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Ysgol Fusnes  
Aberystwyth  
Business School

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Undergraduate studies at

**Aberystwyth  
Business School**

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## Important information

The programme information published in this brochure was correct at time of going to print (December 2023) and may be subject to change. Prospective students are advised to check the definitive programme information, including entry requirements, that is available on our website before making an application, to ensure that the programme meets their needs.

# Welcome

We are delighted that you are considering Aberystwyth Business School as the place to study your undergraduate degree. We pride ourselves on teaching the very latest business theory and practice, identifying the key areas of importance to ensure we deliver the highest quality teaching and learning experience in order to help you attain your goals.

One of our particular strengths is our wide-ranging and deep-rooted links with business that creates opportunities to undertake applied research and transfer knowledge in order to drive real and lasting change to society. Our work extends to advising governmental bodies and undertaking the highest-level impactful research.

When you choose to study with Aberystwyth Business School you will study in a stimulating environment with lecturers who will bring their enthusiasm, skills and world-leading knowledge to your learning. Our programmes aim to develop the next generation of leaders and entrepreneurs and we ensure that you participate in an environment where you can learn, engage and co-create solutions to meet the demands of an increasingly complex and rapidly changing business environment.

The School provides a full-service delivery, allowing you to explore Accounting and Finance, Business Economics, Business Finance, Business and Management, Economics, Marketing and Digital Marketing, and Tourism and Adventure Tourism Management components within your chosen degree course. You can be assured that our courses are amongst the best in the UK and are tested with major employers and leading professional institutes for real world relevance.

All our courses are professionally recognised and accredited by the major professional bodies including ACCA, CIMA, TMI, CIM, CMI and more.

While you are at Aberystwyth, you will be given every opportunity to build a CV that is attractive to employers who now expect 'technical' skills alongside competences such as leadership, resource management, creative enquiry and communication skills, which virtually all good jobs demand.

Aberystwyth University has achieved exceptionally high accolades including:

- **Top 5 in the UK for Teaching Quality for the subject of Business and Management Studies** (Good University Guide, The Times and Sunday Times 2024).
- **Top 5 in the UK for Student Experience for the subject of Accounting and Finance** (Good University Guide, The Times and Sunday Times 2024).
- **3rd in the UK for Student Satisfaction for the subject of Marketing** (Good University Guide, The Times and Sunday Times 2024).
- **100% overall student satisfaction for our N400 Accounting and Finance course** (National Student Survey 2022).

Visit us on an Open Day or Applicant Visiting Day to discover what makes Aberystwyth such an incredible place to study. You can be sure of receiving a warm welcome from a team of highly professional business academics who will show you how they focus your development and help you create the skills and competences needed to be successful in the business world.

Read on to learn what makes Aberystwyth Business School a great choice, and one which generations of business leaders and managers have benefited from. Use this brochure to discover how you can add your name to this aspirational list and explore the subject and future career that you are passionate about.

**Professor Andrew Thomas**  
Head of Aberystwyth Business School



# Professionally accredited degrees

Depending on your degree scheme and the modules that you choose, you may be able to obtain exemptions towards professional qualifications after completing your degree.



## Accounting and Finance Exemptions

### Association of Chartered Certified Accountants (ACCA)

The ACCA has awarded Aberystwyth Business School full accreditation for the BSc Accounting and Finance (N400), students will have the potential to graduate having already achieved the level of a part-qualified accountant, by registering with ACCA. Business School students also get a discount on their registration fees.

Our BSc Accounting and Finance (N400) degree scheme is ACCA accredited.

Exemptions are currently available on the following fundamental level papers:

- F1 Accountant in Business
- F2 Management Accounting
- F3 Financial Accounting
- F4 Corporate and Business Law
- F5 Performance Management
- F6 Taxation
- F7 Financial Reporting
- F8 Audit and Assurance
- F9 Financial Management

**Note:** a pass mark of 50% is required in all relevant modules

### Chartered Institute of Management Accountants (CIMA)

The following courses are CIMA accredited:

- BSc Accounting and Finance single honours degree scheme
- Accounting and Finance major honours degree schemes
- BSc Business and Management single honours degree scheme
- Business and Management major honours degree schemes

**Note:** a pass mark of 50% is required in all relevant modules.

### Institute of Chartered Accountants (ACA)

Our BSc Accounting and Finance single honours degree scheme and Accounting and Finance major honours degree schemes are ACA accredited.

### Institute of Chartered Accountants in England and Wales (ICAEW)

### The Chartered Institute of Public Finance and Accountancy (CIPFA)

Our BSc Accounting and Finance single, joint and minor degree schemes are CIPFA accredited. Exemptions are currently available on the following papers:

Certificate Level:

- Financial Accounting (Financial Accounting 1, 2 and 3 must be taken)
- Management Accounting (Management Accounting 1, 2 and 3 must be taken)
- Financial Reporting (Financial Accounting 1,2 and 3 must be taken)
- Audit and Assurance (The Role and Practice of Audit must be taken)

Diploma Level:

- Financial Management (Introduction to Financial Management and Corporate Finance must be taken)
- Taxation (Taxation must be taken)

### Chartered Insurance Institute (CII)

All of our Accounting and Finance, Business and Management, Marketing and Economics degrees are awarded: 30 Advanced Diploma level credits and 25 Non-unit specific credits at Diploma level.

### Institute of Chartered Secretaries and Administrators (ICSA)

Our BSc Accounting and Finance single honours degree scheme and Accounting and Finance major honours degree schemes are ICSA accredited.

## Marketing Exemptions

### Chartered Institute of Marketing (CIM)

Our BSc Marketing single, major and joint honours degree schemes are CIM accredited as part of the 'Dual Awards' scheme. Students are therefore exempt from 50% of the CIM Professional Diploma exams.

## Management Exemptions

### Chartered Management Institute (CMI)

Business and Management has Chartered Management Institute accreditation. Graduates from this intake will also earn a Level 5 CMI Diploma.

## Tourism Exemptions

### Tourism Management Institute (TMI)

The Voice of Destination Management  
- [www.tmi.org.uk](http://www.tmi.org.uk)



# Our courses

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# Accounting and Finance

BSc (Hons) | N400 | 3 years

The Accounting and Finance degree will prepare you for a career in professional accountancy or financial services, by focusing primarily on financial accounting, management accounting and finance, with taxation, business law and business ethics dovetailed throughout the programme.

Our teaching staff include researchers and industry practitioners, who will help you develop a broad understanding of the operational context, and the impact of financial measurement and disclosure on cash-flow, internal policy and financial systems. This will enhance your understanding of how financial data may be used to inform and influence managers, investors and decision-makers; and how the presentation of financial information can impact the longevity (and profitability/sustainability) of a company or public sector organisation.

You will benefit from:


- studying a degree accredited by the world's leading accountancy bodies
- being taught and mentored by professionally qualified and practising accountants with a wealth of industry and academic experience
- introduction to legal issues relevant to the business environment
- working with Refinitiv Workspace that provides access to company financial data and economic indicators as well as news and analytics to provide you with a richer, more interactive learning experience
- professional exemptions from the main UK professional accounting bodies' exams.

## Employability

Accountancy firms, investment banks and financial institutions offer a range of career opportunities to suit all interests including traditional auditing and assurance work, management consulting, corporate finance, IT consulting, tax planning and insolvency. We have established links with the major accounting and finance employers. As well as placing our students in traditional accounting firms including Deloitte, PwC, E&Y and KPMG, our recent graduates have secured employment with other well-known organisations such as Barclays, the BBC, Lidl and the NHS.

## Key Facts

 **Typical offer:**  
UCAS tariff points: 120-96  
IB: 30-26.

 **Assessment weighting:**  
30-40% coursework, 70-60% exams.

 **Field trips/fieldwork:** No.



## Module list

Below is an indicative list of modules that you may study on this course.

### First year:

- Fundamentals of Accounting and Finance \*
- Accounting and Finance for Specialists
- Understanding the Economy
- Fundamentals of Management and Business \*
- Data Analytics.


### Second year:

- Intermediate Financial Accounting
- Intermediate Management Accounting
- Corporate Governance, Risk and Ethics
- Corporate Finance and Financial Markets
- Business Law for Managers
- Taxation.

### Final year:

- Advanced Financial Accounting
- Advanced Management Accounting
- Investments and Financial Instruments
- Accounting and Finance: Analysis and Application
- Theory and Practice of Auditing.

\* also available partially or entirely through the medium of Welsh.

 **Also available:**  
N40F Integrated foundation year.  
N40T Top-up scheme.

# Adventure Tourism Management



BSc (Hons) | N870 | 3 years

Adventure tourism is one of the fastest-growing sectors of the tourism industry. Our Adventure Tourism Management degree will enable you to unlock and develop skills in the business, marketing and management of adventure tourism operations and visitor attractions. This programme attracts interest from a global audience, emphasising the importance of Adventure Tourism Management across developed and developing global economies.

On the Adventure Tourism Management degree course, you will examine real-life case studies and explore effective management strategies and policies for adventure tourism. You will also look at how marketing principles are applied within the tourism industry. A unique element of this course are the skills you will develop, accredited by external providers, that will enable you to develop outdoor skills and/or gain nationally recognised outdoor leadership qualifications. An optional work experience module will further enhance your career prospects.

You will benefit from:

- degree accreditation by the Tourism Management Institute (TMI)
- gaining additional external certification by accredited providers in outdoor activities such as walking, climbing, kayaking, diving, mountain biking and skiing
- extended study trips, depending on module choice
- week-long activities at a UK or overseas destination.

## Employability

Upon graduation you will have developed the skills needed to establish and operate tourism enterprises that focus on delivering holidays based around outdoor adventure activities. Our graduates have found employment with Natural Resources Wales, Adventure Tours UK, Enterprise Cars, Marella Cruises, TUI, Click Travel and Sykes Holiday Cottages.

## Key Facts



**Typical offer:**  
UCAS tariff points: 120-96  
IB: 30-26.



**Assessment weighting:**  
Typically 100% coursework or 50% coursework and 50% exams.



**Field trips/fieldwork:** Yes.

## Module list

Below is an indicative list of modules that you may study on this course.

### First year:

- Principles of Tourism Management
- Marketing Principles and Contemporary Practice \*
- Fundamentals of Accounting and Finance \*
- Understanding the Economy
- Fundamentals of Management and Business \*
- Data Analytics.

### Second year:

- Destination and Attraction Management \*
- Adventure Tourism
- International Tourism in Practice
- Activity Certification.

### Final year:

- Sustainable Tourism
- Adventure Tourism Management Dissertation
- Tourism Development and Planning
- Activity Certification.

\* also available partially or entirely through the medium of Welsh.



# Business and Management

BSc (Hons) | N122 | 3 years

The world of enterprise is constantly adapting and evolving. The impact of changes in the business environment in terms of economic events, changes in accounting practices, changes in the regulatory and legal environment, marketing decisions, and the development of business strategies can make the difference between success and failure for a company.

At Aberystwyth Business School, you will learn how to respond to these events by developing your knowledge of essential elements of business including human resource management, organisational behaviour, business strategy and operations, marketing and business data analytics. Our team of expert academics and industry professionals will develop your understanding of management in business, trade and commerce in both the public and private sectors.

During the course, you will develop awareness of the challenges facing management, and the combined impact of the economic, financial, human and legal issues that managers deal with on a daily basis. You will also develop the skills to analyse management issues in relation to company priorities, external factors and current good practice.

You will benefit from:


- working with businesses in the local community and further afield to develop your practitioner skills to support your academic development
- learning from lecturers who have a wide range of business and management experience and research interests which are integrated into your learning.

## Employability

A degree in Business and Management will enable you to select from a diverse range of career options throughout business, industry and commerce, or working within the public sector. Many of our graduates are successful in finding employment in organisations including Goldman Sachs, PricewaterhouseCoopers, Marks & Spencer, and the UK Government.

## Key Facts

 **Typical offer:**  
UCAS tariff points: 120-96  
IB: 30-26.

 **Assessment weighting:**  
40% coursework, 60% exams.

 **Field trips/fieldwork:** Yes.



## Module list

Below is an indicative list of modules that you may study on this course.

### First year:

- Fundamentals of Management and Business \*
- Marketing Principles and Contemporary Practice \*
- Understanding the Economy
- Fundamentals of Accounting and Finance \*
- Data Analytics.

### Second year:

- Marketing Management \*
- Human Resource Management \*
- Operations and Supply Chain Management \*
- Entrepreneurship and New Venture Creation \*
- Research Methods \*.

### Final year:

- Strategic Leadership \*
- Digital Business, Leadership and Management
- Financial Strategy
- Organisational Psychology
- Dissertation \*.

\* also available partially or entirely through the medium of Welsh.



# Business and Climate Change

BSc (Hons) | FN71 | 3 years

Businesses are a key contributor to greenhouse gas emissions, but they are also part of the solution. Businesses that do not respond to the climate challenge are likely to face higher costs in terms of carbon taxes and a reduced customer base. In contrast, more progressive businesses, who adapt by decarbonising and developing green products, are likely to increase their financial, social and environmental performance — their triple bottom line.

The Business and Climate Change degree will prepare you to become a future business leader who tackles climate change through the development of meaningful corporate social responsibility strategies and practices.

On this course, you will combine knowledge of the science of climate change with the skills to lead a successful business. You will explore creative ways for businesses to respond to the challenge and opportunities of the current climate crisis and will gain relevant subject-specific knowledge alongside the interdisciplinary, interpersonal skills and attributes needed to create a more just and sustainable world.

If your intention involves having a positive impact on your world, this degree will help you to reach that goal.

## Employability

Our graduates will be well placed to pursue a career in climate change management, adaptation and mitigation, both in the UK and abroad. Additionally, they will be suited to careers in related areas, such as environmental education and consultancy or conservation.

## Key Facts



**Typical offer:**  
UCAS tariff points: 120-96  
IB: 30-26.



**Assessment weighting:**  
50% coursework and 50% exams.



**Field trips/fieldwork:** Yes.



## Module list

Below is an indicative list of modules that you may study on this course.

### First year:

- Climate Change: Impacts, Perceptions, Adaptations
- The Science of Climate
- Fundamentals of Management and Business \*
- Understanding the Economy
- Data Analytics
- Fundamentals of Accounting and Finance \*
- Marketing Principles and Contemporary Practice \*

### Second year:

- Human Resource Management \*
- The Governance of Climate Change: Simulation Module \*
- Operations and Supply Chain Management \*
- Research Methods \*
- Corporate Governance, Risk and Ethics.

### Final year:

- Dissertation \*
- Strategic Leadership \*
- Organisational Psychology.

\* also available partially or entirely through the medium of Welsh.

# Business Economics

BSc (Hons) | L113 | 3 years

Our degree in Business Economics will train you to develop effective business solutions using practical economic knowledge. You will gain an in-depth understanding of the economic factors that influence business success and decision-making, and develop the analytical, problem-solving and communication skills required by employers in both the private and public sectors.

At Aberystwyth Business School we focus on the practical application of economic ideas, knowledge and methods within the context of professional decision-making situations. You will learn to apply economic knowledge to business strategy and business policy.

You will develop a thorough understanding of economics as an analytical assessment tool and gain professional skills to apply both microeconomics and macroeconomics in professional environments and policy contexts.

You will benefit from:

- being taught by economic researchers, ensuring that you are exposed to the latest theories and knowledge in the subject area
- real-world industry perspectives through guest lectures by industry professionals
- enhancing your career opportunities through our partnerships with business, industry and commerce
- participating in business competitions.

## Employability

The BSc Business Economics degree provides opportunities in areas such as policy analysis or government administration in the public sector, banking and finance sector or within the private sector. Other career paths include non-government organisations (NGOs) and voluntary organisations. Our graduates have gone to work in the Government Economic Services, HM Treasury, British Council, FDM Group, Nexus Financial Consulting and Kiva. Many have also pursued research and further studies in higher education.

## Key Facts



**Typical offer:**  
UCAS tariff points: 120-96  
IB: 30-26.



**Assessment weighting:**  
40% coursework, 60% exams.



**Field trips/fieldwork:** Yes.

## Module list

Below is an indicative list of modules that you may study on this course.

### First year:

- Understanding the Economy
- Economic Theory and Policy
- Fundamentals of Management and Business \*
- Data Analytics
- Fundamentals of Accounting and Finance \*.

### Second year:

- Microeconomics Theory and Policy
- Macroeconomics Theory and Policy
- Managerial Economics
- Human Resource Management \*
- Research Methods \*.

### Final year:

- Environmental Economics
- Trade and International Monetary Systems
- Organisational Psychology
- Dissertation \*.

\* also available partially or entirely through the medium of Welsh.



**Also available:**  
L11F Integrated foundation year.

# Business Finance

BSc (Hons) | N310 | 3 years

The world of business is demanding, challenging and heavily reliant on finance: a diverse environment with various factors that influence business performance and prospects. At Aberystwyth Business School our Business Finance course will equip you with a well-founded, coherent framework to understand financial strategy, the conduct of financial services and regulation of money and finance.

The finance aspects of the course will equip you with the fundamental theoretical and practical applications of accounting that enable organisations to undertake well-informed financial decision-making.

You will also explore the following areas on this course: managerial finance, taxation, investment fundamentals, portfolio management and global finance.

You will benefit from:

- gaining exemptions from the UK professional accountancy exams
- enhancing your career opportunities through our partnerships with business, industry and commerce
- being taught by active researchers, ensuring that you are exposed to the latest theories and knowledge in the subject area
- working with Refinitiv Workspace that provides access to company financial data and economic indicators as well as news and analytics to provide you with a richer, more interactive learning experience
- gaining real-world industry perspectives through guest lectures by industry professionals
- joining our Investment Society to participate in a Wales and Ireland universities trading competition, won by our Aberystwyth team in recent years.

## Employability

Employment opportunities for graduates with a degree in Business Finance include working in areas such as retail and investment banking, management consulting and tax planning. Many of our students enter graduate finance training schemes and quickly find employment with UK or multinational businesses and financial organisations.

## Key Facts



**Typical offer:**  
UCAS tariff points: 120-96  
IB: 30-26.



**Assessment weighting:**  
30-40% coursework, 70-60% exams.



**Also available:**  
N31F Integrated foundation year.



## Module list

Below is an indicative list of modules that you may study on this course.

### First year:

- Fundamentals of Accounting and Finance \*
- Accounting and Finance for Specialists
- Understanding the Economy
- Fundamentals of Management and Business \*
- Economic Theory and Policy
- Data Analytics.

### Second year:

- Microeconomics Theory and Policy
- Intermediate Financial Accounting
- Corporate Governance, Risk and Ethics
- Corporate Finance and Financial Markets
- Macroeconomics Theory and Policy.

### Final year:

- Investments and Financial Instruments
- Trade and International Monetary Systems
- Financial Technology and Business Success
- Growth, Development and Sustainability.

\* also available partially or entirely through the medium of Welsh.





# Digital Marketing

BSc (Hons) | N590 | 3 years

The Digital Marketing degree at Aberystwyth Business School ensures you will gain cutting-edge skills in disciplines such as customer acquisition, analytics, eCommerce strategy, digital development (including website, app, social media environments), content marketing, digital CRM (customer relationship management), digital communications (including social media marketing), digital promotion and user experience.

Digital Marketing is now fully integrated across all marketing disciplines and is established by contemporary theory and practice that is professionally applied to business and consumer audiences. The Digital Marketing degree ensures that you fully understand the key models, frameworks and methodologies inherent in this discipline and synergise your learning to be applicable for the issues and challenges of a professional career. You will graduate with the toolset, skills and competencies that employers seek and will enter this market in a strong position to build your early-stage career.

Aberystwyth Business School is an accredited Chartered Institute of Marketing (CIM) Graduate Gateway Centre.

You will benefit from:

- being taught by industry practitioners and experienced academics aware of the precise and high demand for technical and market-proficient graduates that this degree provides
- exploring the technologies used by business and effectively implementing business solutions
- being able to study towards a CIM qualification while progressing through your degree, or gain exemptions for certain CIM modules.

## Employability

The BSc Digital Marketing degree will develop the skills that employers value, including innovative thinking, creative problem-solving, experimental-based approaches, teamworking and consumer audience centricity. Digital Marketers innovate and shape business in a variety of ways and as a career choice the marketing profession remains diverse and financially rewarding. Recent graduates have gained employment in Acorn Digital (Shanghai), TravelPerk (Barcelona), Next, The Drum (London), McGregor Boyall (Manchester), Reckitt Benckiser, EE and Aegis Network (London).

## Key Facts



**Typical offer:**  
UCAS tariff points: 120-96  
IB: 30-26.



**Assessment weighting:**  
60% coursework, 40% exams.



**Field trips/fieldwork:** Yes.



## Module list

Below is an indicative list of modules that you may study on this course.

### First year:

- Marketing Principles and Contemporary Practice \*
- Web Design
- Information Security
- Data Analytics
- Fundamentals of Management and Business \*
- Understanding the Economy
- Fundamentals of Accounting and Finance \*.

### Second year:

- Web Design and the User Experience
- Programming for the Web
- Consumer and Buyer Behaviour \*
- Applied Brand Management
- Digital Research Methods
- Marketing Management \*.

### Final year:

- Digital Marketing (Strategy)
- Digital Marketing Communications
- Digital Analytics
- Digital Marketing Dissertation \*
- Strategic Leadership \*.

\* also available partially or entirely through the medium of Welsh.

# Economics

BSc (Hons) | L100 | 3 years

Economics at Aberystwyth focuses on a wide range of issues impacting everyday life including the creation of employment, inflationary pressures, international trade issues, the process of business competition, innovation and growth, the development of emerging markets, the protection of natural resources and government policy-making.

You will develop valuable analytical, numerical, data analysis and problem-solving skills, which will allow you to understand how people, businesses, institutions and governments make decisions, and the implications of such decisions on individuals and society.

The research conducted within Aberystwyth Business School informs our teaching on aspects relating to international trade and business, development economics and policy analysis, labour and regional economics, rural and agricultural economics, the economics of ecology and environment and applied econometrics, meaning that you will be taught the latest ideas and concepts.

You will benefit from:

- gaining real-world industry perspectives through guest lectures by industry professionals
- enhancing your career opportunities through our partnerships with business, industry and commerce
- being taught by active researchers, ensuring that you are exposed to the latest theories and knowledge in the subject area
- participating in business competitions.

## Employability

The BSc Economics degree provides opportunities in areas such as policy analysis or government administration in the public sector, banking and finance sector or within the private sector. Other career paths include non-government organisations (NGOs) and voluntary organisations. Our graduates have gone on to work in the Government Economic Services, HM Treasury, British Council, FDM Group, Nexus Financial Consulting and Kiva.

## Key Facts



**Typical offer:**  
UCAS tariff points: 120-96  
IB: 30-26.



**Assessment weighting:**  
40% coursework, 60% exams.

## Module list

Below is an indicative list of modules that you may study on this course.

### First year:

- Economic Theory and Policy
- Understanding the Economy
- Fundamentals of Management and Business \*
- Fundamentals of Accounting and Finance \*
- Data Analytics.

### Second year:

- Econometrics
- Microeconomics Theory and Policy
- Macroeconomics Theory and Policy
- Managerial Economics
- Research Methods \*.

### Final year:

- Contemporary Issues in Economic Policy
- Environmental Economics
- History of Economic Thought
- Trade and International Monetary Systems
- Dissertation \*.

\* also available partially or entirely through the medium of Welsh.



**Also available:**  
L10F Integrated foundation year.

# Economics and Climate Change

BSc (Hons) | FL71 | 3 years

Economics can play a key role in tackling climate change by providing an understanding of the incentive structures of consumers and firms that help explain how and why governments might intervene in economic markets to deliver climate-friendly policies and institutions. Our degree in Economics and Climate Change will set you on the rewarding journey of having a positive impact on the world and prepare you to become a leader in the fight against climate change.

Through the study of economics, you will gain an understanding of the failures of 'conventional' markets to effectively tackle climate change. Drawing on sub-disciplines of environmental and ecological economics, you will develop an appreciation of how local, national and international policies can be developed to provide incentives such as carbon trading schemes and taxes aimed at reducing emissions.

You will combine a knowledge of the science underpinning climate change with a wide range of economic tools that allow you to understand and develop policies and incentives supporting the transition to a carbon neutral economy. You will explore creative ways in which policies can be developed to respond to the challenge and opportunities of the current climate crisis. It will also equip you with relevant subject-specific knowledge alongside the interdisciplinary, interpersonal skills and attributes needed to create a more just and sustainable world.

## Employability

Graduates of this degree will be well placed to pursue a career in climate change management, adaptation and mitigation, both in the UK and abroad. Additionally, they will be suited to careers in related areas such as environmental education and consultancy or conservation.

## Module list

Below is an indicative list of modules that you may study on this course.

### First year:

- Climate Change: Impacts, Perceptions, Adaptations
- The Science of Climate
- Economic Theory and Policy
- Understanding the Economy
- Data Analytics
- Fundamentals of Accounting and Finance \*
- Fundamentals of Management and Business \*

### Second year:

- Microeconomic Theory and Practice
- The Governance of Climate Change: Simulation Module \*
- Macroeconomics Theory and Practice
- Research Methods \*


### Final year:

- Environmental Economics
- Dissertation \*
- Growth, Development and Sustainability.

\* also available partially or entirely through the medium of Welsh.

## Key Facts

 **Typical offer:**  
UCAS tariff points: 120-96  
IB: 30-26.

 **Assessment weighting:**  
40% coursework, 60% exams.

# Marketing

BSc (Hons) | N500 | 3 years

The BSc Marketing degree is an exciting and dynamic course combining elements of marketing and consumer behaviour, digital marketing, strategic marketing, planning, psychology, management and human resources. Taught by accredited and renowned marketing experts, over the course of the degree you will develop a firm knowledge of external influences on the marketing world and the rapidly changing use of information technology and digital media for marketing purposes.

Marketing is a dynamic and vibrant career choice full of innovation, creativity and data-driven intuitive decision-making. Most early stage marketing professionals migrate towards the digital arena and at Aberystwyth, we make sure we equip you with the fundamental digital and traditional skills necessary to provide value to organisations from your first professional day.

Aberystwyth University is an accredited Chartered Institute of Marketing (CIM) Graduate Gateway Centre. This enables you to graduate with dual awards.

You will benefit from:


- gaining numerous industry perspectives through guest lectures by industry professionals
- using case study analysis, real-life scenarios and fundamental marketing theory to develop marketing strategies and tactical campaigns
- being taught by active researchers, ensuring that you are exposed to the latest theories and knowledge in the subject area.

## Employability

The importance of marketing to business performance has never been greater. Marketers now innovate and shape business in a wide variety of ways such that becoming a professional marketer remains a diverse and fantastic career choice. Recent graduates have gained employment in organisations including the National Botanical Garden of Wales, Reckitt Benckiser (RB), EE, OneGTM, MediaCom and Dentsu Group (Carat).

## Key Facts

 **Typical offer:**  
UCAS tariff points: 120-96  
IB: 30-26.

 **Assessment weighting:**  
60% coursework and 40% exams.

 **Field trips/fieldwork:** Yes.



## Module list

Below is an indicative list of modules that you may study on this course.

### First year:

- Marketing Principles and Contemporary Practice \*
- Fundamentals of Management and Business \*
- Principles of Tourism Management
- Data Analytics
- Understanding the Economy
- Fundamentals of Accounting and Finance \*.


### Second year:

- Marketing Management \*
- Consumer and Buyer Behaviour \*
- Marketing: Relationships and Customer Experience
- Applied Brand Management
- Research Methods \*

### Final year:

- Strategic Leadership \*
- Digital Marketing
- Marketing and Digital Marketing Communications
- Global Marketing
- Marketing Dissertation \*

\* also available partially or entirely through the medium of Welsh.

 **Also available:**  
N50F Integrated foundation year.

# Tourism Management

BSc (Hons) | N800 | 3 years

Tourism is one of the world's fastest growing and most exciting industries, comprising tourist attractions, destinations, hotels, airlines, activity providers and tour operators. Our BSc Tourism Management degree aims to equip you with the academic and professional skills to undertake a variety of managerial roles in the sector.

In choosing to study BSc Tourism Management at Aberystwyth Business School you will explore the development, operation and impacts of both domestic and international tourism. You will focus on contemporary issues facing the industry including changing market trends and the fast-growing adventure sector, challenges facing destinations, how to manage tourism in a more sustainable manner, and how to effectively market the sector using contemporary methods.

You will benefit from:

- degree accreditation by the Tourism Management Institute (TMI)
- day trips to a tourism destination, depending on module choice
- extended study trips, depending on module choice
- week-long activities within a UK/Overseas destination.

## Employability

Our Tourism degree schemes are accredited by the Tourism Management Institute (TMI). This means that you can be confident the course will provide you with knowledge, understanding, skills and experience to fully prepare you for a career in Tourism Management. Our graduates have found work with Natural Resources Wales, Adventure Tours UK, Enterprise Cars, Marella Cruises, TUI, Click Travel and Sykes Holiday Cottages.

## Key Facts



**Typical offer:**  
UCAS tariff points: 120-96  
IB: 30-26.



**Assessment weighting:**  
40% coursework, 60% exams.



**Field trips/fieldwork:** Yes.



## Module list

Below is an indicative list of modules that you may study on this course.

### First year:

- Principles of Tourism Management
- Fundamentals of Management and Business \*
- Marketing Principles and Contemporary Practice \*
- Data Analytics
- Understanding the Economy
- Fundamentals of Accounting and Finance \*.

### Second year:

- Destination and Attraction Management \*
- Adventure Tourism
- International Tourism in Practice
- Research Methods \*.

### Final year:

- Sustainable Tourism
- Tourism Development and Planning
- Tourism Marketing
- Dissertation \*.

\* also available partially or entirely through the medium of Welsh.

# Joint Honours

- **Accounting and Finance / Business and Management** (BSc, 3 years)
- **Accounting and Finance / Economics** (BSc, 3 years)
- **Accounting and Finance / Marketing** (BSc, 3 years)
- **Accounting and Finance and Computing** (BSc, 3 years)
- **Adventure Tourism Management / Spanish** (BSc, 4 years)
- **Business and Management / French** (BSc, 4 years)
- **Business and Management / German** (BSc, 4 years)
- **Business and Management / Spanish** (BSc, 4 years)
- **Business and Management and Computing** (BSc, 3 years)
- **Economics / Business and Management** (BSc, 3 years)
- **Economics and International Relations** (BSc, 3 years)
- **Economics and Politics** (BSc, 3 years)
- **Law and Accounting and Finance** (LLB, 3 years)
- **Law and Business and Management** (LLB, 3 years)
- **Marketing / Business and Management** (BSc, 3 years)
- **Marketing / French** (BSc, 4 years)
- **Marketing / Spanish** (BSc, 4 years)
- **Mathematics / Accounting and Finance** (BSc, 3 years)
- **Mathematics / Business and Management** (BSc, 3 years)
- **Mathematics / Economics** (BSc, 3 years)
- **Psychology and Business and Management** (BSc, 3 years)
- **Psychology and Marketing** (BSc, 3 years)
- **Tourism Management / Marketing** (BSc, 3 years)
- **Tourism Management / Spanish** (BSc, 4 years)

# Major/Minor

- **Economics with Human Geography** (BSc, 3 years)
- **Economics with Politics** (BSc, 3 years)
- **Human Geography with Economics** (BA, 3 years)
- **International Politics with Economics** (BA, 3 years)

# Welsh Medium \*

- **Welsh in the Professional Workplace / Business and Management** (BA, 3 years)

\*Delivered partially or entirely through the medium of Welsh.

# What you study in your first year

**Year 1 only:** Here are brief descriptions of the Year One modules taught in Aberystwyth Business School. Please see the programme descriptions on pages 5-19 for the modules that are included in your programme.

## Fundamentals of Management and Business

You are introduced to theoretical concepts and practical implications relating to people in organisations, the relationship between management and organisation, and the internal and external forces that impact on operations. A survey of the historical development of the concept and practice of management introduces the concepts of power, control, accountability and motivation and their practical implications, as well as key management thinkers and management models.

## Marketing Principles and Contemporary Practice

You are introduced to a range of marketing essentials and contemporary forms of marketing, including the marketing mix, segmentation, branding, consumer behaviour, digital marketing, supply-chain management and marketing communications. You will examine the history and nature of marketing as a core business discipline and academic subject, and you will apply marketing knowledge to real world phenomena and problems in business and society.

## Fundamentals of Accounting and Finance

In the field of financial accounting, you will study the structure, construction and interpretation of the balance sheet and income statement. In management accounting, you will cover accounting for costs leading to Cost Volume Profit analysis. In finance, you will examine financial management and corporate finance, net present value calculations, and the principal sources of finance used by companies.

## Understanding the Economy

You will study the theoretical foundations of microeconomics and macroeconomics, the two main pillars of economics. Microeconomics involves the study of the individual components of the economy: individuals, families, firms, and their interactions. Macroeconomics involves the study of the behaviour of economic aggregates: consumption, expenditure, investment expenditure, gross domestic product, inflation and unemployment.

## Principles of Tourism Management

You will examine the scope, structure, functioning and significance of the tourism industry at the local, national and global levels. Tourism is analysed as an economic activity, and you will examine the factors that influence its planning, development, marketing, management and impact. Issues of sustainability and corporate social responsibility in tourism are introduced. Field trips or a residential study tour are included.

## Data Analytics

You will develop practical skills in quantitative techniques, including statistical analysis. The importance of quantitative methods in informing analysis and good decision making for the effective running of organisations cannot be overestimated. You will build and improve your numerical, mathematical and statistical skills, and apply these to practical problems in the context of finance, economics and business.

## Accounting and Finance for Specialists

You will examine topics in financial accounting including cash flow, inventory, and partnership accounting, and introduces financial accounting computer software. In management accounting you will cover accounting for overheads, Cost Volume Profit Analysis, and the use of accounting data for decision making. You will continue your studies in finance by examining valuation techniques, investment appraisal, and merger and acquisition.

## Economic Theory and Policy

You will continue your studies in economics by investigating a wide range of topics in microeconomics and macroeconomics. Coverage includes the neoclassical and alternative theories of the firm; employment, unemployment and the labour market; poverty and inequality; monetary, fiscal and supply-side macroeconomic policies; international trade and globalisation; and environmental economics.

# Teaching through the medium of Welsh

The following Year 1 modules are taught fully through the medium of Welsh, with dedicated lectures and tutorials:

- Fundamentals of Management and Business
- Marketing Principles and Contemporary Practice.

The following Year 2 and 3 modules are taught in lectures through the medium of English, supported by tutorials through the medium of Welsh:

- Marketing Management
- Human Resource Management
- Operations and Supply Chain Management
- Entrepreneurship and New Venture Creation
- Strategic Leadership
- Organisational Psychology
- Employability Skills for Professionals
- Dissertation (double weighting).

You have the option to write and submit your assessments for any module in the medium of Welsh.



# Extra-curricular opportunities

## at Aberystwyth Business School

### Work experience placements and studying abroad

When you become a student at the Aberystwyth Business School we will work with you to make sure that you are fully equipped with the skills and experience you need to stand out in a competitive jobs market and begin a great career.

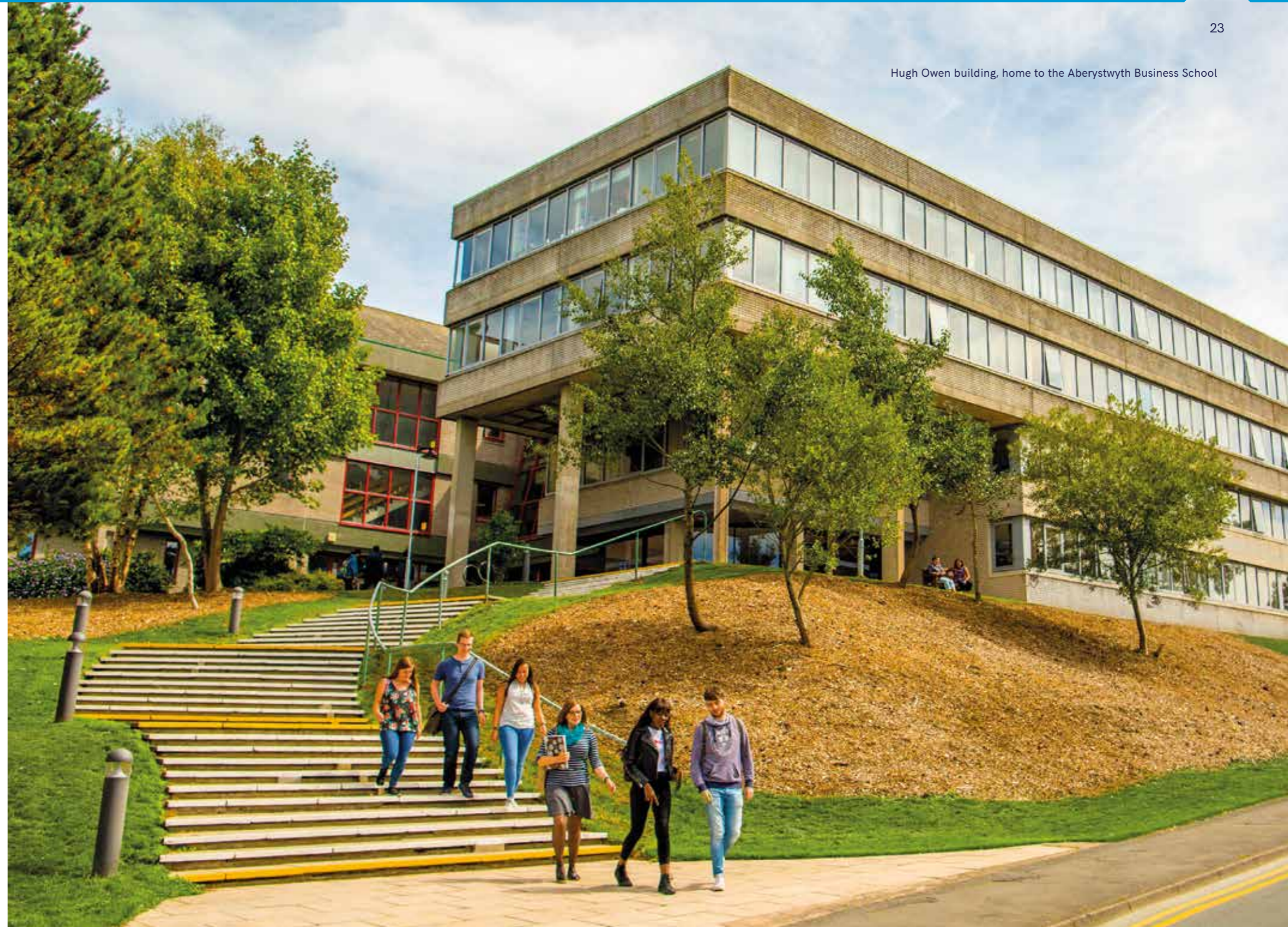
### Employability Skills for Professionals

Our 'Employability Skills for Professionals' module, available in your third year, will allow you to gain experience in the workplace with leading and local Public and Private Sector employers, including commercial, government, local authority or charity organisations. This will enable you to develop your employability skills whilst contributing meaningfully to the work of the host organisation.

The Business School also hosts the student-led Business Society known as The Biz and the Economics Society, which both offer work experience opportunities as well as a chance to discuss business and management matters with like-minded people in an informal setting.

### Year in Industry (YES)

All UK/EU students who study at Aberystwyth Business School are invited and encouraged to participate in the University's 'Year in Employment Scheme' (YES). The scheme provides you with the opportunity to undertake a paid year in employment between your second and third year of study. Employment can be with an organisation based in the UK or overseas. Participating in YES will allow you to gain valuable employment experience and to develop the transferable personal and professional skills that graduate employers look for in applicants. Evidence shows that participating in YES will make you more employable. Aberystwyth graduates who have undertaken a Year in Employment have an increased likelihood of securing a graduate level job at the end of their studies.



# Global opportunities

Aberystwyth University offers an exciting range of options for you to go abroad while you are studying for your degree.

Our Global Opportunities team will help you to identify the best option for you.

## Benefits of study and work abroad

- Boost your confidence
- Enhance your communication, intercultural and interpersonal skills
- Grow your adaptability and resilience
- Increase your openness to international opportunities
- Benefit your career.



### Year or semester abroad

We offer a range of degrees which include an integrated year studying abroad at one of our partner universities in your third year. Language students will also spend their third year studying or working in the country of their language of study.

Students on most other degree courses can go abroad for a semester during their second year of study.

### Work abroad during your industrial year

If you are studying a degree with an integrated industrial year, you can choose to spend all or part of the year working abroad, if your department approves it.

### Short programmes

Spending even a short period of time overseas can give you a really valuable experience. We offer short periods of study, work or volunteering abroad, from three days to eight weeks.

### Support

The Global Opportunities team will help prepare you for your overseas experience. Support includes:

- Pre-departure events to make sure that you know what to expect at your destination, and check you have all your travel paperwork in order. You will also learn how to make the most of your trip and how to access help if you need it.
- Return workshops co-hosted with the Careers Service will help you reflect on and integrate your experiences, helping you to consider how to include your experience abroad in job applications and conversations with future employers.

### Funding

Funding is available to support eligible students with living and travel costs from UK and Welsh government schemes promoting study and work abroad.

The European Opportunities Fund, made possible by the very generous donation of a former student, is unique to Aberystwyth and provides financial help for short activities in the European Union.

Additional funding is available for students from disadvantaged groups.

## Hong Kong



## Budapest



## Norway



## Buenos Aires



## Washington, DC



# Student profiles



## Spandana Palaypu

### BSc Business Management

Choosing to pursue an Honours degree in Business and Management at Aberystwyth University was probably one of the best decisions I had ever made!

Being a very entrepreneurially driven individual, I picked Business and Management over more specific courses such as Accounting and Finance as it provided me a broader range of subjects to work with while giving me a taste of all the major functions required to run a business successfully; the program ensured every skill was put to the test and developed in its own right.

Furthermore, by having a comprehensive understanding of the course's diverse theoretical aspects and research methods, I was able to adapt and succeed in fast-paced environments by putting this knowledge to practical use via extensive quantitative / qualitative analysis techniques and dynamic thinking; this was particularly inherent during my internship with KPMG's management consulting department.



## Steve Guest

### BSc Accounting & Finance

I made it my intention to study for a joint honours degree so that I could combine the study of two different subject areas, so to give me a broad knowledge base which would help to increase my career prospects. Aberystwyth was one such institution that would allow me to combine the study of both accounting and economics.

I chose to study at Aberystwyth as after attending a visiting day I felt that it offered a particularly comfortable learning environment, and I could see that there were many opportunities to get involved in activities outside of academic study. I also received a merit award, after sitting an entrance scholarship exam, which helped me out financially.

Through my academic study and involvement in other activities whilst at Aber I was able to significantly develop my interpersonal skills and I feel that I have been provided with a solid platform for my future. I am soon to begin a training contract at KPMG, to become an ACA Chartered Accountant.



## Ismael Khan

### BSc Economics

It's a cliché but my studies at Aberystwyth really were the best 3 years of my life. I have amazing memories and will always look back on my time fondly.

Before I started at Aberystwyth, I was in touch with a senior professor who happily responded to all my questions and welcomed me to the course. The fact that the lecturers, tutors and staff get to know you personally really sets Aber apart from other Universities and makes a huge difference - you always have someone to get advice from and build long lasting relationships which continue after you graduate.

Aber is a close knit town, so it is easy to meet new people and make friends, but I think it's really important to get involved in societies. You meet people with similar interests, go on great nights out and also partake in activities which build the skills employees want to see such as event planning, financial control and social media skills.

I was President of Aberystwyth Rag society and Liaison officer of the Biz society for two years and credit the experience I gained for securing my job after I graduated. I am currently a finance trainee for an oil recruitment firm called Petroplan, located just outside of London where I am training to become an accountant. My course included modules in small business accounting and finance and my employees appreciated the relevance of the modules that my course offered.

I couldn't have asked for a better experience and feel really lucky that I got the chance to study in such an incredible place.



## Damith Rajakaruna

### BSc Tourism Management

After Graduating from Aberystwyth University, I moved to London to work at a travel agency to get work experience. After accumulating three months of work experience I decided to look for a job directly relating to tourism, which involved facing customers. I came across a seasonal job in the retail department of the London Eye working as a guest service assistant during the summer months. I applied for the job and within two weeks of being assessed I was offered the job. After proving my worth during the three-month seasonal contract, I was offered a permanent role working for the London Eye.

# How to apply

Once you've decided what course you want to study and where, you'll be able to start the university application process. Here's a brief overview of the process and our procedures here at Aberystwyth.

## 1 Apply through UCAS.com

Deadline 31 January. Aberystwyth University institution code: A40.

**TOP TIP:** You'll be given a 10-digit UCAS ID number. Keep this to hand as you'll be asked for it many times.

## 2 The University will consider your offer

**TOP TIP:** Use UCAS Hub to keep an eye on your application. At Aberystwyth we aim to make a decision within four weeks.

## 3 The offer will show on UCAS Hub

## 4 Decide where to go

Once you've received all your offers, you'll need to decide which university you want to go to, within a set time. This is when you'll need to note which universities will be your firm and insurance choices.

## 5 Accommodation

Once you've chosen your firm/insurance choice you'll be able to apply for your accommodation (April onwards).

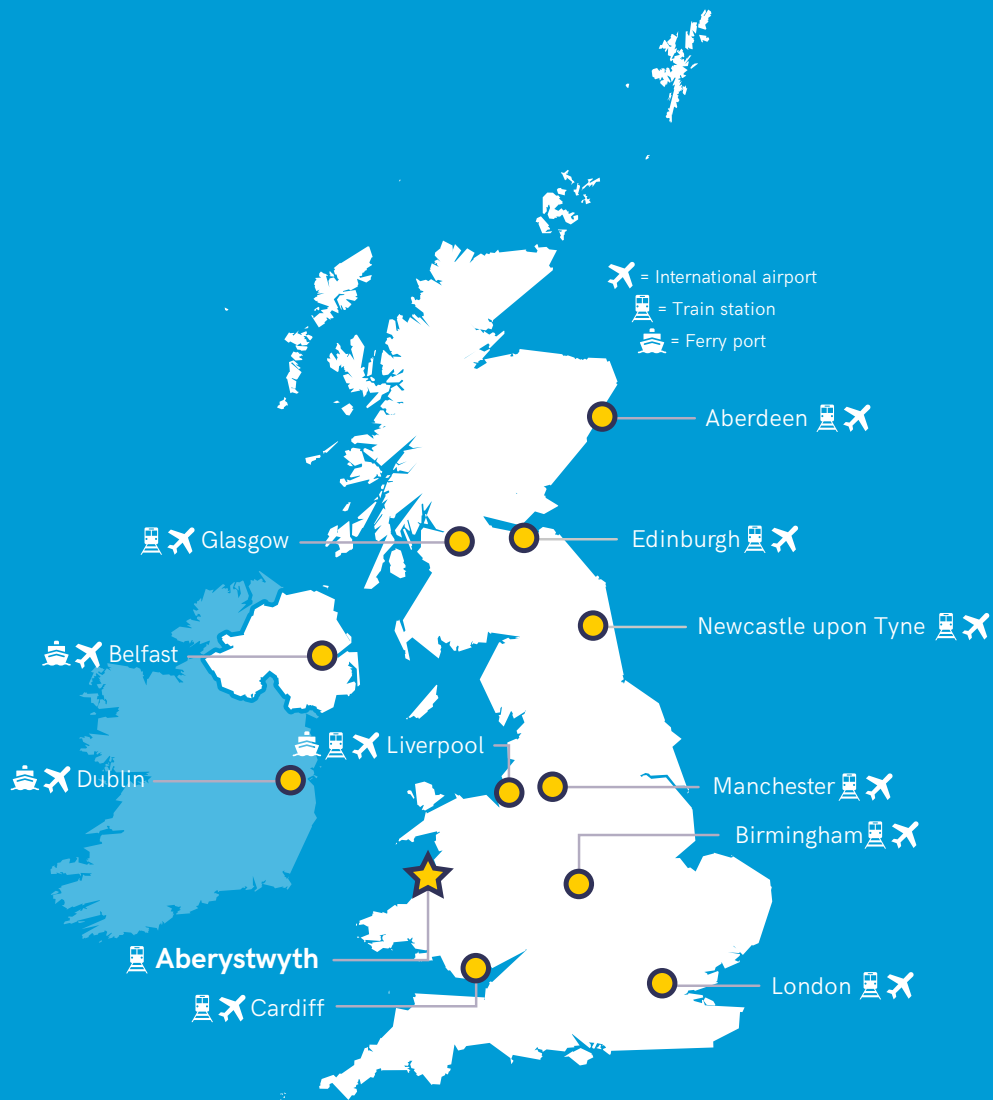
## 6 Results day

UCAS Hub will confirm your offer of a place. If you're not clear what the offer is, contact the university directly. If you don't get the grades you've hoped for, you may want to consider entering Clearing.

## 7 Start packing!







Aberystwyth Business School,  
Hugh Owen Building,  
Penglais Campus,  
Aberystwyth University,  
Aberystwyth,  
Ceredigion, SY23 3DY

- +44 1970 62 2500
- abs-enquiries@aber.ac.uk
- /AberBusinessSch
- @ABSABerUni

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