



Cardiff Business School

Undergraduate Degree Programmes

www.cardiff.ac.uk/business-school

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Accreditation

The **Association to Advance Collegiate Schools of Business** gave us its stamp of approval again in 2018. This international hallmark of excellence is awarded to the world's elite business schools.

World-leading research

Our research environment achieved the highest possible score in the 2021 Research Excellence Framework.

Friendly and supportive environment

Our undergraduate hub has dedicated support staff on-hand to help you with academic and pastoral queries.

Our graduates are among the most sought-after by employers

97% of our undergraduates were in employment and/or further study, due to start a new job or course, or doing other activities such as travelling, 15 months after the end of their course.

(Graduate Outcomes 2019/20*)

*Source: Higher Education Statistics Agency, Graduate Outcomes Survey 2019/20, published by HESA in June 2022. Copyright: Contains HESA Data: Copyright Higher Education Statistics Agency Limited 2022. The Higher Education Statistics Agency Limited cannot accept responsibility for any inferences or conclusions derived by third parties from its data.

Make a difference to the world around you



At Cardiff Business School, you'll receive a first-class business education from world-leading, cutting-edge academics who will challenge your thinking and show you the world of business from diverse perspectives.

We believe that business is society.

With us, you'll practice ethics and social responsibility so you can contribute to the economy and society, before and after you graduate.

You'll benefit from a range of Cardiff Connections, including our elite network of inspirational leaders and your own lifelong international community of peer experts.

You'll develop entrepreneurial skills through a focus on curiosity and creativity so you can lead change - whether you want to be an organisational innovator or set up your own social enterprise.

You'll gain a leading edge in a global market by understanding economic and social business benefits.

You'll shape your own education experience by giving us your point of view and making choices that work for you.

We're focused on your future. Our careers team is ready and waiting to help you gain work experience and achieve your future aspirations.

We hope you'll be able to join us in Cardiff soon, but for now we wish you every success in your studies!

Professor Rachel Ashworth,
Dean of Cardiff Business School



The public value business school

We don't just teach business at Cardiff University.
We think about the way it impacts our society and our economy.

We call this public value. It's at the heart of everything we do, from helping people challenge inequality to finding ways to overcome poverty.

We were the first business school to promise to deliver social, economic and environmental value to the communities of Cardiff, Wales, the UK, and the world.

What does this mean for you?

We've created a curriculum, underpinned by our public value research, which encourages you to question the status quo and think differently. We'll challenge you to consider the social, ethical and sustainable implications of corporate behaviour and practice in class.

Research

Our researchers contribute thoughtful and engaged research that has wide-reaching influence and impact.

In the 2021 Research Excellence Framework, we achieved:

- highest possible score for research environment
- 2nd among 108 UK business schools for research power

Teaching

Our teaching is informed by the world-leading research we conduct, ensuring you're exposed to the latest thinking and theory.

Your student life, supported

Whether you're looking for advice on health and wellbeing, preparing for your future, managing money or living in Cardiff, our expert, dedicated support staff will be on hand to support you.

Accreditation

In 2018, we were successfully re-accredited by the Association to Advance Collegiate Schools of Business (AACSB).

AACSB International is a hallmark of excellence awarded to the world's elite business schools, recognising their commitment to high-quality curriculum, faculty, research, innovation and engagement.

Re-accreditation means that an AACSB-appointed Peer Review Team confirmed the strength and quality of our work and shows future employers that you've benefited from a first-rate academic experience.

Enterprise

We're one of only a small number of schools across the UK and Ireland to receive the prestigious Small Business Charter award. This national kitemark recognises business schools that demonstrate excellence in encouraging student enterprise, engagement in the local economy and business support.

We promote a culture of enterprise among our students informed by our work with the small business and social enterprise sectors.

So, if you think you've got what it takes to start your own business in the future, then this is the place for you. You'll get support to develop entrepreneurial skills, opportunities to attend mentoring events, competitions and, of course, first-class business support as a student and alumni.





Grand designs

We've transformed the ground floor of our Aberconway Building into a student high street with a dedicated Undergraduate Hub, Student Support Office and Opportunities Zone.

Our teams of dedicated professionals are here for you. They've got you covered on things like student support, finance, careers, industry placements and employability initiatives, as well as chances to study abroad during your degree.

Trading room

We have outstanding facilities across three buildings, including Wales' largest Trading Room.

This fully-equipped modern space is used on our accounting and economics degree programmes and provides you with the skills, knowledge, and competitive advantage to make your mark on the global finance sector.

Each of the 56 terminals is installed with Market Squared's Volcube platform and Global Investor Simulations' Finance Lab Professional platform, allowing you to learn about trading and risk management in a controlled environment.





Meet our alumni: Sehrish

I loved the diversity of people in the university as it helped me to appreciate different perspectives, which has been a useful skill in my day-to-day job as a Senior Policy Advisor.

The teaching at the business school is excellent and lecturers truly go above and beyond to support you and your learning.

My favourite part of studying my course was the variety in teaching styles. I found it helpful that there was a mixture of teaching methods and a focus on transferable skills useful for future careers.

Sehrish Afzal, Accounting and Finance (BSc 2019)

It's your future. Own it!

We take your employability seriously and encourage you to do the same.

Our dedicated careers team is here to help you develop the practical skills and professional confidence to succeed in the graduate job market.

Focused career support

Whether you have no idea what you want to do yet or know exactly where your future lies, we can help you throughout your career journey. Our mix of face-to-face and online guidance make planning your future simple, accessible and exciting.

Our Student Futures service offers:

- one-to-one careers appointments
- essential workshops on topics such as CVs, LinkedIn and interviews
- career coaching sessions
- professional networking events and careers fairs
- work experience placements and advice
- support to start a business
- up to date labour market information
- access to our online Jobs Board

Opportunities Zone

Within the business school, you'll have access to a dedicated Opportunities Zone, offering a business-specific service to assist you in realising your career ambitions.



Meet our students: Isabelle

The Cardiff Business School Opportunities Zone has been a hugely valuable resource during my time at Cardiff University.

My Careers Adviser helped me re-write and structure my CV when applying for graduate jobs, and later helped me prepare for my first in-person assessment centre. Her advice gave me the confidence and knowledge that helped me secure my dream graduate role.

**Isabelle Newenham,
Business Management (BSc)**



We offer a diverse range of internships, placements and voluntary opportunities for you to gain practical work experience and improve your CV.

They're a chance to enhance your knowledge and deepen your understanding of your degree programme while providing an insight into a job or industry.

97% of our undergraduates were in employment and/or further study, due to start a new job or course, or doing other activities such as travelling, 15 months after the end of their course (Graduate Outcomes 2019/20)*.

Professional placement year

All our undergraduate degrees are available with the option of a professional placement year. This paid year in employment gives you the opportunity to kick-start your professional training and stand out from the crowd after graduation.

Taken in your third year, you'll apply your university know-how in the real world and enhance your career prospects by building a network of business contacts.

You'll gain insights into organisations and industries with no long-term obligations, develop new skills and hone your competitive edge ready to fast-track your career ambitions.



Internships

Available both inside and outside of the UK between July and September, summer internships are the perfect way to scope out a job or industry before graduation.

Other opportunities

- **Business Management Integrated Placement** - a structured period of work experience for high-achieving business management students following their first year of study (read more on page 16).
- **Insights** - short periods of unpaid work experience suitable for undergraduates during term time, flexibly set up around your timetable.

Who you'll work with

Our students work with top employers in the public, private and third sectors across Wales and the world.

While our partner organisations vary, these are some of the most recent to welcome our students:

- | | |
|-----------------|--------------------|
| • BBC | • Microsoft |
| • Amazon | • IBM |
| • Tesco | • Intel |
| • ASOS | • Welsh Government |
| • L'Oreal | • HM Treasury |
| • The Body Shop | • Bank of England |
| • GE | • Barclays |
| • Bosch | • HSBC |
| • Kier | • PWC |
| • TATA Steel | • Deloitte |
| • Admiral | • Grant Thornton |
| • Airbus | |
| • Toyota | |



Meet our students: Shannon

My placement has provided me with a wide array of skills and experiences that have been hugely beneficial in my development. I would 100% recommend a placement to other students. I am a completely different person from when I started to when I finished placement.

Shannon Heal,
Business Management (BSc)



Meet our students: Zak

I would recommend a placement year as they offer the opportunity for students to gain practical, hands-on experience in a real-world environment. They provide a fantastic opportunity to build professional relationships, network, and make industry connections that can be beneficial in future career prospects.

Zak Wilson,
Business Management (BSc)

*Source: Higher Education Statistics Agency, Graduate Outcomes Survey 2019/20, published by HESA in June 2022. Copyright: Contains HESA Data: Copyright Higher Education Statistics Agency Limited 2022. The Higher Education Statistics Agency Limited cannot accept responsibility for any inferences or conclusions derived by third parties from its data.

One ticket. A world of opportunities

Study abroad as part of your degree for a life-changing experience. Discover other cultures, learn a new language, and forge friendships to last a lifetime.

Take a break from lectures with a swim in the Indian Ocean off the coast of Western Australia.

Or cycle through the cobbled streets of Nyhavn in the Danish capital, dine à la française in the shadow of the Eiffel Tower, or watch the sunset from Victoria Peak in Hong Kong.

Wherever you go, studying abroad is an opportunity for you to build on your university know-how with skills gained living and studying in another country. You'll be able to:

- travel independently
- prepare for work outside of the UK
- embrace new cultures
- meet new people
- develop new language skills



Study abroad partner:
Copenhagen Business School

Degrees with a European language

You can combine your degree in business management with a European language.

Choose from French, Spanish or German as part of a 4-year degree programme and spend your third year at a university in France, Spain, or Germany.

Study abroad in English

We've built partnerships with universities and business schools in Europe and beyond including Hong Kong, China, Singapore, South Korea, Japan, Australia, the USA, and Canada.

These partnerships give you the chance to spend part of your degree studying in English without the need for advanced foreign language skills.

Open to all undergraduate students, you'll transfer onto a 4-year version of your degree programme and spend year 3 abroad.

Spend your summer abroad

Study, work or volunteer abroad during the summer. These short-term opportunities take place in a variety of locations around the world and last a minimum of 2 weeks. Bursaries are provided to help you cover the costs of going abroad.

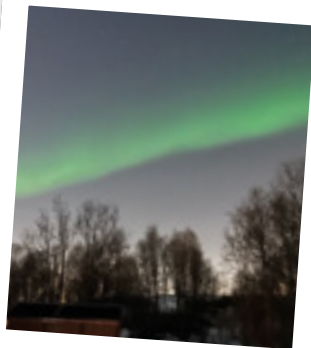




Meet Tali

Studying abroad for the year was one of the best decisions I've ever made, and I would highly recommend it. It is a fantastic opportunity that allows you to meet new people, travel to new places and learn in a completely different way.

Tali Swinburne,
Business Management
(BSc), studied abroad at
Cornell University, USA



Meet Lewis

Studying abroad really allows you to get to know yourself a whole lot more. It has given me a global perspective and allowed me to create lifelong friends from around the globe. The opportunity to study in a new way, in a new place with new people, while daunting, is truly amazing.

Lewis Gibbins,
Business Management
(BSc), studied abroad at
Copenhagen Business
School, Denmark



Meet Nidhi

If you have the opportunity to study abroad at any point in your university life – do it!! I cannot recommend it enough!

Nidhi Mehta,
Business Management
(Marketing) (BSc),
studied abroad at University
of Navarra, Spain



Meet Luis

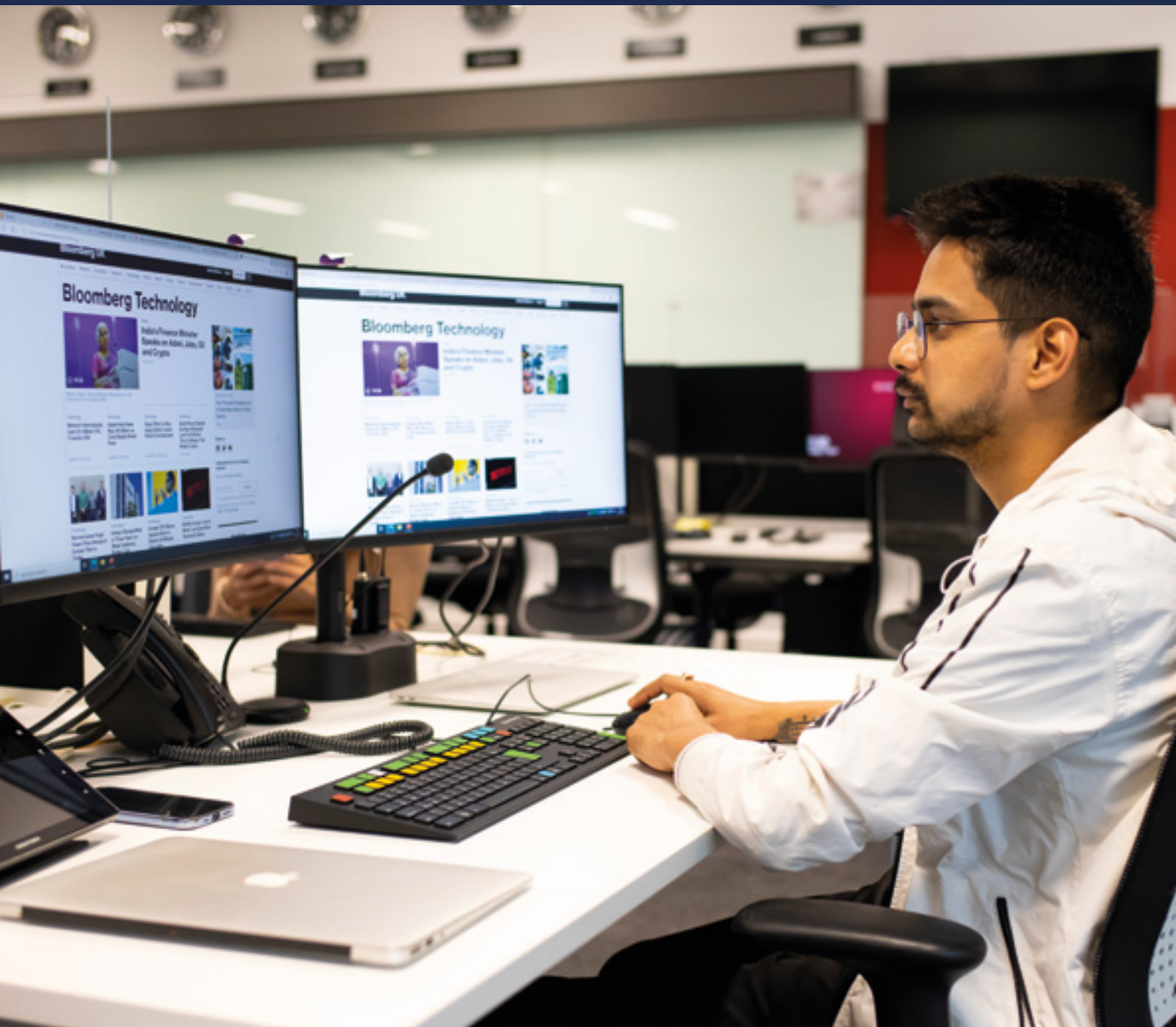
Singapore gave me a new perspective on personal growth, studying, and community. My friends and I would hike into the rainforest next to the campus after challenging exams and I learned how to use the natural world for my study breaks.

Luis Cortez de Lobao,
Business Management
(International Management)
(BSc), studied abroad at
Nanyang Technological
University, Singapore

Our degree programmes

Flexible, practical and future-focused, our degree programmes are designed to prepare you for contemporary business, management and leadership challenges.

Wherever your interests lie, you'll put theory into practice and tackle real-world case studies drawn from our network of business partners.



Why study accounting and finance?

Our accredited programmes will help you develop the professional knowledge and skills to make your mark in the global accounting arena.

Accounting and finance are core business disciplines which lie at the heart of every successful organisation operating in today's global market. This means your professional skills will be in high demand and yield opportunities for career-progression and competitive salaries from the outset.

Our experts

Our staff are leading international experts in their fields of research, and many are qualified accounting professionals with years of consultancy experience. Under their supervision, you'll acquire transferable skills for finance-related careers in commerce, industry or the public sector.

You can expect to study specialised aspects of accounting, finance, commercial law, quantitative analysis and a variety of management, marketing and economics topics during your time with us.

We recently became a Bloomberg Experiential Learning Partner. This means we're one of an exclusive group of educational institutions worldwide recognised as leaders in experiential learning.

We achieve this through the integration of Bloomberg terminal exercises across our curriculum all taught from our state-of-the-art Trading Room.

ICAEW Undergraduate Partnership Programme

We're part of The Institute of Chartered Accountants in England and Wales' Undergraduate Partnership Programme (UPP). The UPP gives you the opportunity to undertake a one-year paid placement with an accounting firm or equivalent financial services organisation as part of your studies.

Extending your programme to a 4-year degree, the placement also counts as the first year of the industry recognised Association of Chartered Accountants qualification. This means you can qualify as a professional accountant in two years, rather than three, following graduation.

Changing Futures

We're one of only 9 universities to participate in the ICAEW Changing Futures bursary programme. This ICAEW Foundation funding programme means that talented students from financially disadvantaged backgrounds can apply for a bursary to help fund their study for an accountancy or finance related degree with us.



Meet our alumni: Scott

I took accounting at A-level so thought I might have a head start, but there was so much added on to the degree. I got to grips with things such as T Accounts, Income Statements and Balance Sheets.

Scott MacLean,
Accounting (BSc)
ICAEW's Changing Futures
bursary recipient



Meet our experts

We strive to give you a vivid learning experience. One that's interactive and engages you in a way that traditional classroom teaching might not. This type of hands-on approach is key in giving you a competitive edge when you enter the workplace. So, as well as being a chance to develop analytical skills that you can apply in real-life scenarios, our partnership is a stamp of approval for prospective employers who are always on the lookout for graduates with Bloomberg knowledge.

Dr Hossein Jahanshahloo,
Lecturer in Finance



Accounting BSc

UCAS Code: **N400** or **64F9** with a Professional Placement Year

Fast-track your career with exemptions from chartered accounting examinations on our professionally-orientated accounting degree.

Get to grips with the fundamentals of financial and management accounting in year 1 and discover how these core business disciplines intersect with economics, statistics, law and marketing.

Combine theory and practice as your understanding of the basics grow in year 2. You'll start to appreciate current developments in real-world accounting scenarios before choosing from a range of specialist pathways.

Master advanced aspects of accounting as theory and practice continue to coalesce in your final year. Modules relating to corporate finance and strategy, accounting management and control will preface opportunities to tailor your degree to your career ambitions.

Distinctive features

- Study a degree accredited by the Chartered Institute of Management Accountants (CIMA), the Institute of Chartered Accountants in England and Wales (ICAEW) and the Association of Chartered Certified Accountants (ACCA).
- Acquire business and finance skills from leading international researchers and qualified accounting professionals.
- Prepare for your accounting career with exemptions from chartered accounting professional examinations.
- Attend industry-specific workshops organised in partnership with professional accounting firms.



Meet our alumni: Emma

During the summer of my second year, I did a work placement with the Welsh Rugby Union in Cardiff. Working in a variety of different areas in their Finance Department allowed me to apply my studies in real life situations.

The experience gave me confidence and helped me focus on the areas I can continue to build on in the future.

Emma Chard,
Accounting (BSc 2019)



Meet our experts

Many scholars at Cardiff University maintain close relationships with organisations outside the university. For example, I'm personally an independent adviser to the Welsh Government on issues related to local government finances. This broad engagement by our academics not only gives a unique edge to the learning experience of our students but also helps them become exceptionally well-prepared for life after university.

Dr Dennis De Widt, Senior Lecturer
in Accounting and Finance

Accounting and Finance BSc

UCAS Code: **N490** or **751G** with a Professional Placement

Fast-track your career with exemptions from chartered accounting professional examinations on our specialist accounting and finance degree.

Get to grips with the fundamentals of accounting and finance in your first year and discover how these core business disciplines intersect with economics, statistics, law and marketing.

Combine theory and practice as your understanding of the basics grow in year 2. You'll start to appreciate current developments in real-world accounting and finance scenarios before choosing from a range of specialist pathways.

Master advanced aspects of financial management as theory and practice continue to coalesce in your final year. Modules relating to topics such as security analysis and portfolio management, corporate finance and financial derivatives will preface opportunities to tailor your degree to your career ambitions.

Distinctive features

- Study on a degree accredited by the Chartered Institute of Management Accountants (CIMA), the Institute of Chartered Accountants in England and Wales (ICAEW) and the Association of Chartered Certified Accountants (ACCA).
- Acquire business and finance skills from leading international researchers and qualified accounting professionals.
- Train in our state-of-the-art Trading Room, the largest in Wales.
- Prepare for your career in finance with exemptions from chartered accounting professional examinations.
- Attend industry-specific workshops organised in partnership with professionals from the leading financial sector organisations and accrediting bodies.
- Access to Cardiff University Bitcoin Database. This platform is the ultimate resource for Bitcoin blockchain analysis and insight.



Meet our alumni: Ashley

Cardiff University's strong reputation was a significant factor in my decision to apply and study there. Cardiff Business School has an outstanding faculty of world-class researchers and industry experts who bring a wealth of knowledge and experience to the classroom.

The interdisciplinary nature of the course meant that I was able to develop a wide range of analytical and problem-solving skills, as well as critical thinking and communication skills. This gave me a good foundation of knowledge to progress to my current role as Mergers and Acquisitions Advisor at Deloitte.

The course is a great choice for those who have an aptitude for numbers and are interested in working in a wide range of industries, such as finance, accounting, banking, or consulting. The skills and knowledge gained can be applied to a variety of different roles, providing a great deal of versatility and flexibility in terms of career choices. Additionally, there is a high demand for skilled finance professionals in many industries, which can lead to good job prospects and earning potential.

Ashley Rogers, Accounting and Finance (BSc 2017)



Why study business management?

Our flexible programmes will help you develop the professional knowledge and skills to make your mark in a competitive global business environment.

Organisations are constantly having to re-invent themselves, evolving the way they operate, in order to stand-out in an increasingly saturated international business market.

This means graduates with the ability to put theory into practice, and experience of the modern business workplace, are in high demand.

Our programmes focus on organisations of all kinds from multinational corporations to social enterprises and charities. This holistic approach ensures you develop the skills to respond to the evolving needs of all businesses, irrespective of sector.

Our universal business management first year

Before following your interests on one of our specialist pathways in Marketing, Human Resource Management, International Management and Logistics and Operations, you'll get to grips with the fundamentals on our universal business management first year.

Our experts will introduce you to disciplines such as accounting, digital technology, marketing, human resources and employment management. You'll start to build a skillset to respond to current developments and challenges in these fields and others across the business spectrum.



Integrated Work Placement

If you achieve a 60% average in year 1, you'll be eligible to transfer onto our Integrated Work Placement programme. This 20-week paid work placement gives you a taste of employment with organisations like Deloitte, Admiral, Transport for Wales, Renishaw, General Dynamics, Barclays and the NHS.

You'll put your university know-how to the test by combining theory and practice in the real-world and get a taste for careers in marketing, human resources, management and logistics.

You'll study set modules in year 2 so that you get the most out of your placement.

Employment is credit-bearing, which means your contributions to a host business will count towards your final degree classification. You'll work:

- For 5 months in semester 2 of year 2.
- For a salary (£250 a week average).
- With a local business.
- On a fixed term contract which can be extended by mutual consent.



Meet our experts

Our students leave a legacy in Cardiff by working on real projects and making a real difference. They've set up a loyalty card scheme, launched a street market, rejuvenated a local newspaper and initiated a business forum in the Grangetown community.

Professor Eleri Rosier,
Professor of Marketing and Strategy

Business Management BSc

UCAS Code: **N201** or **457D** with a Professional Placement Year

Enjoy the freedom and flexibility to tailor a programme to your interests and ambitions or switch to a specialised pathway in Marketing, Human Resource Management, International Management or Logistics and Operations.

After our universal business management first year, you'll combine theory and practice as your understanding of the basics grow in year 2.

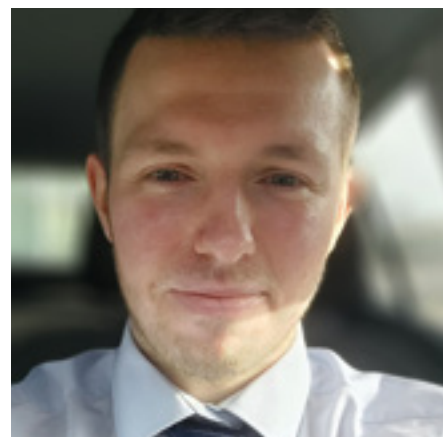
You'll apply accounting techniques to inform professional decision-making, evolve a marketing concept from idea to implementation, assess the impact of management practices on workers and problem solve with operations management strategies.

Complement your business essentials toolkit by exploring specialist principles such as procurement, multiculturalism, surveys and models and globalisation.

Put your knowledge to the test as you encounter real-world issues in business and management in your final year. Modules relating to topics such as strategy, analysis and change will preface opportunities to tailor your degree to your career ambitions.

Distinctive features

- Follow your interests abroad and study in one of our partner institutions across the globe.
- Acquire industry know-how from guest speakers, real-world case studies and trips to UK businesses.
- Combine business theory and practical skills to assess the needs of contemporary business.
- Pursue your entrepreneurial interests in a culture that promotes student enterprise and nurtures start-up ideas.



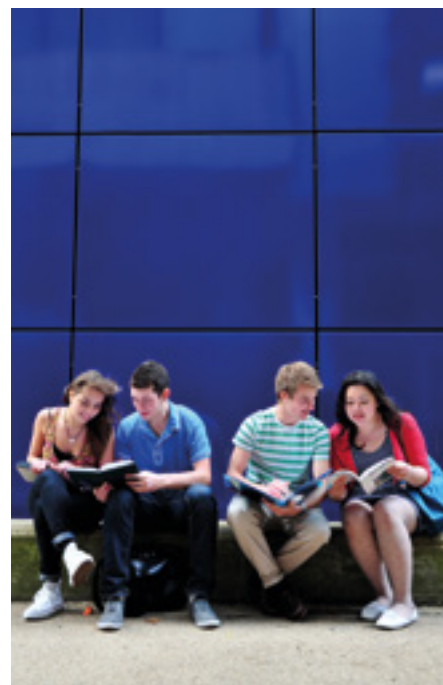
Meet our alumni: Steve

I was inspired to study at Cardiff University due to its well-renowned business school, and the fact that it's a city university, allowing me to get involved in a limitless amount of activities. As a Russell Group university, it also has a high reputation which can be important for job applications.

I enjoyed the variation in the modules we study. Naturally, business management is an incredibly broad subject, ranging from operations, finance, people, strategy, marketing, and more.

It's also a degree that can be applied to almost any profession.

Steve McCormick, Business Management (BSc 2020)



Business Management (International Management) BSc

UCAS Code: **N202** or **2B68** with a Professional Placement Year

Expand your horizons with the option of a semester studying in English at one of our partner institutions across the globe.

Following our universal business management first year, you'll combine theory and practice as your understanding of the basics grow in year 2.

You'll discover how the practices of multiculturalism and human resource management intersect with organisational behaviour, marketing and strategy while building a comprehensive understanding of the international business landscape.

Distinctive features

- Analyse management processes in multinational enterprises.
- Follow your interests abroad and gain a global perspective of business.
- Acquire industry know-how from guest speakers, real-world case studies and trips to UK businesses.
- Combine business theory and practical skills to assess the needs of contemporary business.



Meet our alumni: Isabel

I thoroughly enjoyed my 4 years at Cardiff University and it significantly shaped me into the person I am today.

My favourite memory is graduation day as it was the first time my whole family had visited me and we had a full day of Cardiff fun!

I am currently Head of Data and Digital Strategy at Shard Financial Media, a B2B media company based in central London. We have 4 brands which include 2 subscription products and deliver over 30+ events for the financial services industries.

I think international management is more relevant than ever. After the pandemic, there has been an exponential growth in the need to work seamlessly across borders - for numerous societal, economical and cultural reasons. As an immigrant professional in the UK, I believe cross-cultural management is an essential key skill in any business and can serve as a unique selling point for any candidate.

Isabel Urquiaga, Business Management (International Management) (BSc 2017)



Meet our alumni: Diana

Cardiff as a city seemed like the perfect place for me as a personality - great size, location, lots of international students in the best university I dreamed of - Cardiff University!

My favourite thing about studying international business management was the opportunity to take different modules.

In my case, marketing was what I enjoyed the most and I started working in this sphere later.

Diana Karabozhikova, Business Management (International Management) (BSc 2016)



Business Management (Marketing) BSc

UCAS Code: **NN25** or **8J73** with a Professional Placement Year

Fast-track your career with exemptions from Chartered Institute of Marketing professional examinations.

Following our universal business management first year, you'll combine theory and practice as your understanding of the basics grow in year 2.

You'll discover how the practices of buyer behaviour, market research and strategy intersect with financial performance and people management while building a comprehensive understanding of the contemporary business landscape.

Complement your specialist knowledge with optional modules such as multiculturalism, human resource management and logistics.

Put your knowledge to the test as you encounter current and emerging issues in advertising and marketing communications in your final year. Modules relating to topics such as business design, services and cultural marketing will preface opportunities to tailor your degree to your career ambitions.

Distinctive features

- The Chartered Institute of Marketing (CIM), a leading professional body for marketing, has approved our degree for exemptions on CIM qualifications. In addition to graduating with a degree, our students will be able to gain industry-recognised qualifications at an accelerated pace.
- Follow your interests abroad and study in one of our partner institutions across the globe.
- Acquire industry know-how from guest speakers, real-world case studies and trips to UK businesses.
- Combine business theory and practical skills to assess the needs of contemporary business.



Meet our alumni: Aylish

I was taken aback by the vibrant city, friendly people, and first-class university facilities. I've made some lifelong friends, grown in independence and confidence, and left with a thirst for an exciting career in marketing.

Aylish Chipman,
Business Management
(Marketing) (BSc 2018)

Business Management (Logistics and Operations) BSc

UCAS Code: **N291** or **856J** with a Professional Placement Year

Capitalise on our partnership with NOVUS Lite and gain access to sector-led seminars and site visits, a company mentor, career coaching and salaried internship opportunities.

Following our universal business management first year, you'll combine theory and practice as your understanding of the basics grow in year 2.

You'll discover how the practices of distribution, purchasing and supply intersect with organisational behaviour, marketing and strategy while building a comprehensive understanding of the contemporary business landscape.

Complement your specialist knowledge with optional modules relating to topics such as multiculturalism, finance and human resource management.

Put your knowledge to the test as you encounter real-world issues in management and strategy in your final

year. Modules relating to advanced operations management and supply will preface opportunities to tailor your degree to your career ambitions.

Distinctive features

- Benefit from our partnership with NOVUS Lite and help alleviate skills shortages in the logistics industry.
- Follow your interests abroad and study in one of our partner institutions across the globe.
- Acquire industry know-how from guest speakers, real-world case studies and trips to UK industry.
- Combine business theory and practical skills to assess the needs of contemporary business.



Meet our experts

We're fortunate enough to be one of the leading centres in the UK for research in logistics and supply chain management, so our partnership with NOVUS is an exciting development for our students who will gain both research-led knowledge and enhanced employability skills.

Professor Andrew Potter,
Professor in Logistics and Transport





Business Management (Human Resource Management) BSc

UCAS Code: **NN26** or **A321** with a Professional Placement Year

Your professional HR skillset means you'll be in high demand in organisations which care about getting the best from their workforce after graduating.

Following our universal business management first year, you'll combine theory and practice as your understanding of the basics grow in year 2.

You'll discover how the study of people management intersects with marketing and strategy while building a comprehensive understanding of the contemporary business landscape.

Complement your human resource toolkit with specialist modules relating to topics such as employment relations, multicultural organisations and performance management.

Studying themes such as entrepreneurship, business ethics and culture will preface opportunities to tailor your degree to your career ambitions.

Distinctive features

- Develop specialist knowledge of the regulatory environment and societal context of organisations and their workforces.

- Examine techniques used to manage people at work.
- Follow your interests abroad and study in one of our partner institutions across the globe.
- Acquire industry know-how from guest speakers, real-world case studies and trips to UK businesses.
- Combine business theory and practical skills to assess the needs of contemporary business.



Meet our experts

As someone who worked outside academia for many years, I became fascinated by the nature of work and employment and the circular relationship it has with every other aspect of life – our housing, health and education, for example.

I also wanted to better understand the ways in which we interact with the people and organisations who have power to determine our experience of employment. So, my particular interest is in the context and conditions that surround low paid work, with a focus on the international garment sector.

Professor Jean Jenkins,
Professor of Employment Relations

Business Management with Welsh BSc

UCAS Code: **NQ26** or **NQ28** with a Professional Placement Year

Develop Welsh language skills to match your business know-how and prepare for a career in Wales' growing labour market.

Build your understanding of core business and management disciplines with modules in accounting, marketing and technology in your first year. You'll complement these business basics by developing skills in Welsh language and literature.

As you advance, you'll encounter modules in organisational behaviour, operations, strategy and human resources. The Welsh component is all about the development of the Welsh language, its literature, culture and role in the modern Welsh workplace.

You'll put your knowledge and skills to the test in a Welsh medium work placement and finish year 2 ready to pursue a Professional Placement Year or tailor year 3 to your career ambitions.

Master core business disciplines such as strategy, analysis and change before specialising in entrepreneurship and start-ups, advertising and marketing communications, work and employment, ethics and morality or international business.

Combine these specialisms with a choice of Welsh language modules in scriptwriting, children's literature and creative writing, language acquisition, sociolinguistics or professional translation.

Distinctive features

- Prepare for a career in business with an ability to work bilingually.
- Assess the needs of contemporary Welsh business with theoretical and practical skills.
- Explore the Welsh heritage industry, technology, translation, and language policy and planning.
- Put your skills to the test in a Welsh medium work placement in year 2.



Meet our experts

A BSc in Business Management with Welsh can help students embark on a career within a number of sectors, and there are plenty of high-profile employers in Wales looking. We have clients in the public, private and third sector and look to recruit staff who have the appropriate management and communication skills to serve those clients. However, it's difficult to recruit good, qualified staff because many are so often attracted away from Wales when, in fact there are plenty of good quality jobs here.

Eryl Jones, Founder and Executive Chair, Equinox Communications



Business Management with a European Language BSc

UCAS Code: Spanish **N1R4**, French **N290** and German **N1R2**

Spend your third year studying business management in the host language of a partner university in Spain, France or Germany.

You'll get to grips with the fundamentals of this programme on our universal business management first year plus one module in Spanish, French or German.

Our experts will introduce you to disciplines like accounting, digital technology and economics alongside classmates from our specialist pathways in Marketing, Human Resource Management, International Management and Logistics and Operations.

Divide your study right down the middle with 50% of your time dedicated to each subject as you advance to year 2.

You'll study topics such as human resources, marketing and strategy and operations management, expression, translation and business language, ahead of your third year studying abroad in one of our European partner universities. This year will be taught and assessed at level 2 Business Management in Spanish, French or German.

Back in Cardiff, year 4 is your opportunity to tailor your degree to your career ambitions choosing modules from both business and language disciplines alongside compulsory modules in strategic management and language proficiency.

Distinctive features

- Prepare for a career in international business with the ability to communicate in a European language.
- Benefit from high-quality language teaching delivered by native speakers.
- Absorb the academic knowledge and expertise of Cardiff Business School and the School of Modern Languages.
- Participate in a vibrant programme of extra-curricular activities to support your language learning and immersion into European culture.



Meet our alumni: Tirion

I went on an exchange year abroad to study at Toulouse Business School in France as part of my degree. Whilst it was challenging adapting to a new living and learning environment, I really enjoyed the experience and came back more confident, having improved my French and having met friends from across the world.

My year abroad has increased my adaptability and flexibility within new situations, it has given me a more international perspective of business and it has made me more resilient when faced with challenges.

Tirion Cullen, Business Management with a European Language (French) (BSc 2018)

Business Studies and Japanese BSc

UCAS Code: **NT12**

Japan is one of the most powerful economies in the world and the need for graduates with a command of Japanese language, culture and society continues to grow.

Our 4 year programme is specifically designed to meet this demand. Having spent year 3 studying in a Japanese university, you'll graduate a 'global citizen' equipped with a sound knowledge of business and a high-level of Japanese proficiency ready to make your mark on Japanese business.

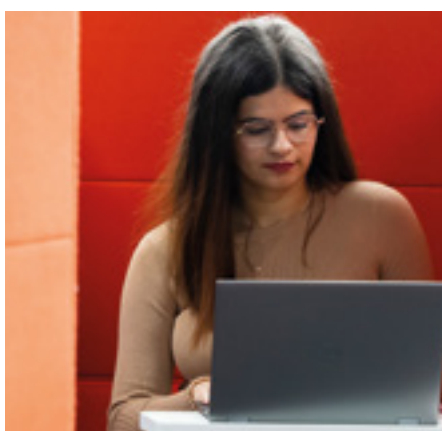


Why study economics?

Explore economics through the lens of contemporary national and international socio-political challenges.

From Brexit and the Bedroom Tax to wages and wealth, environment and energy to health and homelessness, economists have rarely held such influence in the direction and debate of issues affecting the communities of the world.

It's no wonder then, that employers are offering high wage graduate careers across the public sector, business, banking, accountancy and consultancy for those with economic expertise.



Our experts

Our renowned faculty has advisory and consultancy experience in public, private and third sector organisations across the world. With their support, you'll turn theory into practice and seek answers to a range of social and political issues.

You'll study core modules in micro and macroeconomics, mathematics, and statistics. You'll begin to develop an analytical toolkit ideally suited for a wide range of careers, from fast-paced industries in the city to government and industry.

Our flexible, research-led programmes also allow you to develop expertise in areas that particularly interest you. Whether that is business or banking, labour markets or international development, you'll be ideally placed to make a substantial contribution to society.



Meet our experts

Economics excites me because of the broad range of really important questions economists are trying to answer, and the positive impact these new discoveries have made on people's lives.

Our aim is to develop your ability to apply economic thinking to better understand every aspect of society – not just markets and prices.

Dr Iain Long,
Senior Lecturer in Economics



Meet our experts

Economics allows me to apply theory and analyse data to better understand human behaviour or why people act in the way that they do. In doing so, it helps to predict and assess the impact of major changes to government policy. We encourage you to apply your knowledge of economic principles to real-world policy issues such as the National Living Wage or the UK Sugar Tax, to better understand the role economics plays in society and on people's lives.

Professor Melanie Jones,
Professor of Economics

Economics BSc Econ

UCAS Code: **L100** or **R643** with a Professional Placement Year

With quantitative and empirical research skills at your fingertips, you'll be in high demand for careers with competitive graduate salaries.

Get to grips with the fundamentals of economic analysis through the study of micro and macro economics and learn key quantitative analytical skills in year 1.

Discover how your analytical tools intersect with accounting, law, marketing and strategy, historical and contemporary economic issues.

Combine theory and practice as your understanding of the basics grow in your second year. You'll start to appreciate the theory underpinning economic analysis and practice empirical techniques used by economists to tackle contemporary political, social, environmental and management challenges.

Focus on British and European economics, management or finance to complement your growing analytical skillset.

Put your knowledge to the test as you master the application of micro and macro economic analysis in your final year. You'll hone your decision-making abilities

with the aid of computerised models to identify logical solutions to sophisticated challenges.

Tailor your degree to your career ambitions with optional modules related to topics such as labour economics, trade, development and industry.

Distinctive features

- Train in our state-of-the-art Trading Room, the largest in Wales.
- Develop knowledge of economic theories and their practical use.
- Use quantitative and empirical research skills to understand real-world economic issues.
- Specialise in industrial economics, economic history, labour economics or international economics.
- Prepare for high wage graduate careers in the public sector, business, banking, accountancy, consultancy or as a professional economist.



Meet our alumni: Chinwe

My current role is an External Audit Senior Associate.

A normal day for me would involve leading medium to large sized engagement teams in conducting annual statutory audits of entities within the public and private sector to ensure compliance with relevant regulatory and reporting standards.

What I really loved about studying economics was that it was very broad and diverse with loads of career pathways. With economics, you can easily be recruited to work as an accountant, an economist, a development economist, a data analyst and a whole lot more.

I also loved that some of the things I learnt during the course of my studies were things I could relate to in my daily life. I was able to better understand some of the things that happened in the wider economy.

**Chinwe Osuagwu,
Economics (BSc Econ 2016)**



Economics and Finance BSc Econ

UCAS Code: **LN13** or **42P9** with a Professional Placement Year

Your advanced analytical skills and finance expertise will be in high demand for careers in banks, think tanks and financial and consultancy firms all over the world.

Get to grips with the fundamentals of accounting, management and mathematics and jump straight into economic analysis with modules in micro and macro economics in your first year. Discover how these analytical tools intersect with finance, law and historical and contemporary economic issues.

Combine theory and practice as your understanding of the basics grow in year 2. You'll start to appreciate the theory underpinning economic analysis and practice empirical techniques used by economists to tackle financial markets and institutional challenges.

Choose modules such as British and European economics, law, management and investment to complement your growing analytical skillset.

Put your knowledge to the test as you master the application of micro and macro economic analysis in your final year. You'll hone your decision-making abilities with the aid of computerised models to identify logical solutions to sophisticated finance challenges.

Enjoy the flexibility and level of personalisation from choosing from an array of modules covering disciplines such as financial derivatives, international finance and security analysis.

Distinctive features

- Train in our state-of-the-art Trading Room, the largest in Wales.
- Develop knowledge of economic theories and their practical use.
- Use quantitative and empirical research skills to understand the challenges facing financial markets.
- Specialise in financial economics, security analysis and portfolio management or corporate finance and strategy.



Meet our alumni: Alex

I enjoyed all the technical training that we received. Using the Bloomberg terminals in the Trading Room opened my eyes to the world of investments and technical finance.

Alex Stickler, Economics and Finance (BSc Econ 2018)

Business Economics BSc Econ

UCAS Code: **L114** or **M297** with a Professional Placement Year

With quantitative and empirical research skills at your fingertips, you'll be in high demand for careers with competitive graduate salaries.

Get to grips with the fundamentals of accounting, statistics and mathematics and jump straight into economic analysis with modules in micro and macro economics in year 1.

Discover how these analytical tools intersect with accounting, marketing and strategy, and historical and contemporary economic issues.

Combine theory and practice as your understanding of the basics grow in your second year. You'll start to appreciate the theory underpinning economic analysis and practice empirical techniques used by economists to tackle contemporary economic and management challenges.

Choose modules relating to topics such as purchasing, multiculturalism, financial performance and investment to complement your growing analytical skillset.

Apply your economic, statistical and mathematical skillset to analyse outcomes of real-world business and policy dilemmas in your final year. You'll hone your decision-making capabilities with the aid of computerised models to identify logical solutions to economic problems.

Tailor your degree to your career ambitions with optional modules relating to topics such as labour economics, trade, business design and entrepreneurship.

Distinctive features

- Train in our state-of-the-art Trading Room, the largest in Wales.
- Develop knowledge of economic theories and their practical use.
- Use quantitative and empirical research skills to understand real-world economic issues.
- Specialise in industrial economics, economic history, labour economics or international economics.
- Prepare for careers with the Government Economic Service, think tanks and consultancy firms.



Meet our alumni: Grace

The optional modules offered on the programme allowed me to tailor my degree towards my interests in areas such as Economics of Development and Industrial Economics.

Grace Janho,
Business Economics
(BSc Econ 2018)

Banking and Finance BSc Econ

UCAS Code: **N300** or **97K5** with a Professional Placement Year

Develop the tools and techniques to make your mark in an increasingly competitive global finance sector.

Get to grips with the fundamentals of accounting, statistics and mathematics and jump straight into economic analysis by studying in micro and macro economics.

You can discover how these analytical tools intersect with law, management and organisation, and historical and contemporary economic issues.

Combine theory and practice as your understanding of the basics grow. You'll start to appreciate the theory underpinning economic analysis and practice empirical techniques used by economists in the money, banking and finance sectors.

Choose from modules relating to topics such as law, investment, corporate finance, state and business to complement your knowledge of the fundamentals.

Put your knowledge to the test as you explore real-world issues affecting global financial markets in your final year. You'll become an expert on the role of banks and financial intermediaries in our economy.

Tailor your degree to your career ambitions with optional modules relating to topics such as labour economics, trade, development and industry.

Distinctive features

- Learn to anticipate financial market behaviour with real data in our state-of-the-art Trading Room.
- Apply micro and macro economic theory in financial contexts.
- Critically evaluate the implications of financial crises on the global economy.
- Appreciate how policy, regulation and technology influence the stock market.
- Examine ethical issues and dilemmas in business.



Meet our alumni: Abheesh

I wanted to take a practical route and study the applications of economics, which the Banking and Finance course offers. I was able to simultaneously learn about core economic theorems while also being taught how financial markets like the stock exchange work through the simulated trading room.

Abheesh Essoo,
Banking and Finance
(BSc Econ 2020)



Applications

To be considered for entry onto any of the undergraduate courses offered by Cardiff Business School you should apply through UCAS:

UCAS, Rosehill, New Barn Lane,
Cheltenham, Glos, GL52 3LZ, UK
www.ucas.com

Entry requirements

We'd like to emphasise that our undergraduate degrees are academic and not vocational or practice-centred degrees.

These typical requirements are for guidance. Please check our website for latest information.



**Find out more about
our courses and
entry requirements**

Single honours

AAB-ABB: No specific subjects. Please note that General Studies, Critical Thinking and Citizenship will not be accepted. We operate with a contextual offer policy whereby qualifying applicants will be considered at ABB. Please see website for further information.

For Economics (L100 and R643) and Economics and Finance (LN13 and 42P9), one of your A-level subjects must be Mathematics.

For programmes with a European language, one of your A-level subjects must be in the language concerned.

We require GCSE English grade C/4 or above and GCSE Mathematics grade B/6 or above.

Offers for joint honours are normally the same as for single honours, except when one subject requires higher grades than the other. Please see our website for full details.

WBA: The Advanced Skills Baccalaureate Wales will be accepted in lieu of one A-level (at the grades listed above), excluding any specified subjects.

IB: 34-32 overall or 666-665 in three Higher Level subjects.

EPQ: Applicants with grade A in the Extended Project Qualification will typically receive an offer one grade lower than the standard A-level offer. Please note that any subject specific requirements must still be met.

Other: Applications from those holding alternative equivalent/overseas qualifications are welcome. Please check website for latest information.

International students should have achieved an overall IELTS score of 6.5 (with sub scores of 5.5) or similar evidence of strong English language proficiency.

Other English language qualifications are acceptable. Please see website for further information.

Equality and diversity

We are committed to supporting, developing and promoting equality and diversity in all our practices and activities.

We aim to establish an inclusive culture free from discrimination and based upon the values of dignity, courtesy and respect. We recognise the right of every person to be treated in accordance with these values.


For further information, please visit:
www.cardiff.ac.uk/public-information/equality-and-diversity





How to find us

Key

-  Cardiff Business School
-  University and NHS buildings
-  Student residences

How to find the school

We are located at the northern end of the university campus, within walking distance of the city centre.

The school is a short walk away from Cathays railway station and is easily accessible from university halls of residence.

The Postgraduate Teaching Centre is also close by.



Important Legal Information

The contents of this brochure relate to the Entry 2024 admissions cycle and are correct at the time of going to press in June 2023. However, there is a lengthy period of time between printing this brochure and applications being made to, and processed by us, so please check our website at: **www.cardiff.ac.uk** before making an application in case there are any changes to the course you are interested in or to other facilities and services described here. Where there is a difference between the contents of this brochure and our website, the contents of the website take precedence and represent the basis on which we intend to deliver our services to you.

Your degree: Students admitted to Cardiff University study for a Cardiff University degree.



This brochure is printed on paper obtained from well managed sources using vegetable-based inks. Both the paper used in the production of this prospectus and the manufacturing process are FSC® certified.

The printers are also accredited to ISO14001, the internationally recognised environmental standard.

Mae'r ddogfen hon hefyd ar gael yn Gymraeg. This document is also available in Welsh.

Cardiff University is a registered charity, no. 1136855

This brochure can be made available in alternative formats, including large print (text), Braille and on audio tape/CD.

To request an alternative format please contact Laura Roberts:

Tel: **029 2087 4455**

Email: **RobertsL9@cardiff.ac.uk**

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To find out more about
Cardiff Business School
please visit our website:
www.cardiff.ac.uk/business-school

Contact us

Tel: **029 2087 9999**

Email: studybusiness@cardiff.ac.uk

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Cardiff University

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Stay in touch



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Student life

Got questions about student life?
Get them answered at:

[www.cardiff.ac.uk/
studentbloggers](http://www.cardiff.ac.uk/studentbloggers)

Want to know more about life at
Cardiff University? Our student
bloggers are recording their
experiences and are happy to
answer your questions.

Our student bloggers are real
students studying on a range of
courses. They are here to answer
any questions you have about life at
Cardiff University. What's a typical
day like? What clubs and societies
are there? Is Cardiff's music scene
any good? It can be almost anything.

Mae'r ddogfen hon hefyd ar gael yn Gymraeg.
This document is also available in Welsh.

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