Cardiff Business School

Friendly and supportive environment
Our Undergraduate Hub has dedicated support staff on-hand to help you with your academic and pastoral queries.

Outstanding facilities
Our investment in study, support and social facilities means you'll benefit from the very best environment to achieve success.

High employability
Our graduates are among the most sought-after by employers – 97% were in employment and/or further study six months after graduating (DLHE 2016/17).

www.cardiff.ac.uk/business-school
Student Bloggers
From study tips to where to eat, to societies, weekend trips and where to get your books, our student bloggers are real students talking about the reality of being a student at Cardiff. Don’t miss their latest blogs for the chance to find out more about what it’s like to study and live in Cardiff.

www.cardiff.ac.uk/studentbloggers
Discover the **Cardiff Experience**

**A leading university . . .**

- You’ll be part of a Russell Group university - one of the UK’s world-class universities.
- You can choose from more than 350 degree programmes. The Cardiff University degree is known and respected worldwide with a substantial number accredited by the professions and other external bodies.
- You’ll benefit from outstanding teaching in a research-led environment - Cardiff is ranked in the UK’s top 5 universities for research quality.
- Staff include a Nobel Laureate and numerous Fellows of the Royal Society and other prestigious institutions.

**in an outstanding city . . .**

- You’ll live in a friendly, compact and safe city with all your study, living and leisure needs within walking distance.
- Your money will go further at Cardiff with capital city attractions at provincial prices - Cardiff is amongst the most affordable/cost effective student destinations in the UK.¹

**with able and motivated students . . .**

- You’ll be at a first choice university where demand for places is strong.
- You’ll be studying in an environment with able and motivated students who have high grades at A-level or equivalent.
- You’ll be at an international university with students from more than 100 countries.
- You’ll be in demand - Cardiff is among the top 25 universities targeted by employers seeking high calibre graduates.³

**who have excellent career prospects.**

- You can be confident of your future prospects - 95.7% of our students were employed or had entered further study within six months of completing their studies.²
- You’ll be in demand - Cardiff is among the top 25 universities targeted by employers seeking high calibre graduates.³

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**Notes**

1. Research by Natwest 2017
2. HESA Destination of Leavers Survey 2016/17
3. High Fliers Research The Graduate Market 2017

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**CardiffConnected**

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[ youtube.com/user/cardiffuni](http://youtube.com/user/cardiffuni)

**Contact us**

For students from the UK:
Tel: 029 2087 4455
Email: enquiry@cardiff.ac.uk

For students from the rest of the world:
Tel: +44 (0)29 2087 4432
Email: international@cardiff.ac.uk
Welcome

Learn to make a difference

We do everything we can to ensure you have the very best experience at Cardiff Business School, so you can make a positive contribution to business and wider society during your study and beyond.

Study with us and:

- Become a member of the world’s first public value business school
- Develop entrepreneurial skills through a focus on curiosity and creativity
- Challenge world views by combining innovation with critical thinking
- Contribute to the economy and society by practising ethics and social responsibility
- Benefit from research and teaching from world-leading, cutting edge academics
- Study at an AACSB-accredited School
- Enhance and improve the student experience through consultation and feedback
- Create vital networks with business, government and social partners
- Pursue your entrepreneurial interests in a culture that promotes student enterprise
- Fulfil your ambitions by gaining a competitive edge in a global market
- Join a lifelong global community of Cardiff Business School alumni

We hope you will be able to join us at Cardiff Business School soon but for now we wish you every success in your studies!

Professor Rachel Ashworth
(Dean of Cardiff Business School) and Student Representatives
Cardiff: a capital city

The Principality (Millennium) Stadium nestles in the heart of the city, and is home to numerous sporting events and concerts throughout the year.
Cardiff is a thriving and attractive city, which is widely recognised as an outstanding place in which to live and study. It combines all the advantages of a compact, friendly and inexpensive location, with the cultural and recreational facilities of a modern capital city.

Cardiff offers everything from the excitement of the city to the peace and tranquility of the nearby coast and countryside. With its distinctive character, good quality of life, and growing national and international reputation, it hosts many high-profile cultural and sporting events, including international rugby, soccer, cricket and motor sport.

When it comes to entertainment, Cardiff is well-equipped to satisfy student needs. There is a multitude of cafés, pubs and nightclubs. The city is home to the world-renowned Welsh National Opera, it boasts prestigious concert venues such as the Wales Millennium Centre, St David’s Hall and the Motorpoint Arena, as well as the iconic Principality Stadium, the National Museum Wales, several theatres and the historic Cardiff Castle.

Cardiff is the location for award-winning television productions, including Doctor Who, Sherlock, Torchwood and Casualty. The city is one of the UK’s best shopping destinations, with St David’s Dewi Sant retail centre standing alongside pedestrianised shopping streets, indoor and outdoor markets, and a fascinating network of glass-canopied Victorian and Edwardian arcades.

Cardiff also has more urban green space than any other UK city, and offers easy access to the countryside, coast and mountains.

Lively, elegant, confident, cosmopolitan and ambitious are all words readily used to describe modern-day Cardiff. Together, the city and the University provide students with the ‘Cardiff Experience’, a lifestyle our students remember long after graduation.

Don’t just take our word for it . . .
“Cardiff is one of Europe’s youngest capital cities – small enough to be friendly and big enough to offer the best of living in a major city.”
The Complete University Guide 2017

Come and see for yourself . . .
Cardiff benefits from excellent road and rail links with Britain’s other major towns and cities. London, for example, is two hours by train, and the M4 links both the West and South of England, as well as West Wales. Travel to the Midlands and to the North is equally convenient. The journey by road from Birmingham, for example, takes only two hours. The main coach and railway stations are both centrally placed, and Cardiff also benefits from an international airport.

Cardiff Bay offers a range of attractions including the Wales Millennium Centre, a world-class venue for the arts
Cardiff University has an international reputation for excellence in teaching and research, built on a history of service and achievement since 1883, and recognised by our membership of the Russell Group of leading research-led universities.

With attractive and compact campuses, excellent student accommodation, and a hugely popular Students’ Union, all within easy walking distance of each other in a thriving city, it is not surprising that Cardiff is a first choice university for many.

We admit approximately 5,000 undergraduate entrants each year, the majority of whom are school and college leavers, and have high grades at A-level or equivalent. While competition for entry is strong, Cardiff is an inclusive university with a good record on widening participation and fair access, and we welcome applications, irrespective of background, from everyone with the potential to succeed at Cardiff University.

The University’s Cathays Park Campus is located in and around the impressive Portland stone buildings, parks and wide tree-lined avenues that form Cardiff’s attractive civic centre. The majority of academic schools are located here - just a few minutes’ walk from the city centre. The three academic schools offering healthcare courses (excluding Optometry and Pharmacy) are based at the Heath Park Campus, approximately one mile away, which is also home to the University Hospital of Wales.

Although dating from 1883, Cardiff is focused on the 21st century, and has modern state-of-the-art buildings and facilities. The University has invested substantially in its estate in recent years and continues to do so today. Most academic schools have benefited from major refurbishment, including new and well-equipped laboratories, lecture theatres, libraries and computing facilities. International opportunities are available via our Global Opportunity Centre. These include study, work and volunteering placements in 27 EU countries as well as international exchange opportunities. All students also have the opportunity to study a language, in addition to their degree, through the University’s Languages For All programme.

The University takes its environmental, safety and security responsibilities very seriously. It has comprehensive policies in place which are making great savings in energy consumption and, to support the safety and security of all members of the University community and their property, there is 24-hour security cover throughout the campus.

What the Guides say . . .

“Cardiff University is a hugely popular UK university ... [it] has a reputation for world-class research and provides an excellent experience for its student body.”

Telegraph University Guide 2018

Cardiff University is among the best in the UK for preparing graduates for the workplace.

Times Higher Education – Global University Employability Ranking 2016

Cardiff offers one of the best student experiences in Wales, according to the latest Times higher Education UK Student Experience Survey.
Living in Cardiff
As a fast developing capital city, Cardiff is a great place to be a student. It’s large enough to offer you an exciting variety of activities and entertainment, but small enough for you to feel comfortable in.

Accommodation
Cardiff offers guaranteed University accommodation of good quality and value, and a range of residences to suit individual preferences and budgets.

All undergraduates who accept their offer of a place from Cardiff, on a firm basis, are guaranteed a single occupancy place in University residences during their first year of study.

Please see our website for full details of our accommodation guarantee and associated deadlines: www.cardiff.ac.uk/residences

The University is continually investing in its student residences, and the views of students are taken into account at the design stage. Unusually for a civic university, most of our residences are within easy walking distance of lecture theatres, libraries, laboratories, the Students’ Union and city centre.

There are 15 different residences, providing more than 5,500 study bedrooms and students can apply for the residences which best suit their preferences, interests and budgets. Some 70% have en-suite shower and toilet facilities and all halls of residence have computer network connection points and access to Wi-Fi.

Fees depend on the facilities included and whether catered, part-catered or self-catered, but prices compare very favourably with those of other UK universities. Besides managing University property, the Residences Office maintains close links with the private sector and provides assistance to students seeking to rent or share houses or flats.

Student Life
The Students’ Union
Cardiff Students’ Union is one of the biggest, best and most active in Britain. A multi-million pound investment has been made in Union facilities in recent years, which has included a new venue called Y Plas, which at night becomes a nightclub.

Hosting live music, club nights, stand-up comedy, fashion shows and awards ceremonies, there’s lots to keep you entertained from your first day to your last.

Other facilities include a food court, a bank, a print shop, a hair salon and a bookshop. The Lounge offers IT and Skyping facilities, meeting rooms and a “chill-out” area, as well as snooker tables and multi-faith prayer room. The Union also has its own letting agency and an Advice and Representation Centre. In addition, it is home to CU TV and Xpress Radio (the students’ own TV and radio stations) and more than 200 cultural, political, religious, social, sporting societies and clubs.

Jobshop
Jobshop is the Union’s own student employment service and provides casual, clerical and catering jobs around the University to hundreds of students.

What the Guides say . . .
“Cardiff is one of the best UK cities for young adults because of its low cost of living, good job opportunities and decent wages.”
The Complete University Guide 2017

“Cardiff boasts one of the lowest living costs in the UK.”
The Complete University Guide 2018

Cardiff is “the most cost-effective city for students.”
Natwest Student Living Index 2017
Studying at Cardiff Business School

We do things differently. Not only can you expect the highest standard of teaching, informed by world-class research, but you will be part of one of the world’s first business schools to put public value at the heart of its activity.
Helping you fulfil your potential and achieve your ambitions is important to us. You will find that our teaching equips you with the intellectual tools, knowledge and motivation to succeed, while our support services will help build your professional experience and instil new confidence in your unique abilities and ideas.

**Delivering public value**

We are committed to a bold and progressive public value mission, which promotes economic and social improvement in communities locally, nationally and internationally. We are directing our resources towards interdisciplinary research and engagement that helps address some of today’s most intractable business and social issues, such as access to decent work, inequality, poverty, ill health and corruption. We’ve embedded public value principles into our provision, and for you this means creating a space and a curriculum that encourages you to question the status quo and think differently. It is designed to empower you to make positive changes, as employees and managers, to business practice and society.

**Consistent record of excellence**

We have a long and consistent history of excellence. In the most recent Research Excellence Framework (REF 2014) we came 6th for research quality, out of 101 UK business schools, and joint first for research environment. We have also placed in the top ten of every government research exercise since 1992, one of only two business schools to achieve this feat.

In 2012, we first achieved accreditation from the Association to Advance Collegiate Schools of Business (AACSB International) which is a hallmark of excellence awarded to around 5% of the world’s business schools. We’re proud to have secured re-accreditation in 2018. Re-accreditation means that an AACSB-appointed Peer Review Team has confirmed the strength and quality of our offering and signals to future employers that you have benefited from a first-rate academic experience.

**Investing in your learning environment**

Investment in our facilities in recent years has centred on improving the study and social spaces available to our students. One of the most recent developments has been investment in a full-service Undergraduate Hub, where you will find dedicated support staff to help you with your academic and pastoral queries. This is in addition to your lecturers and personal tutors.

The Aberconway Building, the home of Cardiff Business School, offers seminar rooms, lecture theatres, and dedicated business library which holds more than 60,000 books and a wide range of additional resources, including academic journals (available electronically and off-campus). Next door, you will find the Julian Hodge building which comprises a 460-seat lecture theatre, cafeteria and 24-hour computer lab.

The Teaching Centre, opened in 2014, offers two marquee auditoria, multiple flexible seminar rooms designed for small class teaching and group working, and the 56-seat industry standard Trading Room. This facility provides platforms and software that simulate a real world trading floor environment, allowing you to develop your trading personality and behaviour.

**Supporting your development**

As a student at Cardiff University you will be able to access the full range of support services available at an institutional level. These include the Careers and Employability Centre and the Global Opportunity Centre, which provides a dedicated resource for all of the international exchange opportunities available.

You will also have access to business school specific support services housed together in the new Opportunities Zone. This facility, brings together our Exchange and Employability, Placement and Careers Student Support Teams. The Careers+ service provides counselling sessions where you can discuss career development and decision-making, graduate recruitment opportunities, application processes, assessment centres, CV writing and interview preparation. While our Placement Manager can help you secure work experience and internships. These opportunities allow you to develop your professional capabilities and practical experience, helping to accelerate your career after graduation.

Recognising the importance of practical, real-world experience, we offer all of our programmes with a Professional Placement Year. We also provide the opportunity to study abroad for a semester. This gives you the chance to experience the culture, lifestyle and educational approach of your host country, broadening your horizons and enhancing your understanding of global business thinking.

**Community-driven**

You will be welcomed into a diverse, vibrant and stimulating student community which encourages peer-to-peer learning, in addition to the formal tuition you will receive.

Our students, and faculty, come from a wide-range of countries and backgrounds which means you will have the opportunity to engage with different cultural, economic and social thinking as well as developing your global network of colleagues and friends.

Even after you’ve graduated you will still be part of the Cardiff Business School community. Our alumni are important to us and we encourage you to stay connected with staff and your peers. As a School, we will continue to support you and celebrate your success long after graduation.

www.cardiff.ac.uk/business-school
Our Degree Programmes

We offer you flexibility and adaptability when it comes to your degree. The wide range of module subjects in each degree programme allows you, in effect, to tailor your degree as it progresses, to suit your specific interests and career ambitions. Our degree programmes mix theory and practice and are relevant to contemporary business, management and leadership realities. They also offer opportunities to develop your professional skills and profile by applying your classroom teaching to real-world scenarios in the workplace.
How it works
Each year is divided into an autumn and spring semester, and has a modular structure. Modules may be single (10 credit modules taught and assessed in one semester) or double (20 credit modules taught and assessed over two semesters). The details that follow represent the overall pattern and range of options on each of the degree programmes that we offer (based on the 2017/18 cycle). At the beginning of each year you will be provided with a comprehensive guide which includes details on module aims, learning outcomes, methods of assessment, and module syllabuses.

Types of degree
We offer five distinct undergraduate degree structures:
- Three-Year Single Honours degree programmes.
- Three-Year Joint Honours degree programmes.
- Four-Year Single Honours degree programmes with a language.
- Four-Year Joint Honours degree programmes with a language.
- Four-Year Single Honours degree programmes with a year of Professional Placement or a Year of Study Abroad.

In the third year of degree programmes involving a language or a year abroad, you will study at an overseas educational institution where the pattern of study may vary.

Changing degree programmes
It is often possible to switch between our degrees within the first three weeks of starting your first year. There is also some flexibility at the end of the first year.

Core modules
For each of the degree programmes, there are certain ‘core’ modules which must be taken by all students following that particular degree programme. For some degree programmes, all of the Year 1 modules are considered essential so the entire year is made up of core modules.

Optional modules
The remaining modules are chosen from the optional modules listed for each degree programme. The number of optional modules you may choose will vary according to the number of core modules which you must follow.

Methods of assessment
The methods of assessment for modules vary. Following enrolment you will be able to access full details of the methods of assessment employed and the weightings given to each component of your particular degree programme via the Student Intranet. Assessment will normally include written examinations and coursework, which may encompass essays, project work, presentations, case studies and multiple choice tests.

“Academically, Cardiff University provides a wonderful teaching environment with excellent teaching staff and services. In terms of social life, Cardiff as a city is diverse in so many ways, catering to a variety of tastes. In short, Cardiff can be described as a student city.”

Himdat Bayusuf,
BSc Econ Economics student

This prospectus provides you with an overview of programme structures and module selections based on the academic year 2017/18. For the most up-to-date information and module choices, please visit our website.

www.cardiff.ac.uk/business-school
We are committed to providing you with opportunities to enhance and enrich your degree programme, equipping you to meet the challenges facing the contemporary business world.

We offer several opportunities for you to broaden your horizons, gain new skills, new perspectives and valuable professional and life experience outside of the classroom.

Professional placement
All of our three-year undergraduate programmes are available as four-year degree programmes, providing you with the opportunity to spend your third year on placement in industry on a full-time, salaried basis.

You’ll be able to develop the professional and career skills required to stand out in the graduate job market, test your learning in practice, and gain first-hand experience of the working world.

If you decide that you would like to undertake a year-long placement, you can either apply to one of our programmes with Professional Placement Year or transfer into one at any time up until the end of your second year of study.

Our Accounting and Finance programmes are part of the Institute of Chartered Accountants in England and Wales (ICAEW) Undergraduate Partnership Programme (UPP). This gives you the opportunity to gain a year’s work experience (on a salaried basis) in a professional accountancy firm or similar business environment as part of your degree, which becomes a four-year programme.

The BSc Business Management programmes give you the opportunity to apply to spend the second semester of your second year working with a partner firm on a full-time, salaried basis. Subject to meeting the qualification criteria you can transfer to the BSc Business Management with Integrated Work Placement programme.

Study abroad
We offer a range of opportunities to add an international element to your studies. If you have an A-level in the relevant modern European language you can take a single honours BSc programme or a Joint Honours BA programme, both of which offer a year abroad in the third year. You will study modules relevant to your degree at one of our partner institutions in the language of that country.

Should you wish to gain international experience without studying a language, you are able to study abroad through the medium of English. You select modules of relevance to your degree and study at one of our worldwide partner institutions, but are taught and assessed in English. This enables you to experience the benefits of a year abroad without the need for advanced language skills. If you choose to take this option you will transfer to the four-year With a Year Abroad degree programme.

The ability to spend one semester abroad studying in English is available to students undertaking the BSc Business Management (International Management) degree. Subject to meeting the required level you can spend the second semester of Year 2 at a partner university abroad, studying in the medium of English. This opportunity is open to students on the Business Management (International Management) degree regardless of language proficiency.

For more information about degree programmes with a European language, please see the relevant course description and page 37.
We take your employability seriously and encourage you to do the same. Our dedicated careers team and our Placement Manager are here to ensure you develop your practical skills and professional experience to help you get ahead.

According to the latest survey, 97% of our undergraduates are in employment or further study within six months of graduation.

DLHE 2016/17

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

Not only will these programmes enhance your knowledge and help with your course – they can provide an insight into a job or industry. This kind of experience will help you stand out in an increasingly competitive graduate job market and prove to employers that you have the skills, and the confidence, to hit the ground running from day one.

Who will you work with?
We work with top employers in the public, private and third sectors across Wales and the world. You’ll put knowledge and skills developed in the classroom to the test and make significant contributions to your host company too.

These are some of the companies we’ve worked with recently:
- Admiral
- Tata Steel
- PwC
- Deloitte
- Microsoft
- HSBC
- Tesco
- Grant Thornton
- Renishaw
- BBC
- Amazon
- Welsh
- Government
- Barclays

Other opportunities to gain work experience
In addition to our structured Integrated Work Placement programme (more information on page 20), we offer other, shorter, opportunities to gain practical experience:
- **Insights** – Short periods of unpaid work experience suitable for undergraduates during term time, flexibly set up around your timetable
- **Internships** – Available both inside and outside of the UK between the months of July and September, summer internships are the perfect way to scope out a job or industry before graduation.

“I did my placement at Deloitte Consulting in Switzerland and I was based in Zurich, which was amazing. I was working mainly with global banking clients in their analytics functions, but alongside that I set up a social media strategy.

“A lot of the time at university it can be quite difficult to see how what you’re doing relates to the working world and this gave me a real sense of how I can make a difference.

“You come away from a placement feeling a lot more confident, knowing where you need to go, and it gives you that real boost to, not only tailor your final year to that job, but to achieve a really high grade.”

Beth Pescud
*BSc Business Management with Integrated Work Placement student*

Best Placement Student at the 2018 National Undergraduate Employability Awards

“I was Project Support Officer for Arriva Trains Wales on the UEFA Champions League, which was in Cardiff for the first time ever in 2017. Being a big football man myself, it was a brilliant placement for me. I couldn’t have dreamed of a better title.

“It helped me focus on my skills and what I wanted to get from the next steps after university. I’ve left feeling much more driven and much more career-motivated.

“You’ve not really got anything to lose from going on a placement. You can invest six weeks of your life into an internship and what that does is propel you up the graduate job market. So, it’s such a small investment for such a big return and you get to have a bit of fun along the way!”

Ryan Hale
*BSc Business Management with Integrated Work Placement student*

Best Intern Student at the 2018 National Undergraduate Employability Awards

Over a third of recruiters for the UK’s one hundred best-known and most successful employers warn that applicants with no previous work experience are unlikely to be successful during the selection process for their graduate programmes.

The Graduate Market 2018, High Fliers Research Ltd

Follow us:
@BusPlacementsCU

www.cardiff.ac.uk/business-school
Studying Accounting and Finance

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

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<thead>
<tr>
<th>UCAS Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>N400</td>
<td>BSc Accounting</td>
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<tr>
<td>N490</td>
<td>BSc Accounting and Finance</td>
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</table>

Why study one of these Programmes?

- Programmes accredited by ICAEW, CIMA and ACCA
- Additional ICAEW credits for prior learning
- Opportunity for paid work experience

You will have the opportunity to pursue a challenging and stimulating combination of applied and academic study of accountancy and finance.

Many of our staff are leading international experts in their fields of research and a significant number are qualified accountants with many years of professional experience.

We organise an annual series of skills-based workshops in partnership with large accounting firms and professional accounting bodies.

Work placements

Cardiff is one of a limited number of universities in the UK which participates in the ICAEW Undergraduate Partnership Programme (UPP). Under the programme, students enrolled on the BSc Accounting or the BSc Accounting and Finance degrees, who achieve a specified level of attainment in their first year, are eligible to apply for a year working in industry as part of their studies. Placements are awarded through a competitive interview process.

The UPP offers the opportunity to gain a year’s work experience in a professional accountancy firm or similar business environment as part of your degree, which becomes a four-year programme. This salaried placement, which will take place during the third year of study, will also be classed as the first year of an ICAEW training contract giving you the opportunity to commence the ACA qualification, a sought-after professional accountancy qualification. This means that you may be able to qualify as a chartered accountant in two years post-graduation, rather than the customary three years.

Credit for prior learning

Studying for an accounting related degree with us offers the opportunity for exemptions, or credit for prior learning, from the examinations that are a requirement to qualify as a member of one of the professional accounting bodies. We are accredited by ICAEW, CIMA and ACCA and offer modules that will provide exemptions from other organisations such as ICAS, ICAI and CIPFA.
This challenging and stimulating programme will open up a range of diverse and rewarding career opportunities in accountancy, nationally and internationally.

During your first year you will receive an introduction to financial and management accounting and finance, together with a wide range of other business related subjects including economics, management, applied statistics and mathematics, law and marketing.

In the second and third years, you will take a number of core modules that provide a sound theoretical knowledge and understanding of professional procedures alongside an awareness of current developments in accounting. You will then choose from a range of options in specialised aspects of national or international accounting, law, and areas of management and marketing, tailoring the modules to suit your career aspirations.

**Year 1**
Three compulsory double modules:
- Applied Statistics and Mathematics in Economics and Business
- Introduction to Economics
- Legal Studies

Three compulsory single modules in the autumn semester:
- Introduction to Management and Organisation
- Foundations of Business Accounting
- Professional Skills for Accountants

Three compulsory single modules in the spring semester:
- Fundamentals of Finance
- Principles of Marketing and Strategy
- Fundamentals of Financial Reporting

**Year 2**
Five compulsory double modules:
- Auditing and Assurance
- Management Accounting
- Corporate Financial Management
- Taxation
- Corporate Reporting

the remainder of your credits will be made up of optional modules.

Current modules include:
- Inferential Statistics, Statistical Modelling and Survey Methods
- Law of Commerce, Banking and Investment
- Marketing and Strategy

**Year 3**
Three compulsory double modules:
- Corporate Finance and Strategy
- Advanced Corporate Reporting
- Management Accounting and Control
- Development of Accounting
- Entrepreneurship and Business Start-Ups
- Ethics and Morality of Business
- Exploratory Data Analysis
- International Financial Management
- Modelling in Management Science
- Analysis of Financial Information
- Corporate Governance and Accountability
- Public Sector Accounting
- Taxation Policy, Practice and Administration

**Careers**
Demand for our graduates is high, reflecting our reputation as a first class business school.

Recent employers and typical job titles include:
- PwC: Associate in Insurance
- Ernst & Young: Accounting Associate
- KPMG: Audit Trainee
- Grant Thornton: Business Risk Associate
- BDO Stoy Hayward: Trainee Accountant
- Corus: Finance Graduate
- Deloitte: Audit Trainee
- Lloyds’ Register: Finance Graduate Trainee
- Orange: Finance Graduate Trainee
- RSM Bentley Jennison: Internal Audit Assistant
- Marks & Spencer: Commercial Manager
- Asda Walmart: Graduate Finance

“The main reason I decided to study at Cardiff was because of the excellent teaching quality of its Accounting degree, as well as its reputation for being one of the UK’s premier business schools. Also, the course itself has a very professional outlook and offers accreditation from all the major UK professional accounting bodies.”

Yugnesh Patel, BSc Accounting student
Sharing a common first year syllabus with BSc Accounting, the second and final year combine the study of the core areas of financial accounting, business finance and management accounting, with a diverse range of specialist finance topics. In particular, the final year gives you the opportunity to select areas of relevance and benefit to your career interests.

Our graduates are equally prepared for a career within the accounting profession or within the financial services sector, including corporate finance, financial consultancy, investment and retail banking, insurance and share dealing.

Year 1
Three compulsory double modules:
- Applied Statistics and Mathematics in Economics and Business
- Introduction to Economics
- Legal Studies

Three compulsory single modules in the autumn semester:
- Introduction to Management and Organisation
- Foundations of Business Accounting
- Professional Skills for Accountants

Three compulsory single modules in the spring semester:
- Fundamentals of Finance
- Principles of Marketing and Strategy
- Fundamentals of Financial Reporting

Year 2
Four compulsory double modules:
- Corporate Financial Management
- Corporate Reporting
- Financial Markets and Institutions
- Management Accounting

the remainder of your credits will be made up of optional modules. Current modules include:
- Auditing and Assurance
- Taxation
- Inferential Statistics, Statistical Modelling and Survey Methods
- Law of Commerce, Banking and Investment

Year 3
Three compulsory double modules:
- Advanced Corporate Reporting
- Corporate Finance and Strategy
- Management Accounting and Control

plus one compulsory single module per semester:
- Financial Derivatives (autumn)
- Security Analysis and Portfolio Management (spring)

the remainder of your credits will be made up of optional modules. Current modules include:
- Development of Accounting
- International Financial Management
- Analysis of Financial Reporting Information
- Exploratory Data Analysis
- Corporate Governance and Accountability
- Public Sector Accounting
- Taxation Policy, Practice and Administration
- Modelling in Management Science

This programme provides an essential grounding in a range of business related areas including statistics, economics, law, marketing and management.
Studying Business Management

Our programmes reflect the breadth and experience of our research-active staff and the current developments and challenges in the business world.

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<td>N201</td>
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<tr>
<td>NN26</td>
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</table>

“...because of its outstanding reputation. My decision was justified, as my course is fantastic, the teaching is of a very high standard and above all, Cardiff is a great place to live.”

Max Folland, BSc Business Management (Marketing) student

You will develop a solid foundation of knowledge in the area of business management and have the opportunity to specialise in areas you find interesting and which reflect your career aspirations.

We also offer the opportunity to combine the study of Business with German, French or Spanish, with a year spent abroad at a partner institution. Alternatively, you can choose to take a Professional Placement Year or a Year of Study Abroad in English.

Careers

Our students graduate with a broad base of transferable and critical skills. This opens up a wide range of different careers within the public, private and third sectors.

Graduate destinations for our general Business Management programme have included:

- British Airways
- Microsoft
- Proctor and Gamble
- BT
- Microsoft
- BT

Our specialist pathways (Human Resources Management, International Management, Logistics and Operations, Marketing) offer specific career development and progression opportunities.

The three-year BSc Business Management programmes, except Business Management with Welsh, share a common first year, during which you will take a number of compulsory modules from across the range of business disciplines, in order to obtain a broad understanding of business and management contexts and processes. Subsequent years provide you with the opportunity to specialise in one of four key areas of management, or to draw on options from the full range of different management disciplines. All the programmes are designed as a bridge to a range of careers in business and management.

Because these degree programmes form part of a group of courses we advise that you only apply for one in your UCAS application. We pride ourselves on our flexibility and it may be possible to change degree programmes within the School at the start of the first year. Similarly, if you wish to change onto another programme within this suite at the end of the first year we typically approve programme transfer requests, subject to the academic requirements of the first year being met.
Gain a broad education and understanding across a range of business and management topics, contexts and processes.

This programme provides the opportunity to select optional modules and given the broad nature of the degree, you will take at least one module in the final year from each of the fields of Human Resource Management, Marketing, Accounting, Operations and General Management.

Year 1
Five compulsory double modules:
- Introduction to Accounting
- Management: Theory and Evidence
- Marketing
- People in Organisations
- Introduction to Economics

plus one compulsory single module per semester:
- Technology and the Digital Age (autumn)
- Business Environment (spring)

Year 2
Five compulsory double modules:
- Managing People
- Organisational Behaviour
- Performance and Financial Management
- Operations Management
- Marketing and Strategy

the remainder of your credits will be made up of optional modules. Current modules include:
- Buyer Behaviour
- Employment Relations
- Managing in Multicultural Organisations
- Inferential Statistics and Statistical Modelling
- International Management
- Logistics and Distribution Management
- Purchasing and Supply Management

Year 3
Two compulsory double modules:
- Organisational Analysis and Change
- Strategic Management

and four double modules from the following three groups (at least one from each group and one other):

HRM Group
- International Human Resource Management
- Contemporary Issues in Work and Employment

Marketing Group
- Advertising and Marketing Communications Management
- International Business
- Services Marketing
- Cultural Marketing
- Business Design

Accounting, Operations and General Management Group
- Corporate Reporting and Finance
- Advanced Operations Management
- Entrepreneurship and Business Start-Ups
- Ethics and Morality of Business
- International Business Logistics
- European Business Environment
- Strategic Purchasing and Supplier Management
- Exploratory Data Analysis
- Modelling in Management Science

BSc Business Management with Integrated Work Placement

BSc Business Management students have the opportunity to follow the BSc Business Management with Integrated Work Placement.

If you achieve a 60% average in your first year you will be eligible to apply to transfer onto this programme, which combines theory with practical application, valuable for a variety of careers in a range of management functions, such as marketing and human resource management, as well as in general management.

The 20-week work placement gives you the opportunity to explore and evidence the core business management disciplines in a real life work setting. Previous placements have been offered in organisations such as Deloitte, Admiral, Arriva Trains Wales, Renishaw, General Dynamics, Barclays and the NHS.

The placement includes:
- 5 month placement in second semester of Year 2
- Paid placement (£250/week on average)
- Credit-bearing experience
- Local business experience
- Practical work-based experience
- A contract that can be extended by mutual consent

If you follow this route, you will study different modules in year 2 to accommodate the placement. You will study:
- Theory and Practice of Organisational Behaviour
- Theory and Practice of Marketing and Strategy
- Theory and Practice of Managing People
- Experiential Learning and Reflective Practice
- Operations Management
- Performance Management
- Work Placement
BSc Business Management (Human Resource Management)

- UCAS Code: NN26
- Typical offer: AAB

Examine the design and function of work and organisations, the regulatory environment and societal context surrounding the workplace, and the techniques that are used to manage people at work.

The programme also covers strategy, finance and accounting, operations and marketing, to ensure that you are given a general foundation in the business disciplines as well as the Human Resource Management specialism. The programme reflects the growth of the HR profession and the increased focus on people management in many organisations in both the public and private sectors.

Year 1
The BSc Business Management programmes share a common first year. Please see the information on page 20.

Year 2
Five compulsory double modules:
- Marketing and Strategy
- Organisational Behaviour
- Managing People
- Performance and Financial Management
- Employment Relations

and one double module from:
- International Management
- Buyer Behaviour
- Purchasing and Supply Management
- Managing in Multicultural Organisations
- Operations Management

Year 3
Four compulsory double modules:
- International Human Resource Management
- Organisational Analysis and Change
- Strategic Management
- Contemporary Issues in Work and Employment

the remainder of your credits will be made up of optional modules. Current modules include:
- Advanced Operations Management
- Advertising and Marketing Communications Management
- Corporate Reporting and Finance
- Entrepreneurship and Business Start-Ups
- Ethics and Morality of Business

- European Business Environment
- Services Marketing
- Cultural Marketing
- Business Design
- Exploratory Data Analysis
- Modelling in Management Science

www.cardiff.ac.uk/business-school
BSc Business Management
(International Management)

UCAS Code: N202
Typical offer: AAB

Analyse the distinctive processes of management in multinational enterprises and review the influence of the international business context on such companies.

This programme reflects the internationalisation of business activity and the growth of companies with global reach. In addition to examining multinational management processes, you’ll also examine regional patterns of business activity.

It also offers you the opportunity to study abroad for the second semester of your second year.

Year 1
The BSc Business Management programmes share a common first year.

Please see the information on page 20.

Year 2
Five compulsory double modules:
- Managing People
- Organisational Behaviour
- Managing in Multicultural Organisations
- Marketing and Strategy
- International Management

the remainder of your credits will be made up of optional modules. Current modules include:
- Employment Relations
- Marketing Research
- Operations Management
- Logistics and Distribution Management
- Purchasing and Supply Management
- Performance and Financial Management

Year 3
Four compulsory double modules:
- International Business
- International Human Resource Management
- Strategic Management

the remainder of your credits will be made up of optional modules. Current modules include:
- Corporate Reporting and Finance
- Advanced Operations Management
- Advertising and Marketing Communications Management
- Ethics and Morality of Business
- Entrepreneurship and Business Start-Ups
- International Business Logistics
- European Business Environment
- Organisational Analysis and Change
- Services Marketing
- Strategic Purchasing and Supplier Management
- Contemporary Issues in Work and Employment
- Cultural Marketing
- Business Design
- Exploratory Data Analysis
- Modelling in Management Science

www.cardiff.ac.uk/business-school
Specialise in the broad area of Logistics and Operations Management, informed by the evolution of logistics from its original context of transport to its present setting of business logistics.

The programme reflects developments in the business world, where the mode of transport is considered less important than the process involved in managing the supply chain.

Year 1
The BSc Business Management programmes share a common first year. Please see the information on page 20.

Year 2
Five compulsory double modules:
- Logistics and Distribution Management
- Marketing and Strategy
- Operations Management
- Organisational Behaviour
- Purchasing and Supply Management

and one double module from:
- Managing People
- International Management

Year 3
Four compulsory double modules:
- Advanced Operations Management
- International Business Logistics
- Strategic Management
- Strategic Purchasing and Supplier Management

the remainder of your credits will be made up of optional modules. Current modules include:
- Advertising and Marketing Communications Management
- Entrepreneurship and Business Start-Ups
- Ethics and Morality of Business
- International Business
- International Human Resource Management
- Performance and Financial Management
- Managing in Multicultural Organisations

Alternatively, one optional double module from the list above and both single modules:
- Exploratory Data Analysis
- Modelling in Management Science
- European Business Environment
- Organisational Analysis and Change
- Services Marketing
- Corporate Reporting and Finance
- Contemporary Issues in Work and Employment
- Cultural Marketing
- Business Design
This Chartered Institute of Marketing (CIM) accredited programme puts the spotlight on the global marketing arena.

The programme replicates the broad base of business and management modules found on the general Business Management route but, as it progresses through Years 2 and 3, focuses on marketing issues such as market research, advertising, marketing management and database marketing, reflecting significant changes in the field.

The Chartered Institute of Marketing (CIM) exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. We have joined forces with CIM to give you the opportunity to gain professional qualifications through the CIM Graduate Gateway. CIM qualifications are highly sought-after by employers, and their content is reflected in our own degrees which ensures we are equipping you with the best opportunities for a successful marketing career.

### Year 1
The BSc Business Management programmes share a common first year. Please see the information on page 20.

### Year 2
Five compulsory modules:
- Buyer Behaviour
- Performance and Financial Management
- Marketing and Strategy
- Marketing Research
- Organisational Behaviour

the remainder of your credits will be made up of optional modules. Current modules include:
- Managing People
- Operations Management
- Managing in Multicultural Organisations
- International Management
- Marketing and Society
- Logistics and Distribution Management
- Purchasing and Supply Management

### Year 3
Four compulsory double modules:
- Advertising and Marketing Communications Management
- Services Marketing
- Strategic Management

two compulsory single modules:
- Cultural Marketing
- Business Design

the remainder of your credits will be made up of optional modules. Current modules include:
- Corporate Reporting and Finance
- Advanced Operations Management
- Ethics and Morality of Business
- Entrepreneurship and Business Start-Ups
- International Business Logistics
- International Business
- International Human Resource Management
- European Business Environment
- Organisational Analysis and Change
- Strategic Purchasing and Supplier Management
- Contemporary Issues in Work and Employment
- Exploratory Data Analysis
- Modelling in Management Science
BSc Business Management with Welsh

UCAS Code: NQ26
Typical offer: AAB (You are expected to have studied A-Levels through Welsh or have Welsh of an equivalent standard)

Prepare for a career within the changing labour market in Wales by developing your Welsh language skills alongside your business knowledge and experience.

The Welsh Government’s target of achieving a million Welsh speakers by 2050 combined with new Welsh Standards means the demand for high quality graduates with a command of Welsh language, grammar, linguistics and Welsh in a professional context is growing.

Year 1
Your first year provides the core building blocks of management and business subjects, together with two modules in Welsh which place an emphasis on developing skills in the fields of language and literature.

Seven compulsory modules (five double and two single modules):
- Introduction to Accounting
- Management: Theory and Evidence
- Marketing
- Technology and the Digital Age
- Business Environment
- Iaith ac Ystyr
- Awdur, Testun a Darlenydd

Year 2
As you advance, you will encounter approaches to organisational behaviour, operations and marketing and strategy, through a series of core modules.

The Welsh component enables you to develop a broad understanding of the development of the Welsh language and its role in the workplace.

Five compulsory double modules:
- Organisational Behaviour
- Marketing and Strategy
- Managing People
- Operations Management
- Yr Iaith ar Waith

and one optional Welsh double module:
- Sgriptio
- Ysgrifennu Creadigol
- Hanes yr Iaith
- Dafydd ap Gwilym
- Llenyddiaeth Plant
- Theori a Beirniadaeth Lenyddol
- Rhyddiaith Ddiweddar
- Diwylliant Gwerin a’r Gymru Gyfoes
- Tafodieitheg
- Sosioeithyddiaeth
- Cyllunio Ieithyddol a Phholisi Iaith
- Trefotaeth a Thwristiaeth
- Iaith, Gweledydiaeth a Gwrthdaro
- Technolog Iaith mewn Cymdeithas
- Ddigidol
- Canu’r Gymru Newydd: Bardoniaeth er 1990
- Caffael Iaith

Year 3
Your final year extends the business and management content of the degree with two core modules and is complemented by the choice of two optional modules in subjects as varied as advertising, entrepreneurship, and international business.

The Welsh modules on offer are also extensive, including several that will have direct relevance to specific fields of employment, such as language planning, scriptwriting and translation.

Two compulsory modules:
- Strategic Management
- Organisational Analysis and Change

the remainder of your credits will be made up of optional modules (two double modules from the Business School and two double modules from the School of Welsh):
- Contemporary Issues in Work and Employment
- Entrepreneurship and Business Start-Ups
- Corporate Reporting and Finance
- Advertising and Marketing
- Communications Management
- Ethics and Morality of Business
- International Business
- Services Marketing

- Cultural Marketing
- Business Design
- Sgriptio
- Ysgrifennu Creadigol
- Hanes yr Iaith
- Dafydd ap Gwilym
- Llenyddiaeth Plant
- Theori a Beirniadaeth Lenyddol
- Rhyddiaith Ddiweddar
- Diwylliant Gwerin a’r Gymru Gyfoes
- Tafodieitheg
- Sosioeithyddiaeth
- Cyllunio Ieithyddol a Phholisi Iaith
- Trefotaeth a Thwristiaeth
- Iaith, Gweledydiaeth a Gwrthdaro
- Technolog Iaith mewn Cymdeithas
- Ddigidol
- Canu’r Gymru Newydd: Bardoniaeth er 1990
- Blas ar Ymchwil
- Caffael Iaith

During this programme, you will attend a short term (35 hours) Welsh-medium work placement as part of the core Year 2 module Yr Iaith ar Waith. If you decide to undertake a year-long placement, you can either apply to one of our Professional Placement Year programmes or transfer into one at any time up until the end of your second year of study.

“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 for suitably qualified candidates.

“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, Managing Director, Equinox Communications
Combine the main elements of our Business Management degree with French, German or Spanish.

Year 1
Five compulsory double modules:
- Introduction to Accounting
- Marketing
- People in Organisations
- Management: Theory and Evidence
- Advanced Language Year 1

Year 2
Five compulsory double modules:
- Managing People
- Marketing and Strategy
- Operations Management
- Language Year 2 (Ex-Advanced)
- The World and Language of Business

Year 3
Appropriate Year 2 level modules as available in the host university. Please see page 37 for further details.

Year 4
Two compulsory double modules:
- Strategic Management
- Proficiency in Language

The first year provides the core building blocks of management and business subjects, together with one module in your chosen language. Year 2 develops from this base, giving equal weighting to the business and language subjects. You will continue to focus on the core Business Management modules, whilst the language component concentrates on expression, translation and business language, providing the ideal preparation for the third year, which is spent abroad.

Here, you will be taught level two Business Management in your chosen language. The fourth year, when you return to Cardiff, extends the business and management content of the degree with three core and three optional modules, together with one module to maintain the language input. Overall, studying Business Management with a European Language prepares you for a career in international business, with an ability to work in your chosen European language as well as in English.
Studying Economics

Our flexible, dynamic and challenging programmes allow you to follow a number of modules in other business disciplines or pursue joint honours degrees with the humanities subjects.

We offer a wide range of modules across the economics discipline, with particular strength in the areas of applied economics, and in monetary and financial economics.

Trading Room
The Trading Room is used as part of the second and third year modules.
You will undertake the Bloomberg Markets Concept (BMC) training, made up of four components, namely economy, equities, fixed income, and exchange rates, and receive a certificate upon completion of your learning.
The Trading Room is designed to enable you to increase your skills and experience, positively benefiting your overall employability. It will help you to develop your investing character and understanding, which can make you an attractive potential employee for City institutions, where the job market is becoming ever more competitive.

Careers
Economics is an intellectually stimulating discipline and the skills of Economics graduates are in high demand by employers in both the public and private sector. Graduate destinations typically include a range of management, marketing, banking and accounting professions, as well as work as professional economists. Whatever career you pursue, you can be sure that the transferable skills acquired during your Economics degree (problem solving ability, quantitative techniques, analytical skills etc.), will be welcomed by employers.

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<tr>
<th>UCAS Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>N300</td>
<td>BSc Econ Banking and Finance</td>
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<tr>
<td>N3R9</td>
<td>BSc Econ Banking and Finance with a European Language (French)</td>
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<td>N3R2</td>
<td>BSc Econ Banking and Finance with a European Language (German)</td>
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<td>N3R4</td>
<td>BSc Econ Banking and Finance with a European Language (Spanish)</td>
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<td>L114</td>
<td>BSc Econ Business Economics</td>
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<td>BSc Econ Economics and Finance</td>
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<td>BSc Econ Economics and Management Studies</td>
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<td>BSc Econ Economics with a European Language (French)</td>
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<td>L1R2</td>
<td>BSc Econ Economics with a European Language (German)</td>
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<tr>
<td>L1R4</td>
<td>BSc Econ Economics with a European Language (Spanish)</td>
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</tbody>
</table>

Our research-active faculty are engaged with a range of relevant, socio-political economic challenges, and will bring their current, and frontline research, directly into the classroom.

Dr Iain Long
“I was first attracted to economics because it provided a unique methodology to understand society. It is often said that economists are half physicist, half sociologist in that we are the only social science to look at the world through a lens of mathematics and statistics. Today, 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 on people’s lives. Our aim is to develop your ability to apply economic thinking to better understand every aspect of society – not just to markets and prices.”

“My research focuses on the economics of illegal activity and recent projects have involved investigating how the structure of unemployment protection affects the incentive to engage in benefit fraud, why drinking makes people more likely to end up in a fight, and how the failure of police to record all reports of crime affects which crimes are committed and who criminals target. In line with our Public Value ethos, we demonstrate how economics and economists can affect and influence lives and society.”

Professor Melanie Jones
“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.”

www.cardiff.ac.uk/business-school
Make your mark on the global financial sector.

Through this programme you will gain specialist economic knowledge of the operation of the monetary and financial sectors, ideal for pursuing a career in this fast-paced, dynamic industry.

This programme shares a common first year with Business Economics and Economics, before diverging progressively during the second and third year. The programmes are flexible and offer a broad base of study along with the opportunity for specialisation within one field.

Careers
Graduates pursue successful careers within banking, accountancy and other financial institutions. For those who choose to work within a broader business context, the Banking and Finance programme equips you with intellectual skills and abilities which are welcomed within any business discipline.

Year 1
Two compulsory modules:
- Applied Statistics and Mathematics in Economics and Business
- Introduction to Accounting

plus one additional compulsory module per semester
- Microeconomics (autumn)
- Macroeconomics (spring)

the remainder of your credits will be made up of optional modules. Current modules include:
- Contemporary Economic Issues
- Economic History
- Legal Studies
- Introduction to Management and Organisation (autumn)
- Fundamentals of Finance (spring)

Year 2
Four compulsory double modules:
- Introductory Econometrics
- Microeconomic Theory
- Macroeconomic Theory
- Money, Banking and Finance

the remainder of your credits will be made up of optional modules. Current modules include:
- British Economy
- Economics of the EU
- Managerial Economics
- Law of Commerce, Banking and Investment
- State, Business and the British Economy in the Twentieth Century
- Financial Markets and Institutions
- Corporate Financial Management
- Performance and Financial Management

Year 3
Three compulsory double modules:
- Economics of Banking
- Financial Economics
- International Finance

the remainder of your credits will be made up of optional modules. Current modules include:
- Econometrics
- International Trade
- International Economic History
- Labour Economics
- Corporate Reporting and Finance
- Ethics and Morality of Business
- The Economics of Development
- Industrial Economics
- Social Welfare
- Financial Derivatives
- Security Analysis and Portfolio Management
BSc Econ Banking and Finance with a European Language

- UCAS Code:  N3R9 (French)  N3R2 (German)  N3R4 (Spanish)
- Typical offer:  AAB to include grade B in your chosen language

Gain a thorough understanding of the method, content and scope of economic analysis, particularly in the fields of money, banking and finance alongside the study of your chosen European language.

This programme is designed to enable you to appreciate the value of economic analysis in understanding economic problems and equip you with a thorough grounding in the theory, concepts, principles and techniques of the discipline’s core subject areas. You will gain a firm foundation of knowledge in the workings of the UK economy, with an emphasis on the banking and financial sectors, and the ability to use that knowledge in a range of contexts.

The programme aims to provide you with a competence in a specified European language (French, Spanish or German) and knowledge of the economy of the country of that language.

You will benefit from a range of transferable core and discipline-specific skills that will prove valuable in your chosen career or future education.

Year 1
- Two compulsory double modules:
  - Applied Statistics and Mathematics in Economics and Business
  - Introduction to Accounting
- One compulsory 40 credit module:
  - Advanced Language Year 1
  - plus one compulsory double module per semester
  - Microeconomics (autumn)
  - Macroeconomics (spring)

Year 2
- Three compulsory double modules:
  - Introductory Econometrics
  - Money, Banking and Finance
  - Microeconomic Theory
  - plus two compulsory language double modules:
    - Business Language
    - Language Year 2 (Ex-Advanced)

Year 3
- Appropriate Year 2 level modules as available in the host university. Please see page 37 for further details.

Year 4
- Four compulsory double modules:
  - Economics of Banking
  - Financial Economics
  - Proficiency in Language
  - International Finance
  - the remainder of your credits will be made up of optional modules. Current modules include:
    - Econometrics
    - International Trade
    - International Economic History
    - Labour Economics
    - The Economics of Development
    - Industrial Economics
    - Social Welfare
    - Financial Derivatives (autumn)
    - Security Analysis and Portfolio Management (spring)
BSc Econ Business Economics

UCAS Code: L114
Typical offer: AAB

Specialise in the application of economic theory to business decision making, and develop a sound knowledge of economic principles and their uses and limitations in a business context.

This degree programme aims to bridge the gap between theory and practice in the areas of economics directly relevant to business. It focuses on an understanding of economic theory relating to the organisational and managerial characteristics of the modern business enterprise. Understanding the theoretical aspects of Economics will allow you to engage with a number of problems and policy issues.

The mix of options available to you incorporates a number of varied and exciting business and economic disciplines, which can help improve the range of career opportunities available to you.

Graduates in Business Economics pursue a variety of career paths, from work as professional economists to a range of management, marketing, banking and accounting professions.

Year 1
Two compulsory double modules:
- Applied Statistics and Mathematics in Economics and Business
- Economic History
plus one compulsory double module per semester
- Microeconomics (autumn)
- Macroeconomics (spring)

Year 2
Four compulsory double modules:
- Introductory Econometrics
- Microeconomic Theory
- Macroeconomic Theory
- Managerial Economics

plus two further modules, at least one of which must be from Group 1:

Group 1
- British Economy
- Economics of the EU
- Law of Commerce, Banking and Investment
- Money, Banking and Finance
- State, Business and the British Economy in the Twentieth Century

Group 2
- Buyer Behaviour
- Managing People
- Performance and Financial Management
- Organisational Behaviour
- Marketing and Strategy
- Employment Relations
- Managing in Multicultural Organisations

Year 3
Four compulsory double modules:
- Applied Macroeconomics and Finance
- Industrial Economics
- Business Applications
- Modern Business Enterprise

plus two further modules, at least one of which must be from Group 1:

Group 1
- Industrial Economics
- International Trade
- Labour Economics
- International Economic History
- The Economics of Development
- Econometrics
- Social Welfare

Group 2
- Corporate Reporting and Finance
- Entrepreneurship and Business Start-Ups
- Ethics and Morality of Business
- Cultural Marketing
- Business Design
- Strategic Management
- Contemporary Issues in Work and Employment

“I chose Cardiff Business School to further my understanding of Economics from A-levels while also making the link between business success and the role the economy has to play. It is a tough course that has challenged me from day one but also keeps me engaged.

“One of the best things about the School is its modern, purpose-driven architecture and layout that allows for a smooth and productive academic experience.”

Hussain Mattar, BSc Econ Business Economics student
BSc Econ Business Economics with a European Language

UCAS Code:  L1R9 (French)  L1RX (German)  L1RY (Spanish)

Typical offer:  AAB to include grade B in your chosen language

You’ll be introduced to the main features of the UK industrial economy and the key developments in business while gaining a range of transferable core and discipline-specific skills. The programme examines government and international business policy to identify the ramifications for the development of markets and firms, and introduces you to subject areas outside the economics discipline by offering the opportunity to follow modules in business finance, marketing and other aspects of management.

Year 1
Three compulsory double modules:
- Applied Statistics and Mathematics in Economics and Business
- Economic History
- Advanced Language Year 1

plus one compulsory double module per semester:
- Microeconomics (autumn)
- Macroeconomics (spring)

Year 2
Three compulsory double modules:
- Introductory Econometrics
- Microeconomic Theory
- Managerial Economics

plus two compulsory language double modules:
- Business Language
- Language Year 2 (Ex-Advanced)

Year 3
Appropriate Year 2 level modules in business and economics subjects as available in the host university. Please see page 37 for further details.

Year 4
Five compulsory double modules:
- Applied Macroeconomics and Finance
- Business Applications
- Proficiency in Language
- Modern Business Enterprise

the remainder of your credits will be made up of optional modules. Current modules include:
- Industrial Economics
- International Trade
- Labour Economics
- The Economics of Development
- International Economic History
- Econometrics
- Social Welfare

Develop a robust understanding of economic theory, particularly that which focuses on the organisational and managerial characteristics of the modern business enterprise, a high level of competence in your chosen European language and an understanding of the economy of the related country.
Can governments reduce unemployment without inducing inflation? What are the implications of the current levels of UK debt? How can the NHS be reformed to increase efficiency and equity? How should governments allocate scarce resources during a recession? What are the challenges facing the global economy in the 21st century over energy supplies?

These are just some of the many issues and debates that may lead you to study Economics. An Economics degree at Cardiff provides you with a thorough understanding of economic analysis and encourages you to value this analysis in understanding economic problems and a wider range of social and political issues. This rigorous training will be a useful grounding for future careers. We provide a broad range and variety of options along with the opportunity to specialise.

Economics is a numerate subject and some modules will have a quantitative element. Applicants to the single honours degree in Economics are therefore required to have A-level Mathematics or its equivalent. If you are not currently taking A-level Mathematics, you can apply to join the programme in the second year if you perform to the required level in year one core modules:

**Applied Statistics and Mathematics in Business, Microeconomics and Macroeconomics.**

**Year 1**

Two compulsory double modules:
- Applied Statistics and Mathematics in Economics and Business
- Economic History

one compulsory double module per semester:
- Microeconomics (autumn)
- Macroeconomics (spring)

the remainder of your credits will be made up of optional modules. Current modules include:
- Contemporary Economic Issues
- Introduction to Accounting
- Legal Studies
- Introduction to Management and Organisation
- Principles of Marketing and Strategy

**Year 2**

Three compulsory double modules:
- Introductory Econometrics
- Macroeconomic Theory
- Microeconomic Theory

and three double modules from:
- British Economy
- Money, Banking and Finance
- Economics of the EU
- Managerial Economics
- State, Business and the British Economy in the Twentieth Century

**Year 3**

Two compulsory double modules:
- Macroeconomic Analysis
- Microeconomic Analysis

the remainder of your credits will be made up of optional modules. Current modules include:
- Econometrics
- Financial Economics
- International Economic History
- International Finance
- International Trade
- Labour Economics
- Industrial Economics
- The Economics of Development
- Social Welfare

“I chose to study at Cardiff Business School because of its robust research reputation and its location in a student-friendly city. “The facilities at the School are excellent, with plenty of study spaces, while the modules available offer a balance of core quantitative economic theory and its applications, such as Welfare Economics and the Economics of Development. Many of the lectures and tutorials were intellectually stimulating with plenty of opportunities to undertake independently structured research projects in many of the module selections. This allowed me to critically apply the ideas from the lectures to real-world scenarios, thus helping to build my analytical skills as a researcher. It is a great course that was very rewarding.”

Suraj Janardhan R Nair, BSc Econ Economics student
This programme is designed to encourage the development of your academic and technical skills. It will help to equip you for a career in economics, finance and business, as well as providing the foundations for further study.

Year 1
Four compulsory double modules:
- Applied Statistics and Mathematics in Economics and Business
- Introduction to Accounting
- Macroeconomics
- Microeconomics

the remainder of your credits will be made up of optional modules. Current modules include:
- British Economy
- Economics of the EU
- Managerial Economics
- Law of Commerce, Banking and Investment
- State, Business and the British Economy in the Twentieth Century
- Money, Banking and Finance
- Performance and Financial Management

Year 2
Five compulsory double modules:
- Corporate Financial Management
- Macroeconomic Theory
- Introductory Econometrics
- Microeconomic Theory
- Financial Markets and Institutions

the remainder of your credits will be made up of optional modules. Current modules include:
- Financial Derivatives (autumn)
- Security Analysis and Portfolio Management (spring)
- International Finance
- International Financial Management

Year 3
Four compulsory double modules:
- Corporate Finance and Strategy
- Macroeconomic Analysis
- Econometrics
- Microeconomic Analysis

the remainder of your credits will be made up of optional modules. Current modules include:
- Financial Derivatives (autumn)
- Security Analysis and Portfolio Management (spring)
- International Finance
- International Financial Management

“After doing a lot of research about universities that offer Economics and Finance, I chose Cardiff Business School for a variety of reasons. Other than being a highly ranked university in business and economics, being an international student, it was very important for me to be in a diverse and accepting environment such as the one here in the Business School.

“I chose to study Economics and Finance because in my final years of school I found myself more interested in the changing business environment around me and I wanted to know the reasons behind such changes. Learning that economics plays a big part in world changes and wanting to have an impact, I wanted to study it in more depth.”

Dana Salman, BSc Econ Economics and Finance student
BSc Econ Economics and Management Studies

UCAS Code: LN12
Typical offer: AAB

Combine the main elements of business economics with the study of management to prepare you for a career in the global business or finance arena.

Through a combination of core and optional modules, you will be given the opportunity to pursue subject areas which are of particular interest to you, such as marketing or employment relations, while acquiring a sound knowledge of the main elements of both subjects.

Year 1
Two compulsory double modules:
- Applied Statistics and Mathematics in Economics and Business
- Marketing
one compulsory double module per semester:
- Microeconomics (autumn)
- Macroeconomics (spring)
and one compulsory single module per semester:
- Introduction to Management and Organisation (autumn)
- Business Environment (spring)
the remainder of your credits will be made up of optional modules. Current modules include:
- Buyer Behaviour
- Managing People
- Marketing and Strategy
- Performance and Financial Management
- Organisational Behaviour
- Managing in Multicultural Organisations
- Employment Relations

Year 2
Two compulsory double modules:
- Microeconomic Theory
- Macroeconomic Theory
plus one from:
- Managerial Economics
- Introductory Econometrics
- Money, Banking and Finance
- British Economy
- State, Business and the British Economy in the Twentieth Century
the remainder of your credits will be made up of optional modules. Current modules include:
- Economics of Banking
- Financial Economics
- International Finance
- Applied Macroeconomics and Finance
- Business Applications
- Social Welfare
- Cultural Marketing
- Business Design
- Industrial Economics
- Modern Business Enterprise
- Macroeconomic Analysis
- Microeconomic Analysis
- International Trade
- Labour Economics
- International Economic History
- Econometrics
- The Economics of Development

“...I chose Economics and Management because on top of being a very employable degree to have, it offers a larger range of module choices than other degree schemes. This meant I could specialise in areas that interested me, whilst still getting a grounding in the core elements of both subjects.”

John Kenyon, BSc Econ Economics and Management Studies student
BSc Econ Economics with a European Language

UCAS Code: L160 (French)  L1R2 (German)  L1R4 (Spanish)

Typical offer: AAB to include Mathematics and grade B in your chosen language

You will explore economics through the lens of contemporary national and international socio-political challenges, while the language modules taken during the second year will prepare you for your third year, which is spent abroad. While attending university in a country where your language of choice is spoken, you will be taught and examined in that language.

This programme helps prepare you for a career in, or further study of, economics or finance, combined with the ability to work in an additional European language.

Year 1
Three compulsory double modules per semester:
- Applied Statistics and Mathematics in Economics and Business
- Economic History
- Advanced Language Year 1

plus one additional compulsory double module:
- Microeconomics (autumn)
- Macroeconomics (spring)

Year 2
Five compulsory double modules:
- Business Language
- Microeconomic Theory
- Introductory Econometrics
- Language Year 2 (Ex-Advanced)
- Macroeconomic Theory

Year 3
Appropriate Year 2 level economics modules as available in the host university. Please see page 37 for further details.

Year 4
Three compulsory double modules:
- Proficiency in Language
- Macroeconomic Analysis
- Microeconomic Analysis

the remainder of your credits will be made up of optional modules. Current modules include:
- International Economic History
- International Trade
- Econometrics
- Labour Economics
- Financial Economics
- Industrial Economics
- The Economics of Development
- International Finance
- Social Welfare

Develop your knowledge and understanding of economics in combination with the study of your chosen European language.

www.cardiff.ac.uk/business-school
Joint Honours Degree Programmes

BSc Econ Joint Honours Degree Programme

Politics and Economics (LL12)
Study is divided 50:50 between these two subjects. On the Economics side you will take core macroeconomic and microeconomic theory modules in Years 1 and 2 (along with the core Applied Statistics module in Year 1), then a range of optional modules in Year 3, depending on choice of modules in Year 2.

BA Joint Honours Degree Programmes

Modern European Languages
French and Economics (RL11)
German and Economics (RL21)
Italian and Economics (RL31)
Spanish and Economics (LR14)

BA European Language and Economics students take two modules in Economics in Year 1 and then divide their studies equally between Economics and the language for Years 2 and 4 (Year 3 is spent abroad). The language modules in the BA schemes cover aspects of the country’s history, culture, politics and language. In Year 3, while attending university in the country where your language of choice is spoken, you will be taught and examined in that language. For more details on the year abroad concerning the host universities or work opportunities please visit the School of Modern Languages website: www.cardiff.ac.uk/modern-languages

History and Economics (VL11)

In Year 1, Economics comprises one of the two subjects studied (taking macroeconomics, microeconomics and applied statistics). In Year 2, the degree is divided equally between Economics and the Arts subject (where you continue with macroeconomics and microeconomics plus an additional optional Economics module). In Year 3, the degree is still divided equally between Economics and the Arts subject.

The Economics component is composed of optional modules.

BSc Joint Honours Degree Programme

Business Studies and Japanese (NT12)
The Business Studies and Japanese programme is designed to provide you with a sound knowledge of business and enable you to become proficient in Japanese and to gain a clear understanding of Japan itself. This is a four-year degree of which the third year is spent in Japan. For more details on this programme please visit our website. www.cardiff.ac.uk/study/undergraduate/courses/course/business-studies-and-japanese-bsc
Degree Programmes with a European Language

As we live in a globalised economy, language skills are becoming increasingly attractive to both students and employers. You may take Banking and Finance, Business Economics, Business Management or Economics in combination with French, Spanish or German.

**Entry requirements**
If you wish to study a Single Honours subject with French, Spanish or German you will be expected to be taking a GCE A-Level in the relevant language and to obtain a minimum Grade B in that language.

**Year abroad**
Year 3 consists of one year’s study at a university in a European country whose language is part of your degree. The programme of study is subject to our approval and will be equivalent to six double or 12 single Cardiff Business School modules (120 credits).

It will consist of courses in accounting, economics, management, business etc., taught and assessed in the European language, providing competency in the language within a framework of accounting, economics and business specialisations.

We have developed links with several universities in France, Spain, Switzerland and Germany and it is intended that the size of each group from the School at any host institution will be two to four students. If you choose to study in Europe as part of your degree programme you may be eligible for a grant from the Erasmus scheme, operated by the British Council.

We currently have bi-lateral exchange agreements with many high ranking institutions in Europe:

In France
- BBA ESSEC Ecole de Management International
- Audencia Nantes School of Management
- Universite Pantheon-Assas, Paris II
- Toulouse Business School
- ESSCA Ecole de Management

In Germany
- Mannheim University
- Konstanz University
- TU Munich

In Spain
- Universidad Ramon Lull, IQS Barcelona
- Universidad Pontificia, Comillas Madrid
- Universidad de Extremadura
- Universidad de Valencia
- Universidad de Navarra
- Universidad Carlos III de Madrid

In Switzerland
- University of Lausanne

**Note:**
We monitor all of our partner institutions regularly and the available institutions may differ from those listed above when the next intake of students reaches the intercalated year.
Each of our degree programmes is designed to increase your employability and help you to succeed in the career of your choice. We also offer a wide range of opportunities to get bespoke career advice and develop your job-seeking skills.

Careers+
We offer counselling sessions where you can discuss career development and decision-making, graduate recruitment opportunities, application processes, assessment centres, CV writing and interview preparation.

We also provide psychometric testing to help you find a career that matches your skills and interests, while our Placement Manager can help you secure work experience and internships. These opportunities allow you to develop your professional capabilities and practical experience to accelerate your career after graduation.

Seminars and workshops
We offer a wide range of seminars and workshops to help to improve your chances of getting the job that you want. Careers workshops give you advice and information on all elements of the recruitment process.

We host Bloomberg workshops on campus, to give you the opportunity to undertake psychometric testing and gain feedback on mock tests. Students who perform particularly well at the tests are put in the ‘Top Talent Pool’ to which the very best recruiters often give job offers.

Employer-led sessions
Employers such as PwC, KPMG, Deloitte, Royal Mail, BAE Systems and the Civil Service Fast Stream have previously given employer presentations, skills sessions and drop-in sessions. These events help you to understand the employers’ perspective.

A range of other businesses and institutions, from both the private and public sector, also attend the School to discuss graduate employment opportunities.

Entrepreneurship
Cardiff University caters for those who think that they would like to start their own business in the future. Student Enterprise at Cardiff University offers skills development, mentoring events, competitions and business support for students and alumni. It provides support to grow your business ideas and has played a part in the successful launch of a number of Cardiff businesses.
Admissions

The Application Process
Applications are made online via the UCAS website using the ‘UCAS apply’ facility. To use this facility you need to log onto www.ucas.com/apply

The UCAS website will provide you with information on how to apply and will explain the procedure for applications. You are advised to consult this information carefully before completing your application. All applications made during the main UCAS cycle, which runs from October through to January, will be treated equitably and late applications made outside this period will be considered on a case by case basis.

Entry Requirements
A-Levels: The entry requirement for all our programmes is AAB from three A-level subjects (excluding General Studies, Critical Thinking and Citizenship).

For Single Honours Economics (L100), Economics and Finance (LN13) and Economics with a European Language (L160, L1R2, L1R4) one of the three A-level subjects studied must be Mathematics, though you can transfer into Economics (L100) or Economics and Finance (LN13) in your second year dependent upon your first year performance.

For all programmes with a European language, one of the three A-level subjects must be the language that you intend to study as part of your programme, with a minimum of Grade B and above.

GCSE Requirement: We also require Mathematics at GCSE grade B or above, and English at GCSE grade C or above.

Other: The School accepts a large variety of alternative qualifications from the UK or overseas and students offering these qualifications are welcome to apply. For further details please consult the University’s pages for Prospective Students. www.cardiff.ac.uk/study/undergraduate/applying

Applying to Cardiff Business School
All of the School’s programmes have the same entry requirement, AAB in three A-levels, as mentioned above. This means that a majority of our applicants joining us in a particular year will have achieved the same entry criteria and will as a result be able to change between programmes within the School at the start of the academic year.

The School prides itself on this flexibility and we therefore encourage you to apply for only one of our programmes on your UCAS application form, giving you the opportunity to apply more widely. Students may also be eligible to change between programmes at the end of the first year without having to retake the first year of the new chosen programme.

If you require further clarification on the flexibility of our programmes, please contact the admissions team who will be happy to assist you.

Telephone: 029 2087 5755 or +44 29 2087 5755 if calling from outside the UK.

e-mail: business-ug@cardiff.ac.uk

Open Days
Four University-wide Open Days are typically held throughout the year and provide the opportunity to visit all schools in addition to residences, the Students’ Union and sports facilities.
**Cardiff Business School Offer Holder Days**

A series of Offer Holder days are held in February for all those applicants who have been made an offer of a place at Cardiff Business School. A visit to Cardiff will allow you to judge for yourself the quality of the Business School, as well as the attractions of the University and the city. During the visit you will be shown some of the School’s facilities, meet some of the Faculty who teach on the various degree programmes, chat with current students and learn about important aspects of the courses.

**Equal Opportunities**

Cardiff University is committed to promoting equality and diversity in all of its practices and activities, including those relating to student recruitment, selection and admission. The University aims to establish an inclusive culture which welcomes and ensures equality of opportunity for applicants of all ages, ethnicities, disabilities, family structures, genders, nationalities, sexual orientations, races, religious or other beliefs, and socio-economic backgrounds. This commitment forms part of the Equality and Diversity Policy which is available at: [http://www.cardiff.ac.uk/public-information/equality-and-diversity](http://www.cardiff.ac.uk/public-information/equality-and-diversity)

**Notes for Welsh Language Applicants**

We recognise that if you are a Welsh speaker you may feel more comfortable speaking to a Welsh speaking personal tutor. Provided there are Welsh speaking members of staff in your subject area, every effort will be made to allocate a Welsh speaker to you. If you wish, you can also submit your assessed work and take your examinations through the medium of Welsh, regardless of the language of tuition of the course you are following. Some of the accommodation at Talybont and Senghennydd Court student residences has been allocated for Welsh speakers and learners who would like to be grouped together. If you would like to take advantage of this please make a note of this on your accommodation form.

**Tuition Fees and Financial Assistance**

The University charges an annual fee which covers all tuition fees, registration and examinations other than the re-taking of examinations by applicants not currently registered. Please note charges for accommodation in University Residences are additional.

**Tuition Fees**

Please see the following website for more information: [www.cardiff.ac.uk/fees](http://www.cardiff.ac.uk/fees)

**Scholarships and Bursaries**

For more information please visit the following website: [www.cardiff.ac.uk/scholarships](http://www.cardiff.ac.uk/scholarships)

**Useful websites for information about tuition fees and financial assistance**

Cardiff University website: [www.cardiff.ac.uk/fees](http://www.cardiff.ac.uk/fees)

Student Support Centre website: [www.cardiff.ac.uk/study/campus-life/facilities-and-services/student-support](http://www.cardiff.ac.uk/study/campus-life/facilities-and-services/student-support)

DfES Student Support web pages: [www.dfes.gov.uk/studentsupport/](http://www.dfes.gov.uk/studentsupport/)

Student Finance Wales: [www.studentfinancewales.co.uk](http://www.studentfinancewales.co.uk)

Student Finance England: [www.studentfinanceengland.co.uk](http://www.studentfinanceengland.co.uk)

Student Loans Company: [www.slc.co.uk](http://www.slc.co.uk)

International Students’ Tuition fees are reviewed annually and are usually released in February/March. Details will be published on the following website: [www.cardiff.ac.uk/international](http://www.cardiff.ac.uk/international)

Alternatively you may contact the International Office:

Tel: +44 (0)29 2087 4432

for more information or email [international@cardiff.ac.uk](mailto:international@cardiff.ac.uk)
Terms and Conditions

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The printers are also accredited to ISO14001, the internationally recognised environmental standard. When you have finished with this brochure it can be recycled, but please consider passing it onto a friend or leaving it in your careers library for others to use.

Thank you.

How to find the School

Cardiff Business School is located at the northern end of the Cathays Park Campus, within walking distance of the city centre.

The School is a short walk from Cathays railway station and is easily accessible from many of the University’s Halls of Residence.
To find out more about the Cardiff Business School please visit our website: www.cardiff.ac.uk/business-school

Student Bloggers
From study tips to where to eat, to societies, weekend trips and where to get your books, our student bloggers are real students talking about the reality of being a student at Cardiff. Don’t miss their latest blogs for the chance to find out more about what it’s like to study and live in Cardiff.

www.cardiff.ac.uk/studentbloggers