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Aberystwyth **Business School**

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Important information

The programme information published in this brochure was correct at time of going to print (July 2020) 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.



Contents

- 2 Welcome from Head of Aberystwyth Business School
- 4 Aberystwyth University: Penglais Campus
- 6 Information on Professional Accreditations at Aberystwyth Business School
- 8 Courses
- 20 Major / Minor and Joint Honours Programmes
- 22 What you study in the first year and why
- 23 Teaching through the medium of Welsh
- 24 Extra-curricular opportunities at Aberystwyth Business School
- 26 Student profiles
- 30 How to apply



Welcome to Aberystwyth Business School

We are delighted that you are considering Aberystwyth Business School (ABS) as one of your degree choices institutions. Our School prides itself on teaching the very latest business theory and practice. Being a small yet highly effective business school means we identify the key areas of importance and ensure we deliver the highest quality service in order to help you attain your goals. We are delighted that you are considering Aberystwyth Business School as one of your degree choices institutions.



Our School prides itself on teaching the very latest business theory and practice. Being a small yet highly effective business school means we identify the key areas of importance and ensure we deliver the highest quality service in order to help you attain your goals.

The result, regular and exceptionally high accolades including four Business School subjects in the Top 10 for Teaching Quality in the UK (NSS 2019), being 2nd in the UK for Teaching and Student Experience (The Times & Sunday Times, Good University Guide 2019), a TEF Gold award (the very highest possible), and The Times "University of the Year for Teaching Quality, **an unprecedented two years running**, (The Times & Sunday Times, Good University Guide 2018 & 2019 and recently we were awarded Welsh University of the Year (The Times & Sunday Times, Good University Guide 2020).

As a leading School in the delivery of exceptional business and management learning, we are proud of our accolades and continue to strive for teaching excellence, impactful research and employability-led outcomes. With dedicated, highly experienced and qualified staff, Aberystwyth Business School continues to deliver and develop talented, confident and highly knowledgeable graduates.

One of our particular strengths are 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 also extends in to advising governmental bodies and undertaking the highest-level impactful research.

When you choose to study with ABS you will live and work in a stimulating environment with tutors who will bring their enthusiasm, skills and hard-won knowledge to your learning. Our programmes aim to develop the next generation of leaders and entrepreneurs and we ensure 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 Business and Management, Accounting and Finance, Economics, Marketing, Tourism Management, and Business Finance 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 of our courses are professionally recognised and accredited by the major professional bodies including: *ACCA, CIMA, TMI, CIM, CMI* and more. While you are here, 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 that virtually all good jobs demand.

Our staff are very proud of what they consistently achieve and you, our students recognise the benefits of curriculum flexibility and highly focussed discipline coverage. One of our core strengths is the way in which we create a learning partnership with you.

We ensure your pastoral needs are met, and regularly meet with you at personal and module tutor levels which means we have an up-to-date understanding of your education needs and your

approach to learning and can provide focussed help and guidance when you need it. You'll also be known by your first name in the first few weeks of joining us and this is partly why we have such an excellent retention and satisfaction levels.

To understand what and how this is achieved it is best that you visit us to discover more. You have multiple opportunities to do this, via pre-applicant Open Days, post application Visiting Days, or by informally visiting us. Whatever way you choose you will receive the same warm welcome from a team of highly professional business academics who will focus your development and confidently help you create the skills and competences you need to be successful.

Read on and you will begin to understand what makes Aberystwyth Business School a great choice that generations of business leaders and managers have benefited from; use it 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

Professional accredited degrees

Depending on your degree scheme and the module 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 from 2019 onwards now has Chartered Management Institute accreditation. Graduates from this intake will also earn a Level 5 CMI Diploma

Tourism Exemptions

TMI

The Voice of Destination Management - www.tmi.org.uk

Accounting and Finance

BSc (Hons)

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

Our research-active staff 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 management systems. This will enhance your understanding of how financial data may be used in order to inform and influence managers, investors and decision makers; and how the presentation of financial information can impact on the longevity (and profitability/sustainability) of a company or public sector organisation.

Specialist opportunities at Aberystwyth for Accounting and Finance students include:

- studying an innovative case study module where students are assigned into groups to improve their practical, teamwork, presentation, communication, and delegation skills and strategic thinking - core employability skills
- professional exemptions from the main UK professional accounting bodies exams.

Employability

Accountancy firms, investment banks and financial institutions offer a wide diversity 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, KPMG, our recent graduates have secured employment with other well-known organisations such as the Barclays, BBC, Lidl and the NHS.

Key Facts

 Degree type: BSc
 UCAS Code: N400
 Duration: 3 years
 Study abroad opportunities: Yes

Modules

Below is an indicative list of core 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.

Third year:

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

Accredited by:



Adventure Tourism Management

BSc (Hons)

Adventure Tourism is one of the fastest growing sectors of the tourism industry. This is due to more diverse groups participating in such activities and modern society's increasing desire to escape the routine of everyday life.

In recent years there has been a growing number of activity providers and attractions responding to this market trend by offering adventure experiences. These range from small teaching and guiding operations in the outdoors e.g. surfing, climbing, biking or hiking to larger operators offering global expeditions or facility operators such as Ziplines and climbing walls.

The BSc Adventure Tourism Management degree will equip you with the skills that you need to work in the sector both as employees and independent business operators. In addition to the fundamental content covered on the BSc Tourism Management degree scheme, you will also develop technical adventure activity skills in a discipline of your choice at either a personal or leadership level through two modules provided by external accredited providers.

Our tourism degree schemes are accredited by the Tourism Management Institute (TMI). This means that students can be confident the course will provide them with knowledge, understanding, skills and experience which will fully prepare them for a career in tourism destination management.

A key feature of the degree scheme is that alongside classroom-based learning there are regular day and overnight field visits both in the UK and overseas which enable you to explore tourism in practice as part of the learning process.

Finally, a wide range of student assessments including the production of business plans, web pages, field research, critical reviews, presentations and reflection develop your professional skills base and competence which are further complemented by the transferrable professional skills developed in other core modules.

Key Facts

 Degree type: BSc
 UCAS Code: N870
 Duration: 3 years
 Study abroad opportunities: Yes

Modules

Below is an indicative list of core modules that you may study on this course. Optional modules are available.

First year:

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

Second year:

- Destination and Attraction Management
- Adventure Tourism
- International Tourism in Practice
- Research Methods
- Activity Certification.

Third year:

- Sustainable Tourism
- Tourism Marketing
- Tourism Development and Planning;
- Activity Certification.2
- Dissertation.

Accredited by:



Business Economics

BSc (Hons)

This degree in Business Economics will prepare you for developing effective business solutions using practical economic knowledge. It is an ideal degree for developing a professional career in the world of business and commerce, particularly by relating company policy and management strategies to external factors and policies.

At Aberystwyth, we focus on the practical application of economic ideas, knowledge and methods within the context of professional decision-making situations. You'll develop the ability to apply economic knowledge to issues treated in a number of sub-disciplines related to business policy. This scheme also promotes the use of business statistics and graphic illustration, as opposed to the mathematical treatment of theoretical concepts and proofs.

You will develop a coherent understanding of economics as an analytical assessment tool, and develop the professional skills to apply both microeconomics and macroeconomics in context.

Students studying Business Economics at Aberystwyth will enjoy:

- highly motivated research-led teaching, guided by our world-class research 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
- developing valuable analytical, numerical, data analysis, and problem solving skills, enhancing your core of transferable skills
- extra-curricular opportunities stemming from economics student society, such as events, personal development plans, departmental seminars, talks, study trips and business competitions.

Employability

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

	Degree type: BSc
	UCAS Code: L113
	Duration: 3 years
	Study abroad opportunities: Yes

Modules

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

First year:

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

Second year:

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

Third year:

- Environmental Economics
- Trade, Development and Growth
- Organisational Psychology
- Dissertation.

Business Finance

BSc(Hons)

The world of business is demanding, challenging and heavily reliant on finance: a diverse world with various factors that influence business performance and prospects. At Aberystwyth our programme aims to 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 programme are taught to inspire and teach you the fundamental theoretical and practical applications of accounting in order to 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.

Students on the BSc Business Finance degree scheme will be eligible to professional exemptions from the UK professional accountancy exams.

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 they quickly find employment with UK or multi-national business or financial organisations.

Key Facts

	Degree type: BSc
	UCAS Code: N310
	Duration: 3 years
	Study abroad opportunities: Yes

Modules

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

First year:

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

Second year:

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

Third year:

- Investments and Financial Instruments
- Trade & International Monetary Systems
- Graduate Development
- Dissertation.

Accredited by:



Business and Climate Change



BSc (Hons)



Our Planet is facing a climate emergency. Climate change is the greatest environmental challenge the world has ever faced. Man-made carbon emissions have resulted in unprecedented rises in global temperatures, which is having significant impacts on human, social, political, economic and natural systems. The relationship between climate change and society is highly complex; however, we have the knowledge and the technology to reduce our impact on the climate, and thus ease the pressures on the world's most vulnerable places, people and wildlife.

Businesses are a key contributor to greenhouse gas emissions, but they are also part of the solution. Climate change thus represents both a risk and an opportunity to business performance. 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 degree in Business and Climate Change will prepare students to become future business leaders who tackle climate change head on through the development of meaningful corporate social responsibility strategies and practices. In this degree, you will combine knowledge of the science of climate change with the skills to lead a successful business. The degree explores creative ways for businesses to respond to the challenge and opportunities of the current climate crisis and will equip you with relevant subject-specific knowledge alongside the inter-disciplinary, interpersonal skills and attributes needed to create a more just and sustainable world. If your trajectory involves having a positive impact on your world, this degree will set you securely on that rewarding journey.

Key Facts

 Degree type: BSc
 UCAS Code: FN71

 Duration: 3 years
 Study abroad opportunities: Yes

Modules

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

First year:

In your first year, you will develop a strong foundation of business subjects, including modules on data analytics, management, marketing, economics, accounting and finance. These will be combined with innovative modules that investigate the science of climate and the impacts, perceptions and adaptations to climate change.

Second year:

Your second year will further build on your knowledge of business management and will include modules on: human resource management, corporate governance, operations and supply chain management. You will also develop a deeper understanding of climate change issues through interdisciplinary modules on the governance of climate change. A research methods module will provide you with the analytical skills to integrate your knowledge from across different disciplines to address business responses to climate change. Finally, optional modules will allow you to develop specialist knowledge on business and climate change issues.

Third Year:

Your final year will focus on further developing your business leadership skills with modules on strategic leadership and organisational psychology. You will also be able to choose from a wide range of Business Management and Climate Change modules to suit your learning and professional needs. Drawing on the knowledge that you have acquired throughout your studies, your final year dissertation will provide you with an opportunity to research in detail issues relating to how businesses are impacted by, or respond to, the challenges of the climate crisis.

Business and Management

BSc (Hons)

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 be the difference between success and failure for a company.

At Aberystwyth, you will learn how to respond to these events by developing your knowledge on essential elements of business including human resource management, organisational behaviour, business strategy and operations, marketing, and business data analytics.

Aberystwyth Business School's team of expert academics will develop your understanding of management in business, trade and commerce in both the public and private sectors.

During this 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 perceptions of 'good practice'.



Specialist opportunities at Aberystwyth for Business and Management students include:



- 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 fed 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 and Spencer, and the Welsh Government.

Key Facts

 Degree type: BSc
 UCAS Code: N122

 Duration: 3 years
 Study abroad opportunities: Yes

Modules

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

First year:

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

Second year:

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

Third year:

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

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

Accredited by:



Digital Marketing

BSc (Hons)

Choosing to study the Digital Marketing degree at Aberystwyth Business School (ABS) ensures you will gain cutting-edge skills in disciplines such as customer acquisition, analytics, eCommerce strategy, digital (website) development, content marketing, digital CRM (customer relationship management), digital communications (including social media marketing), digital promotion and user experience. These areas are taught to you by industry practitioners and experienced academics aware of the precise and high demand for technical and market proficient graduates that this subject degree provides.

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 at ABS ensures you fully understand the key models, frameworks, and methodologies inherent in this discipline and allows you to understand and synergise your learning to be applicable for the contemporary issues and challenges of the discipline.

In addition to the dynamic and vibrant subject material learned in the Digital Marketing degree our particular focus is to ensure content and learning outcomes address the contemporary skills shortage areas in the marketing industry which drive much of the graduate employment opportunities. Alongside the directly applicable skills outlined above you will also develop broader employability skills/competences that include innovative thinking, creative problem solving, experimental based approaches, team working, and audience centrality.

Aberystwyth Business School is an accredited Chartered Institute of Marketing (CIM) Graduate Gateway Centre, which means that you can study towards a CIM qualification whilst progressing through your degree, or gain exemptions for certain CIM Modules.

Key Facts

 Degree type: BSc	 Duration: 3 years
 UCAS Code: N590	 Study abroad opportunities: Yes

Modules

Below is an indicative list of core 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 User Experience
- Programming for the Web
- Consumer and Buyer Behaviour
- Applied Brand Management
- Applied Brand Management
- Marketing Management*.

Third year:

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

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

Accredited by:



Economics

BSc(Hons)

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 in the 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 developing valuable.

Opportunities available to you whilst studying Economics at Aberystwyth include extra-curricular opportunities stemming from economics student society, such as events, personal development plans, departmental seminars, talks, study trips and business competitions.

Employability

The skills you develop on this degree will help you enhance your employability prospects whether you want to get involved in policy analysis or government administration in the public sector, or work in banking and finance, or management, in the private sector. You could also work for non-government organisations (NGOs) or 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

 Degree type: BSc
 UCAS Code: L100
 Duration: 3 years
 Study abroad opportunities: Yes

Modules

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

First year:

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

Second year:

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

Third year:

- Contemporary Issues in Economic Policy
- Environmental Economics
- History of Economic Thought
- Trade, Development and Growth
- Dissertation.

Economics and Climate Change

BSc(Hons)

Our planet is facing a climate emergency. Climate change is the greatest contemporary environmental challenge with man-made carbon emissions proven to have resulted in unprecedented rises in global temperatures with significant impacts on human, social, political, economic and natural systems. The relationship between climate change and society is highly complex but we have the knowledge and the technology available to reduce the impact on climate, and thus ease the pressures on the world's most vulnerable places, people and wildlife.

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 why and how governments might intervene in economic markets to deliver climate-friendly policies and institutions. Through the study of economics, students will gain an understanding of the failures of 'conventional' markets to effectively tackle climate change. Drawing on sub-disciplines of environmental and ecological economics, students 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. Economics can also help us understand the role of institutions, such as the Intergovernmental Panel on Climate Change (IPCC) helping set international targets for carbon emissions. A knowledge of economics also provides insights into mechanisms for transformative societal change such as moves to a carbon neutral economy, transitions to green GDP, and an understanding of the impact of climate change on equity issues between developed and developing countries. A combination of economic and climate change modules will allow students to develop the interdisciplinary skills needed to understand and create solutions to the climate crisis.

Our degree in Economics and Climate Change will prepare students to become future leaders in the fight against climate change. On this course, 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. The degree explores 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 inter-disciplinary, interpersonal skills and attributes needed to create a more just and sustainable world. Economics and Climate Change will set you on the rewarding journey of having a positive impact on your world.

Key Facts



Degree type: BSc



UCAS Code: FL71



Duration: 3 years

Modules

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

First year:

In your first year, you will develop a strong foundation of economic subjects, including modules on data analytics, understanding the economy, economic theory and policy, and accounting and finance. These will be combined with innovative modules that investigate the science of climate and the impacts, perceptions and adaptations of climate change.

Second year:

Your second year will further build on your knowledge of micro- and macro-economic theory. You will develop a deeper understanding of climate change issues through interdisciplinary modules on the governance of climate change and institutional design. A research methods module will provide you with the research skills to integrate your knowledge across different disciplines to address the economic impacts and responses to climate change. Finally, option modules will allow you to develop specialist knowledge on economic and climate change issues.

Third Year:

Your final year will focus on further developing your economics knowledge with specialist modules on environmental economics and growth, development and sustainability. You will also be able to choose from a wide range of economics and climate change modules to suit your learning and professional needs. Drawing on the knowledge you have acquired throughout your studies, your final year dissertation will provide you with an opportunity to research in detail issues relating to the economic impact of, and policy response to, the challenges of the climate crisis.



Marketing

BSc (Hons)

In choosing to study Marketing at Aberystwyth Business School you will develop the fundamental knowledge, practical understanding, and core professional competences in the most important elements of marketing that include: consumer behaviour, digital marketing, strategic marketing, applied brand management, marketing principles and marketing relationships/customer experience.

At Aberystwyth, we focus on developing your skills and knowledge in strategic and operational aspects of contemporary marketing that include branding, communications, relationships, consumer behaviour, the management of marketing, and contemporary marketing practice.

Through case study analysis, real-life scenarios, and fundamental marketing theory you will be involved in developing marketing strategies, tactical campaigns, and evaluating commercial marketing approaches on a stimulating course.

Aberystwyth University is an accredited Chartered Institute of Marketing (CIM) Graduate Gateway Centre, which means that you can study towards a CIM qualification whilst studying your degree, or gain exemptions for certain CIM modules.

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, No1 Media, Clicky Media, McGregor Boyall and Ellis Whittam.

Key Facts

 Degree type: BSc
 UCAS Code: N500
 Duration: 3 years
 Study abroad opportunities: Yes

Tourism Management

BSc (Hons)

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

By choosing to study with us you will explore the development, operation and impacts of both domestic and international tourism. Your studies 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.

Our tourism degree schemes are accredited by the Tourism Management Institute (TMI). This means that students can be confident the course will provide them with knowledge, understanding, skills and experience which will fully prepare them for a career in tourism destination management.

A key feature of the degree scheme is that alongside classroom-based learning there are regular day and overnight field visits both in the UK and overseas which enable you to explore tourism in practice as part of the learning process.

Finally, a wide range of student assessments including the production of a business plan, web pages, field research, critical reviews, presentations and reflection develop your professional skills base and competence which are further complemented by the transferrable professional skills developed in other core modules.

Key Facts

 Degree type: BSc	 Study abroad opportunities: Yes
 UCAS Code: N800	 Field trips/fieldwork: Yes
 Duration: 3 years	

Modules

Below is an indicative list of core 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.

Third year:

- Strategic Leadership
- Digital Marketing
- Marketing and Digital Marketing Communications
- Global Marketing
- Dissertation.

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

Accredited by:



Modules

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

First year:

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

Second year:

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

Third year:

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

Accredited by:



Major/Minor and Joint Honours Programmes

Single honours
BSc Accounting and Finance (includes foundation year)
BSc Business Management with Foundation
BSc Business Economics with Foundation Year
BSc Marketing with Foundation Year
BSc Tourism Management with Foundation Year
Joint Honours
Accounting and Finance / Business Management
Accounting and Finance / Economics
Accounting and Finance / Marketing
Accounting and Finance / Spanish
Business Management / Spanish
Business Management / French
Business Management / German
Economics / Business Management
Law and Accounting and Finance
Law / Business Management
Marketing / Business Management

Marketing / French
Marketing / German
Marketing / Spanish
Mathematics / Accounting and Finance
Mathematics / Business and Management
Mathematics / Economics
Tourism Management/ French
Tourism Management / German
Tourism Management / Marketing
Tourism Management / Spanish
Welsh in the Professional Workplace, Accounting and Finance
Welsh in the Professional Workplace, Business and Management
Major/ Minor
Economics with Human Geography
Human Geography with Economics
International Politics
Economics with International Politics
Economics with Politics
Welsh in the Professional Workplace, Accounting Finance
Welsh in the Professional Workplace, Business Management



What you study in your first year, and why

(Year 1 only)

Here are brief descriptions of the Year One modules taught in Aberystwyth Business School. Please see the programme descriptions on page 6-19 for the modules that are included in your programme.

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.

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.

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.

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 globalization; and environmental economics.

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.

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.



Teaching through the medium of Welsh

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

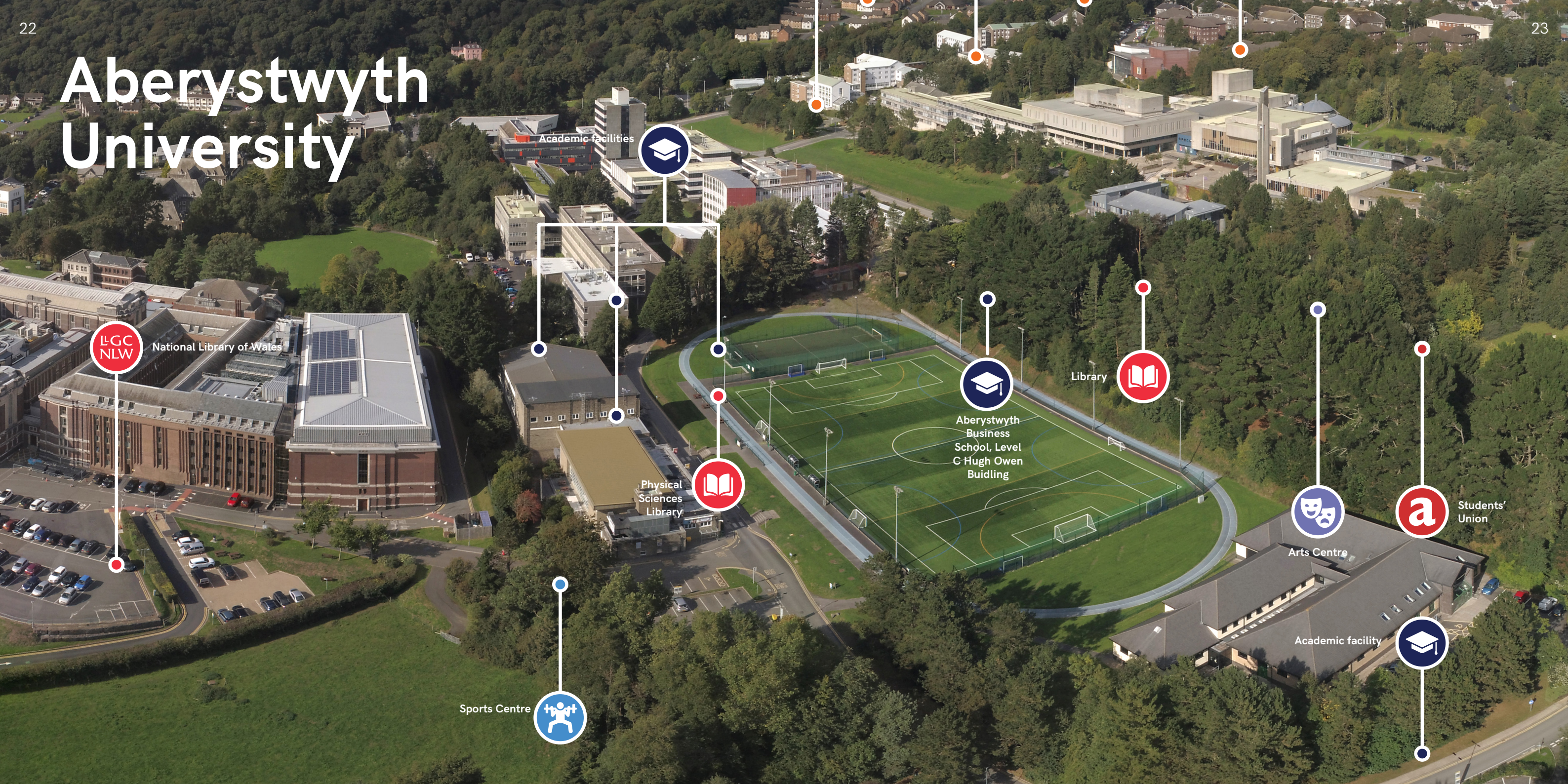
- > Fundamentals of Management and Business
- > Marketing Principles and Contemporary Practice

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.

Aberystwyth University



National Library of Wales



Academic facilities



Physical Sciences Library



Aberystwyth Business School, Level C Hugh Owen Building



Library



Arts Centre



Students' Union



Sports Centre



Academic facility

Extra-curricular opportunities

at Aberystwyth Business School

Work experience placements and studying abroad.

To succeed in a competitive job market, you will require a degree that will help you stand out. 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 to start a great career.

Employability Skills for Professionals

We have a objectively designed 'Employability Skills for Professionals' module, allowing our third-year students the opportunity to get workplace experience with leading and local Public and Private Sector employers as a credited module which can be taken during semester time alongside other modules. There are ring-fenced opportunities for students to work in commercial, government, local authority or charity organisations. This will enable students to proactively develop their 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 the 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 are looking 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. The average starting salary of Aberystwyth graduates, who had participated in YES, was at least £2500 more than that for those who had not participated in the scheme.

Visit our YouTube channel to discover what previous students have done on their YES scheme.

Studying Abroad

Aberystwyth Business School is partnered with many Universities globally, and there are opportunities to complete part of your studies at a foreign university, under the Erasmus + scheme and the University's International Exchange programme.

Our European partners include:

- > University of Hasselt, Belgium.
- > University College of Zealand, Denmark.
- > University of Tampere, Finland.
- > University of La Rochelle, France.
- > University of Nantes, France.
- > Julius Maximilians University, Wurzburg Germany.
- > University of Oviedo, Spain.
- > University of Seville, Spain.

Our International Exchange partners include:

Australia:

- > Deakin University
- > Griffith University
- > Murdoch University
- > University of New South Wales
- > University of Newcastle

Canada:

- > Dalhousie University
- > McGill University
- > Thompson Rivers University
- > University of Guelph
- > University of Ottawa
- > University of Victoria

USA:

- > American University
- > Boise State University
- > Bowling Green State University
- > Carroll University
- > Purdue University
- > Queens University of Charlotte
- > University of Alabama
- > University of Georgia
- > University of Louisville
- > University of Montana
- > Utica College
- > Washington State University
- > Willamette University

Rest of the World:

- > Azerbaijan, ADA University
- > China, University of Nottingham, Ningbo
- > Japan, Rikkyo University
- > Hong Kong, Hong Kong Baptist University
- > Thailand, Thammasat University



Hugh Owen Building, home to the Aberystwyth Business School



National Library of Wales



Aberystwyth Arts Centre



Hugh Owen Library, Penglais Campus



A view of Aberystwyth town from Penglais Campus

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 have 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 15 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 Track to keep an eye on your application. At Aberystwyth we aim to make a decision within 4 weeks.

3 The offer will show on UCAS track

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 1st onwards).

6 Results day

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

7 Start packing!

