

Undergraduate Prospectus

2013 ENTRY





“You will meet, and get to work with, people from many different nationalities. That diversity is one of the things that makes this Business School so unique. One of my lecturers said to us within the first week of arriving: “Look around this lecture hall, there could be the next Bill Gates sat in here” and it’s so true – the University of Exeter Business School has some brilliant people in it and they could be your future business partners.”

Jo Goodall, BA in Business and Management



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Ten reasons to choose the University of Exeter Business School

- 1** We rank first in the UK for undergraduate entry qualifications for attracting the most gifted AAB+ students in Accounting and Economics and third in the UK for Management
- 2** We have recently invested £24 million in our buildings and facilities, including our new home, Building:One
- 3** All our subjects are listed in *The Times* Top 12 and in the Top 10 in *The Complete University Guide 2013*
- 4** We offer four year programmes with the opportunity to study aboard or work for a year
- 5** We offer research-led teaching, meaning you will study and learn with the experts, those who are shaping the field of study and writing core texts
- 6** More than 80% of our students achieve First Class Honours or a 2:1, placing us 6th nationally
- 7** 90% of our students get a job or a post-graduate study place within six months of graduation
- 8** We currently offer study aboard placements in 50 universities in 25 countries including: Australia, Austria, Belgium, Canada, China, Denmark, France, Germany, Hong Kong, Italy, Japan, Mexico, The Netherlands, New Zealand, Peru, Poland, Portugal, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey and the USA
- 9** Our undergraduate programmes in Accounting, Economics, Management, Marketing, Tourism and Leadership, are all designed to be highly relevant, innovative and challenging
- 10** We invite guest speakers from the business world to bring case studies to life and help you develop an understanding of issues facing businesses



“There are a lot of opportunities at the Business School which makes the University of Exeter not only the best place to study but a remarkable place for the whole university experience.”

Danish Shakeel,
BA Accounting and Finance

What the world says about the University of Exeter Business School

“The Business School has a strong external focus, and is very keen to engage with businesses like ours.”

Thomson Reuters

“Our relationship with the Business School has flourished over recent years, as the calibre of its students continues to rise. For the first time this year, Ernst & Young are sponsoring the Business School Business Challenge which we see as a great opportunity for students to start developing some of the vital employability skills they will need, it also will hopefully strengthen our involvement further with the Business School as well as enabling to build relationships with the students enabling them to make informed career choices.”

Michelle Cowdrey, Graduate Recruitment Officer, Ernst & Young



“I have been impressed by the development and growth of the University of Exeter Business School over the past few years. The School is now well placed to achieve its ambitious vision of establishing itself as a leading international business school. I am delighted to support the School in its continued upward trajectory.”

Barry Bateman (Economics & Economic History 1966), Vice-Chairman of Fidelity International, Chairman of the Business School's Advisory Board





“The building has provided state-of-the-art learning spaces – more lecture theatres and excellent seminar rooms, all with fantastic interactive equipment. Also, the new café space is great for grabbing a bite on the way to classes, or meeting with colleagues to prepare group work. I meet my Strategic Management group in Building:One every week for a coffee!”

Jo Goodall , BA Business & Management

“The skills students develop throughout university shape their employability. Our aim is to help students to understand how they can transfer these skills in to the workplace. Applicants who stand out are those who've done research and are well prepared. As a leading employer of graduates, we recognise the important role played by the University of Exeter Business School by encouraging students to meet local and national employers and producing high-calibre, motivated individuals who are ready to enter the world of professional services.”

Louise Churchill, Student Recruitment Officer, PwC



“Having enjoyed a close relationship with the Business School for a number of years, we were particularly pleased when degrees 'with industrial experience' were added to the portfolio of courses. This means that we can engage with students much earlier than before and earmark candidates for the future.”

Philip Sartain, Graduate Recruitment Officer, Accenture





About us

We've taken just over a decade to establish the University of Exeter Business School as one of the UK's leading centres of business education and research. We've achieved this by striving to be the best we can be, bringing together inspirational and internationally-respected business teachers from around the world in an environment that combines historical and intellectual heritage with modern facilities.

You will be studying alongside a vibrant mix of some of the finest young minds of your generation. More AAB+ Accounting and Finance and Economics students choose Exeter than any other business school in the UK, and more than 80% of them leave with First Class or 2:1 honours degrees. The University is as ambitious as the students and staff that come here, and we intend to become a leading business school, not just in the UK, but in Europe and across the wider world.

Whichever course options you elect to take you will be led by highly motivated teaching staff engaged in cutting-edge research that is helping to shape the world around us. Our teaching is genuinely research-led, which means you will study and learn with the experts, with internationally respected academics who publish in leading journals and are helping to shape business thinking in their chosen fields.

We have excellent links with the business world, links you will benefit from in many ways during your time with us. You will hear from guest speakers from leading companies who will come to share their wealth of experience with you, and who will bring the case studies you are studying to life. Students that take part in the Business School's employability events have the opportunity to meet guest speakers who work in a range of companies and organisations including:

Accenture, Alliance, Bank of England, Centrica, Deloitte, Deutsche Bank, Ernst & Young, Goldman Sachs, Grant Thornton, ICAEW, JP Morgan, Kodak, KPMG, Lloyd's of London, the Met Office, PwC, Procter Gamble, QBE Insurance, Symantec, Thomson Reuters, TUI Travel, Xerox and Zurich.

Academic study is just one part of your undergraduate experience. You will also have a huge variety of other opportunities at Exeter to develop personally, as well as professionally, and we are keen to help you improve your skills for employment.



Our campus

You'll find the Business School right at the heart of the University of Exeter's Streatham Campus, which is widely acknowledged as one of the most spacious and attractive campuses of any UK university. With lakes, parkland, woodland and gardens, plus first-class facilities and accommodation, and the city of Exeter just a short distance away, this is an outstanding environment in which to develop your business knowledge.

Our teaching and research facilities are housed in three main buildings:

- **Streatham Court** – the School's original academic building incorporating state of the art lecture theatres, seminar spaces. Streatham Court is also home to the world renowned Centre for Leadership Studies (CLS).
- **The Xfi Building** – home to the Xfi Centre for Finance and Investment, the Thompson Reuters 'Financial Lab' and the Xfi Cafe.
- **Building:One** – part of a £24 million investment programme, Building:One was completed in February 2011, and holds our new Student Support Centre, world-class facilities for research, teaching, learning and social interaction. La Touche, Building:One's cafe is on the ground floor, the menu provides both traditional and contemporary cuisine, including international street food. An extensive breakfast range and food on the go is also available.

The £275 million investment programme on Streatham Campus offers new on-campus student residences. The Forum Project opened by the Queen in May 2012, offers an exciting new development for the heart of Streatham Campus, which offers a new Student Services Centre, a refurbished library, new technology-rich learning spaces, a 400-seat lecture theatre, a new University reception and retail and catering outlets.

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

Just some of the facilities on offer:

- Lecture theatres, equipped with the latest audio-visual equipment
- Seminar and meeting rooms computer facilities, including a number dedicated specifically to the 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.

Library services

You'll also have access to the main University library, which houses all the books and journals included on the reading lists for modules run by the School, as well as access to the electronic library, with its extensive collection of e-books, e-journals, specialist datasets and reports. The University prides

itself on the library facilities which have benefitted from an £18 million refurbishment on all its major library buildings.

The Forum Library is one of only five academic libraries in England that are open 24/7 throughout the academic year. Exeter has one of the highest UK academic library ratios of printed books to students with a stock in excess of 1.2 million and a dedicated Ready Text collection of the very highest demand items.

Take a look around by taking a virtual tour of the campus on our website at www.exeter.ac.uk/visit/campuses/virtualtours





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The campus is not only beautiful, but is equipped with everything you might need, from computer labs to green areas to relax or study in, to cafes and shops.

”

Sofia Deambrosi, BA in Business Economics with Industrial Experience

“

The Business School's major redevelopment means that there's now a great new building to study in. With a brilliant reputation already, it is only set to get better and I know that I can get both a fantastic academic education but at the same time have a great social life.

Alex Bennett, BA Economics

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Our teaching

Choosing Exeter means you'll be based in one of the UK's leading business school environments. We can promise you access to outstanding resources and facilities, expert teaching, and an inclusive and supportive learning environment. Our standards are very high, we will push you to achieve your potential, so you gain maximum benefit from your time with us.

Taught and developed by internationally respected academics, 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.

You'll attend a variety of seminars and tutorials as well, which allow you to explore in-depth the issues covered in the lectures. You'll have the opportunity to discuss various concepts and theories, and receive feedback on your written assignments.

Assessment is through a mixture of group work, coursework, project work and examinations. The weighting of each of these components will vary according to the academic requirements of each module. Coursework assignments are typically between 2,000 and 4,000 words in length and examinations normally take place at the end of the module, in January and May/June.

Personal tutors

We are committed to a system of personal tutoring so that students receive the individual support and advice they need to succeed in their study here. All students have a personal tutor who is there to support you and help you deal with any problems or issues that arise.



What our students say about the academics who teach them



“One of the things that impressed me most that day was the enthusiasm and passion that came through from the lecturers. That’s something I notice all the time about the teaching here. You can tell that the teaching staff are extremely passionate about their subjects and they all put a huge amount of effort into making our lectures and tutorials as interactive and interesting as possible.”

Grace Santos-Murphy, BA in Economics



“Many of our lecturers have worked in some of the most established universities in the world, while others have held positions in major international firms. In particular, my Accounting lecturer Gary Abrahams has been very supportive and regularly shares his research on the credit crisis with us.”

Simon Dewhurst, BA in Accounting and Finance





“When I started at the Business School Accounting, was an area I wasn't overly comfortable with, as I hadn't studied Maths A Level. But my first-year lecturers Aurel Kucani and Jim Marks were fantastic, by adding excitement to the lectures and helping me access extra resources online, I now feel a lot more confident in that subject and have taken Managerial Accounting in my second year.”

Hannah Vossier, BA in Management with Marketing with Industrial Experience

“Lecturers such as Chen Lim made it really easy for us to grasp complex accounting theories, using tangible examples of how the different theories are applied in practice in the business world.”

Gary Bleasdale, BA in Business Economics



Lecturer Profile

Our students run an annual teaching awards scheme which inspires our lecturers to go the extra mile. You can read more at www.exeter.ac.uk/undergraduate

“As a marketer with a background in anthropology, I am interested in the dynamics that occur between consumer actions, the marketplace, and cultural meanings. My interest in this area has led me to pursue research within the healthcare sector where I explore the impacts of disease upon communities. An important component of my research is incorporating these experiences in the classroom.

“I find the role of teaching forms a core part of my identity. I want to challenge students to develop the skill sets that they possess, but have not fully developed or used. I place myself in the centre of this journey by coaching and equipping students with the knowledge they need to meet the challenges put forth to them. When students find the level of commitment of their lecturer is equal (if not greater) to their level of commitment to the class, great things happen. I have high expectations of both my students and myself. My aim is to ensure that my students have everything they need to succeed not only academically, but also throughout their careers.”

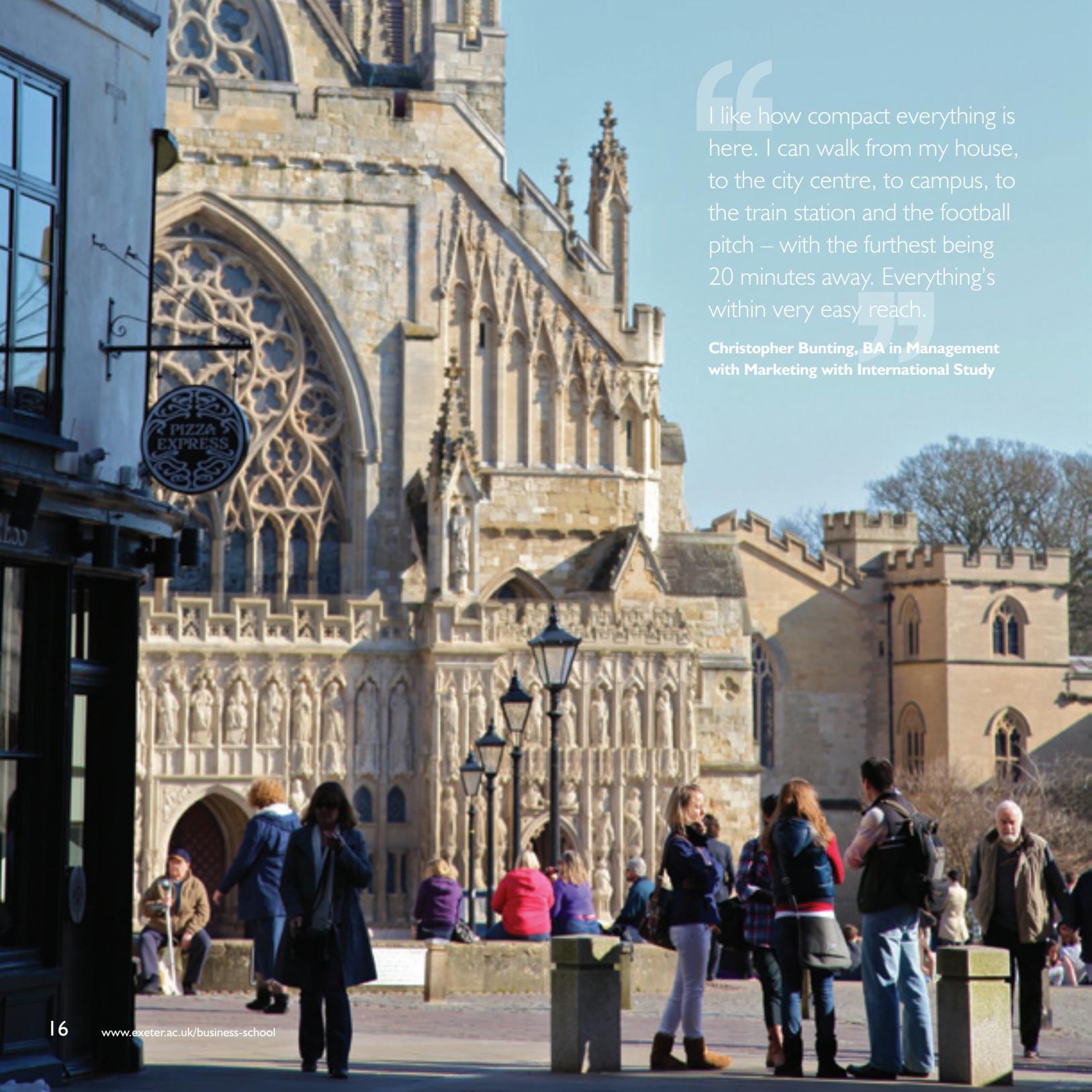
Dr Alex Thompson, Lecturer in Marketing, winner of the Students’ Guild Best Lecturer Award, 2011

“Every year Alex provides a wonderful service to the students he teaches; he doesn’t just lecture with passion and enthusiasm but his interpersonal skills make him warm and ever approachable.

He doesn’t just support people academically but also in their day-to-day lives and future plans. Me and my peers all see Alex not just as a lecturer and academic, but as a friend who will support us throughout our career.”







I like how compact everything is here. I can walk from my house, to the city centre, to campus, to the train station and the football pitch – with the furthest being 20 minutes away. Everything's within very easy reach.

Christopher Bunting, BA in Management with Marketing with International Study

Student life

Our city

Exeter is consistently rated as one of the best places to live in the UK. With a population of around 120,000, it is a safe, student-friendly city, with a vibrant culture and a beautiful historic setting. Plus the South West and everything it has to offer is right on your doorstep.

The city centre, which is just a short walk from the campus, is a perfect fusion of new and old. Cafés, restaurants, 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.

Exeter is a great place for shopping where big names in the High Street 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.

Arts and music-wise, there's loads going on. The Exeter Phoenix is a thriving arts centre.

Concerts are regularly held in the Lemon Grove on campus, and live music can also be enjoyed throughout the city in pubs, clubs and concert halls and at the large Westpoint venue.

Exeter is also a growing business centre, with many companies choosing to locate here, and relatively low unemployment. It is the main administrative centre for Devon and has a thriving retail sector.

Exeter celebrates history and embraces today... its thriving nightlife, lively cultural scene and rich history make it well worth a visit. This old city is young at heart thanks to a large student crowd and plenty of bars, clubs and cafés, especially around the revitalised quay area.

Lonely Planet Guide to Great Britain

And when you want a break from town life, some of the most stunning countryside in Britain is right on your doorstep. The whole region is a paradise for outdoor enthusiasts. The wild scenery of the Dartmoor and Exmoor national parks provides an exciting

challenge for hikers, climbers, horse riders and cyclists while the gentler rolling hills, rivers and attractive market towns and villages are perfect for exploring at a more leisurely pace.

The South West is a top holiday destination and as a student here, you can enjoy it all year round. Exeter is just nine miles from the coastal town of Exmouth, with its long sandy beaches and the Exe estuary perfect for sailors, swimmers, water-skiers, windsurfers and sunbathers. Surfers do have to travel a little farther from Exeter to the north Devon and Cornwall coasts, but it's well worth it for some of the finest surfing in the UK.

All in all, being located in such a beautiful part of the world, with easy access to both 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/location/living/exeter/



Life on campus



The Students' Guild

Not all work, no play

Academic studies are a big part of life here, but they're not the only part. The atmosphere around the School, like the whole University, is very relaxed and friendly, and there is always plenty going on.

Whether you're into rock climbing, cello playing, Spanish speaking or just about any other kind of activity, chances are you'll be able to pursue it at Exeter. The University has a very active Students' Guild (Exeter's version of a Students' Union), which currently supports over 170 student-run societies, which means you can indulge your passions, have a go at new things and enjoy lots of new experiences.

As well as the societies, the Guild also runs vibrant volunteering and fundraising groups, as well as support, representation, advice and entertainment all aimed at enhancing your student experience.

To find out more about the Guild and its activities go to: www.exeterguild.com. You can also follow the Guild on Facebook www.facebook.com/exeterguild and Twitter [@exeterguild](https://twitter.com/exeterguild).



“One of the best things about being at Exeter is the amount of extra-curricular activities on offer. I have been on trips to Cornwall, Wales and Dorset with the Out of Doors Society and I am a Project Leader with Community Action, which organises volunteering projects locally.”

Simon Dewhurst, BA in Accounting and Finance

“As soon as I visited the campus I knew this is where I wanted to be. With its accommodation, the city, the Sports Park and the Business School, I realised that it would be the perfect university for me. It has a great city centre with everything you could possibly need on one high street.”

Alex Bennett, BA Economics





I am really into my sport and the facilities at Exeter are first-class. I'm in the football team and I also regularly play racket sports, especially tennis.

There's a huge range of sports on offer, for all abilities. I've already had a go at kite surfing and I might try windsurfing next. With all the opportunities on offer, it seems a waste not to try new things while I'm here.

Cain Christoforou,
BA in Business Economics

Sport at Exeter

Success in sport at the University of Exeter continues each year, both in competition, where we finished 8th in the British Universities and Colleges Sports (BUCS) rankings 2010/11, and in recreational sport with increasing numbers of individuals and teams enjoying the facilities across our campuses.

Our teams compete for national titles in numerous competitions including cricket, golf, hockey, netball, rowing, rugby union, sailing, squash, surfing and tennis. The University has invested in the region of £12 million in the last few years to create our superb sports

facilities, and they are now amongst the best in the UK and include indoor cricket and tennis centres on the Streatham Campus.

A further £8.1 million in developments to the Sports Park will include creation of a new fitness suite, renewal of pitches, covering of courts and a new pavilion for outdoor sport, with work due for completion before September 2013. Whatever your level of sporting ability you'll have every chance to take part in sport at Exeter, and membership of the Sports Park is currently at nearly 6,500.

More details are at
www.exeter.ac.uk/sport



International opportunities



If you could sum up the University of Exeter Business School in one word, 'international' would be a very appropriate description. With a huge diversity of nationalities represented among our staff and students, plus a large network of partnership universities, institutions and businesses from around the world, the School has a very diverse, global feel.

In a cosmopolitan study environment like ours, we are keen to increase your experience of the global economy by actively encouraging you to spend some time overseas. This can help you gain the international knowledge and key skills that will prepare you for the world of work that employers want.

You can study optional language modules, whatever your level, at our Foreign Language Centre. You can also choose to combine advanced language study as part of your degree programme, and even opt to learn a totally new language such as Japanese or Chinese.

You could choose to extend your degree to four years, and spend a year abroad, either studying at one of our partner universities, or gaining work experience. Candidates with language and cultural skills are often preferred at interview and employers actively seek out graduates who have spent time abroad.

“My experiences abroad and language abilities have already proven useful when applying for graduate jobs.”

Andrew Chappell, BA Economics with European Study

One semester study and one semester work placement in Germany

The School can also advise on recommended summer schools with university partners around the world for a short-term international experience. Many Summer School programmes include business-related academic content and local company visits.

With students from over 80 countries and staff from 26 countries, you'll find yourself in an exciting, diverse and global environment that will give you the chance to get a unique insight into how business works around the world.

“Learning another language can open doors for you, it's a bonus skill to have in the business world.”

Georgia Sanders, BA Business and Management with European Study Full year study in France





“Being given the opportunity to go and study in Spain for a year has been the best thing about coming to study here. For anyone considering the School, I’d say give some thought to the year abroad programme. It’s such a fantastic opportunity that you might not get again!”

Louise Anderson,
BA Business and Management
with European Studies

How our four-year schemes work

We offer three different schemes that let you extend your study from three to four years, so you can spend your third year making yourself more ‘employable’ and attractive to employers. These programmes have titles ending with:

- ‘with European study’
- ‘with international study’
- ‘with industrial experience’

These four-year options are available for all our programmes, except IT Management for Business, 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.

Spend a year abroad

If you opt for a ‘with European study’ or ‘with international study’ programme, you will spend your third year studying at one of our partner institutions. Our ‘with European study’ option also allows for the flexibility of working for part of your year abroad in an approved placement in an EU country.

Both programmes will offer you new perspectives and insights and allow you to study subjects that might not be available at Exeter. Although many of our partners teach all, or part, of their programmes in English, you may want to work on your foreign language skills before you go, we offer the option of including language studies during your first and second year, by taking credit

bearing modules run by our Foreign Language Centre.

Why study abroad?

Understanding the global economy is an essential part of good business practice in today’s multi-cultural world. Living, working and studying abroad can also give you a whole new perspective on the world and on global opportunities. If you’ve studied or worked abroad and have additional language skills and cultural understanding your career credentials will be greatly enhanced.

Where can you go?

We currently offer study abroad placements in 50 universities in 25 countries including: Australia, Austria, Belgium, Canada, China, Denmark, France, Germany, Hong Kong, Italy, Japan, Mexico, the Netherlands, New Zealand, Peru, Poland, Portugal, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey and the USA

We have non-credit bearing modules to prepare you for spending your third year away from Exeter, from helping you prepare for placement interviews to working out which of our overseas partners might suit you best.

Some of our host universities will help you find your accommodation, in halls, hostels or privately, and there’ll be students at the university overseas who have visited Exeter, and will be on hand to give you extra support during the year.

Working in industry

Another option open to you is to spend your third year working in industry. Our 'with industrial experience' programmes enable you to put into practice some of the things you learn in your first two years, and go into your final year armed with the insights of your practical experience in the field. Your year-long placement will give you a proven employment track record and extra confidence when looking for your first graduate position, both of which should help make you highly attractive to employers.

Although we cannot guarantee work placements, the Business School's Employability Team, International Development Team and the University's Employability & Graduate Development office can help with the application process.

For further information about our 'with industrial experience' programmes see pages 29.

There's more information on our international study options at www.business-school.exeter.ac.uk/programmes/undergraduate/studyabroad/

Find out more about working in industry as part of your degree programme at: www.business-school.exeter.ac.uk/programmes/undergraduate/employability/work/



“Doing a year abroad teaches you a lot about yourself. I definitely feel a lot more confident having gone through this experience. I've proved I can put myself in a challenging situation, and I am able to make new friends and settle into a new environment.”

Laura Port, BA Accounting and Finance with International Study
Full year study in Australia

Building brilliant careers



“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 in Management with Marketing with Industrial Experience

At the University of Exeter Business School we work hard to make sure that you reach your full potential and gain the very best degree. However that’s only part of the story. In today’s highly-competitive graduate job market we also work hard to make sure that you have what it takes to excel and stand out from the crowd.

All of our courses are built around the knowledge and skills that employers want and we work with you from day one to develop the employability credentials that will stand you in good stead in today’s fast-paced business world.

This combination of focused career support, together with the excellent business teaching we provide, means we have a very strong ‘employability’ record.

Many of our students go on to rewarding, interesting and influential careers and we are committed to helping our current students do the same.

Employability events and workshops

During your time at the Business School you’ll have the opportunity to take part in a varied programme of events that will build your employability credentials. Many of these events are run by leading graduate employers with support from our own highly qualified and experienced careers advisors.

We encourage you to take part in as many of these events as you can, to equip yourself with the necessary skills and tools that you’ll need for the highly competitive job market. Examples of recent events include:

- Mock interview sessions
- Preparing for psychometric testing
- Writing CVs and covering letters
- Industry-specific sessions led by professionals

Awards to boost your skills

There’s a lot on offer at Exeter to help you build transferable skills that will form the backbone of your continuing professional development portfolio. The Exeter Award and the Exeter Leaders Award provide recognition for things that you do outside of your studies, like sport and cultural activities, as well as our own employability sessions.

Find out more about the Exeter Awards at www.exeter.ac.uk/exeteraward and www.exeter.ac.uk/exeterleadersaward

Business competitions – get competitive!

The Business School is a great supporter of business competitions and we love our students to get involved, in the business sponsored challenges that we have developed specifically for our own students or in national competitions. Over the years we have become keen participants of IBM Universities Business Challenge (IBM UBC) and have been represented in the final for the last five years as well as being runners-up in 2007, 2008 and 2010.

“ I have been working towards the Exeter Award alongside my studies, which is something you can choose to do at any time while you are at the University.

You need to do 35 hours' voluntary work and also attend various employability skills workshops, such as CV writing and commercial awareness sessions. It's a good way to make your CV look interesting and you gain lots of useful skills to increase your job prospects in the process.

Damia Othman, BA in Business Economics





Gaining valuable experience of the world of work

We encourage all of our students to consider spending their third year of study “out in the field” – either abroad on one of our with European or with International programmes (see pages 24 and 25) or in the UK on our with Industrial Experience programme.

Work placements

If you opt for our with Industrial Experience programme you’ll get 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 placement will give you a proven employment track record and extra confidence when you set out to find your first graduate job.

If you are not on our with Industrial Experience programme you’ll have the option of selecting a 15 credit short-term work placement module in your second year of study. This module will equip you with knowledge and experience that will help to enhance your applications for extra curricula summer placement schemes and graduate jobs.

To find out more about the with Industrial Experience programme or our short-term work placement module, get in touch with our Employability Team: business-school-employability@exeter.ac.uk. You can find out more about work placements by talking to our dedicated Work Placement Coordinator.

If you are considering the BSc in IT Management for Business and would like to include a year in industry, you can find out more information on the Department of Computing website.

Six months after graduating, 82.9% of the University of Exeter’s first degrees students were either in employment or further study. (Figures as at January 2010, as a percentage of those respondents available for employment or study).



“ I always knew I wanted my placement to be in marketing, so my main task was choosing the company.

I began by looking at the University of Exeter’s employability pages because they have great links with businesses and they’ll help you find out about opportunities you may never have even considered.

Ella Mutch, BA in Business Management with Industrial Experience
Placement year at Microsoft 2011/12



Where your degree could take you

The University of Exeter Business School has an excellent reputation with employers across a very wide range of industry sectors, for producing high calibre graduates. Each year, a substantial number of our students find work in the financial services sector and go on to become managers, accountants and analysts for organisations such as KPMG, PwC LLP, Deloitte and Ernst & Young.

Many others become graduate trainee managers in disciplines such as marketing, human resources, sales and operations in large multinationals, while others go into domains such as advertising or media, or decide to go straight into running their own companies.

An increasing number of our graduates also decide to further their study by undertaking a postgraduate qualification.

Some employment destinations of our students that graduated in 2010 include:

- Accenture
- Adidas
- Apple
- Bloomberg
- BNP Paribas
- BP
- Citigroup
- Coca Cola
- Credit Suisse
- Deloitte
- Department for Work and Pensions
- EDF Energy
- Ernst & Young
- Goldman Sachs
- HSBC
- John Lewis
- Johnson & Johnson
- J.P. Morgan
- KPMG
- Mars
- Morgan Stanley
- National Audit Office
- PwC
- Unilever

For more about what Exeter graduates do, see www.exeter.ac.uk/employability/students/graduatedestinations/



“With help from the Business School’s Employability team I have arranged a summer internship with Barclays Capital– and I’m sure that helped me secure my graduate job with Deloitte.”

Jo Goodall, BA in Business and Management

Our alumni

You may decide to come to Exeter for three years, but we hope your relationship with us will last much longer than that. Many of our graduates stay in touch long after they leave, and if you wish, we can continue to support you in all kinds of ways.

We offer a range of alumni services to offer you further opportunities to network, socialise and keep developing professionally throughout your career. As well as keeping you up-to-date with all the latest news through our University newsletter, we offer ongoing careers advice, arrange reunions and other networking events, and encourage our alumni to come back and share their experience and expertise with our current students.



Meet our alumni

“ I left Exeter in 2000, and went to work for Accenture, the global management consulting, technology services and outsourcing company. Accenture help clients develop new business strategies, redesign their processes, exploit technology and improve organisational performance. After eight years I joined Kodak to help them develop a consulting and services business across Europe. The work is varied and challenging, I get to meet interesting people and find out about all kinds of businesses. I also work where the clients are, so my job takes me all over the UK and Europe.

Reading Economics at Exeter gave me a good grounding in the global economy, and helped me understand how this affects businesses and individuals. I feel I still benefit from the knowledge I gained at university, especially when I work with clients assisting them in understanding their current situation and helping them improve their performance.”

Thaddeus Brown (Economics 2000)



Accommodation



Starting university can be daunting, but living in university accommodation gives you a great way to settle in and make friends quickly. All of our accommodation offers a safe and secure community in which you can start your university career. In recent years we have made a multi-million pound investment in the building of new accommodation on all our campuses, which are designed to the highest standard and complement our existing residences.

Conveniently located

All of our accommodation is either on the campus or a maximum of a 30-minute walk away. That means you're close to central teaching buildings and sports facilities as well as the campus social spaces, shops, restaurants and bars so you won't be wasting your time or money on commuting. In Exeter, much 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

“ I have lived in both catered and self-catered halls and have found advantages in both; in catered you don't have to worry about cooking and the atmosphere at dinners is really friendly. In self-catered you have the advantage of eating when you like and can also form a good group of friends in your flat.

Angela Brown,
BA Management with Leadership



Scholarships, bursaries and prizes

A number of scholarships and bursaries for UK/EU undergraduate students are available through the University. The School also award other prizes, funded by external sponsors, at the end of the academic year based on examination results.

You can find up-to-date information at www.exeter.ac.uk/scholarships



Fees and funding



For UK and EU students starting a new full-time degree at the University of Exeter the 2012 entry fee is £9,000. Fees for 2013 will be available on the University of Exeter website in February 2013.

Fee levels may be subject to small increments set by the Government each year.

Exeter has developed a package of fee waivers and bursaries to encourage more applications from students from lower income households. When fee waivers are taken into account the average tuition fee will be less than £9,000.

At the University of Exeter we are committed to attracting and supporting the most talented students, irrespective of their financial background. It is important to us that a student's circumstances are not a factor in their decision to study at the University of Exeter.

We also provide expert financial advice and guidance to offer the best practical help and support possible to ensure you are able to make the most of your time at Exeter.

Further information on fees can be found at:
www.exeter.ac.uk/undergraduate/money/
www.exeter.ac.uk/undergraduate/international/livingcosts/



Here to support you

We're here to help you get the most from your business school experience. We want you to enjoy your Exeter experience and if you need support, we'll be here to help you.

- You'll have your own personal tutor who 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 University also runs a Personal Development Planning programme, designed to help make the most of your university experience.

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 or email intoff@exeter.ac.uk

The INTO University of Exeter Centre offers Academic English and intensive pre-sessional English Summer Courses, designed for students who need to improve their English and study skills before starting their degree programme. The Centre also offers non-credit bearing support courses including writing tutorials, grammar workshops and oral communication classes throughout the year.

Visit www.intohigher.com/exeter

Other support services

As well as support available within the Business School, you can also access specialist advice from the University's Student Advice Unit, the Student Counselling Service, Student Skills Development Service, Disability Resource Centre (AccessAbility), the Accommodation Office and the Multifaith Chaplaincy.

Visit www.exeter.ac.uk/undergraduate/life/wellbeing/

We're here to help you get the most from your business school experience.



Accounting and Finance at Exeter

Accounting and Finance at Exeter are well-established and considered among the best in the UK for research and teaching, ranking:

- 7th for Accounting and Finance in *The Times Good University Guide 2012*
- 1st in the UK for Undergraduate Entry for attracting the most gifted ABB+ students in Accounting and Finance, so you will study alongside exceptional students
- A prestigious 2nd in the UK for world leading and internationally excellent research in Accounting and Finance¹, you will study and learn with the experts through our research-led teaching.

Accounting is one of the key functions in any organisation, the information that accountants prepare informs the decision making process throughout the organisation and also forms the basis of external communications about how the organisation is performing. An accounting degree opens up a number of career opportunities including accountancy, insurance, banking and finance, and qualified accountants can be found at the highest levels of organisations in all sectors across the world.

We offer three undergraduate Accounting programmes including the KPMG School Leavers' Programme, each with distinctive module choices and intended learning outcomes. The innovative KPMG School Leavers' programme will lead students to both a University of Exeter degree and a professional chartered accountancy qualification from ICAS².

Our faculty is a mixture of academics who have developed their expertise through researching a diverse range of topics in accounting, and former practitioners who 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, ICAEW and ICAS, dependent on the individual modules taken.

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



¹ RAE 2008 based on the percentage of research categorised as 4* and 3*

² In addition, students will get a salary as well as their tuition fees fully paid by KPMG, the professional services firm.

Further details of this programme is available at www.business-school.exeter.ac.uk/programmes/undergraduate/accountingandfinance/kpmg/

BA Accounting and Finance

Full details of these exemptions are available at www.exeter.ac.uk/business-school/undergraduate/accounting_exemptions

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 to pursuing attractive career opportunities in the twenty-first century. The BA Business and Accounting programme provides the flexibility to choose from a range of optional modules to select topics that match your specific interest and career requirements. As with other undergraduate programmes in the School, you have the opportunity to study overseas or to undertake a period of industrial experience.

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.

Careers with Accounting and Finance

Many of our graduates in Accounting and Finance proceed to professional training, usually with large firms of chartered accountants, and several have won Institute prizes for outstanding examination performance. Others have trained in industry, commerce or the public sector and some are pursuing careers in financial services. Examples of destinations of students graduating from our accounting and finance programmes in 2010 include: KPMG, Deloitte and Ernst & Young.

UCAS Code: N422

(N423 with European Study, NN4H with International Study, NN43 with Industrial Experience)

Number of first year students in 2011/12: 171³

The Accounting and Finance degree is designed for students who are interested in following a career in accountancy or in going on to obtain professional accounting qualifications prior to entering a career in business. The programme gives you an understanding of the legal, business and social environments in which accountancy operates and enables you to be conversant in the technical languages and practices of the accounting sector in a market economy. These include measurement and disclosure in financial statements, managerial accounting, auditing, taxation and business law.

For more information about this programme visit:

www.business-school.exeter.ac.uk/programmes/undergraduate/accountingandfinance/ba_af/

Entry requirements

GCSE Mathematics grade B or GCE AL/AS Maths, Pure Maths or Further Maths; GCSE English Languages grade B. Typical offer AAA–AAB; IB 36–34

Visit www.exeter.ac.uk/undergraduate for full entry requirements

³ this figure relates to the 2011/12 intake only, future intake numbers are likely to vary

BA Business and Accounting

UCAS Code: NN41 (NN4C with European Study, NN1L with International Study, NND4 with Industrial Experience)
Number of first year students in 2011/12: 22⁴

Business and Accounting is aimed at students seeking a specialist understanding of accounting as well as a general introduction to a broad range of business subjects. The extent to which this degree programme provides exemptions from professional examinations depends upon the options chosen.

The programme assumes that many students will seek careers in business, the public sector and finance rather than enter the accountancy profession. Whatever career path you choose, however, you can be confident that Exeter graduates are keenly sought by leading employers.

For more information about this programme visit:
www.business-school.exeter.ac.uk/programmes/undergraduate/accountingandfinance/ba_ba/

Entry requirements

GCSE Mathematics grade B or GCE AL/AS Maths, Pure Maths or Further Maths; GCSE English Language grade B.
Typical offer AAA–AAB; IB 36–34

Visit www.exeter.ac.uk/undergraduate for full entry requirements

⁴ this figure relates to the 2011/12 intake only, future intake numbers are likely to vary





“Exeter offers an excellent degree structure for Accounting. In the first year, you begin with basic modules in Accounting, Economics and Statistics, which builds a foundation towards your second year, when you study modules at a more advanced level.

In your final year, everything starts to connect and you begin to explore the intriguing financial side of the corporate world. By the time you graduate, you will have touched on almost every corner of professional Accounting and Finance.

Viet Huynh, BA in Accounting and Finance

Economics at Exeter

The Economics department at Exeter is a friendly team with a strong research orientation and excellent teaching provision. This quality is evidenced by:

- We rank 1st in the UK for Undergraduate Entry qualifications for attracting the most gifted AAB+ students in Economics, so you will study alongside exceptional students
- We are ranked 6th in the UK for graduate employment in Economics⁵
- 75 per cent of our research in Economics and Econometrics is classified as world leading or internationally excellent, and you will study and learn with experts through our research-led teaching⁶.

What is Economics? Perhaps the best way of explaining it, is that it 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 current 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 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.

⁵Destination of Leavers from Higher Education survey

⁶RAE 2008 based on the percentage of research categorised as 4* and 3*

An important part of our teaching strategy in Economics, and unique to Exeter, is the regular use of teaching experiments in our lectures and tutorials. Due to a prestigious grant from the Higher Education Academy, economic classroom experiments are now embedded into many economics modules. 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.

Economics is a technical and rigorous subject, and graduates leave equipped with a valuable range of personal skills and a broad education. Preference will be given to candidates holding Mathematics at A level but we also look for evidence of report writing skills as well as quantitative ability. Students wishing to pursue a programme with a high mathematical content should consider Economics and Finance or Economics and Econometrics, those wanting a 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.

Careers with Economics

Exeter has above average rates for Economics students going on to employment and further study. Our students graduate to a variety of careers, both as professional economists and in associated areas including accounting, business, actuarial science, insurance, banking and finance. Recent graduates have taken up careers with the Bank of England, the Treasury, the Government Statistical Service, investment banks and law firms. Example destinations of our 2010 economics graduates include: Corporate Banker (Graduate Scheme), Barclays Corporate Bank, Finance Analyst, Zurich Insurance, Contracts Manager, Lloyds Banking Group and Actuarial Analyst, Legal and General.

BA Business Economics

UCAS Code: L112 (L115 with European Study, L194 with International Study, L192 with Industrial Experience)

Number of first year students in 2011/12: 35⁷

The objective of BA Business Economics is to provide you with a theoretical and practical understanding of the economic decisions faced by business and its managers, and with 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. 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.business-school.exeter.ac.uk/programmes/undergraduate/economics/ba_be/

Entry requirements

GCSE Mathematics grade A or GCE AL/AS Maths, Pure Maths or Further Maths; GCSE English Language grade B.
Typical offer A*AA–AAB; IB 38–34
Visit www.exeter.ac.uk/undergraduate for full entry Requirements

⁷this figure relates to the 2011/12 intake only, future intake numbers are likely to vary

BA Economics

UCAS Code: L100 (L101 with European Study, L103 with International Study, L102 with Industrial Experience)

Number of first year students in 2011/12: 172⁸

Modern economics 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 BA Economics degree 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 list of final year options is wide and choice may be widened still further by choosing one final year module from outside the School or by submitting a dissertation or business project in place of one of the options. Graduates enter a wide range of occupations, including economics, accountancy, business or academic careers.

For more information about this programme visit:
www.business-school.exeter.ac.uk/programmes/undergraduate/economics/ba_e/

Entry requirements

GCSE Mathematics grade A or GCE AL/AS Maths, Pure Maths or Further Maths; GCSE English Language grade B.
Typical offer A*AA–AAB; IB 38–34
Visit www.exeter.ac.uk/undergraduate for full entry Requirements

⁸this figure relates to the 2011/12 intake only, future intake numbers are likely to vary

BA Economics with Econometrics

UCAS Code: L190 (L191 with European Study, L195 with International Study, L193 with Industrial Experience)

Number of first year students in 2011/12: 10⁹

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. The 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.business-school.exeter.ac.uk/programmes/undergraduate/economics/ba_ee/

Entry requirements

GCE AL Maths, Pure Maths or Further Maths; IB Maths HL;

GCSE Maths grade A; GCSE English Language grade B.

Typical offer A*AA-AAB to include Maths; IB 38-34

Visit www.exeter.ac.uk/undergraduate for full entry requirements

⁹this figure relates to the 2011/12 intake only, future intake numbers are likely to vary

BA Economics and Finance

UCAS Code: LN13 (LNC3 with European Study, LN1J with International Study, LND3 with Industrial Experience)

Number of first year students in 2011/12: 77¹⁰

BA 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.business-school.exeter.ac.uk/programmes/undergraduate/economics/ba_ef/

Entry requirements

GCSE Mathematics grade A or GCE AL/AS Maths, Pure Maths

or Further Maths; GCSE English Language grade B.

Typical offer A*AA-AAB; IB 38-34

Visit www.exeter.ac.uk/undergraduate for full entry requirements

¹⁰this figure relates to the 2011/12 intake only, future intake numbers are likely to vary

BA Economics and Politics

UCAS Code: LL12 (LLIF with European Study, LLCF with International Study, LLIG with Industrial Experience)

Number of first year students in 2011/12: 40¹¹

This programme is taught jointly by members of staff from the University of Exeter Business School and the Department of Politics. It aims to provide a thorough grounding in both disciplines, particularly in their more practical aspects, and bring out their connection and inter-relationship. At each level there is a special inter-disciplinary module. Each of these modules, in its different way, explores the interaction between economic ideas and economic behaviour on the one hand and the working of the political process and government policy on the other. 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 policymaking processes in economic and social affairs. As one of your final examination papers, you select an option drawn from appropriate courses offered by the two disciplines, and can thus 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.business-school.exeter.ac.uk/programmes/undergraduate/economics/ba_ep/

Entry requirements

GCSE Mathematics grade A or GCE Maths, Pure Maths or Further Maths; GCSE English Language grade B.

Typical offer A*AA–AAB; IB 38–34

Visit www.exeter.ac.uk/undergraduate for full entry Requirements

¹¹ this figure relates to the 2011/12 intake only, future intake numbers are likely to vary



“For me, studying Economics is about understanding how the ever-changing world around us functions. One day you could be learning about how auctions operate, while the next you might get an insight into why governments decide to implement certain environmental policies. The most interesting aspect about studying Economics is that the world that we live in is not constant and hence there is always something new to analyse.”

Abhinav Jaggi, BA in Economics

Management at Exeter

Management at Exeter is highly regarded for research and teaching, ranking:

- 10th for Business Studies in The Times Good University Guide 2012
- 3rd in the UK for Undergraduate Entry qualifications for attracting the most gifted AAB+ students in Business and Management, so you will study alongside exceptional students
- 16th in the UK for world leading and internationally excellent research in Business and Management Studies¹².

Our Management programmes have been designed to either prepare you for a general management role or for a more specialised managerial career in areas such as marketing, tourism or information technology. Each programme allows you to choose from a wide range of optional modules so that you can study different topics which you may have a particular interest in, such as marketing or entrepreneurship.

¹²RAE 2008 based on the percentage of research categorised as 4* and 3*; 96 providers submitted



We also offer a unique degree in Leadership with Management, which draws on the teaching expertise of the School's Centre for Leadership Studies, a world-renowned source of knowledge and experience for business leaders and students alike.

As with all programmes in the School, our Management programmes are designed to ensure you graduate with a range of transferable skills that are highly valued by employers. We have good links with professional firms and institutes, including the Chartered Management Institute, Institute of Directors and the Association of MBAs. Each year a selection of practitioners from a variety of sectors and management disciplines visit the School and provide guest lectures to our students.

There is no requirement for you to have studied management, or any of the management subjects before coming to us, as we will not assume any prior knowledge.

Our students further engage with the business community by participating in national challenges and competitions. One such competition is the IBM Universities Business Challenge (IBM UBC), in which our students have been represented in the final for the last five years as well as being runners-up in 2007, 2008 and 2010.

Careers with Management

Graduates of our Management programmes are highly valued by employers and many embark on careers in general management, marketing or human resources and in sectors such as banking and finance, telecommunications, utilities, health service, law, retail, public sector and tourism to name just a few fields. Example destinations of students that graduated from our management programmes in 2010 include: Graduate Trainee Claims Negotiator, Ghl Insurance Services, Business Analyst, IPC, Customer Development Executive, Nestle and Associate, Deloitte, London.

BA Business and Management

UCAS Code: N202 (N203 with European Study, NN1F with International Study, NN12 with Industrial Experience)

Number of first year students in 2011/12: 144¹³

The Business and Management degree is designed to equip you for a management career in industry, commerce or the public sector. To this end the programme provides you with a detailed understanding of the functional areas of business and the relationship of management theories and practice to them. In addition to modules covering accounting, economics, marketing and human resource management, there is the opportunity to take a number of optional modules in a wide area of subjects. The programme integrates the various components studied in the final year Business Strategy module. You will have the option of a final year business project, which will develop your research skills and apply them to problems in the local or wider business community.

For more information about this programme visit:
www.business-school.exeter.ac.uk/programmes/undergraduate/management/ba_bm/

Entry requirements

GCSE Mathematics grade B or GCE AL/AS Maths, Pure Maths or Further Maths; GCSE English Language grade B. Typical offer AAA–AAB; IB 36–34

Visit www.exeter.ac.uk/undergraduate for full entry requirements

¹³this figure relates to the 2011/12 intake only, future intake numbers are likely to vary

BSc IT Management for Business (ITMB)

UCAS Code: GN52

Number of first year students in 2011/12: 9¹⁴

The IT Management for Business (ITMB) degree, offered jointly by the University of Exeter Business School, and the Department of Computing, is an initiative of the e-skills council of the UK (www.e-skills.com) aiming to provide training for IT managers working in business.

A unique feature of the degree is the extent of employer involvement that, in addition to traditional lectures and tutorials, keeps you up-to-date with topical issues facing the IT sector. For example, there is a regular series of key-note lectures provided by IT professionals in business, industry visits, and student events such as open days where you will meet employers and other students undertaking ITMB across the UK. In addition, the e-skills UK Board guarantees to interview all ITMB students who meet their minimum criteria for interview. The programme is designed to give you the ability to apply IT to business situations, evaluate technical knowledge and confidently take on project – and team – management in IT-related business scenarios.

The programme features a final year project during which you work with professionals on realistic business challenges over a period of up to 12 weeks. You also have the opportunity to undertake an 8-12 week work placement in the summer vacation after your second year.

For more information about this programme visit:
www.business-school.exeter.ac.uk/programmes/undergraduate/management/bsc_itmb/

Entry requirements

GCE AL Maths, Pure Maths, Further Maths, IT or Science; IB Maths HL5; GCSE Maths grade B (preference given to students offering grade A) or GCE AL/AS Maths, Pure Maths or Further Maths. Typical offer AAA-ABB; IB 36-32

Visit www.exeter.ac.uk/undergraduate for full entry requirements

¹⁴this figure relates to the 2011/12 intake only, future intake numbers may vary

BA Management with Leadership

UCAS Code: N2X9 (N290 with European Study, N291 with International Study, N2XX with Industrial Experience)

Number of first year students in 2011/12: 21¹⁵

Leadership can be learned! Employers frequently cite leadership potential as one of the qualities they value highly. As one of the few providers of an undergraduate Leadership programme in the UK, we believe it will give you a distinct advantage. Combined with a broad understanding of the principles of management and business, the programme equips you for action in a competitive business or public sector environment that requires top performance from its players. It does this by giving you the ability to understand your own leadership qualities and limitations, as well as enhancing your capacity to work with others as part of a team. Leadership Studies is a fascinating area of contemporary research and practice, and the programme is an ideal preparation for postgraduate study, which in turn may lead to a career in a number of fields: business, consulting or academia.

For more information about this programme visit:

www.business-school.exeter.ac.uk/programmes/undergraduate/management/ba_ml/

Entry requirements

GCSE Mathematics grade B or GCE AL/AS Maths, Pure Maths or Further Maths; GCSE English Language grade B.

Typical offer AAA–AAB; IB 36–34

Visit www.exeter.ac.uk/undergraduate for full entry requirements

¹⁵this figure relates to the 2011/12 intake only, future intake numbers are likely to vary

BA Management with Marketing

UCAS Code: N2N5 (N2NM with European Study, N2NA with International Study, N2NN with Industrial Experience)

Number of first year students in 2011/12: 43¹⁶

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.business-school.exeter.ac.uk/programmes/undergraduate/management/ba_mm/

Entry requirements

GCSE Mathematic grade B or GCE Maths, Pure Maths, Further Maths; GCSE English Language grade B.

Typical offer AAA–AAB; IB 36–34

Visit www.exeter.ac.uk/undergraduate for full entry requirements

¹⁶this figure relates to the 2011/12 intake only, future intake numbers are likely to vary

BA Management with Tourism

UCAS Code: N2N8 (N2NV with European Study, N2NB with International Study, N2NW with Industrial

Number of first year students in 2011/12: 2¹⁷

This programme will provide you with the opportunity to study organisations, their management and the changing external environment in which they operate. You will prepare for a career in business and management, with an emphasis on vocationally relevant management skills and knowledge pertaining to the tourism sector. There is a strong vocational theme to the programme and you will evaluate and apply relevant concepts associated with the operational and resources within the tourism sector. The programme will be of interest if you're considering a career in tourism, or wish to follow a business career in any number of sectors.

For more information about this programme visit:
www.business-school.exeter.ac.uk/programmes/undergraduate/management/ba_mt/

Entry requirements

GCSE Mathematic grade B or GCE Maths, Pure Maths, Further Maths; GCSE English Language grade B.
Typical offer AAA–AAB; IB 36–34

Visit www.exeter.ac.uk/undergraduate for full entry requirements

¹⁷this figure relates to the 2011/12 intake only, future intake numbers are likely to vary



“I'm really enjoying the course so far. I like the fact there's a good mix of presentation styles: all my modules have lectures combined with either tutorials or group work or seminars or online learning.

”
The academic staff are always available during their office hours to offer extra help if you need it.

Edward Latham, BA Business and Management





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. You may apply for up to five choices of institution or course. Exeter's code is E84 EXETR. Full details and instructions can be found at 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/international.

Please note that all students who have not completed their education in an English speaking country (eg, UK, USA, Australia) must be able to understand written and spoken English and have an IELTS score of at least 7.0 with no less than 6.0 in any section.

For further details on English language requirements, visit www.exeter.ac.uk/undergraduate/applications/entry/language/

The INTO University of Exeter Centre teaches a nine month Foundation programme for international students who need to 'top up' their level of academic preparation to a level comparable to UK high school graduates. Successful completion of the Business Management, Economics, Finance and Accounting pathway at the appropriate level can lead to first year entry to a number of undergraduate programmes at the University of Exeter Business School. For further details visit www.intohigher.com/exeter

Applicants for a half- or full-year, or the Study Abroad programme from students coming from outside the EU, should apply direct to the University. Application forms are available from www.exeter.ac.uk/studyabroad/apply

Applicants for EU Erasmus/Socrates should visit www.exeter.ac.uk/international/study/erasmus for further information.

Visit us



Travel to and from Exeter

Exeter is easily accessible by road, rail or air. Exeter St David's rail 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.

Open Days

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 (2013). Open Days and Offer-Holder Visit Days present the opportunity to meet current students and staff and be shown around the School and campus. Our next Open Days will be held on Tuesday 12 June and Saturday 8 September 2012. 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

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/ for further information.

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