gym, and plenty of restaurants – there's even a Farmers' Market on a Friday.

**NAZIK SOLAKYAN,**  
BSc ACCOUNTING AND FINANCE WITH  
PROFICIENCY IN SPANISH

Following a massive £275 million investment, this idyllically set campus also houses extensive high tech facilities including technology-rich learning spaces, a 400-seat lecture theatre, a state-of-the-art library, a Student Services Centre and plenty of retail and catering outlets.

I find the Business School in general is a very pleasant and calm place to be, which makes it a very nice study environment.

**INA JHA,**  
BSc BUSINESS ECONOMICS

#### Study facilities

Our Business School teaching and research facilities are housed in three buildings and include:

- Lecture theatres, equipped with the latest audio-visual equipment
- Seminar and meeting rooms
- Computer facilities, including a number dedicated specifically to the Business School's undergraduates and available 24 hours a day
- A range of high quality catering facilities
- IT-enabled communal areas
- Additional 24-hour computer facilities at a number of locations across the site



The day I spent at the University convinced me that Exeter would be the perfect place to do my degree. The investments made on campus including the gym and the Forum, provides a good environment on campus for both studying and relaxation between lectures and seminars.



**MATHILDE SLETTEN,**  
BA BUSINESS AND MANAGEMENT



### The Forum

The centerpiece of the Streatham Campus is the stunning Forum, which provides a modern 24/7 library, technology rich learning spaces, a 400-seat lecture theatre and the University's reception.

### Restaurants and cafés

With all this study to nourish your brains, we haven't forgotten about nourishing your bodies either! We understand that being away from home for the first time can be daunting when it comes to cooking - so, we've got cafés situated throughout the campus where you can buy everything from a coffee and cake to a hot pasta dish - we've even got an extensive breakfast range.

The Business School plays host to La Touche Café which includes both traditional and contemporary cuisine as well as food on-the-go.

Once you've got your bearings, everything is very easy to find, and all the teaching rooms, together with the new £12 million Sports Park, the Forum Library, shopping centre, restaurants, cafés and bars are all within walking distance of each other.

When I came to visit the University I just felt this amazing vibe; the people were so helpful, smiley and willing to talk to you and the scenery at the University is second to none.

**DANIEL NGAI,**  
BA ECONOMICS WITH INTERNATIONAL STUDY

 Why not have a look around by taking a virtual tour of the campus on our website at [www.exeter.ac.uk/visit/campuses/virtualtours](http://www.exeter.ac.uk/visit/campuses/virtualtours)



# PENRYN CAMPUS, CORNWALL

**THE BUSINESS SCHOOL IS BASED IN THE CAMPUS' NEWEST DEVELOPMENT, THE £5.5 MILLION SCIENCE AND ENGINEERING RESEARCH SUPPORT FACILITY (SERSF), WHICH BUILDS UPON THE £30 MILLION INVESTMENT IN THE ENVIRONMENT AND SUSTAINABILITY INSTITUTE (ESI).**

Our Penryn Campus has consistently ranked highly for satisfaction: students report having a highly personal experience that is intellectually stretching but great fun, providing plenty of opportunities to quickly get to know everyone. Currently supporting around 5,000 students, the campus – shared with Falmouth University – combines the latest academic research and residential facilities with an intimacy, energy and friendliness. The diversity of the students' interests and backgrounds gives the campus a unique vibrancy.

Though we have one of the UK's smallest top-ten university campuses, we excel in tackling some of the world's biggest challenges through our research, which informs our teaching. Students respond positively to how we do this; they report exceptionally high levels of satisfaction with academic staff, improved communication skills and confidence.

Issues related to the environment and sustainability underpin much of the campus's ethos; these themes recur throughout our degree programmes as well as in student societies, clubs and the running of the campus.

If I could sum up what Penryn was like, I would say it's a very different and unique kind of place – with lots of calm to be able to get on with your studies; many clubs, societies and sports clubs locally; and also plenty going on in Falmouth, including wonderful seafood restaurants, just a 15-minute bus ride away.

**MAI NGUYEN THI PHUONG,**  
BSc BUSINESS

The campus is constantly developing, most recently the £5.5 million Science and Engineering Research Support Facility, which builds upon the £30 million investment in the Environment and Sustainability Institute (ESI). Cumulatively, these facilities put not only the University, but also Cornwall as a whole, at the forefront of research aiming to solve problems associated with environmental change.

Business School students have exclusive access to the Insyght Lab and the Cornwall Collaboratory, and opportunities throughout the programme to engage directly with businesses using leading edge video conferencing technology, together with web-based collaboration tools.

**IN 2016 WE OPENED A NEW £4 MILLION SPORTS CENTRE ON THE CAMPUS OFFERING HIGH-QUALITY SPORTS FACILITIES FOR STAFF, STUDENTS AND THE COMMUNITY.**



The campus is a great setting for a student, as a first year it is great to have everything on campus and also being able to study in different buildings while having the dedicated space to the Business School in the SERSF building. As a relatively small campus, there are so many more opportunities to get involved. I have spent many holidays in Cornwall and hence getting to study here has been a real bonus.

**EMILY FORD,**  
BSc BUSINESS STUDENT

# OUR TEACHING

**IF YOUR GOAL IS TO BE TAUGHT BY GLOBALLY ACCLAIMED ACADEMICS, DELIVERING INNOVATIVE, CUTTING-EDGE, RESEARCH-LED LECTURES AND TUTORIALS IN STATE-OF-THE-ART FACILITIES, THEN THE UNIVERSITY OF EXETER BUSINESS SCHOOL IS THE PLACE FOR YOU.**

## World renowned academics

With more than 150 academics at the forefront of their respective fields, from 30 countries around the world, we're continually investing in our academic staff to ensure that you have access to the greatest minds in business academia, and gain the maximum benefit from your time with us.

And, with a planned £1.8 million investment, we're aiming to attract even more of the brightest minds on the planet who will help coach, develop and push you to achieve your full potential.

## Innovative teaching techniques

Taking an innovative approach to teaching – our lectures and seminars are delivered using technologies designed specifically to engage students. Our Turning Point and Response-ware allows lecturers to poll questions for students to answer using their mobile phones or laptops with the results and analysis displayed in the lecture theatre for further discussion.

As well as this, Re-Cap, our lecture recording technology, means that students wishing to re-visit lecture topics can do so at any time. Our Online Learning Resources such as Exeter Learning Environment (ELE) also provides additional support enabling 24-hour access to programme and module resources. Plus, as part of ELE's integrated tools and the ExeHub Student Portal, online interaction is also encouraged, supporting the Business School's collaborative working approach.

## Flexible learning

Our undergraduate programmes are designed to be relevant, innovative and challenging. We encourage a variety of learning styles, including self-study and group work, which not only helps to consolidate your learning, but is a great opportunity to get to know your fellow students and develop team-working skills.

## Personal tutors

To ensure that all students receive the individual support and advice they need to succeed in their study here, we're committed to a system of personal tutoring.

All my lecturers have been extremely helpful whenever I needed support. Apart from lectures and tutorials, you can also visit your lecturers in their weekly office hours should you have any more questions about material taught. Every student also gets assigned to an academic tutor who you can go to if you want to discuss any academic-related issues you may have.

**NAZIK SOLAKYAN,  
BSc ACCOUNTING AND FINANCE  
WITH PROFICIENCY IN SPANISH**



# ACCOUNTING AND FINANCE

**CONSIDERED AMONG THE BEST IN THE UK FOR RESEARCH AND TEACHING, ACCOUNTING AND FINANCE AT THE UNIVERSITY OF EXETER BUSINESS SCHOOL IS WELL ESTABLISHED.**

■ **5TH FOR ACCOUNTING AND FINANCE IN *THE COMPLETE UNIVERSITY GUIDE 2018***

■ **9TH FOR ACCOUNTING AND FINANCE IN *THE TIMES AND SUNDAY TIMES GOOD UNIVERSITY GUIDE 2017***

■ **83.4% OF OUR ACCOUNTING AND FINANCE STUDENTS GO INTO GRADUATE EMPLOYMENT OR FURTHER STUDY WITHIN SIX MONTHS OF GRADUATING<sup>1</sup>**

■ **EXEMPTIONS FROM PROFESSIONAL ACCOUNTING EXAMINATIONS**



Accounting and Finance is one of the key functions in any organisation because the information that accountants prepare informs the decision-making process throughout the organisation and it also forms the basis of external communications about how the organisation is performing.

As such, an accounting degree opens a number of career opportunities including accountancy, management consultancy, banking and finance, with qualified accountants often found at the highest levels of organisations in all sectors around the world. And, at the University of Exeter Business School, there is no requirement for you to have studied accounting and finance before coming to us, our course is designed so that no prior knowledge is necessary or assumed.

Our faculty is a mixture of academics who have developed their expertise through researching a diverse range of topics in accounting and finance, and former practitioners, some of whom have held senior positions in some of the largest accounting firms in the world.

A significant advantage of our programmes is the exemptions they offer from professional examinations such as ACCA, CIMA, CIPFA and ICAEW, depending on the individual modules taken.

Full details of these exemptions are available at [www.exeter.ac.uk/undergraduate/degrees/accounting/exemptions](http://www.exeter.ac.uk/undergraduate/degrees/accounting/exemptions)

We have extremely strong links with professional firms and institutes, including the CFA Institute, the Chartered Institute of Securities and Investment and several professional accounting bodies including ICAEW and ACCA. Each year, a selection of the profession's most distinguished practitioners come to give guest lectures to our students.

And, we encourage our students to further engage with the business community by participating in international challenges and competitions. One example is the CIMA Global Business Challenge (CIMA GBC) where our team of students, 'The Indivisibles', won the world final in Sri Lanka in July 2012 competing against 21 other teams, each a champion in their respective countries.

In addition to ensuring you acquire subject specific skills, our programmes are designed to help you develop a broad range of personal skills and knowledge, essential for capitalising on attractive 21st century career opportunities. They provide the flexibility to choose from a range of optional modules and select topics that match your specific interest and career requirements. As with other undergraduate programmes in the Business School, you have the opportunity to study overseas or to undertake a period of industrial experience.

## Accounting Degree Programme Structures

ACCOUNTING AND FINANCE	BUSINESS AND ACCOUNTING
<b>First Year</b>	
Economic Principles (30 credits) Introduction to Financial Accounting Introduction to Management Accounting Business Law for Accountants Introduction to Statistics for Accountants Business Finance for Accountants Management Concepts and Practice	
<b>Second Year</b>	
Financial Accounting A & B Intermediate Management Accounting	
Corporate Finance	Choose TWO from: Operations Management; International Business; Organisational Behaviour; Human Resource Management
60 credits of options*	45 credits of options*
<b>Optional Year Abroad or Placement Year</b>	
<b>Final Year</b>	
Advanced Management Accounting	
Advanced Corporate Finance Advanced Financial Reporting	Strategic Management
75 credits of options	75 credits of options
120 credits must be completed each year	
*may include 30 credits of language	

You are also able to take some Economics or Management modules. For the full range of optional modules and to see how your programme could look, please go to our build-a-degree website, <http://business-build.exeter.ac.uk>



**LIZZIE KAEMENA,  
BA ACCOUNTING  
AND FINANCE WITH  
EUROPEAN STUDY  
WITH PROFICIENCY  
IN GERMAN**

After doing some work experience in an accountancy firm when I was 17, I decided that I wanted my degree to be based in accounting.

I like the fact that Exeter has allowed me to tailor my degree to what I want, allowing me to learn German and study abroad... I have already secured a graduate job with EY after doing a summer internship with them.

# BSc ACCOUNTING AND FINANCE

**N422 3 YEARS**

**N423 4 YEARS (WITH EUROPEAN STUDY)**

**NN4H 4 YEARS (WITH INTERNATIONAL STUDY)**

**NN43 4 YEARS (WITH INDUSTRIAL EXPERIENCE)**

## Entry requirements

GCSE Maths grade B (level 5 new grading) or GCE AL/AS Maths, Pure Maths or Further Maths or IB SL4 Maths/Maths Studies or Core Maths; GCSE English Language grade B (level 5 new grading). Typical offer AAA-AAB; IB 36-34 BTEC National DDD-DDM

Our BSc Accounting and Finance degree is designed for students who are interested in pursuing a career in accountancy, finance or business, including those students going on to obtain professional accounting qualifications.

Year 1 provides a solid grounding in accounting, finance and business with introductory level modules including financial and management accounting, corporate finance, business law and economics. These modules are shared with BSc Business and Accounting students, enabling you to change programmes (either way) at the end of year 1.

Year 2 has compulsory modules at the intermediate level in the core disciplines of financial accounting, management accounting and corporate finance and the choice of four optional modules across the wider Business School. These include other Accounting and Finance modules such as taxation as well as modules from economics and management including public finance or money and banking.

Year 3 has compulsory modules at the advanced level in financial accounting, management accounting and corporate finance as well as the choice of five optional modules. This allows you to create a bespoke degree according to your interests and career choice. For example, if you wish to follow a career in the accountancy profession, you could choose modules in auditing and corporate law, along with other interesting modules from Accounting and Finance including accounting, organisations and society or financial modelling. Alternatively, you could choose from economics modules such as the economics of the financial crisis or management modules such as: The Business of Events: Perspectives from Global Sporting Spectacles and Contemporary Leadership Issues.

For more information about this programme visit [www.exeter.ac.uk/undergraduate/degrees/accounting/accountfin](http://www.exeter.ac.uk/undergraduate/degrees/accounting/accountfin)

Visit [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate) for full entry requirements.

# BSc BUSINESS AND ACCOUNTING

**NN4I 3 YEARS**

**NN4C 4 YEARS (WITH EUROPEAN STUDY)**

**NNIL 4 YEARS (WITH INTERNATIONAL STUDY)**

**NND4 4 YEARS (WITH INDUSTRIAL EXPERIENCE)**

## Entry requirements

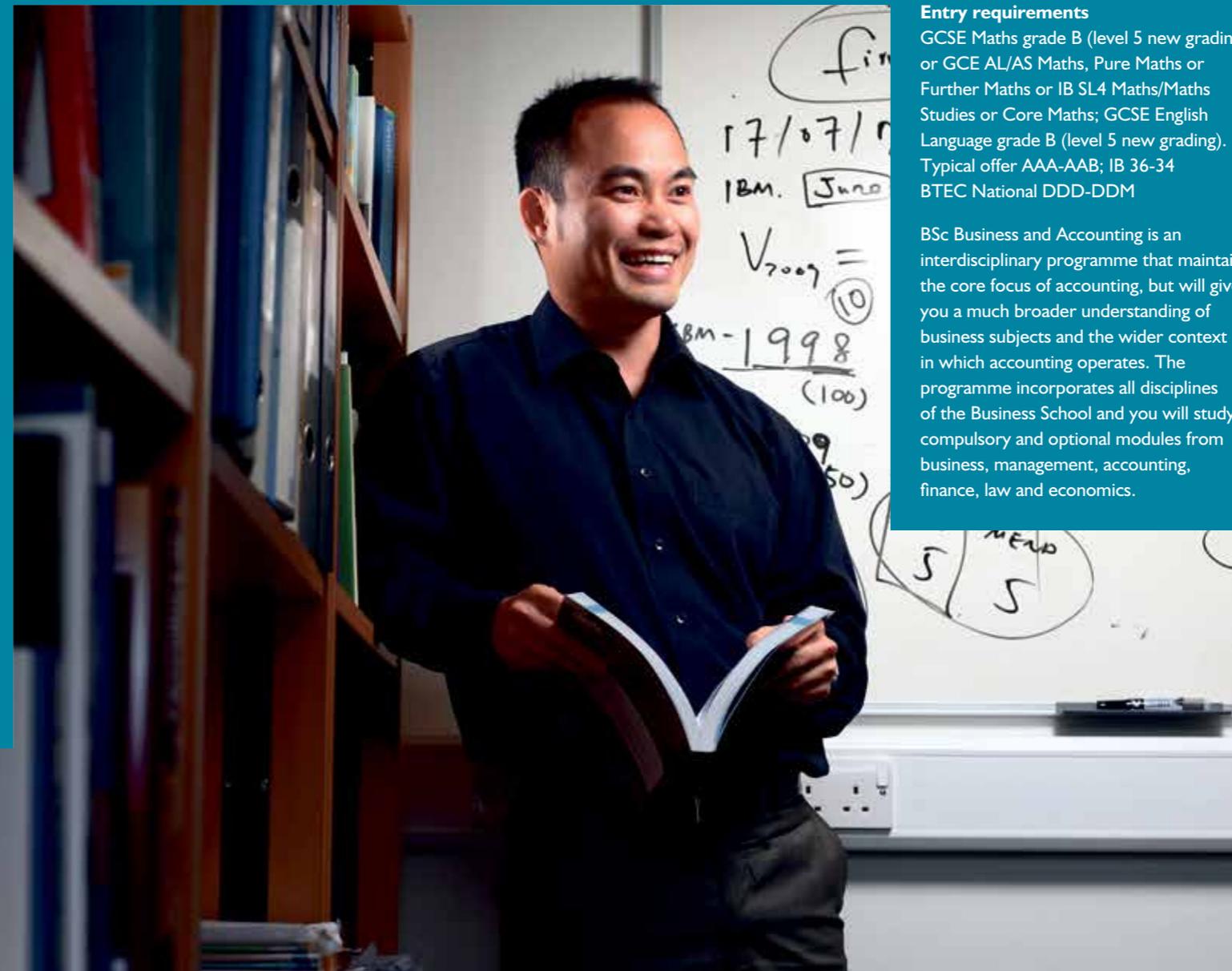
GCSE Maths grade B (level 5 new grading) or GCE AL/AS Maths, Pure Maths or Further Maths or IB SL4 Maths/Maths Studies or Core Maths; GCSE English Language grade B (level 5 new grading). Typical offer AAA-AAB; IB 36-34 BTEC National DDD-DDM

BSc Business and Accounting is an interdisciplinary programme that maintains the core focus of accounting, but will give you a much broader understanding of business subjects and the wider context in which accounting operates. The programme incorporates all disciplines of the Business School and you will study compulsory and optional modules from business, management, accounting, finance, law and economics.

BSc Business and Accounting will help you develop a set of graduate skills and attributes which are hugely relevant to 21st century businesses, such as analytical problem solving, teamwork, research and organising and communicating information. It will also prepare you for a professional career in a wide range of sectors including accountancy, e-commerce, marketing, management relations, banking and finance. Should you decide to enter the accountancy profession, the extent to which this degree programme provides exemptions from professional examinations depends upon the options you choose.

For more information about this programme visit [www.exeter.ac.uk/undergraduate/degrees/accounting/businessacc](http://www.exeter.ac.uk/undergraduate/degrees/accounting/businessacc)

Visit [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate) for full entry requirements.



# ECONOMICS

**PROVIDING EXCELLENT TEACHING WITH A STRONG RESEARCH ORIENTATION, THE ECONOMICS DEPARTMENT AT THE UNIVERSITY OF EXETER BUSINESS SCHOOL PROVIDES A FRIENDLY ENVIRONMENT WITH A PROFESSIONAL APPROACH.**

- **I1TH FOR ECONOMICS IN THE COMPLETE UNIVERSITY GUIDE 2018**
- **I3TH IN THE UK FOR ECONOMICS IN THE TIMES AND SUNDAY TIMES GOOD UNIVERSITY GUIDE 2017**
- **88.25% OF OUR ECONOMICS STUDENTS GO INTO GRADUATE EMPLOYMENT OR FURTHER STUDY WITHIN SIX MONTHS OF GRADUATING<sup>1</sup>**
- **72% OF RESEARCH WORLD LEADING OR INTERNATIONALLY EXCELLENT<sup>2</sup> (ECONOMICS)**
- **UNIQUE TO EXETER, ECONOMIC CLASSROOM EXPERIMENTS ARE EMBEDDED INTO MODULES**

Economics is the study of how individuals, firms, markets, governments and other institutions combine to produce and distribute goods and services in order to achieve desired outcomes for society, and how effective they are in doing so.

The application of economic theory has also evolved to explore contemporary issues such as the causes and impact of the financial crisis and the proposed solutions, the effects of trade, globalisation, corruption and climate change on economic development. Each of our five undergraduate Economics degree programmes combine high academic standards with rewarding career prospects.

You will have flexibility to choose optional modules to suit your interests and career requirements, and the opportunity to study overseas or undertake a period of industrial experience.

An important part of our teaching strategy in Economics, and unique to our Business School, is the regular use of teaching experiments in our lectures and tutorials. In fact, the use of economic classroom experiments is embedded into many economics modules as we believe the best way to think like an economist is to act like one. You might, for instance, participate as a buyer or seller in a market experiment; as a bidder in an auction experiment; or as a firm in an oligopoly experiment.

In addition to traditional economic models, you will also be exposed to recent behavioural theories that incorporate human limitations to rational decision making. For example, you will discuss the merits and effectiveness of nudging, the desire to help people make better choices about wealth, and happiness in the most cost effective way. Through our state of the art research laboratory FEELE (Finance and Economics Experimental Laboratory at Exeter) you will also be able to participate in cutting edge research.

Economics is a technical and rigorous subject, and graduates leave equipped with a valuable range of personal skills and a broad education.

Students wishing to pursue a programme with a high mathematical content should consider Economics, Economics and Finance or Economics and Econometrics, and those wanting less mathematical content should consider Business Economics or Economics and Politics.

There is no requirement for you to have studied economics before coming to us, as we will not assume any prior knowledge.



**INA JHA,  
BSc BUSINESS ECONOMICS**

A lot of the modules I take focus on practical issues, putting learning into the context of the real world, which is extremely useful in preparing for a future career. I would like to go into the world of Investment Banking, which is heavily focused on real life current affairs, and I believe my course has been preparing me well for this from the outset.

<sup>1</sup> Results taken from the DLHE survey 2016

<sup>2</sup> REF 2014 based on the percentage of research categorised as 4\* and 3\*

## Economics Degree Programme Structures

ECONOMICS	ECONOMICS AND FINANCE	ECONOMICS WITH ECONOMETRICS	BUSINESS ECONOMICS	ECONOMICS AND POLITICS
<b>FIRST YEAR   120 credits</b>				
Microeconomics I and Macroeconomics I Introduction to Statistics Introduction to Econometrics Mathematics for Economists			Economic Principles** Basic Quantitative Methods*	
History of Economic Thought	Introduction to Finance	History of Economic Thought	Theory and Practice of Management Introduction to Statistics	History of Economic Thought Statistics for Business and Management State of Britain Power and Democracy
			60/45* credits of options	30/15* credits of options
<b>SECOND YEAR</b>				
Macroeconomics II and Microeconomics II Econometrics			Economic Principles and Policy	
	Financial Markets and Decisions I Money and Banking I	Introduction to Econometric Theory		Economics of Politics The Politics of the World Economy
45 credits of optional modules	15 credits of optional modules	30 credits of optional modules	90 credits of optional modules	60 credits of optional modules At least 15 credits of Economics modules and 15 credits of Politics modules, with Public Finance or Policy Issues in the Global Economy highly recommended.
<b>OPTIONAL YEAR ABROAD or PLACEMENT YEAR</b>				
<b>FINAL YEAR</b>				
Economic Issues: Theory and Practice	Asset Pricing Financial Markets and Decisions II Money and Banking II	Econometric Analysis	Economics of Management Strategy	International Political Economy or Public Finance***
105 credits of options At least 75 credits must be from BEE modules.	75 credits options	90 credits of options	90 credits of options	105 credits of optional modules At least 30 credits of Economics modules and 30 credits of Politics modules

**120 credits must be completed in each year** \* for students not holding A level Mathematics

\*\* Students with A Level Economics can do Microeconomics I and/or Macroeconomics I instead of Economic Principles

Modules offered by the Department of Politics

\*\*\* if not taken in second year

I'm studying the Business Economics programme as I wanted more flexibility in my degree. The programme is based on modules from management, finance, accounting and economics, making me a well-rounded student, which is attractive to employers.

**KELLY GOULD, BSc BUSINESS ECONOMICS WITH INDUSTRIAL EXPERIENCE**



Students may also take other modules from within the Business School, provided that any pre-requisite modules have been taken. Where credits allow, modules in other subjects such as languages can be taken as optional modules up to the value of 30 credits per year.

To see how your programme could look, please go to our build-a-degree website, [business-build.exeter.ac.uk](http://business-build.exeter.ac.uk)

# BSc BUSINESS ECONOMICS

**LI12 3 YEARS**

**LI15 4 YEARS (WITH EUROPEAN STUDY)**

**LI94 4 YEARS (WITH INTERNATIONAL STUDY)**

**LI92 4 YEARS (WITH INDUSTRIAL EXPERIENCE)**

## Entry requirements

GCSE Maths grade A (level 7 new grading) or GCE AL/AS Maths, Pure Maths or Further Maths, IB SL4 Maths/Maths Studies or Core Maths; GCSE English Language grade B (level 5 new grading). Typical offer A\*AA-AAB; IB 38-34 BTEC National D\*DD-DDM

The objective of BSc Business Economics is to provide you with a theoretical and practical understanding of the economic decisions faced by business and its managers, and the ability to analyse the economic and social environment in which these decisions are taken.

The programme combines the development of key skills in economics, accounting and management with the application of these skills to the solution of many interacting problems that face business managers. It is a very flexible degree programme that will appeal particularly to anyone aiming for a career in business.

The first-year modules provide a solid background in economics and management, while year two and three are more flexible to allow you to tailor your studies to your own interests. This programme is recommended if you wish to study economics but do not want a high mathematical content in your degree programme.

For more information about this programme visit [www.exeter.ac.uk/undergraduate/degrees/economics/busecon](http://www.exeter.ac.uk/undergraduate/degrees/economics/busecon)

Visit [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate) for full entry requirements.

# BSc ECONOMICS

**LI00 3 YEARS**

**LI01 4 YEARS (WITH EUROPEAN STUDY)**

**LI03 4 YEARS (WITH INTERNATIONAL STUDY)**

**LI02 4 YEARS (WITH INDUSTRIAL EXPERIENCE)**

## Entry requirements

GCE AL grade B in Maths, Pure Maths or Further Maths, IB HL5 or SL6 Maths. Maths Studies not accepted. GCSE English Language grade B (level 5 new grading). Typical offer A\*AA-AAB; IB 38-34 BTEC National D\*DD-DDM

The BSc Economics programme enables you to understand modern economics, which covers a wide range of topics from inflation to the control of monopoly power, from the study of developing countries to the finance of multinational companies.

The programme reflects that breadth of interest in a flexible course designed to cater both for the students who wish to study a broad curriculum and for those who may wish to specialise in a particular area.

The first two years comprises of principles and intermediate modules. Successful completion of these modules you to acquire the basic tools and techniques required for formal economic analysis. The list of final year options is wide and choice may be widened further by choosing one final year module from outside the Business School or by submitting a dissertation or business project in place of one of the options.

For more information about this programme visit [www.exeter.ac.uk/undergraduate/degrees/economics/economics](http://www.exeter.ac.uk/undergraduate/degrees/economics/economics)

Visit [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate) for full entry requirements.



# BSc ECONOMICS WITH ECONOMETRICS

**LI90 3 YEARS**

**LI91 4 YEARS (WITH EUROPEAN STUDY)**

**LI95 4 YEARS (WITH INTERNATIONAL STUDY)**

**LI93 4 YEARS (WITH INDUSTRIAL EXPERIENCE)**

## Entry requirements

GCE AL grade B in Maths, Pure Maths or Further Maths, IB HL5 or SL6 Maths. Maths Studies not accepted. GCSE English Language grade B (level 5 new grading). Typical offer A\*AA-AAB; IB 38-34 BTEC National D\*DD-DDM

The BSc Economics with Econometrics includes many of the same core modules as the standard Economics programme but with additional specialist Econometrics modules. Econometrics is the application of statistical concepts and methods to economics. Many topics coming under the general heading of econometrics are covered, including data analysis, estimation, model-fitting and testing of hypotheses, extended with special techniques for dealing with economic data. Econometrics is also relevant to a range of related problems in applied economics, including time series analysis, forecasting and policy simulation.

BSc Economics with Econometrics degree includes core economics and econometrics modules in each of the three years, providing you with a high level of technical ability that will be useful in your future career in any field.

For more information about this programme visit [www.exeter.ac.uk/undergraduate/degree/economics/econometrics](http://www.exeter.ac.uk/undergraduate/degree/economics/econometrics)

Visit [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate) for full entry requirements.

# BSc ECONOMICS AND FINANCE

**LNI3 3 YEARS**

**LNC3 4 YEARS (WITH EUROPEAN STUDY)**

**LNIJ 4 YEARS (WITH INTERNATIONAL STUDY)**

**LND3 4 YEARS (WITH INDUSTRIAL EXPERIENCE)**

## Entry requirements

GCE AL grade B in Maths, Pure Maths or Further Maths, IB HL5 or SL6 Maths. Maths Studies not accepted. GCSE English Language grade B (level 5 new grading). Typical offer A\*AA-AAB; IB 38-34 BTEC National D\*DD-DDM

BSc Economics and Finance explores modern economics and its application to financial systems and organisations. It introduces advanced financial techniques such as derivatives pricing, risk management and portfolio management. This programme will also develop your ability to critically analyse economic events and their impact on financial markets. The programme will enable you to use the FEELE laboratory, our research centre for experimental economics, which involves participating in practical experiments that test theories of financial behaviour.

Our graduates find employment with financial institutions such as banks, insurance companies, pension funds, investment and unit trusts, as well as stock-broking and financial advisory work. This degree programme aims to provide a theoretical background for those who wish to follow a career in finance. The programme is also an excellent foundation for postgraduate study in either finance or economics.

For more information about this programme visit [www.exeter.ac.uk/undergraduate/degrees/economics/finance](http://www.exeter.ac.uk/undergraduate/degrees/economics/finance)

Visit [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate) for full entry requirements.

# BSc ECONOMICS AND POLITICS

**LLI2 3 YEARS**

**LLIF 4 YEARS (WITH EUROPEAN STUDY)**

**LLCF 4 YEARS (WITH INTERNATIONAL STUDY)**

**LLIG 4 YEARS (WITH INDUSTRIAL EXPERIENCE)**

## Entry requirements

GCSE Maths grade A (level 7 new grading) or GCE AL/AS Maths, Pure Maths or Further Maths, IB SL4 Maths/Maths Studies or Core Maths; GCSE English Language grade B (level 5 new grading). Typical offer A\*AA-AAB; IB 38-34 BTEC National D\*DD-DDM

Our graduates have said that with the BSc Economics and Politics you get two degrees – and two sets of career options – for the price of one. And it's true that much of the time we keep economics and politics as separate subjects with separate methods, but it's important to bring them together as well. Our BSc Economics and Politics has an interdisciplinary spine running down each length, with a special interdisciplinary module in each year looking at the relations between economics and government policy, whether it be the ideological content of economics or the economic motives governing politicians. Keynes claimed the world was ruled by little else but the ideas of economists and political philosophers. He exaggerated, but not by all that much, and among other things, your degree will illuminate where he was right and where he was wrong.

In the first year, you take introductory modules in economics and politics and in statistical analysis. During the second and final years, a variety of modules are taken, some of which are especially concerned with policy making processes in economic and social affairs. As one of your final examination papers, you select an option from modules offered by the two disciplines, and can therefore specialise to some extent in either politics or economics; alternatively, you have the opportunity to present a dissertation on a suitable topic.

For more information about this programme visit [www.exeter.ac.uk/undergraduate/degrees/economics/politics](http://www.exeter.ac.uk/undergraduate/degrees/economics/politics)

Visit [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate) for full entry requirements.

The teaching at the Business School and Politics department is probably one of the best. I was able to explore many perspectives and matters from different angles, thanks to the diverse set of teaching staff. So many of the lecturers have conducted remarkable research, which has been pivotal to my undergraduate degree.

**MARÍA GÓMEZ DE OLEA,  
BSc ECONOMICS AND POLITICS**



# MANAGEMENT

MANAGEMENT AT EXETER IS HIGHLY REGARDED FOR RESEARCH AND TEACHING, RANKING:

- **6TH FOR BUSINESS AND MANAGEMENT STUDIES IN *THE COMPLETE UNIVERSITY GUIDE 2018***
- **13TH FOR BUSINESS STUDIES IN *THE TIMES AND SUNDAY TIMES GOOD UNIVERSITY GUIDE 2017***
- **96.7% OF OUR BUSINESS AND MANAGEMENT STUDENTS GO INTO GRADUATE EMPLOYMENT OR FURTHER STUDY WITHIN SIX MONTHS OF GRADUATING<sup>1</sup>**

The Business School's Management degrees focus on the academic assessment of organisations and the associated business environment. We draw upon disciplines from across the social sciences, and give emphasis to the dynamic nature of enterprise, global connectivity, and the management and leadership challenges ahead.

A defining characteristic of our programmes is flexibility, which is built into your degree structure in two ways. Firstly, we offer a huge range of elective subjects (options), especially in the second and final year. This means you can pursue your own interests and shape the character of your programme towards, for example, marketing, international business, leadership, tourism, or a language.

Secondly, our students increasingly choose to enhance their degree with a year studying abroad or a year on industrial placement. These popular features are supported in all our Exeter-based programmes. Study abroad is also available on our Penryn-based BSc Business programme.

Teaching is led by our expert faculty, and they are supported by practitioners and guest lectures from our alumni and professional networks. We have strong links with firms and organisations across the corporate and public sector, and with professional institutes such as the Chartered Management Institute, the Chartered Institute of Marketing, and the Chartered Institute of Personnel Development.

Another important characteristic is employability. As with all programmes in the Business School, our Management degrees are designed to ensure graduates attain transferrable skills that are highly valued by employers. Our assessment methods therefore include report writing, presentations, group work, and simulations, as well as more conventional essay-based coursework and exams.

There is no requirement for you to have studied business or economics at advanced level before joining us, and we will not assume any prior knowledge. Indeed students enrolling on our Management programmes encompass those with a creative, humanities and science background, and together enrich the learning experience through their diversity.



## Management Undergraduate Degree Programmes

BUSINESS (Penryn Campus, Cornwall)	BUSINESS AND MANAGEMENT	MANAGEMENT WITH MARKETING
<b>FIRST YEAR   120 credits</b>		
<b>Theory and Practice of Management</b>		
<b>Introduction to Accounting</b>		
Business and Society Business Practice and Analysis Operations Management: A Sustainable Perspective Marketing in a Digital Age Economics for Managers Workplace Wellbeing	Economics for Management Statistics for Business and Management Fundamentals of Marketing Business and Society  30 Credits optional modules*	Economics for Management Fundamentals of Marketing  60 credits optional modules*
<b>SECOND YEAR   120 credits</b>		
Sustainable Enterprise Economy Project Management Business Practice (Placement/Work Experience project) Strategic Concepts for Business Finance for Business Research for Inquiry  30 credits optional modules*	Organisational Behaviour Human Resource Management (HRM)  Consumer Behaviour Managerial Accounting Operations Management  45 credits optional modules*	Consumer Behaviour Marketing and Society Consumer Research  45 credits of optional modules*
<b>OPTIONAL YEAR ABROAD or PLACEMENT YEAR</b>		
<b>FINAL YEAR</b>		
Social and Technological Innovation Practice-Based Consultancy Management Globalisation and Internationalisation Local-Global Innovation: (Cornwall Research Seminar Series) Future-Facing Dissertation/Project; (30 credits)  30 credits optional modules*	Strategic Management (30 credits)  Finance for Managers (15 credits)  75 credits optional modules*	Marketing and Management Strategy  75 credits optional modules*
*120 credits must be completed each year, 30 or 15 credit language modules may be taken if enough electives are available and the level of study is appropriate.		

For the full range of optional modules and to see how your programme could look, please go to our build-a-degree website: <http://business-build.exeter.ac.uk>

I have always been entrepreneurial and I've always had a business career in mind so I knew that I wanted to study Business. A degree in Business and Management offers a great scope for application in a wide range of careers, including accounting, finance, economics, management, marketing and more.

I've chosen to do an industrial placement in my third year. During my time at the Business School I've been able to get insights into many business-related industries. After applying to a range of employers I'm pleased to have secured a placement with Johnson and Johnson in a Sales and Customer Development capacity.

**JONTY SYMONDS,**  
BA BUSINESS AND MANAGEMENT  
WITH INDUSTRIAL EXPERIENCE



# BA BUSINESS AND MANAGEMENT

**N202 3 YEARS**

**N203 4 YEARS (WITH EUROPEAN STUDY)**

**NNIF 4 YEARS (WITH INTERNATIONAL STUDY)**

**NNI2 4 YEARS (WITH INDUSTRIAL EXPERIENCE)**

## Entry requirements

GCSE Maths grade B (level 5 new grading) or GCE AL/AS Maths, Pure Maths or Further Maths or IB SL4 Maths/Maths Studies or Core Maths; GCSE English Language grade B (level 5 new grading). Typical offer AAA-AAB; IB 36-34 BTEC National DDD-DDM

The Business and Management degree is a rigorous programme of study on the purpose and functioning of organisations and the associated global business environment. Alongside this academic focus, there are also significant practical elements designed to enhance your understanding of the roles, expectations and skills required to excel in your chosen fields of work.

The degree commences with introduction to management and the interrelationships between organisations and society at large. Technology, ethics, and the environment are all considered, and we also cover a grounding in economics, statistics and accounting. In the second year, the functional operations of organisations are the focus, and the final year integrates this study in the capstone strategic management module. Along with ample opportunity to select electives at all stages, you're also able to complete a dissertation or practical business project in the final year.

For more information about this programme visit [www.exeter.ac.uk/undergraduate/degree/business/businessman](http://www.exeter.ac.uk/undergraduate/degree/business/businessman)

Visit [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate) for full entry requirements.

# BA MANAGEMENT WITH MARKETING

**N2N5 3 YEARS**

**N2NM 4 YEARS (WITH EUROPEAN STUDY)**

**N2NA 4 YEARS (WITH INTERNATIONAL STUDY)**

**N2NN 4 YEARS (WITH INDUSTRIAL EXPERIENCE)**

## Entry requirements

GCSE Maths grade B (level 5 new grading) or GCE AL/AS Maths, Pure Maths or Further Maths or IB SL4 Maths/Maths Studies or Core Maths; GCSE English Language grade B (level 5 new grading). Typical offer AAA-AAB; IB 36-34 BTEC National DDD-DDM

Successful marketing involves understanding what customers want or need, and then delivering an irresistible offer to satisfy them. Key to finding out what customers want or need is to understand how they behave, and this programme has a strong emphasis on understanding consumers. The marketing elements of this programme will introduce you to the basic principles that deliver good marketing practice. You will learn about consumers, how they behave, and how to ascertain their wants and needs. You will also learn the role of markets and marketing in today's society.

To understand how marketing contributes to the financial health of an organisation, the programme provides an introduction to the principles of accounting. To analyse how whole markets behave, the programme also provides an introduction to economics. As a function within an organisation, marketing must be well managed, and the management component of the BA Management with Marketing provides a study of organisations along with an appreciation of how management works, and how to build a successful business strategy.

For more information about this programme visit [www.exeter.ac.uk/undergraduate/degree/business/marketing](http://www.exeter.ac.uk/undergraduate/degree/business/marketing)

Visit [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate) for full entry requirements.

My favourite modules have been Event Management and Design Management as the lectures set the modules out to be more innovative. These two modules gave us the opportunity to think critically and analytically, learn to solve real problems and think out of the box.

**VICTORIA NITSCH,**  
BA MANAGEMENT WITH MARKETING  
WITH EUROPEAN STUDY WITH  
PROFICIENCY IN SPANISH

# BSc BUSINESS

LOCATION: CORNWALL (PENRYN CAMPUS)

**N110 3 YEARS**

**N111 4 YEARS (WITH EUROPEAN STUDY)**

**N112 4 YEARS (WITH INTERNATIONAL STUDY)**

**N113 4 YEARS (WITH INDUSTRIAL EXPERIENCE)**

## Entry requirements

GCSE Maths grade B (level 5 new grading) or GCE AL/AS Maths, Pure Maths or Further Maths or IB SL4 Maths/Maths Studies or Core Maths; GCSE English Language grade B (level 5 new grading). Typical offer AAA-ABB; IB 36-32 BTEC National DDD-DMM

BSc Business is a career-focused business and management programme, with an ethos of ethics and sustainability, and with a focus on employability, incorporating extensive work experience with an exclusive opportunity to customise your degree by choosing modules designed to inspire the next generation of business graduates.

Based at our Penryn Campus, Cornwall, the programme is designed to address the challenges in growing businesses in the current climate changing era. We will help you develop a set of graduate skills and attributes which are hugely relevant to 21st century businesses, from a local and global perspective. This will prepare you for a professional career in a wide range of sectors including e-commerce, marketing, manufacturing and/or wholesale, management relations, environmental consultancy or social enterprise.

A degree in a business-related subject will also help you develop a wide range of employable skills such as analytical problem solving, team working, research, and organising and communicating information.

For more information about this programme visit [www.exeter.ac.uk/undergraduate/degree/business/businessbsc](http://www.exeter.ac.uk/undergraduate/degree/business/businessbsc)

Visit [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate) for full entry requirements.



The BSc Business programme on the University of Exeter's Penryn Campus is unique from any other Business degree in the market, it allows students to gain a more practical approach to business, undertaking various placements as part of the three year degree programme.

**STEPHEN HICKMAN,**  
BSc BUSINESS PROGRAMME  
DIRECTOR



As an international student, I thought I might be homesick or lonely, but that's not been a problem. I am the only Vietnamese student on the programme but I have so many international friends now, many of whom I've met through the International Society events and socials.

**MAI NGUYEN THI PHUONG,**  
BSc BUSINESS

Within the programme I'm really enjoying Marketing, Business & Society and Workplace Wellbeing is also interesting in terms of giving us an insight into the HR side of organisations. I also like the fact we do a work placement in each year of the programme, so we get first-hand business experience as part of our studies.



**AULA OURTASHI,**  
BSc BUSINESS

**REES HOPE,**  
BSc BUSINESS



Alongside the teaching, there's a lot of focused careers support that I wasn't expecting. Pretty much as soon as we arrived we had the opportunity to meet with our Employability Advisor, Sam Rule. She's there solely to support the students on the BSc Business programmes.

# BUILDING BRILLIANT CAREERS

**ENSURING THAT YOU REACH YOUR FULL POTENTIAL AND GAIN THE VERY BEST DEGREE POSSIBLE IS ONLY PART OF WHAT WE DO FOR YOU HERE AT THE UNIVERSITY OF EXETER.**

When you join us, you are also assured of gaining some of the best graduate employability credentials in the UK! In fact, a massive 89.4% of our students begin graduate employment or further study within six months of graduating from The University of Exeter Business School<sup>1</sup>.

With a clear understanding that graduates need to stand out in today's highly competitive global marketplace, we make a concerted effort to help you develop the skills and attributes you need for an outstanding career. And, building our programmes around the knowledge and skills that employers want you to have, our professional Careers Team are here to help from day one.

This combination of focused career support, together with the excellent business teaching we provide, means that we not only have a very strong 'employability' record, but our Business School is now ranked within the Top 5 in the UK for graduate employability. And, through employability events and workshops, placements, awards and internships, we continually work to improve each individual student's business proposition.

## Career aspirations

If you have already decided on your career path, then we will help you to navigate the recruitment process and to secure any work experience your potential employer will expect you to have. However, if you haven't decided yet, then we will facilitate you exploring a wide range of opportunities to help you develop a greater understanding of your strengths, and ultimately make choices about your business future.

## Employability events and workshops

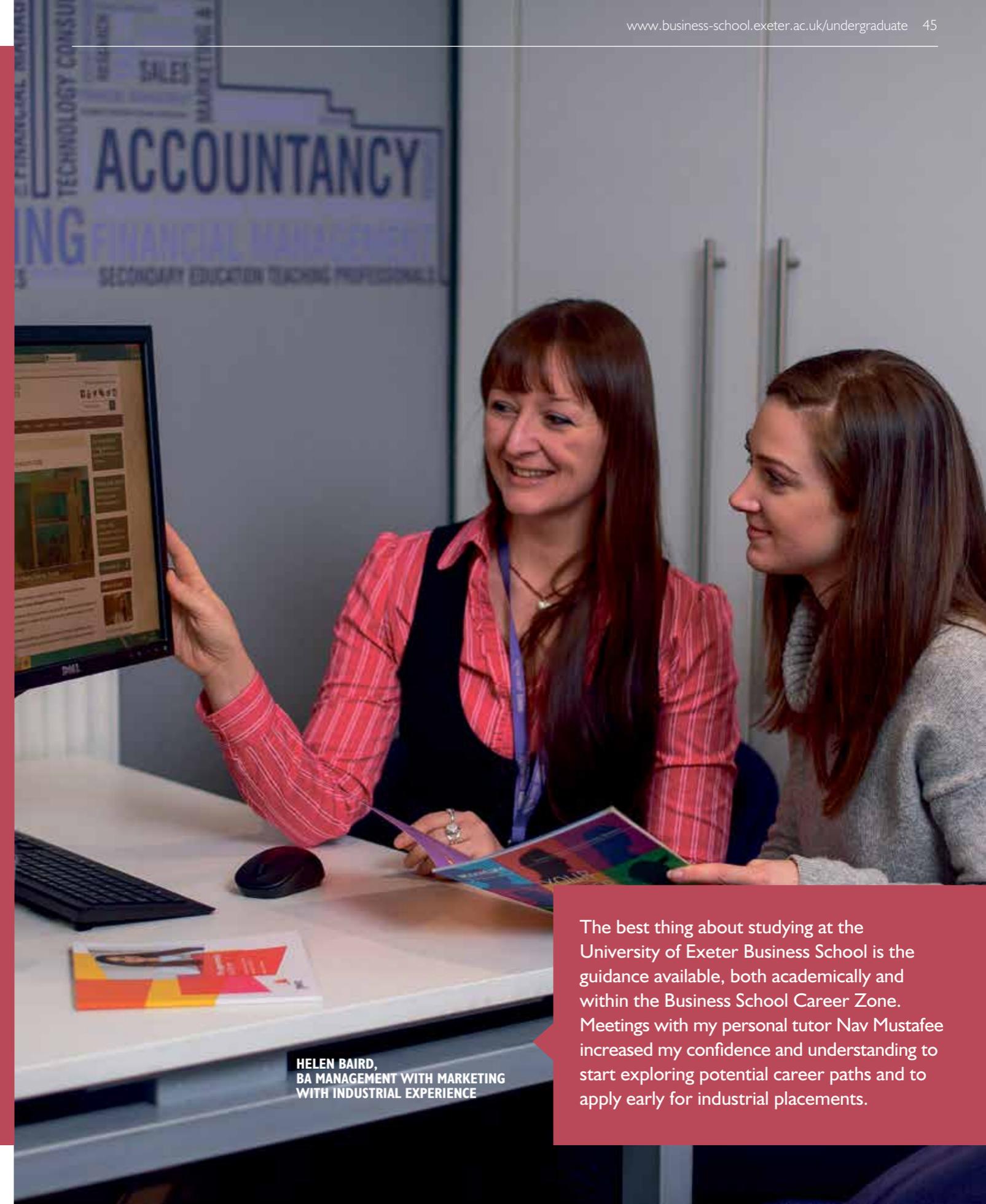
Enhancing your employability credentials is essential in today's highly competitive work environment, so during your time here, you'll have the opportunity to take part in a wide array of events designed to do just that. Many of these events are run by leading graduate employers with support from our own highly qualified careers consultants and employability advisers.

Our employability events include:

- Mock interviews
- Recruitment presentations
- Employability skills sessions
- Network events
- 'Day@' site visits to employers
- Drop-ins
- 'Meet the employer' informal one to ones
- Writing CVs and covering letters
- LinkedIn portrait photos with a Professional Photographer

## Awards to boost your skills

There's a lot on offer at Exeter to help you build transferable professional skills. The Exeter Award and the Exeter Leaders Award provide recognition for things that you do outside of your studies, such as sport, cultural activities, volunteering and attendance at skills and employer sessions as well as our own careers sessions. Find out more about the Exeter Awards at [www.exeter.ac.uk/exeteraward](http://www.exeter.ac.uk/exeteraward) and [www.exeter.ac.uk/exeterleadersaward](http://www.exeter.ac.uk/exeterleadersaward)



**HELEN BAIRD,**  
BA MANAGEMENT WITH MARKETING  
WITH INDUSTRIAL EXPERIENCE

The best thing about studying at the University of Exeter Business School is the guidance available, both academically and within the Business School Career Zone. Meetings with my personal tutor Nav Mustafee increased my confidence and understanding to start exploring potential career paths and to apply early for industrial placements.

<sup>1</sup> Results taken from the DLHE survey 2016

# GAINING VALUABLE EXPERIENCE

## THE WORLD OF WORK

In today's highly competitive graduate labour market – it's vital that you stand out from the crowd.

Top graduate recruiters confirmed that 32% of 2016 entry-level positions were expected to be filled by graduates who have **already worked for their organisations**.

So, whether you choose to do a 12-month placement, a summer internship or a business project, we can help you to secure relevant work experience which will set you on exactly the right path to match your career aspirations.

### Work placements –

#### With Industrial Experience degrees

The With Industrial Experience (WIE) programme gives you the opportunity to put into practice some of the things you've learnt in your first two years. This means that you'll come back to us for your fourth and final year well-equipped with practical experience in your chosen area of study.

What's more, your industrial experience will give you the opportunity to:

- Make yourself more employable – 94% of WIE students were in graduate employment or further study within six months of graduating<sup>1</sup>
- Gain the skills and a proven employment track record to help you secure a graduate job
- Shine with your employer – 50% of Industrial Placement students got a graduate job offer from their placement provider
- Get a good degree – 99% of WIE 2016 graduates secured a first or 2:1 degree;
- Road test a career path
- Boost your confidence to set you on the path for career success
- Graduate with lower debt

Industrial placements undertaken by University of Exeter Business School students 2016/17 include:

#### 2016/17 list of placements

- Accenture: *Business Analyst*
- Bank of England: *Monetary Analyst*
- BMW: *Aftersales Business Development*
- BNP Paribas: *Intern*
- British Airways: *Business Placement*
- Danone: *Category Manager Assistant*
- Debenhams: *Trainee Merchandiser*
- Deloitte: *Audit Industrial Placement*
- EY: *Trainee*
- Fidelity International: *Business Operations Intern*
- General Electric Medical Systems: *Marketing and Communications Intern*

- GlaxoSmithKline: *Shopper Science Lab Intern*
- Goldman Sachs: *Global Investment Research Intern*
- Grant Thornton: *Associate*
- IBM: *Business Undergraduate Intern*
- J.P Morgan Chase: *Analyst*
- Jaguar Land Rover: *Finance Analyst*
- Johnson & Johnson: *Marketing Commercial Trainee*
- KPMG: *Capital Allowances One Year Business Placement Intern*
- One Year Business Placement Student
- Lloyds Banking Group: *Credit Risk Analyst*
- L'Oréal: *Digital Marketing Intern*
- Microsoft: *Student Intern*
- Morgan Stanley: *Sales & Trading Industrial Placement Analyst*
- Nestle: *Supply Chain*
- Oxford Economics: *Data & Software Team Assistant*
- PwC: *Forensics*
- Rolls Royce: *Intern*
- Samsung Electronics Europe: *Mobile Marketing Placement Student*
- SAP: *Consulting Operations*
- Societe Generale: *Trainee*
- The Walt Disney Company (UK): *Business Planning (& Operations) Intern*
- TUI UK LTD: *Late Trader*
- UBS: *Exchange Traded Fund Trainee*
- Unilever: *Assistant Brand Manager (Dove)*
- Xerox Corporation: *Channels Service Analyst*



Being able to work for some of the leading economists in the country is definitely the best aspect of my role as they have experience spanning decades and a great influence in shaping our economy. If you're interested in the news and what's going on at a macro-economic level, there's nowhere better to work than the Bank of England. I feel very fortunate to have had such a unique and exciting experience.

**CHARLOTTE ADAMS**  
BA ECONOMICS WITH INDUSTRIAL EXPERIENCE  
INDUSTRIAL PLACEMENT: BANK OF ENGLAND

<sup>1</sup> Results taken from the DLHE survey 2016

# ON PLACEMENT



Doing a placement year has equipped me with so many skills and made me a much more confident and employable individual. I would recommend doing a placement year to everyone studying at the University.

**KELLY GOULD,**  
BSc BUSINESS ECONOMICS  
WITH INDUSTRIAL EXPERIENCE  
INDUSTRIAL PLACEMENT: PWC



A year at a company such as IBM is very valuable as I have already experienced how a multinational company operates and adapted to working life.

**GREG CORNES,**  
BSc ECONOMICS AND FINANCE WITH  
INDUSTRIAL EXPERIENCE  
INDUSTRIAL PLACEMENT: IBM



The best thing about my placement is all of the new people I have met. My network has expanded greatly and will set me up for the future regardless of which career I choose to follow.

**BEN RUFFLES,**  
BA ACCOUNTING AND FINANCE WITH INDUSTRIAL EXPERIENCE  
INDUSTRIAL PLACEMENT: EY



My placement has been an invaluable experience and a huge game changer for my future career. I have experiences and skills that I would never have gained if I had taken the standard 3 year degree. I've organised and held presentations on my own, in front of all departments including the CEO, and built a social media following of 35,000 in less than 6 months.

**FRANCESCA MICHAUD,**  
BA BUSINESS AND MANAGEMENT WITH INDUSTRIAL EXPERIENCE WITH  
INTERMEDIATE PROFICIENCY IN MANDARIN CHINESE  
INDUSTRIAL PLACEMENT: NAL VON MINDEN, GERMANY



I knew I wanted to take a year out while I was at uni, but I didn't transfer onto the 'with Industrial Placement' option until a couple of months into my first year. That was one of the things I liked about Exeter, the fact that there are lots of optional add-ons and you can change your degree programme as your preferences emerge.

**SOPHIE BARLOW,**  
BA BUSINESS ECONOMICS  
WITH INDUSTRIAL EXPERIENCE,  
INDUSTRIAL PLACEMENT:  
NORTH HIGHLAND

Part of our role here at the University of Exeter is to help you to find a placement to apply for. After that, we'll guide you through the application process from start to finish. Offering advice, guidance and interview practice as well as opportunities for participation in assessment centre workshops run in collaboration with employers and other recruitment experts – we'll ensure that your preparation for placement interviews is second to none.

Then, once you are on your placement, we'll offer you our ongoing support through work visits and regular monthly contact. Working with both an allocated Academic Supervisor and the Business School's Careers Team, we'll keep in touch with you throughout your placement year.

Placements can be undertaken in the UK, in Europe and in selected countries worldwide and you will typically be paid a salary while retaining your student status – which means you can still access benefits such as a student loans and discounted travel.

To find out more about the With Industrial and Experience programme, see <http://ex.ac.uk/uebscareers>



The fact I could do a placement in my third year was another reason I chose Exeter. I thought it would be a good way to enhance my knowledge and employability. The placement has definitely given me an insight into the industry and now I know much more about what to expect once I graduate.

The company were pleased with my performance too, as they've offered me a place on their graduate scheme.

I think that's one of the benefits of doing a placement – that if you do well, you have the chance of being taken on permanently later. It's certainly taken the pressure off in my final year.

**YASHEN SAVLA,**  
BA ACCOUNTING AND FINANCE  
WITH INDUSTRIAL EXPERIENCE,  
INDUSTRIAL PLACEMENT: L'ORÉAL

### **Business Experience**

For year 1 and 2 undergraduates, designed to encourage students to enhance their employability through a guided programme of study and practical business experience. We'll provide direction through subject based seminars, online resources and personal guidance.

We'll also encourage you to have a clear understanding of the key elements of the selection and recruitment process, as well as raise your self-awareness of key skills and competencies. Plus, we'll help you to develop the reflective skills required for Continuous Professional Development and future career management.

### **Internships**

If you choose not to do the four-year With Industrial Experience programme, you can still get some great work experience with the top graduate employers, many of whom offer paid summer internships.

Competition for these internships can be intense, so our Careers Team will ensure that you are well equipped with the knowledge and skills you need to find what's right for you. And, we'll also help you to make a good application and be well prepared for the selection process.

# WHERE YOUR DEGREE COULD TAKE YOU

The Business School is already renowned with top graduate employers across a wide range of industry sectors for producing high calibre graduates.

Many of our students secure graduate jobs in Banking and Financial Services, Accounting and Auditing, Financial Markets, Advertising, Marketing and PR, Management and Consultancy. While others take the decision to go straight into running their own companies or undertake a postgraduate qualification.

Professional level employment destinations of our 2015 graduates include:

- Accenture
- Aon
- Bank of England
- BT
- Capita Asset Services
- Centrica
- Civil Service
- Coutts
- Credit Suisse
- Danone
- Deloitte
- Domestic and General
- EDF Energy
- EY
- Foreign and Commonwealth Office
- GE Aviation
- Goldman Sachs
- Grant Thornton
- HM Treasury
- IBM
- Johnson & Johnson
- JP Morgan
- KPMG
- Lloyd's Bank
- Morgan Stanley
- Nomura
- PwC
- RBS
- RSM
- Smith and Williamson
- Teach First
- The National Audit Office
- UBS
- Unilever
- Universal Pictures
- Wellcome Trust
- Western Power Distribution
- Willis Towers Watson
- Zurich Insurance



The best thing about my placement (at Microsoft UK) was definitely the people. Business is all about people and it was truly amazing to meet and learn from such a vast range of people and corporations.

The responsibilities I was given enabled me to achieve far more than I thought I could. I was chosen from 125 candidates to be named Microsoft's 'Intern of the Year' and then went on to win 'Best Placement Student' at the National Undergraduate Employability Awards. I was genuinely surprised to have won but so happy with this achievement.

My placement has been invaluable for my future. It has developed me into a more rounded individual and taught me lifelong career skills. I am very happy to have been accepted onto Microsoft's Graduate programme in their Sales department.

**BEN KOSKY,**  
BA MANAGEMENT WITH MARKETING  
WITH INDUSTRIAL EXPERIENCE

**AS A STUDENT, YOU WILL HAVE THE OPPORTUNITY TO JOIN A WIDE RANGE OF STUDENT-LED SOCIETIES, SEVERAL OF WHICH ARE ALIGNED WITH STUDENTS' CAREER AMBITIONS, FOR EXAMPLE:**

► **BUSINESS AND FINANCE SOCIETY (BFS)**

Facilitates networking, learning and career insights in the domain of business and finance.

► **WOMEN IN BUSINESS**

XWIB is a community of (mainly) female students interested in gaining more knowledge about the workplace and equipping themselves with the skills to navigate male-dominated environments.

► **EXETER ENTREPRENEURS**

Supports students who want to start their own business through talks, funding, competitions and business needs.

► **MANAGEMENT AND MARKETING SOCIETY**

Hosts networking and guest speaker events with marketing specialists and organises a buddy scheme – advice from students in all year groups.

► **BRIGHT FUTURES EXETER**

Focuses on helping students maximise their employability skills through year-round collaboration with industry and business networks.

► **ECONOMICS SOCIETY**

Hosting regular discussion sessions, guest lectures and first year tutorials, the Economics Society also plans to run critical thinking sessions this year where students can exchange thoughts and critiques on the standard academic models taught at Exeter.

# STUDY ABROAD

“BASIC TRAINING FOR THE 21ST CENTURY.” \*

Your experience at the University of Exeter Business School can reach far beyond South West England: studying abroad comes in different packages and is open to all.

It is important to demonstrate a global outlook and perspective as a large majority of employers class international knowledge and awareness as incredibly important. Studying abroad for a full academic year, or even for three weeks at an international summer school, will give you the opportunity to gain this experience.

Studying abroad allows you to experience of international cultures, values and languages which can crucially enhance your professional skill set. Living and studying in a new country

will enhance your adaptability, cross-cultural communication, self-confidence and resilience as well as stimulate creative thinking. Having real world examples of these skills can significantly strengthen your CV and employability. In addition, studying abroad in a different country with students from all around the world is a great way to build and expand your global network.

A report by Universities UK International (UUKI) shows that graduates who were mobile during their degree were less likely to be unemployed after graduation, and those in work were more likely to be in a graduate level job (76.4% compared to 69.9%) and more likely to earn 5% more than their non-mobile peers.\*\*

## Language skills

Studying abroad is available to all Business School students regardless of language ability. We have study abroad opportunities in English speaking countries and in countries where English is not the predominant language.

Most of our partner universities offer a full range of modules taught in English, regardless of the local language. Although you may not need to speak another language in class, you might still want to take some language classes in your host country in order to make the most of your new environment. Even basic language skills are really valued in the workplace.

If you are planning to study in a language other than English, you will have to be sufficiently competent to study effectively in that language. Classes at the University of Exeter's Foreign Language Centre (FLC) will help get you up to speed or refresh existing skills. Equally, the FLC offer advanced level classes so you can continue to improve your language skills when you return from your year abroad.

\* Institute of International Education (2014) WHAT WILL IT TAKE TO DOUBLE STUDY ABROAD? A "Green Paper" on the Big 11 Ideas from IIE's Generation Study Abroad Think Tank. New York: Institute of International Education

\*\* Universities UK International (2017) Gone International: Mobility Works. London: Universities UK International



My year abroad has made me more confident, independent, and adventurous. I got to experience Economics from an entirely different perspective, given that Australia has different trade connections and primary exports to the UK. I am now aware of the global economy and cultural differences between countries.

**NATALIE LEWIS,**  
BSc ECONOMICS WITH INTERNATIONAL STUDY

# STUDY ABROAD

If you opt for a 'with European Study' or 'with International Study' programme, your degree will be four years in total, with your third year spent studying at one of our internationally recognised partner Business Schools or universities. Our 'with European Study' option also allows for the flexibility of combining studying abroad with a work placement in an EU country.

On 'with European Study' or 'with International Study' programmes, you can take advantage of a different institution's expertise to learn something new, or take the opportunity to enhance a subject area you love taught from a different perspective. We also encourage students to take classes in other subject areas where possible, to broaden their knowledge base. However you choose to do it, you will be further developing your knowledge and skills, all whilst absorbing a new country and culture.

To help you prepare for the selection procedure and ultimately your year abroad, we offer guidance and support throughout your first and second year. Each of our partner universities is well equipped to deal with incoming exchange students and there will be designated members of staff at the partner university and at Exeter to help and support you during your time abroad.

For students interested in undertaking a semester EU work placement as part of 'with European Study', there is a dedicated team which provides support and resources to help students find and apply for work placements abroad.

## Where can you go?

We currently offer study abroad placements in 58 universities in the following 26 countries: Australia, Canada, China, Denmark, Finland, France, Germany, Hong Kong, Italy, Japan, Mexico, Norway, the Netherlands, New Zealand, Peru, Poland, Portugal, Singapore, Slovenia, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey and the USA.

## How to apply

### 'With European Study' and 'With International Study'

'With European Study' and 'With International Study' These four-year options are available for all our programmes, and you can either apply directly through UCAS (see the UCAS codes on the individual programme pages) or ask to transfer onto one of these options later, usually during your first year.

The study abroad programmes are competitive and there is a selection procedure that takes place in your second year. Your acceptance on to a year abroad is subject to satisfactory academic performance and the level of research you have undertaken into your chosen institution.

## Short-term study abroad

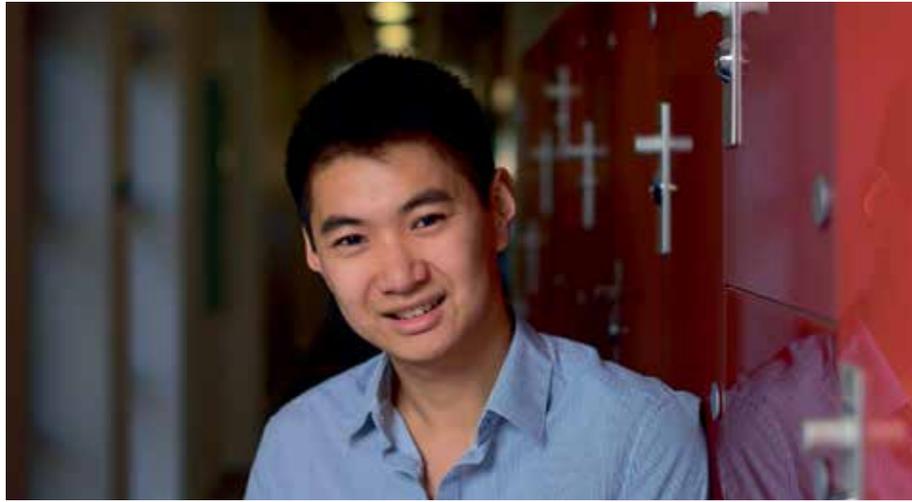
Each year we promote approximately 45 short-term study opportunities allowing students from all degree programmes to spend 2-6 weeks abroad at one of our partner universities. These short-term study abroad options can include a variety of business-related courses, local company visits, and cultural and language elements. This opportunity allows students to experience the benefits of studying abroad in a shorter time period and could be the perfect insight into the full year abroad option.

There is a diverse range of options, so you could choose to study an intensive set of modules on marketing in Northern Europe, or submerge yourself in the culture and language of South East Asia. For a select number of programmes there is also the possibility to transfer the credits earned to count towards your University of Exeter degree.

All the available options are advertised each January and there are a number of scholarship and funding opportunities. Support and information on the individual application processes will be given at the time.

Full guidance on all the study abroad opportunities is provided by the Business School's International Development Team.

There's more information on our international study options at:  
[www.business-school.exeter.ac.uk/programmes/undergraduate/studyabroad](http://www.business-school.exeter.ac.uk/programmes/undergraduate/studyabroad)



My time in Hong Kong really allowed me to find myself and laid the foundation for what I want in the future. The chance to be independent and experience new and wonderful things. I have become more confident, more pro-active and more motivated as a result.

**DANIEL NGAI,**  
BA ECONOMICS WITH INTERNATIONAL STUDY

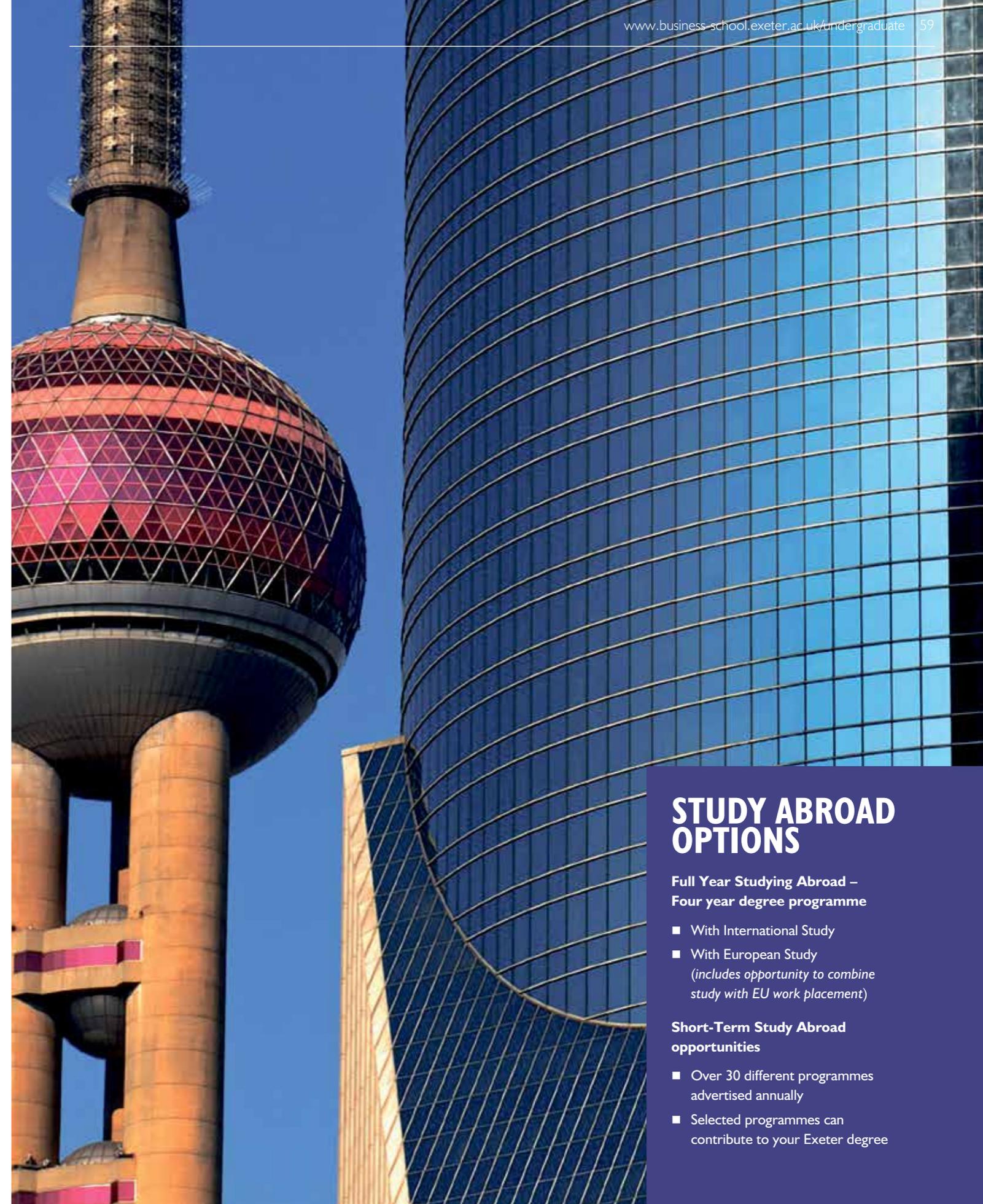
My experiences abroad allowed me to gain many skills. I have learnt how to adapt to completely new situations. I was also able to build upon my communication skills, allowing them to flourish in an international context. I now have much more confidence speaking in front of people I do not know as a result of my year abroad. I'm sure all of these skills will help me greatly in my final year.



**ALEX HENNESSY,**  
BA ACCOUNTING & FINANCE WITH INTERNATIONAL STUDY

**TASHANA MCNAUGHT,**  
BA MANAGEMENT WITH MARKETING WITH  
EUROPEAN STUDY & PROFICIENCY IN SPANISH

Studying abroad is a unique experience. You can immerse yourself in a new culture and a different University life. It is a great opportunity to meet new people and improve existing language skills or pick up a new one. Studying abroad allows you to broaden your perspectives, visit new places and experience new challenges all of which will be beneficial to you in the future.



## STUDY ABROAD OPTIONS

### Full Year Studying Abroad – Four year degree programme

- With International Study
- With European Study  
*(includes opportunity to combine study with EU work placement)*

### Short-Term Study Abroad opportunities

- Over 30 different programmes advertised annually
- Selected programmes can contribute to your Exeter degree

# OUR ALUMNI

THE BUSINESS SCHOOL CURRENTLY HAS MORE THAN 20,000 ALUMNI, IN 150 DIFFERENT COUNTRIES.

Your relationship with the University of Exeter Business School does not end when you graduate. The Business School Alumni Association (BSAA) is here to support you throughout your university life as well as throughout your working life. By providing a range of alumni benefits, we're focused on helping you to network and develop professionally, as well as support your lifelong learning.

After graduating, you will automatically become a member of the BSAA which is a community offering a wide range of social and professional networking events

including career development activities for recent graduates and research presentations from our leading academics.

And, to support your continuing professional education, we also offer free access to more than 3,000 online journals.

Our biennial Alumni Business magazine, alumni e-newsletters and LinkedIn page will keep you up to date with the latest news and events at the Business School, and we hope that you will keep in touch with us throughout your career.

Just as you will benefit from the advice of alumni during your studies, as a graduate you will also have the opportunity to help current students. The generous support of alumni is helping our current and future students get the most from their time at university, and succeed after graduation, and alumni volunteer in a range of different ways such as mentoring students, giving careers talks and hosting events.



As Business School students, we have access to a vast range of resources to help us with our careers – whether that's insight talks into different sectors, or employability networking events, which give you a chance to speak to alumni and learn about their experiences.

**HANNAH VOSSER,**  
BA MANAGEMENT WITH MARKETING  
WITH INDUSTRIAL EXPERIENCE

# MEET OUR ALUMNI



Business School graduate Adam Zuber made his mark during his internship with Thomas Pink, when his suggestions became part of company policy. Adam proactively followed up with the CEO of Thomas Pink after he attended a Business School career talk. His initiative led to a valuable internship which set him up for later success in the job market. Adam now works for Oracle.

For me, two very significant experiences were my year abroad and my internship at Thomas Pink. Erasmus gave me a lot of confidence and helped me to develop soft skills such as adaptability and resilience which are key to employers. My experience at Thomas Pink then showed me how to utilise these new skills in a place of work and entirely changed my perspective of marketing.

**ADAM ZUBER,**  
MANAGEMENT WITH LEADERSHIP  
WITH EUROPEAN STUDY 2012  
BIG DATA AND ANALYTICS, ORACLE

# STUDENT LIFE UNIVERSITY OF EXETER STUDENTS' GUILD

## STUDENTS' GUILD

### WHILE IT'S IMPORTANT TO STAY ON TOP OF YOUR WORK, MEETING NEW PEOPLE AND TRYING NEW THINGS IS ALSO AN ESSENTIAL PART OF YOUR TIME AT UNIVERSITY.

The Students' Guild is the students' union for Exeter-based students and is central to student life. The Guild is recognised as one of the UK's leading students' unions.

From theatre and chocolate to fandoms and languages, the Guild currently provides over 220 different societies, and the list is always growing. If you are still unable to find one that matches your interests, you can apply to set up your own.

What's more, a whole range of volunteering and fundraising opportunities are available through the Guild. So if you want to help out in the local community, or raise money for a great cause, then you'll be in one of the best places to do so.

The Guild also runs two restaurants, a café takeaway, a shop, a bar and a nightclub. The profits from these venues go back into the Guild and their various services, which means the money our students spend in our outlets goes directly into improving the quality of their time here.

Confused? Have a problem? The Guild Advice Unit is open throughout term time and from money and housing to welfare and exams, it provides support for students on a range of issues.

The Guild is a democratic organisation, which means that whenever any important changes are made, the final decision comes down to the students and their elected representatives. The Guild is led by four sabbatical officers, elected each year by the study body. The sabbatical officers represent all Exeter students' needs and views to the university and beyond. Your sabbatical officers can be found in the Students' Guild.

To find out more about the Guild and its activities visit [www.exeterguild.com](http://www.exeterguild.com)

You can also follow the Guild on Facebook [www.facebook.com/exeterguild](https://www.facebook.com/exeterguild) and Twitter [@exeterguild](https://twitter.com/exeterguild).

Getting involved with societies such as the Exeter University Big Band, Women's Rugby and the Business and Finance Society has given me the opportunity to meet a variety of other students with common interests.

**HELEN BAIRD,**  
BA MANAGEMENT WITH MARKETING  
WITH INDUSTRIAL EXPERIENCE



# SPORT AT EXETER

**WE ARE PROUD OF OUR REPUTATION FOR SPORTING EXCELLENCE, SUPERB FACILITIES AND FOR OFFERING A VARIETY OF PARTICIPATION OPPORTUNITIES FOR EVERYONE. WE ARE CONSISTENTLY IN THE TOP 10 IN THE BRITISH UNIVERSITIES AND COLLEGES SPORT RANKINGS, FINISHING 5TH IN THE 2015/16 TABLE.**

Our facilities are considered as some of the best in the UK and we are planning significant investment over the next few years.

The Sports Park on the Streatham Campus is home to: the Russell Seal Fitness Centre, Exeter Tennis Centre (10 indoor courts), Devon Cricket Centre, 8 badminton court Sports Hall, squash courts, water-based astro, sand-filled astro, 3G rubber-crumb, a 5-side football 3G and an outdoor Pool. St Luke's Sports Centre, on the St Luke's campus, boasts an indoor pool, gym and two sports halls. We also have two Sports Grounds offering grass pitches for cricket, rugby, football and Lacrosse.

With 50 sports clubs and a leading High Performance Programme there are lots of opportunities for students to play, compete and enjoy the benefits of sport and exercise.

Our teams and individuals regularly win national titles and competitions with some Alumni professional in their chosen sport and competing internationally. We also have a huge programme of participation opportunities offering everyone the chance to get involved; Intra-mural Sport programme across a variety of sports for University of Exeter students only, Healthy Halls Programme, sports events throughout the year, fitness classes and running groups.

Whatever your sporting level and aspirations, you'll have every chance to take part in sport and physical activity at the University of Exeter.

More details are at  
[www.exeter.ac.uk/sport](http://www.exeter.ac.uk/sport)



The sports facilities are unbelievable. The Olympic standard hockey pitch and the brand new gym are two of my favourites. Joining the ladies first team for hockey has meant I've got to know people really easily, and the team atmosphere is great to be in.

**KATHRYN LANE,**  
BA BUSINESS AND MANAGEMENT



The Vic Ambler University of Exeter Golf Centre is a state-of-the-art facility, useful to professional-level golfers and beginners alike. Being situated in the Sports Park makes it very easy for students to access, and it allows us to maximise our time spent practicing, even during a busy day studying. The mix of synthetic and natural turf materials also mean you can practice in any weather, which can prove invaluable when preparing to take part in a competitive fixture.

**GIOVANNI TENDERINI,**  
BA ECONOMICS AND FINANCE

# FALMOUTH AND EXETER STUDENTS' UNION (FXU)



**FALMOUTH AND EXETER STUDENTS' UNION (FXU) IS THE STUDENTS' UNION FOR CORNWALL; IT JOINTLY REPRESENTS STUDENTS FROM THE UNIVERSITY OF EXETER'S CORNWALL CAMPUSES AND FALMOUTH UNIVERSITY.**

FXU is run by students for students.

There are four students' union Presidents:

- FXU President Exeter
- FXU President Falmouth
- FXU President Student Experience
- FXU President Community and Welfare

FXU will play a major role in your student experience, starting with a programme of Freshers' activities. FXU organises events on and off campus, supports students wishing to set up and run sports clubs and societies, offers volunteering and fundraising opportunities, provides an advice service and will also represent your student voice.

## Student voice

You will be given many opportunities to have your voice heard whilst studying in Cornwall. We'll ask you to provide feedback on your academic experience through your Course Rep and this can quickly and easily translate to changes on

campus through the FXU 'Make A Change' website tab. Plus, if you are interested in developing your skills in change management, then you can stand for election as a Course Rep or as part of the FXU Leadership Team, who volunteer to work on projects throughout the academic year. If leadership is your 'thing' then you might consider standing for election as one of the next FXU Presidents – working full time (paid c.£19k) for a year, ensuring students are involved in key decisions that affect them, and working in partnership with the Universities to improve the student experience.

## FXU Advice Service

The FXU Advice Service offers free independent, confidential, and impartial information, advice and support to all its students. FXU has a team of fully trained and experienced advisors who can help with a range of issues including student funding, benefits advice, financial problems, housing queries, consumer advice, employment, institutional/academic related problems and more.

## More information

Visit the FXU website for further information [www.fxu.org.uk](http://www.fxu.org.uk)



## ACTIVITIES

### Sports and Societies

FXU student-led clubs and societies are an exciting part of life on campus. With over 120 to choose from, there is something for everyone, from surf clubs to ultimate frisbee and the Harry Potter Society through to the Orchestra; check out the ever-growing list on the FXU website.

### Volunteering and RAD

FXU provides quality opportunities for students to volunteer, allowing them to try new experiences, develop skills and to make a difference. The team currently works with a range of community partners, charities and student-led projects to provide you with the volunteer experience you are looking for.

V Team is the FXU volunteering scheme that enables students to log their hours, evaluate skills gained, access training and work towards a Bronze, Silver or Gold award in volunteering. The scheme takes into account community volunteering, club and society committee roles and student representation positions.

**Raise and Donate (RAD) gives you the opportunity to make a difference, gain experience, make new friends and boost your CV. Regular charity partners include The National Trust, Surfers Against Sewage and the Monkey Sanctuary, but FXU can support you to raise money for your charity of choice.**

# ACCOMMODATION

**UNIVERSITY ACCOMMODATION IS A GREAT WAY TO START YOUR TIME WITH US AT THE BUSINESS SCHOOL. YOU'LL SETTLE IN QUICKLY, FORM FRIENDSHIPS FROM THE MINUTE YOU WALK THROUGH THE DOOR, AND START MAKING MEMORIES THAT WILL LAST A LIFETIME. PLUS, ALL OF OUR ACCOMMODATION IS SAFE, SECURE AND CONVENIENTLY LOCATED – PROVIDING A GREAT START TO YOUR UNIVERSITY CAREER.**

## Your accommodation guaranteed

We guarantee University-owned, managed or approved accommodation to:

- New students entering their first year of an undergraduate programme who have firmly accepted the offer of a place and who apply by the published deadline\*
- Study Abroad or Erasmus student studying for a single semester for the full academic year

## Exeter Campus

Our accommodation is either on the campus or a maximum of a 30 minute walk away, which means that you'll be close to the central teaching buildings and sports facilities, as well as the campus social spaces, shops, restaurants and bars – so you won't need to waste your time or money on commuting. Plus, most of our accommodation is also conveniently located for the city centre.

You'll find more information about accommodation, including a virtual tour of the university, on our website at [www.exeter.ac.uk/accommodation](http://www.exeter.ac.uk/accommodation)

## Penryn Campus, Cornwall

At our Penryn Campus in Cornwall, we are able to offer self-catered accommodation in our purpose-built student village on campus. The Campus's self-catered accommodation is safe, secure and well designed; its atmosphere, attractiveness, intimacy and convenience will help you to settle in straight away.

For more information visit the Penryn Campus Accommodation website [www.exeter.ac.uk/cornwall/facilities/accommodation](http://www.exeter.ac.uk/cornwall/facilities/accommodation)



# HOW TO APPLY

**ALL APPLICATIONS FOR FULL-TIME STUDY MUST BE MADE THROUGH THE UNIVERSITIES AND COLLEGES ADMISSIONS SERVICE (UCAS) USING 'APPLY' ONLINE.**

You can do this through your school or college, if they are registered with UCAS, or independently. Exeter's code is E84 EXETR. Full details and instructions can be found at [www.ucas.com](http://www.ucas.com), including details on references and application fees.

If you live outside the UK, you should also apply online using UCAS Apply online. Advice is available from British Council offices and other centres overseas, such as your school or college, or one of our local representatives: see the 'In Your Country' pages of the International Office website for contact details [www.exeter.ac.uk/undergraduate/international/students](http://www.exeter.ac.uk/undergraduate/international/students)

Students who have completed their education in a country where English is not spoken by the majority of the population will have to provide evidence of proficiency in English with an accepted English language test.

Students who are nationals of a majority English-speaking country may be accepted without an English qualification if during the application process, it has been demonstrated that you are able to understand written and spoken English to the required level.

For further details on English language requirements, visit [www.exeter.ac.uk/undergraduate/applications/entry/language/#english-language](http://www.exeter.ac.uk/undergraduate/applications/entry/language/#english-language)

The INTO University of Exeter Centre teaches Foundation, Diploma and English programmes for international students who need to 'top up' their level of academic or English language preparation to a level comparable to UK high school graduates. Successful completion of the relevant pathway at the appropriate level can lead to first or second year entry to a number of undergraduate programmes at the University of Exeter Business School.

For further details visit [www.intohigher.com/exeter](http://www.intohigher.com/exeter)

Applicants for a half or full-year, or the Study Abroad programme from students coming from outside the EU can find details here [www.exeter.ac.uk/international/studyabroad/inbound](http://www.exeter.ac.uk/international/studyabroad/inbound)

Applicants for EU Erasmus/Socrates should visit [www.exeter.ac.uk/international/studyabroad/inbound/erasmus](http://www.exeter.ac.uk/international/studyabroad/inbound/erasmus)



# HERE TO SUPPORT YOU

## WE WANT YOU TO ENJOY YOUR EXPERIENCE AT OUR BUSINESS SCHOOL, TO MAKE THE MOST OF ALL OPPORTUNITIES AVAILABLE, AND TO LEAVE HERE WITH EXCELLENT QUALIFICATIONS.

So, if you need any help or support at all, then please contact us. Whatever it's regarding – be it course content, finances or even accommodation or personal issues – we're here to help.

- Your own personal tutor can offer you advice on anything related to your programme and other aspects of student life
- The staff who teach you on individual modules will be available to discuss any aspects of the module on an informal basis during their designated office hours
- The Student's Guild Advice Unit offers independent, confidential and impartial advice and help in response to questions you might have relating to money, housing and academic matters
- If you're coming to us from overseas, staff in the International Office will also be on hand to advise you about any aspect of living and studying at the University of Exeter, including the suitability of your existing academic qualifications and English language proficiency

For more information, including details of the university's local representatives, see [www.exeter.ac.uk/international](http://www.exeter.ac.uk/international) or email [intoff@exeter.ac.uk](mailto:intoff@exeter.ac.uk)

### Other support services

As well as the support available within the Business School, the University's Wellbeing Services provide a range of support should you need it, including: On-campus surgery, Wellbeing Centre, Disability support (accessibility), Childcare, Multi-faith Chaplaincy and Community Liaison Officers.

Visit [www.exeter.ac.uk/undergraduate/life/wellbeing](http://www.exeter.ac.uk/undergraduate/life/wellbeing)



The support that's available to us as international students is excellent. You can feel somewhat daunted when you first arrive, but all the staff have been so helpful with any issues I have had, whether it was helping me arrange a visa for my mum when she came to visit, or assisting me with practical issues like booking taxis and train tickets.

**XINSHUANG LI,  
BA ECONOMICS AND FINANCE**

# SCHOLARSHIPS AND BURSARIES

## AT THE UNIVERSITY OF EXETER, WE RE-INVEST A LARGE PROPORTION OF OUR TUITION FEE REVENUE BACK INTO OUR UNDERGRADUATE BURSARY AND SCHOLARSHIP SCHEMES, ENSURING THAT WE CONTINUE TO ATTRACT THE VERY BRIGHTEST MINDS AND TALENT, REGARDLESS OF FINANCIAL BACKGROUNDS.

Providing guaranteed financial support to students from lower income backgrounds through our Bursary schemes, we also recognise and support outstanding achievement through our Scholarships.

We're also committed to providing you with all the financial advice and guidance you need. So, our trained experts are on hand to offer information not only about our broad range of bursaries and Scholarships but also practical help and support to ensure you are able to make the most of your time at Exeter.

Visit our website for more information on scholarships and bursaries and details on how to apply.  
[www.exeter.ac.uk/undergraduate/money/scholarships](http://www.exeter.ac.uk/undergraduate/money/scholarships)



# FEES AND FUNDING

**REMAINING COMMITTED TO ATTRACTING AND SUPPORTING THE MOST TALENTED STUDENTS TO THE UNIVERSITY, IRRESPECTIVE OF FINANCIAL BACKGROUNDS, WE ALSO OFFER FINANCIAL ASSISTANCE IN THE FORM OF REDUCED FEES AND BURSARIES TO ENCOURAGE MORE APPLICATIONS FROM STUDENTS WITH LOWER INCOME BACKGROUNDS.**

## Tuition fees

The fee is currently £9,250 for UK and EU students starting a new full-time degree in 2017. This may be subject to small annual increments due to changes in government policy.

## Exceptions:

- If you spend a full academic year on an Erasmus study abroad or work placement, or a non-Erasmus study abroad year, you will pay a reduced fee of £1,350 (or 15% of the maximum fee for that year)
- If you spend a full year on a non-Erasmus work or industrial placement (in the UK or abroad) you will pay a reduced fee of £1,800 (or 20% of the maximum fee for that year)

- As a UK/EU student, you will be able to apply for a loan to cover all your tuition fees in each year of your degree:
  - You will not have to pay for any of your tuition fees in advance
  - You will only start repaying the loan once you've graduated and are earning over £21,000 per year

Further information on fees can be found at  
[www.exeter.ac.uk/undergraduate/money/fees](http://www.exeter.ac.uk/undergraduate/money/fees)  
[www.exeter.ac.uk/undergraduate/international/livingcosts/](http://www.exeter.ac.uk/undergraduate/international/livingcosts/)



# VISIT US

## Exeter – Streatham Campus

Exeter is easily accessible by road, rail or air. Exeter St David's railway station is only 15 minutes' walk away from the Streatham Campus and has regular services to London and all major cities. London is just over two hours away by train and around three hours by road. Exeter also has its own airport with a growing number of scheduled flights to elsewhere in the UK and Europe, which means that the city and region are increasingly accessible.

## Cornwall – Penryn Campus

The Penryn Campus is approximately two hours' drive from Exeter and two and a half hours by train. The campus is in Penryn, which has its own station and is a 15 minute walk away.

The closest airport to the campus is Newquay. Flybe operates direct flights from London Gatwick with a flight time of approximately 70 minutes, as well as from Glasgow and Manchester; connecting flights are available to other destinations.



## Open Days and Campus Tours

If you have been successful in your application to the Business School and have received an offer from us, you will be invited to a School Offer-Holder Visit Day, which generally take place in February or March. Open Days and Offer-Holder Visit Days present the opportunity to meet current students and staff and be shown around the School and campus.

### Exeter Campus

*Our next Open Days will be held on:*

**Friday 2 June 2017**

**Saturday 3 June 2017**

**Saturday 2 September 2017**

Regular campus tours run throughout the year. The tours allow you to see the main buildings on campus and are usually led by a current student.

Visit [www.exeter.ac.uk/undergraduate/visiting/](http://www.exeter.ac.uk/undergraduate/visiting/) for further information.

### Penryn Campus

*Our next Open Days will be held on:*

**Saturday 10 June 2017**

**Saturday 23 September 2017**

We run campus tours at the Penryn Campus on Wednesday and Friday afternoons. You'll be shown around by a current student, who'll give you a first-hand account of what it's like to live and study at the University. You will also be given the opportunity to meet the BSc Business faculty if you wish.

Phone: +44 (0)1326 371801  
 Email: [cornwall@exeter.ac.uk](mailto:cornwall@exeter.ac.uk)

You can register your interest now for our Open Days and receive priority access to book your place\* visit [www.exeter.ac.uk/opendays](http://www.exeter.ac.uk/opendays)

Our International Office is very happy to offer advice to overseas students who cannot visit and virtual tours are available at [www.exeter.ac.uk/virtualtours](http://www.exeter.ac.uk/virtualtours)

# HOW TO FIND US



## Streatham Campus, Exeter

### By train

The average journey time from London Paddington to Exeter St David's station is 2 hours 30 minutes. The Streatham Campus is approximately 15 minutes' walk from Exeter St David's (see the marked walking route on the Streatham Campus map).

### By coach

National Express coaches call at Exeter Coach Station. The local D bus connects the Coach Station to Streatham Campus.

### By car

The M4/M5 links Exeter directly to London, the Midlands, South Wales and the North including Scotland. The average journey time from either London or the Midlands is 3 hours.

### Satellite navigation

Use postcode EX4 4QJ for the Streatham Campus. Please note, parking on campus is extremely limited.

### By air

The nearest regional airports are at Exeter and Bristol. A flight between Exeter and London typically takes around one hour.

For further details, please see [www.exeter.ac.uk/visit/directions](http://www.exeter.ac.uk/visit/directions)

## Penryn Campus, Cornwall

### By train

There are regular services to Truro from all major British cities. At Truro, change to the branch line service to Penryn and Falmouth. The average journey time from London Paddington to Truro is just over 4 hours and from Truro to Penryn about 15 minutes. Penryn Station is about 15 minutes' walk from the Penryn Campus.

### By coach

For timetables visit [www.nationalexpress.com](http://www.nationalexpress.com) or phone National Express on +44 (0)8717 818181.

### By car

The Penryn Campus is approx 2 hours' drive from Exeter. From Exeter take the A30 west until you reach the A39 signposted Truro. Drive through Truro, following the signs A39 to Falmouth. Follow the A39 towards Falmouth until you come to the Treliever roundabout, where you will see signs to the University Campus Penryn.

### Satellite navigation

Use postcode TR10 9FE or TR10 9EZ. Please note: some satellite navigation systems do not work properly in Cornwall and we recommend a level of caution when using either of the postcodes for the campus; you may prefer to follow the directions above instead of relying on Sat Nav.

### By air

The closest airport to the Penryn Campus is in Newquay.

For further details, please see [www.exeter.ac.uk/visit/directions](http://www.exeter.ac.uk/visit/directions)

## Acknowledgements

### Production

Marketing Team,  
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## Design

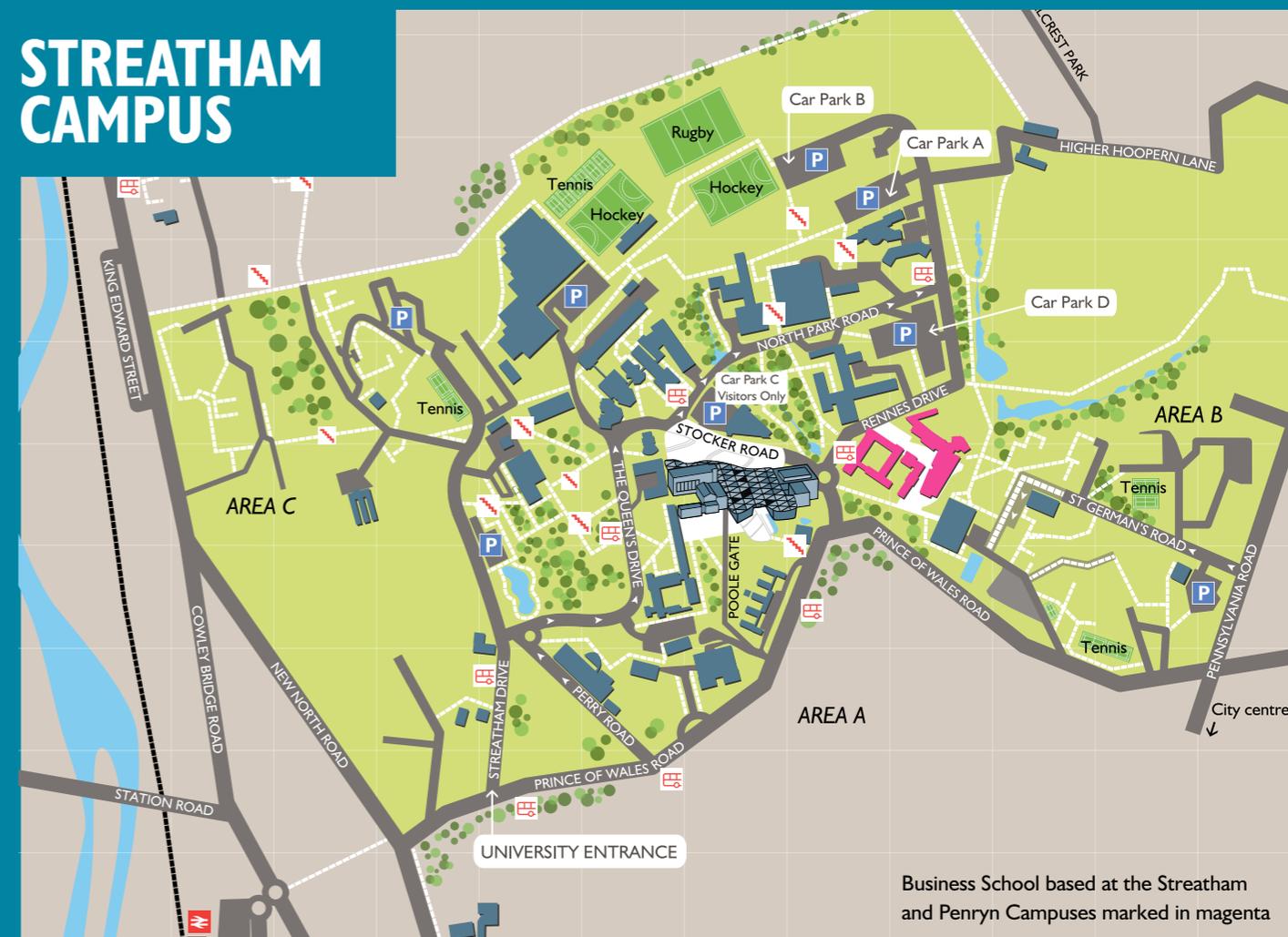
Design Studio, University of Exeter

## Photography

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This document forms part of the University's Undergraduate Prospectus. Every effort has been made to ensure that the information contained in the Prospectus is correct at the time of going to press. However, the University cannot guarantee the accuracy of the information contained within the Prospectus and reserves the right to make variations to the services offered where such action is considered to be necessary by the University.

# STREATHAM CAMPUS



Business School based at the Streatham and Penryn Campuses marked in magenta

# PENRYN CAMPUS



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