

# Contents

Introduction   1
More than a degree   2
The learning environment   6
Study at the University of Hull   8
How your degree works   10
The professional experience programme   13
The international year   14
BSc Accounting   16
BA Business   18
BA Business Economics   19
BA Business and Management*   20
BA Business Management and IT*   21
BSc(Econ) Economics   22
BSc Financial Management   23
BA International Business*   24
BSc Logistics   26
BA Management   28
BA Marketing   29
BA Sport and Leisure Management*   30
BA Tourism Management*   32
The foundation year at Scarborough   33
BA Business Management (part-time)   34
How to apply and financial support   36
Key facts – Hull Campus   37
Key facts – Scarborough Campus   40

\* Taught at the Scarborough Campus.

## Dates of semesters

### Semester 1

27 Sep – 16 Dec 2011

### Semester 2

30 Jan – 11 May 2012

# Introduction

**Our aim is to prepare you to become a successful manager in today's complex business world.**

You will gain transferable skills that are valued by employers as well as up-to-date and focused subject knowledge. You will also appreciate where this expertise fits into a much wider organisational and global context, forming an approach that we call Connected Thinking – being able to see the connections between different departments, organisations, processes and environments to make better business decisions.

This wide perspective on business extends to thinking about the future of organisations and of the global community. To help you develop into a responsible business professional, you will be encouraged to consider issues of ethics and sustainability rather than just focusing on short-term goals – a practice which can ensure the long-term success of organisations and the conservation of natural resources.

## **A first-class institution**

Accreditation from AMBA and EQUIS places us among the leading UK business schools, and the University as a whole has an exceptional reputation, particularly for graduate employability. We are proud to have signed up to the Principles of Responsible Management Education (PRME) and the European Academy of Business in Society (EABIS). All of this strengthens the value of your degree.

## **Get connected with the world of work**

All our full-time undergraduate students can choose to spend a year on a work placement or studying at one of our international partner institutions, demonstrating their potential to future employers.

You will be able to develop the skills demanded by employers and gain a wealth of experience through our strong links with business people and organisations across the world. Our work with regional, national and international businesses will feed back into everything you do, and our global networks of business professionals and graduates will open up a world of career possibilities.



# More than a degree



**We want your time at the Business School to be productive, enjoyable and memorable, so we have developed a range of activities and support structures to help you make the most of your degree.**

## **Prepared for the real world**

The skills you gain on your degree, such as making presentations, analysis of data and teamwork, are all relevant and related to the real world – and we provide many opportunities for you to put these skills into practice as you progress.

Our dedicated World of Work office will connect you with businesses and practising managers, letting you know about relevant work placements and job opportunities. They also host our annual World of Work Week, with a wide range of events and guest speakers to help develop application and interview skills and provide business-focused career advice.

To help you build an international perspective into your future academic or professional career, we have created our annual Going Global Week. Bringing together international expertise, the practical, academic and social events during the week explore what it means to operate in a truly international business environment.

## **An enterprising experience**

Students test their ‘business brains’ by taking part in national business competitions, such as the IBM Universities Business Challenge, which help to develop professional presentation techniques and enhance your CV.

We also encourage our students to take part in enterprise activities – and sometimes real businesses have been formed as a result. One success story is Xing Smoothies, a business idea generated by Simon Long and Phil Benson while studying at the school and brought to life with hard work, dedication and support from the University. Xing is a rapidly developing enterprise: its thriving outlet in our own students’ union is now part of a growing business.

## **What next?**

There is no limit to where a degree from the Business School may take you – from starting your own business to becoming the Chairman and CEO of The Coca-Cola Company – as Muhtar Kent, graduate in Economics, has found.

And our graduates have a wide range of possibilities before them, with recent graduates going on to work for organisations including KPMG, the National Health Service, Nintendo UK, PricewaterhouseCoopers, Kimberly-Clark, Nestlé, Royal Mail, the Crown Prosecution Service, West Yorkshire Police, Procter & Gamble, DHL, Deutsche Bank, BT, Unilever, Leeds City Council, HSBC, Ipsos MORI, Marks & Spencer, the Department of Work and Pensions, Goldman Sachs, London Underground and Ford Motors.

We encourage all our students to keep in touch with us after they have finished their studies by joining our global community of 20,000 graduates. Our graduates are invited to take advantage of the high-profile networking opportunities and management programmes that we offer, continuing their personal and professional development long after graduation. Many of our graduates also give their time to mentor final-year students, helping them gain an ‘insider’s perspective’ on their chosen career.

*'I am currently working at PricewaterhouseCoopers and – although I'm aware that I have a lot more to learn to get to where I want in life – I can say that the experience I had at Hull University Business School played a great role in my progress and success. For this reason, I would like to thank everyone at Hull for providing a terrific higher education experience.'*

Gulcan Ucan  
BSc Accounting





# Work ready

*All Business School undergraduates gain a broad grounding across key areas of business practice and are encouraged to take work placements.*

*On graduation they are highly employable and ready for the world of work.*



Business student Nick Wright spent his professional experience year at Mars Chocolate's European hub, in the Commercial Effectiveness team.

# The learning environment



**At the heart of the Business School is a diverse and cosmopolitan community of students and staff. We draw students from across the globe and our staff are internationally active, with considerable experience of working in business, education and research around the world.**

We also understand that the environment in which you study can have a significant impact on your overall experience, which is why we have invested heavily in this area. The four listed buildings which make up the Business School at Hull have been sympathetically renovated to incorporate the very latest technology. A 500-seat lecture theatre, seminar rooms, a fair-trade cafe and dedicated computer suites have all been created to enhance your learning experience.

At the more intimate Scarborough Campus, which has recently been transformed by a £2.4 million redevelopment, you can become part of a distinctively warm and friendly community while still benefiting from a wide range of modern facilities. Extensive teaching and learning resources are devoted to Business School students, including a wide range of electronic learning materials and an excellent IT infrastructure.

## **Support and guidance**

While we aim to equip you for independent study, we understand that it is important to have a point of contact so you can discuss your academic progress, get help with any issues affecting your course or just go for a friendly chat. This is why you will be allocated a personal supervisor on arrival.

We also have a Business School society, HUBSoc, run by students for students. They organise a wide range of social and business-related events during the year and provide opportunities for Business School students to share their ideas and experiences.

*Extensive teaching and learning resources are devoted to Business School students, including a wide range of electronic learning materials and an excellent IT infrastructure.*





# Study at the University of Hull



The Business School is proud to be a thriving part of the University of Hull, one of Britain's finest teaching universities and England's 14th-oldest university. A progressive institution, Hull is consistently recognised for its high teaching standards, superb graduate employability and internationally excellent research. We have been among the top 10 mainstream English universities for overall student satisfaction in each of the five years that the National Student Survey has been carried out so far. This means that a degree from the University of Hull is a sign of quality, and one that will be widely recognised as such by employers and others as you progress along your chosen career path.

You can read more about the international reputation and the latest achievements of the University at [www.hull.ac.uk](http://www.hull.ac.uk).

But this university promises you much more than a good degree. With its main campus in one of the greenest parts of Hull and a second campus on the North Yorkshire coast at Scarborough, it gives you the opportunity to experience the very best of student life and the very best of life in the north of England. Offering a low cost of living, easy access to mainland Europe, stunning rural landscapes on the doorstep and a vibrant cultural scene, it really does have something for everyone.

## Hull and its campus

Hull combines the benefits of a modern urban waterfront location with a rich and interesting heritage. Recent developments at the heart of the city, such as the £200 million St Stephen's retail and leisure complex, have transformed it into a vibrant and thriving destination that defies most visitors' expectations. The Deep, a unique marine attraction housed in a uniquely dramatic riverside building; the superb KC Stadium; and the nationally renowned Hull Truck Theatre, with an impressive purpose-built home, mean that there is always something going on in Hull.

The University is located in the most cosmopolitan part of the city. Leafy streets lead you to Newland and Princes Avenues, where a wealth of speciality shops, cafes, bars and restaurants can be found only 10 minutes' walk from the campus. On a summer's day this bohemian quarter of Hull is where the city's young people come to while away an hour or two with friends, taking in the relaxed atmosphere.

The campus itself offers a wide range of resources and facilities for its students – and all on one exceptionally attractive site. The students' union building houses the award-winning Asylum nightclub as well as a range of cafes, bars and shops, and a brand-new welfare and advice hub has recently been incorporated. The campus also offers dedicated sports and fitness facilities (including extensive playing fields), a language institute and a range of computing resources. The Brynmor Jones Library has more than 1,600 workplaces and a huge collection of printed and electronic materials.

*Hull combines the benefits of a modern urban waterfront location with a rich and interesting heritage.*

## Business in Hull

Hull is home to a range of local and international businesses such as Reckitt Benckiser, Seven Seas and Smith & Nephew, providing plenty of business opportunities on your doorstep. With state-of-the-art facilities and expertise, Hull is at the centre of the north of England's global business network, which makes it an ideal location to study and launch your career in business.

## Accommodation

Every first-year student is guaranteed a place in accommodation that is owned, managed or arranged by the University. We have residential places for some 1,200 students on campus or in the immediately adjacent streets, and another 2,000 or so between the campus and 'The Avenues', a conservation area about a mile away. Most of our halls of residence are located in Cottingham, about two miles from the campus: here we offer some 1,400 residential places no more than 10 minutes' walk away from the busy village centre. A regular bus service links Cottingham to the University and the city centre.

At Scarborough, Cayley Hall, our on-campus hall of residence, offers en-suite rooms with telephones and network points for fast connection to the internet. Nearby there are plenty of shared flats and houses in student-friendly communities.

For more information about University accommodation please visit [www.hull.ac.uk/accom](http://www.hull.ac.uk/accom).

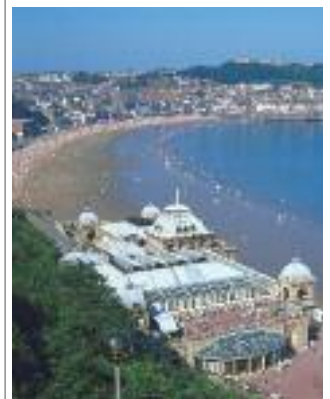
## Scarborough and its campus

Scarborough is a great place to live, learn and play. A thriving coastal town with national and European awards for enterprise, it also offers a dynamic cultural scene – many festivals take place throughout the year – and a range of unique shops that contribute to the special character of the place. Not surprisingly, Scarborough is a magnet for fans of water sports and outdoor adventures. Alongside some of the country's best surfing you can sample a range of sporting activities, or spend some time exploring the rugged beauty of the North York Moors National Park, which is only a stone's throw away.

The Scarborough Campus offers a wealth of up-to-date resources for its students. The transformation of Calvino's Bar into a stylish and relaxed venue is part of the extensive redevelopment of the facilities for students. Along with the students' union, the campus offers a range of sports and fitness opportunities, student support services and state-of-the-art facilities for digital arts and music technology. The Keith Donaldson Library has an extensive collection of material for courses offered at the campus, but you can also make use of the massive resources of the Brynmor Jones in Hull, many of which are accessible electronically.



Scarborough - Europe's most enterprising place 2008/2009



# How your degree works



You may study just one subject or combine any two of the subjects offered at Hull to make a Joint Honours degree, broadening your learning experience. All of our degrees are available with a 'professional experience' or 'international' year (see pages 13–15). You may be able to enter the second or third year directly, depending on previous qualifications or study (see page 36). A one-year top-up in International Business is also available (see page 24).

## The common first year

All of our courses have a common first year, which introduces the range of business functions and provides a broad perspective on the business environment. Armed with this knowledge, you may decide that your chosen specialism is not for you, and we have ensured that our courses are flexible enough to allow you to change your degree subject at the end of your first year, should you wish.

We have designed the first year to provide you with the knowledge base that you will need to operate as a manager in any organisation and in any sector across the world. You will study

- Academic and Professional Skills (both semesters)
- Business Economics or Business Environments
- Managing People
- Accounting and Finance
- Marketing
- one Business School elective or University free elective (both semesters)

## Research and independent study

All second-year students study research methods, in preparation for advanced study in the final year. The culmination of your studies will be a dissertation or independent study project, which allows you to explore an area related to your studies that you find especially interesting and to demonstrate just how much you have gained from your course.

## Electives

You will have the opportunity to take one elective module each year. You may choose from a range of electives offered by the Business School, with different modules offered at different levels of your degree. Alongside the modules in your specialist subject(s), you will be able to select electives that broaden your skills or ones that cultivate more in-depth knowledge of your specialist area.

Across your course at Hull, you will be offered electives relating to these themes:

- cross-cultural issues in business
- personal and career development
- problem solving
- management skills
- starting a new business
- accounting and finance
- economics and business economics
- company law

*We have designed the first year to provide you with the knowledge base that you will need to operate as a manager in any organisation and in any sector across the world.*



At the Scarborough Campus, we offer electives covering these themes:

- event and recreation management
- tourism principles
- IT and management skills development
- enterprise
- contemporary business practices

Alternatively, you may take a 'free elective' from the wide range offered by other departments in the University: you might, for example, choose to enhance your international business capabilities by studying another language. A full list and descriptions of the electives offered are available on the University website.

### Summer schools

All undergraduate students can take part in summer schools held at one of our international partner institutions. This period of intensive but exciting study is credit-bearing and counts as part of your degree course.

## Single Honours degree

### Year 1 (Level 4)

Common first year

### Year 2 (Level 5)

- Research Methods
- Two core modules from your degree
- Two core modules from any other Business School subject
- One elective

Year 3 (optional professional experience or international year) (see pages 13–15)

Year 3 or 4 (depending on whether you took an international or professional experience year) (Level 6)

- (a) Dissertation or (b) Independent Study and one elective
- Four core modules from your degree subject

## Joint Honours degree

### Year 1 (Level 4)

Common first year

### Year 2 (Level 5)

- Research Methods
- Two core modules from your first subject
- Two core modules from your second subject
- One elective

Year 3 (optional professional experience or international year) (see pages 13–15)

Year 3 or 4 (depending on whether you took an international or professional experience year) (Level 6)

- (a) Dissertation or (b) Independent Study and one elective
- Two core modules from your first subject
- Two modules from your second subject

# The professional experience programme

**There is no better way to put your knowledge and skills to the test than by applying them in the real world on our professional experience programme. The invaluable experience of spending a year in the workplace will bring your learning to life and enhance your personal development, preparing you for a successful career in business and management.**

As well as giving you the chance to develop your communication, interpersonal and management skills, choosing to spend your third year gaining professional experience will give you the edge in a competitive employment market. Potential employers will see it as evidence of your commitment, independence, and ability to make a valuable contribution to a team.

Students have previously spent their professional experience year working in a wide range of organisations, including BAE Systems, BP, Corus, HSBC, Morgan Stanley, Microsoft UK, PricewaterhouseCoopers, Rolls-Royce and the Walt Disney Company.

To ensure that you make the most of your professional experience, your degree will include modules to help you relate your time in the workplace to your course of study. Otherwise, you will follow the same academic course as those taking the degree over three years.

You will be supported throughout the process by our dedicated World of Work office in the Business School. While you will be responsible for securing your own placement with a company, the World of Work team has strong links with organisations that have worked with our students in the past and will advertise placement opportunities from a wide range of companies.

Students taking the professional experience programme are also able to gain student membership of the Chartered Management Institute.

*As well as giving you the chance to develop your communication, interpersonal and management skills, choosing to spend your third year gaining professional experience will give you the edge in a competitive employment market.*



# The international year

## North America

- 1 University of North Carolina  
North Carolina State University
- 2 State University of New York
- 3 University of South Carolina
- 4 University of Washington,  
Seattle
- 5 Arizona State University
- 6 California State University
- 7 Dalhousie University, Nova  
Scotia

## Europe

- 1 Bordeaux Business School  
ESCEM School of Business and  
Management  
ESC Rouen Business School  
ESC Toulouse
- 2 Copenhagen Business School,  
Denmark
- 3 Helsinki Metropolia University  
of Applied Sciences  
Turku School of Economics and  
Business Administration
- 4 Corvenus University of  
Budapest, Hungary
- 5 Leon Kozminski Academy of  
Entrepreneurship and  
Management, Poland
- 6 University Hradac Kralove,  
Czech Republic
- 7 Arnhem Business School  
Utrecht Network
- 8 European Business School,  
Germany
- 9 WHU–Otto Beisheim School of  
Management, Germany
- 10 Rey Juan Carlos University,  
Spain
- 11 Universidade Nova de Lisboa,  
Portugal

To prepare you for a global and multicultural business environment, we give all students the opportunity to spend a year studying business while immersed in another culture at one of our partner institutions in Europe, Asia, North America or Australia.

Although the emphasis of the year is on broadening your business horizons, the chance to make new friends and travel to new destinations is an important aspect of this opportunity and what will make your experience unique and unforgettable. And, as our exchange agreements mean that you only pay tuition fees to the University of Hull and not to your host university, there should be no additional financial burden.

The international year also allows you to develop interpersonal skills and demonstrate to future employers that you are a confident, adept professional, willing to experience new challenges and learn new skills, who will ultimately be a vital asset to their company.





You will begin your international year already well prepared, as we ensure that your course of study corresponds to those of our partner institutions. You will be taught in English and will be welcomed to your international year with a full induction programme from your host institution. You may decide to take an intensive language and orientation course, enriching the experience of living and studying abroad and further enhancing your CV.

The academic modules that you take will have been agreed in advance so that they emphasise the international dimension of your studies, and they will count towards your final degree classification.

### Australia

- 1 Queensland University of Technology, Brisbane  
Australian-Exchange Network

### South-East Asia

- 1 Nanyang University, Singapore
- 2 Hong Kong University
- 3 Chung-Ang University, South Korea
- 4 Chulalongkorn University, Thailand



## BSc Accounting

**A career in accountancy demands much more than simply being good with numbers. As an accountant, you must be able not only to analyse facts and figures but also to interpret these for senior executives and directors who will look to you for guidance when making key decisions.**

This is why our degree will not just equip you with key accountancy skills but also give you an understanding of how the information you provide will inform the strategic planning process in organisations of all kinds.

### What you will learn

Our degree provides a firm grounding in the two main streams of accounting: financial accounting and management accounting.

Through the study of financial accounting, you will gain the skills needed to prepare statements for use by external parties, such as banks and stakeholders, to determine how well your organisation has performed over time. You will be able to identify and analyse data presented in annual accounts and be fluent in the current technical language of accounting used in the UK and across the world.

Management accounting focuses on providing the relevant internal information for managers to assist strategic planning, and you will develop the capacity to communicate qualitative and quantitative information to a range of audiences.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- Financial Reporting
- Management Accounting
- Research Methods
- One elective
- For Single Honours: two core modules from any other Single Honours programme
- For Joint Honours: two core modules from your second subject

### Professional experience or international year (if taking a . course)

#### Year 3 or 4 (Level 6)

- Advanced Financial Reporting and Theory
- Strategic Management Accounting
- Dissertation (or Independent Study and one elective)
- For Single Honours: Auditing and Taxation
- For Joint Honours: two core modules from your second subject

### Employment prospects

Recent graduates have taken up trainee or graduate accountant positions with international companies such as Fujitsu and Maersk, or with specialist chartered accountancy firms. However, our graduates' appreciation of where their skills fit into the much wider business environment makes them ideal candidates for a wide range of general management positions.

To give you a head start, your degree provides maximum exemptions from the examinations of all the accountancy professional bodies – the Association of Chartered Certified Accountants, the Institute of Chartered Accountants in England and Wales and the Chartered Institute of Management Accountants.

### Study options

Accounting can be taken as part of a Joint Honours degree with business, business economics, economics, financial management, logistics, management or marketing.

Whether Single or Joint Honours, you can choose to take your degree over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15).

*'My time at the University of Hull has opened my eyes to the world of possibility and opportunity that is accessible to every student enrolled here. It's one of the friendliest universities in the country, and the new Business School facilities make the learning process even more enjoyable. Last year I completed an international year in Los Angeles, California. The experience was immense! In America I gained a new appreciation of the world, as well as some great friends. Following this, I'm now President of a student society in Hull, AIESEC, which is part of the largest student organisation in the world, and I've travelled to conferences in Switzerland, Germany, Chicago, and all over the UK, improving my business skills on the way. Joining the University of Hull was the best decision I've ever made!'*

James Norris

BA Marketing (International)



## BA Business

**You need only look back over the past few years to see how quickly and dramatically the business environment can change.**

Organisations are facing tougher challenges than ever before, in the form of national price wars, increased international competition and unpredictable global markets. Businesses need to ensure that their operations are as effective as possible, able to cope with change and uncertainty and seize opportunities for growth when the time is right.

Our degree will enable you to optimise commercial performance by showing you how organisations really work, examining the complex internal and external connections that define the modern business.

### What you will learn

This degree will equip you with the key skills and knowledge base that you will need to develop into a confident business professional on the international stage.

You will gain an understanding of the main functional areas of business and, importantly, how they interact. Seeing this bigger picture will allow you to make cost savings, enhance efficiency and share best practice across the whole of an organisation. We will also impart an appreciation of some of the legal and ethical issues encountered in modern business, encouraging you to consider these when you make any business decision.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- European Business in its Global Context
- Business Law and Ethics
- Research Methods
- One elective
- For Single Honours: two core modules from any other Single Honours programme
- For Joint Honours: two core modules from your second subject

### Professional experience or international year (if taking a four-year course)

#### Year 3 or 4 (Level 6)

- Strategic Management
- International Business
- Dissertation (or Independent Study and one elective)
- For Single Honours: Business Development and the Entrepreneur and Applied Business Decision Making
- For Joint Honours: two core modules from your second subject

### Employment prospects

A vast range of employment possibilities are open to our graduates, including starting a new business. Recent graduates have joined prestigious graduate management programmes with HBSC, BT and Youngs Seafood. Others have taken roles in the specific functional areas of marketing, logistics or finance within organisations such as Corus, ASDA or deVere & Partners.

### Study options

Business can be taken as part of a Joint Honours degree with accounting, business economics, economics, financial management, logistics, management or marketing.

Whether Single or Joint Honours, you can choose to take your degree over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15).

## BA Business Economics

**Business decisions made with a clear understanding of the underlying economic conditions are more likely to be the right decisions. This makes our Business Economics degree an attractive choice for future managers, giving them the confidence and competitive edge that they need in the international business environment.**

The course will also suit those who would like to learn to think and to analyse problems like an economist – building up knowledge of a powerful set of tools of economic analysis, deciding how they should be applied to the issue at hand, and then competently putting this decision into practice. In this way, an economist's approach can be employed to address real-world issues such as competition in food retailing and the cross-border movement of people seeking employment.

Our Business Economics degree allows you to gain a firm grasp of economics in a business context, as well as equipping you with core transferable skills that will help you to make better-informed choices in business. Within the degree, there is less use of mathematics and statistics than in our BSc(Econ) Economics.

### What you will learn

Students on this course gain both the 'toolkit' of an economist and an understanding of how this can be applied in a business context. Building on the general business and management foundation of your first year, you will develop an understanding of microeconomics – focused on the analysis of issues concerning individual consumers, households or firms – and macroeconomics – assessing the bigger picture of how well countries' economies work, and how they grow.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- Microeconomics
- Macroeconomics
- Research Methods
- One elective
- For Single Honours: two core modules from any other Single Honours programme
- For Joint Honours: two core modules from your second subject
- For Joint Honours with Economics: Economic Analysis and Further Economic Analysis

Professional experience or international year (if taking a four-year course)

#### Year 3 or 4 (Level 6)

- Advanced Business Economics
- Applied Business Economics
- Dissertation (or Independent Study and one elective)
- For Single Honours: Labour Economics and Economics of Law and Government
- For Joint Honours: two core modules from your second subject

### Employment prospects

This degree opens up a wide range of employment possibilities, especially in areas where knowledge of economics is an asset, such as in the City or in government. However, your broad business knowledge will mean that you can enter a variety of organisations and make a real difference.

### Study options

Business economics can be taken as part of a Joint Honours degree with accounting, business, economics, financial management, logistics, management or marketing. Compared with the BA Business Economics course, the joint BSc(Econ) Economics and Business Economics provides the opportunity to develop more sophisticated skills in the use of economic models, including a more quantitative approach that involves appropriate mathematical and statistical techniques.

Whether Single or Joint Honours, you can choose to take your degree over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15).

## BA Business and Management

Taught at the Scarborough Campus

**In a fast-paced business world, managers face the challenge of staying up-to-date with changes which affect how their organisations operate. It is crucial to have an understanding of how an unpredictable economic climate, new employment law or increased competition will impact your business, whatever its size or type.**

Our degree will provide you with the skills to meet this challenge, giving you an understanding of how businesses work internally and how they fit into a much larger business and global environment. It will enable you to develop into a confident and competitive business professional who can take on any role – even as an entrepreneur in your own business.

### What you will learn

This degree will equip you with real management techniques and transferable skills to enhance your employability. Group and project work is actively encouraged and can often involve collaboration with local industry, using real-life case studies as a key to understanding today's business environment.

You will study a wide range of business functions and gain experience of a variety of areas across an organisation. As you progress through your degree, you will increasingly appreciate the impact of the outside world and learn how policies and strategies are developed by gathering and examining information from a wide range of sources.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- Marketing Management
- Human Resource Management
- Research Methods
- One elective
- Two core modules from any other Single Honours programme

### Professional experience or international year (if taking a four-year course)

#### Year 3 or 4 (Level 6)

- Strategic Management
- Managing Change
- Project Management
- Management Decision Making
- Dissertation (or Independent Study and one elective)

### Employment prospects

The degree opens up a wide variety of career opportunities in the private, public and voluntary sectors. Recent graduates have found employment in areas ranging from marketing and HR management to retail management, within organisations such as Accenture, HSBC and local governmental authorities, while others have chosen to become entrepreneurs.

### Study options

As with all of our degrees, you can choose to take BA Business and Management over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15).

## BA Business Management and IT

### Taught at the Scarborough Campus

**Business leaders expect to have company data available in an instant, so the storage and retrieval of information is vital to any organisation. The development of information systems is costly, and a manager who understands how such systems fit into the wider organisation and how they will be used by its staff will be highly employable.**

This degree will equip you with the expertise to exploit such business technologies, helping you to become a key figure in driving change, raising standards and streamlining operations in any organisation.

### What you will learn

Information and communications technology (ICT) knowledge and skills are developed through the study of computer software on which modern businesses rely. This course actively encourages group and project work, building on interactions with local industry to foster insight into the needs of local businesses (including small and medium-sized enterprises) and the ways in which such businesses can benefit from modern ICT.

Crucially, you will put theory into practice, analysing a real business situation to assess how you can meet specific requirements. You will have the opportunity to develop your own computer-based information systems and databases, assessing how effective they are and how they could be implemented.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- Information Systems
- Database Design and Implementation
- Marketing Management
- Human Resource Management
- Research Methods
- One elective

### Professional experience or international year (if taking a four-year course)

#### Year 3 or 4 (Level 6)

- Information Technology Applications
- Information Systems Development
- Strategic Management
- Managing Change
- Dissertation (or Independent Study and one elective)

### Employment prospects

The degree opens up diverse career opportunities, some related directly to IT in the workplace, and others in general management within the private, public and voluntary sectors. There is a strong emphasis on the development of practical business skills, which, together with their technological expertise and their knowledge of its applications in business, makes our graduates attractive to employers in a wide range of management and IT- or web-related roles.

### Study options

As with all of our degrees, you can choose to take BA Business Management and IT over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15).

## BSc(Econ) Economics

**Economics is well established as an academic field which offers insights into such headline-dominating issues as global economic crises, house prices, tax-setting by governments and Third World debt. However, economists can also apply their ways of thinking, and their ways of analysing problems, to the decisions that we all make in our everyday lives.**

On this degree you will gain invaluable insight into a wide range of economic issues, as you develop your understanding of economic theory and its application to such policy problems as the setting of interest rates and government spending levels. You will become familiar with economic models and see how these are used to interpret observed events and situations, to explain a variety of data and to forecast future trends.

### What you will learn

This degree provides a firm grounding in the two main branches of economics – microeconomics and macroeconomics. The course includes the learning of some mathematical techniques, plus some statistical analysis of economic data.

In looking at the allocation of resources, microeconomics focuses on individual consumers, firms and households. You will explore supply and demand, and the effects of different market structures on price, profit and social welfare. Macroeconomics considers the bigger picture, dealing with the workings of a country's economy and analysis of issues such as unemployment rates, inflation and economic growth.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- Microeconomics
- Macroeconomics
- Research Methods
- One elective
- For Single Honours or Joint Honours with Business Economics: Economic Analysis and Further Economic Analysis
- For Joint Honours: two core modules from your second subject

**Professional experience or international year (if taking a four-year course)**

#### Year 3 or 4 (Level 6)

- Empirical Economics
- Topics in Applied Economics
- Dissertation (or Independent Study and one elective)
- For Single Honours: International and EU Economics and Financial Economics
- For Joint Honours: two core modules from your second subject

### Employment prospects

Many of our graduates go on to careers in companies in the financial sector, in the City or in government offices. Recent graduates have joined organisations such as PriceWaterhouseCoopers, Barclays Bank and British Airways, where many will acquire further professional qualifications. Others will use the BSc(Econ) in Economics as preparation for postgraduate study, in some cases ultimately entering careers as professional economists.

### Study options

Economics can be taken as part of a Joint Honours degree with accounting, business, business economics, financial management, logistics, management or marketing.

Whether Single or Joint Honours, you can choose to take your degree over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15)



## BSc Financial Management

**The contemporary financial environment is competitive and unpredictable. For corporate financial managers, this presents many problems: for example, how to measure the overall wealth of a company in a constantly changing market, and how to manage short- and long-term resources.**

This degree course provides you with the tools that you need to make tough choices in your future career, balancing risk and reward. Your awareness of the complex relationship between organisations and the financial environment will allow you to assess when the time is right to invest at home or overseas, and how you can raise funds to finance new investment.

### What you will learn

Through this degree you will develop key skills in the financial analysis of business operations, gaining knowledge and experience of these skills in practice. You will become adept at locating, extracting and analysing data from multiple sources, and will be familiar with a wide range of information systems.

A wide range of corporate investment strategies will be studied and how they can be applied in businesses of all sizes and in all sectors. You will also be encouraged to consider how differences in culture, business practices, and political and legal systems around the world could have an impact on your interaction with other financial markets.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- Financial Management
- Information Systems in Accounting and Finance
- Research Methods
- One elective
- For Single Honours: two core modules from any other Single Honours programme
- For Joint Honours: two core modules from your second subject

### Professional experience or international year (if taking a four-year course)

#### Year 3 or 4 (Level 6)

- International Financial Management
- Current Issues in Financial Management
- Dissertation (or Independent Study and one elective)
- For Single Honours: Risk Management and Financial Control Systems
- For Joint Honours: two core modules from your second subject

### Employment prospects

While a number of our graduates enter professional training contracts with regional, national and international organisations, others embark on careers in banks or other financial services organisations. However, with a broad business base, graduates are well equipped for a variety of careers in organisations of all sizes and in all sectors.

To give you a head start, your degree provides substantial exemptions from the examinations of all the accountancy professional bodies – the Association of Chartered Certified Accountants, the Institute of Chartered Accountants in England and Wales and the Chartered Institute of Management Accountants.

### Study options

Financial management can be taken as part of a Joint Honours degree with accounting, business, business economics, economics, logistics, management or marketing.

Whether Single or Joint Honours, you can choose to take your degree over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15).

## BA International Business

Taught at the Scarborough Campus\*

**Organisations of all sizes, in all sectors and operating within all kinds of markets are subject to an increasing number of influences originating beyond their national boundaries. These include an increasingly diversified workforce and customer base and a range of rules and regulations.**

However, globalisation brings not just unique challenges but also opportunities that can be harnessed through, for example, international cooperative projects, regional integration and foreign direct investments.

Through this degree you will gain the skills and knowledge required to thrive in this international context, exploring the theory and practice of international business and management, the role of supranational organisations (such as the EU, the UN and the World Trade Organisation), the ever-changing relations between states and corporations, and the causes of success and failure in international economic activities.

### What you will learn

The course covers the range of relevant organisations in their international environments, provides an overview of how an organisation operates as a whole, and details the ways in which it can internationalise its operations. It will also give you a firm grounding in the key functional and operational areas, including human resource management, marketing, finance and their international varieties.

This degree also explains the workings of the global economy and the full spectrum of international foreign direct investment strategies. Moreover, through the study of practical examples, case studies and input from guest speakers you will be able to understand the complexity of international activities and learn about the best ways to plan, coordinate and integrate them in culturally diverse contexts.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- International Business Environment
- International Business and Management
- Marketing Management
- Human Resource Management
- Research Methods
- One elective

### Professional experience or international year (if taking a four-year course)

#### Year 3 or 4 (Level 6)

- International Marketing
- International Financial Management
- International Business (for those studying in Hull)
- Strategic Management
- Managing Change
- Dissertation or independent study and one elective

### Employment prospects

Our graduates possess specific business knowledge and skills together with a sound understanding of international business and the issues involved in business internationalisation. This means that you will be highly employable, not only within multinational enterprises in a range of sectors but also within national companies looking to internationalise, supranational organisations (e.g. EU, UN, WTO, IMF) and public-sector organisations with an international outlook (e.g. development and investment agencies).

### Study options

As with all our degrees, you can choose to take BA International Business over four years, with the third year spent studying abroad in one of HUBS's prestigious international partner institutions or on a work-based placement in the UK or overseas (see pages 13–15).

\* BA International Business is also offered as a one-year top-up degree at the Hull Campus. This distinctive course is designed for students who have studied business – either broad general business or a specialist subject such as accounting – from a variety of perspectives. It allows you to enhance your general business knowledge, develop your understanding of business in an international context and acquire a critical appreciation of the international business environment.

*‘The last three years have been extremely enjoyable and exciting. The knowledge and support provided by the lecturers has been exceptional. Lectures and seminars are motivating and stimulating, and a variety of other teaching techniques are used – with opportunities to research multinational organisations and see how they operate in a global market. And all the time you’re making friends with other students, including some from different cultural backgrounds.’*

Rob McNaught  
BA International Business



## BSc Logistics

**It is now recognised that logistics and supply chain management is critical to the success or failure of organisations operating in the fast-paced and competitive global business environment. Today's supply chains are built on complex internal and external networks, meaning that a problem in one part of the chain can have dramatic impacts elsewhere.**

Our degree will enable you to manage this web of national and international connections in order to develop a supply chain which delivers vast savings in terms of time, money and resources. You will benefit from the expert and experienced staff and world-class resources of our dedicated Logistics Institute, so this is an ideal place to begin your career in logistics.

### What you will learn

To put it simply, you will develop the capacity to get the right goods to the right place at the right time.

You will come to understand the theoretical foundations of logistics and supply chain management and gain insights into current thinking and practices. Live case studies and industrial projects will enable you to develop into an independent thinker able to deliver real-world logistics solutions. There will also be the opportunity to gain experience of sophisticated supply chain modelling and design tools and software, enhancing your employability.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- Inventory and Transportation Management
- Procurement and Supply Chain Management
- Research Methods
- One elective
- For Single Honours: two core modules from any other Single Honours programme
- For Joint Honours: two core modules from your second subject

### Professional experience or international year (if taking a four-year course)

#### Year 3 or 4 (Level 6)

- International Logistics
- E-Business and Supply Chain Integration
- Dissertation (or Independent Study and one elective)
- For Single Honours: Distribution and Warehouse Management and Supply Chain Modelling and Analysis
- For Joint Honours: two core modules from your second subject

### Employment prospects

Globalisation has created considerable opportunities for logistics and supply chain managers within organisations of all sizes and in all industries. With a strong foundation in key business areas, as well as focused skills in logistics and supply chain management, our graduates are well placed to enter multinational organisations in all sectors or to secure roles within specialist logistics service providers.

### Study options

Logistics can be taken as part of a Joint Honours degree with accounting, business, business economics, economics, financial management, management or marketing.

Whether Single or Joint Honours, you can choose to take your degree over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15).

*'I found the common first year very useful as it allows one to gain a good grounding before starting to specialise in the second year. As I intend to do a placement in industry in my third year, I've chosen a module that helps with making job applications and succeeding in interviews. I think this option is advisable as one can then apply the skills learnt to actual situations. I am thoroughly enjoying my experience at Hull University, and find the atmosphere extremely friendly and supportive.'*

Rebecca Peters

BSc Logistics (with Professional Experience)



## BA Management

**Tomorrow's managers will need the skills and expertise to ensure that their organisations can thrive when faced with increased competition, unpredictable financial climates and major shifts in workforce demographics. You will not only have to ensure that the internal operations of your business are as efficient and effective as possible, but must also understand the wider business, economic and social environment in which they operate.**

This degree will provide you with a firm foundation for managerial excellence within a wide range of organisations and sectors operating nationally and across the world.

### What you will learn

Through this degree you will gain both a theoretical and a practical understanding of what good managers do, why they do it and how they do it.

You will study real-life corporate scandals and environmental disasters to gain an appreciation of how corporate social responsibility (CSR) is no longer a luxury but an essential element within any organisation.

As you progress through your degree you will gain the skills necessary to guide a business through periods of innovation and change, thinking about what makes a good leader and even discovering your own leadership style and strategies.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- Corporate Social Responsibility
- Managing Diversity and Equal Opportunities
- Research Methods
- One elective
- For Single Honours: two core modules from any other Single Honours programme
- For Joint Honours: two core modules from your second subject

### Professional experience or international year (if taking a four-year course)

#### Year 3 or 4 (Level 6)

- High Performing Organisations
- Strategic Leadership
- Dissertation (or Independent Study and one elective)
- For Single Honours: International Management and Managing Diverse Organisations
- For Joint Honours: two core modules from your second subject

### Employment prospects

This degree will open up a wide range of employment prospects in the commercial, public and not-for-profit sectors. Recent graduates have gained employment within organisations including Arriva, Siemens Medical, NHS, and Mercedes-Benz, taking up general management positions or roles within specific functional areas.

### Study options

Management can be taken as part of a Joint Honours degree with accounting, business, business economics, economics, logistics, or marketing.

Whether Single or Joint Honours, you can choose to take your degree over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15).

## BA Marketing

**With increased international competition and a mind-boggling range of marketing and advertising channels, it has never been a more important time for marketers to be at the top of their game.**

Setting you apart from your peers, this degree will provide you with a strong foundation of core marketing skills and a thorough appreciation of how the marketing function fits into a wider organisational context. By the time you graduate, you will know how to gain a real understanding of your target audiences and, applying your business skills, you will be able to decide where, when and how to spend your marketing budget to greatest effect.

### What you will learn

You will build a thorough knowledge and understanding of the theory of marketing and develop core marketing skills, such as planning market research, developing strategic marketing plans and creating persuasive communications, considering the needs of a multicultural, international business environment.

With this strong foundation you will be able to take advantage of a wide range of existing and emerging marketing tools and channels, including search engine optimisation, social networking and experiential marketing.

The course will also challenge you to respond to case studies taken from a range of organisations, enhancing your learning experience and allowing you to apply your knowledge to real-life scenarios.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- Consumer and Business Buyer Behaviour
- Marketing Communications and Branding
- Research Methods
- One elective
- For Single Honours: two core modules from any other Single Honours programme
- For Joint Honours: two core modules from your second subject

### Professional experience or international year if taking a four-year programme

#### Year 3 or 4 (Level 6)

- Services Marketing
- International Marketing
- Dissertation (or Independent Study and one elective)
- For Single Honours: Advertising and PR and Strategic Marketing and Planning
- For Joint Honours: two core modules from your second subject

### Employment prospects

Your key marketing skills, backed up by a broad business base, will make you highly employable within a wide range of organisations across the world. Some of our graduates have joined marketing and advertising agencies or taken roles relating to design, public relations, sales and marketing within commercial organisations. Recent graduates have gained employment with prestigious organisations such as Kelloggs, Siemens, Heinz and Nestlé.

### Study options

Marketing can be taken as part of a Joint Honours degree with accounting, business, business economics, economics, financial management, logistics, or management.

Whether Single or Joint Honours, you can choose to take your degree over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15).

## **BA Sport and Leisure Management**

### Taught at the Scarborough Campus

**Sport is said to be the universal language, and issues of health and well-being are shared across the globe – making knowledge and experience in this field highly desirable to a wide range of employers.**

Here in the UK, we have one of the biggest sporting events in the world just around the corner in the form of the London 2012 Olympics, so there is no better time to get involved in the dynamic world of sport and leisure management. The increased investment and interest in sport and leisure will provide a wealth of new opportunities for high-quality managers once the Olympics are over.

Our degree imparts the knowledge and key skills that you will need to enter the diverse sport and leisure industries and to become a top-quality manager capable of delivering a growing range of services.

As a resort town, Scarborough offers a wealth of recreational opportunities, which makes it an ideal place to study sport and leisure. Our location gives you access to urban, rural and coastal environments, so you can witness their different methods of providing sporting and leisure opportunities – from surf to turf and peak to beach.

### **What you will learn**

The degree is first of all designed to provide a sound basis for applying managerial skills in a variety of contexts and a range of roles.

You will see how health and exercise are perceived by society, and how perceptions can change in response to a wide range of factors. In this light you will consider how managers can plan for unpredictable demand for services and how you can respond to changing requirements for sport and leisure facilities. By studying real-life examples, you will gain an appreciation of best practice in the industry and learn how to apply this in a range of different organisations.

The course is structured as follows.

### **Common first year (Level 4) (see page 10)**

#### **Year 2 (Level 5)**

- Health and Lifestyle
- Exercise and Fitness Management
- Marketing Management
- Human Resource Management
- Research Methods
- One elective

### **Professional experience or international year (if taking a four-year course)**

#### **Year 3 or 4 (Level 6)**

- Responsible Management in Leisure and Tourism
- Leisure and Tourism Strategy
- Performance Evaluation and Coaching
- Sport Development and Funding
- Dissertation (or Independent Study and one elective)

### **Employment prospects**

The true value of the degree is the diversity of the opportunities that it opens up for students, particularly through the development of transferable skills. Recent graduates have gained employment in gym and leisure centre management, sports development, and sports teaching and coaching.

### **Study options**

As with all of our degrees, you can choose to take BA Sport and Leisure Management over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15).



*'I've nearly finished my first year on the Scarborough Campus, studying Sport and Leisure Management. The opportunities offered – such as the option to do an international year or professional experience year – helped me make the right decision. The school is helping to enhance my CV with the extra opportunities such as a summer school (which I'm undertaking in the Netherlands) and making me a better candidate for jobs in the future. The great atmosphere, views and people have made the Business School at Scarborough an amazing place to study.'*

Rachael Marshall

BA Sport and Leisure Management



## BA Tourism Management

Taught at the Scarborough Campus

**Tourism is one of the world's largest and most rapidly expanding industries, offering diverse job opportunities. Governments around the world are looking to tourism as a driver for economic development and regeneration, as we have seen when faced with challenging economic climates, and there is an emerging recognition of the professional knowledge and skills required to become an effective tourism manager.**

Our degree offers an opportunity to find your place in this exciting and dynamic industry. It provides a solid grounding in the essentials of travel and tourism management, along with opportunities to focus on key tourism issues: destination management, the event industry and travel management. The course is accredited by the Institute of Travel and Tourism, a respected UK professional body for the industry.

### What you will learn

Our aim is to equip you with the knowledge and skills that you need to approach prospective employers with confidence in your abilities and your potential. Scarborough – voted the most enterprising town in Britain in 2008 and more recently judged to be the most enterprising in Europe – is the ideal place to study tourism. You will have the opportunity to be involved in the continuing development of the town and its tourism industry, gaining invaluable experience and insight.

You will understand how tourists and the tourism industries interact with a particular location and what the impact of this can be. You will also be able to examine the role of cultural attractions and festivals in tourism and to explore how you can tap into niche markets and special interests.

The course is structured as follows.

### Common first year (Level 4) (see page 10)

#### Year 2 (Level 5)

- Travel Industry Management
- Destination Planning and Management
- Marketing Management
- Human Resource Management
- Research Methods
- One elective

### Professional experience or international year (if taking a four-year course)

#### Year 3 or 4 (Level 6)

- Cultural Tourism
- Special Interest Tourism
- Responsible Management in Leisure and Tourism
- Leisure and Tourism Strategy
- Dissertation (or Independent Study and one elective)

### Employment prospects

There are great opportunities in a wide range of international locations for graduates with skills and expertise in tourism management. Local authorities are also keen to find high-quality managers for their tourism departments, and the private sector offers a host of career openings within the diverse services that it provides, from travel agencies to attractions and the hospitality sector.

### Study options

As with all of our degrees, you can choose to take BA Tourism Management over four years, with the third year spent studying overseas or on a work-based placement (see pages 13–15).



## Foundation Year

Taught at the Scarborough Campus

**Our foundation year aims to make the University experience accessible to students whose qualifications and experience do not make it possible to enter our first year directly.**

Whether you have taken time away from education, need to upgrade your qualifications or want to enhance your language skills, the foundation year can help you prepare for study at degree level. On successful completion of the foundation year, you will be ready to progress to the first year of any Bachelors degree course in the Business School (and selected courses offered by other departments in the University, in areas including law, social sciences, education and English).

You will study a total of six modules over the year. These have been designed to complement each other and to address the specific learning competencies that you will need at degree level, such as independent study techniques and numerical, communication, language and information technology skills.

The course is structured as follows:

### Foundation year (Level 3)

- Information Technology, Mathematics and Independent Academic Skills (both semesters)
- Working in a Professional Environment (both semesters)
- English for Professional Purposes (both semesters)

Choose one from

- Introduction to Business, Law and Politics
- Introduction to Arts, Media and Social Sciences

Choose one from

- Global Development: Industry, Commerce and Society
- Key Skills in Academic English 1

Choose one from

- Introduction to Society, Culture and Ethics
- Key Skills in Academic English 2



*‘As an international student, at first I found it hard to keep up with the University’s standards, but the cosy atmosphere and the lecturers’ willingness to answer any sort of question helped me to adapt to the expectations and to university life quickly.*

*‘The most important thing is that the University provides students not only with highly respected academic knowledge but with a level of maturity as well. Though the University gives you the best opportunities to get the knowledge you’re seeking, it emphasises that it is up to you to make the most of the years you are spending here.’*

Zavinta Darbenaite  
BA Tourism Management

## BA Business Management by part-time study

**Designed specifically for part-time students, BA Business Management is a vocational course that provides the tools to help you forge and develop a successful management career in a wide range of industries and sectors.**

You will gain the skills needed to thrive in a competitive business environment, building a firm understanding of how organisations function and of the changing internal and external environments in which they operate.

You will begin your course in the first year with an overview of the main functional areas of a business, and you can choose to build on this foundation with more in-depth study of critical business areas and issues, exploring your interests and career aspirations.

Throughout the course you will gain a range of transferable skills, enhancing your personal development and preparing you for career development or even further study.

Sessions may include lectures but tend to be participative, helping to foster communication skills and team working. You will be able to draw on your own insights and experiences from the workplace, and real-life projects and case studies will encourage the practical application of knowledge and skills gained throughout the course.

The constituent modules are as follows.

### Certificate level

- Academic and Professional Skills
- Management and Organisational Behaviour
- Marketing
- Accounting and Finance
- Business Environments
- Human Resource Management

### Diploma level

- Decision Making for Managers
- Business Law and Ethics
- Information Systems
- Business Functions
- Research Methods
- European Business

### Degree (BA Honours) level

- Business Project Management
- Strategic Management
- Independent Study
- Three options chosen from
  - Contemporary Issues in HRM
  - International Business
  - Internet and E-Commerce
  - Marketing Planning
  - Public Sector Management

### Duration

Four and a half years for the entire part-time degree.

### Attendance

One evening each week and four Saturdays each year. Modules are delivered consecutively, one every six weeks. Four modules are studied in each academic year.

### Admission to part-time study

The University encourages applications from people with a wide range of backgrounds. Applicants for our part-time programme will normally hold two A levels or equivalent vocational qualifications. Alternatively, applicants without qualifications but with appropriate work experience will be considered for admission on the basis of application and interview.

Prior credited learning will enable advanced entry. HNC graduates in business-related subjects may expect direct entry to Level 5. Foundation degree graduates may expect direct entry to Honours level. This may involve the completion of one or more bridging modules.

For advice on entry qualifications please contact Chris Knight at [c.m.knight@hull.ac.uk](mailto:c.m.knight@hull.ac.uk).



# How to apply and financial support

**For full-time courses offered at Hull we typically ask for 280 UCAS points (BBC at A level) or equivalents such as AVCE, BTEC National Diploma or the International Baccalaureate. Entry to our Accounting, Business Economics, Economics and Financial Management courses also requires a minimum of grade C in GCSE Mathematics.**

For courses offered at Scarborough we typically ask for 220 UCAS points from three A levels (or equivalent as above).

Applications from those without formal qualifications are welcomed, and we recognise a wide range of other entry qualifications as being equivalent to A level standard.

For those needing to improve their qualifications before entering the first year, a foundation year at the Scarborough Campus develops knowledge and study skills and allows successful students to progress to Year 1 of any degree course in the Business School (see page 33).

Further information about entry requirements may be found on the University's website at [www.hull.ac.uk/admissions](http://www.hull.ac.uk/admissions). Alternatively, please contact the Business School's admissions tutor, Bella Anand ([b.anand@hull.ac.uk](mailto:b.anand@hull.ac.uk)).

## **Direct entry to Year 2 or 3**

It is possible to enter directly into the second or third year of our degree courses, depending on the level and content of your previous qualifications or study. The Business School has developed a number of these 'advanced standing' arrangements with educational partners in mainland Europe and overseas, and is also willing to consider applications from individuals who may hold, for example, a Higher National Diploma/Certificate, a Foundation degree or other similar qualifications.

## **Scholarships and bursaries**

The University and the Business School are committed to ensuring that higher education is accessible to all, and provide a wide range of scholarships and bursaries by way of financial support for students. Information about financial support is available on the Business School's web pages at [www.hull.ac.uk/hubs](http://www.hull.ac.uk/hubs).

*It is possible to enter directly into the second or third year of our degree courses, depending on the level and content of your previous qualifications or study.*

# Key facts – Hull Campus

Hull University Business School, Hull, HU6 7RX – [www.hull.ac.uk/hubs](http://www.hull.ac.uk/hubs), or get in touch at [www.facebook.com/hubsonline](https://www.facebook.com/hubsonline)

## Admissions contact for all applications – Hull

Bella Anand, Business School: T 01482 463695 / F 01482 463623 / E [businessdegrees@hull.ac.uk](mailto:businessdegrees@hull.ac.uk)

## Three-year courses

Degree	UCAS code	Typical offer
BSc Accounting	N400 BSc/Acc	280 points
BA Business	N100 BA/BS	280 points
BA Business Economics	L112 BA/BE	280 points
BSc(Econ) Economics	L100 BScEcon	280 points
BSc Financial Management	N340 BSc/FinMan	280 points
BSc Logistics	N290 BSc/Log	280 points
BA Management	N200 BA/M	280 points
BA Marketing	N500 BA/Mk	280 points
BSc Accounting and Business Economics	LN14 BSc/ABE	280 points
BSc Accounting and Economics	NL41 BSc/AccEco	280 points
BSc Accounting and Financial Management	NN43 BSc/AccFM	280 points
BSc Accounting and Logistics	NJ49 BSc/AccLog	280 points
BA Business and Accounting	NN14 BA/BusAcc	280 points
BA Business and Business Economics	NL11 BA/BusBec	280 points
BA Business and Economics	LN1C BA/BusEcon	280 points
BA Business and Financial Management	NN13 BA/BFM	280 points
BA Business and Logistics	NJ19 BA/BusLog	280 points
BA Business and Marketing	NN15 BA/BMk	280 points
BA Business Economics and Financial Management	LN13 BA/BEFM	280 points
BA Business Economics and Logistics	LJ19 BA/BusELog	280 points
BSc(Econ) Economics and Business Economics	L192 BScEconEBE	280 points
BSc Economics and Logistics	LN1F BSc/EcoLog	280 points
BSc Financial Management and Economics	NL31 BSc/FManEc	280 points
BSc Financial Management and Logistics	NN32 BSc/FMLog	280 points
BA Management and Accounting	NN24 BA/ManAcc	280 points
BA Management and Business	NN2C BA/ManBus	280 points
BA Management and Business Economics	LN12 BA/MgtBec	280 points
BA Management and Economics	NL21 BA/ManEc	280 points
BA Management and Financial Management	NN23 BA/ManFMan	280 points
BA Management and Logistics	NJ29 BA/ManLog	280 points
BA Management and Marketing	NN52 BA/MkM	280 points
BA Marketing and Accounting	NN54 BA/MktAcc	280 points
BA Marketing and Business Economics	NL51 BA/MktBuEc	280 points
BA Marketing and Economics	NL5C BA/MktEcon	280 points
BA Marketing and Financial Management	NN53 BA/MktFM	280 points
BA Marketing and Logistics	NJ59 BA/MarkLog	280 points

## Four-year International courses

Degree	UCAS code	Typical offer
BSc Accounting (International)	N401 BSc/Accl	280 points
BA Business (International)	N121 BA/BSInt	280 points
BA Business Economics (International)	L160 BA/BEconI	280 points
BSc(Econ) Economics (International)	L161 BScEcon/In	280 points
BSc Financial Management (International)	N341 BSc/FMI	280 points
BSc Logistics (International)	N291 BSc/LogI	280 points
BA Management (International)	N293 BA/ManInt	280 points
BA Marketing (International)	N550 BA/MkInt	280 points
BSc Accounting and Business Economics (International)	LNC4 BSc/ABEI	280 points
BSc Accounting and Economics (International)	NL4C BSc/AccEcI	280 points
BSc Accounting and Financial Management (International)	NN4H BSc/AFMI	280 points
BSc Accounting and Logistics (International)	NJ4X BSc/ALogI	280 points
BA Business and Accounting (International)	NNC4 BA/BusAccI	280 points
BA Business and Economics (International)	LNC1 BA/BEI	280 points
BA Business and Financial Management (International)	NNC3 BA/BFMI	280 points
BA Business and Logistics (International)	NJC9 BA/BLogI	280 points
BA Business and Marketing (International)	NNC5 BA/BusMkI	280 points
BA Business Economics and Financial Management (International)	LN1H BA/BEFMI	280 points
BA Business Economics and Logistics (International)	LJD9 BA/BELI	280 points
BSc(Econ) Economics and Business Economics (International)	L193 BScEc/EBEI	280 points
BSc Economics and Logistics (International)	LNC2 BSc/ELI	280 points
BSc Financial Management and Economics (International)	NL3C BSc/FMEI	280 points
BSc Financial Management and Logistics (International)	NN3F BSc/FMLI	280 points
BA Management and Accounting (International)	NN2K BA/ManAcI	280 points
BA Management and Business (International)	NN2D BA/ManBI	280 points
BA Management and Business Economics (International)	LND2 BA/MBEI	280 points
BA Management and Economics (International)	NL2C BA/ManEcI	280 points
BA Management and Financial Management (International)	NN2H BA/MFM	280 points
BA Management and Logistics (International)	NJF9 BA/ManLogI	280 points
BA Management and Marketing (International)	NNM2 BA/ManMkI	280 points
BA Marketing and Accounting (International)	NN5K BA/MkAccI	280 points
BA Marketing and Business Economics (International)	NLM1 BA/MkBEI	280 points
BA Marketing and Economics (International)	NLN1 BA/MkEcI	280 points
BA Marketing and Financial Management (International)	NNM3 BA/MKFMI	280 points
BA Marketing and Logistics (International)	NJ5X BA/MkLogI	280 points

## Four-year Professional Experience courses

Degree	UCAS code	Typical offer
BSc Accounting (with Professional Experience)	N402 BSc/AccW	280 points
BA Business (with Professional Experience)	N101 BA/BW	280 points
BA Business Economics (with Professional Experience)	L101 BA/BusEPE	280 points
BSc(Econ) Economics (with Professional Experience)	L102 BScEcon/W	280 points
BSc Financial Management (with Professional Experience)	N342 BSc/FMPE	280 points
BSc Logistics (with Professional Experience)	N292 BSc/LogPE	280 points
BA Management (with Professional Experience)	N201 BA/MW	280 points
BA Marketing (with Professional Experience)	N502 BA/MktW	280 points
BSc Accounting and Business Economics (with Professional Experience)	LND4 BSc/ABEPE	280 points
BSc Accounting and Economics (with Professional Experience)	NLK1 BSc/AcECPE	280 points
BSc Accounting and Financial Management (with Professional Experience)	NN4J BSc/AFMPE	280 points
BSc Accounting and Logistics (with Professional Experience)	NJK9 BSc/ALogPE	280 points
BA Business and Accounting (with Professional Experience)	NND4 BA/BusAcPE	280 points
BA Business and Business Economics (with Professional Experience)	NL1C BA/BBEPE	280 points



BA Business and Economics (with Professional Experience)	LND1 BA/BEPE	280 points
BA Business and Financial Management (with Professional Experience)	NND3 BA/BFMPE	280 points
BA Business and Logistics (with Professional Experience)	NJD9 BA/BLogPE	280 points
BA Business and Marketing (with Professional Experience)	NN1M BA/BusMkPE	280 points
BA Business Economics and Financial Management (with Professional Experience)	LNC3 BA/BEFMPE	280 points
BA Business Economics and Logistics (with Professional Experience)	LJC9 BA/BELPE	280 points
BSc(Econ) Economics and Business Economics (with Professional Experience)	L194 BScE/EBEPE	280 points
BSc Economics and Logistics (with Professional Experience)	LN1G BSc/ELPE	280 points
BSc Financial Management and Economics (with Professional Experience)	NLH1 BSc/FMEPE	280 points
BSc Financial Management and Logistics (with Professional Experience)	NNH2 BSc/FMLPE	280 points
BA Management and Accounting (with Professional Experience)	NN2L BA/ManAcPE	280 points
BA Management and Business (with Professional Experience)	NNF1 BA/ManBPE	280 points
BA Management and Business Economics (with Professional Experience)	LNCF BA/MBEPE	280 points
BA Management and Economics (with Professional Experience)	NL2D BA/ManEcPE	280 points
BA Management and Financial Management (with Professional Experience)	NN2J BA/MFMPE	280 points
BA Management and Logistics (with Professional Experience)	NJG9 BA/ManLPE	280 points
BA Management and Marketing (with Professional Experience)	NN5F BA/ManMkPE	280 points
BA Marketing and Accounting (with Professional Experience)	NNM4 BA/MkAccPE	280 points
BA Marketing and Business Economics (with Professional Experience)	NL5D BA/MkBEPE	280 points
BA Marketing and Economics (with Professional Experience)	NLMC BA/MkEcPE	280 points
BA Marketing and Financial Management (with Professional Experience)	NNN3 BA/MkFMPE	280 points
BA Marketing and Logistics (with Professional Experience)	NJM9 BA/MkLogPE	280 points

## Other courses

Degree	UCAS code	Typical offer
BA International Business (one-year top-up)	N122 BA/IntBs	Contact us
BA Business Management (part-time)	Apply direct to the Business School	
BA Business Management and Logistics (part-time)	Apply direct to the Business School	

We welcome applications from candidates with qualifications other than A levels. We also accept international students onto all degree courses, with entry level dependent on qualifications and experience. See also page 36 regarding direct entry to the second or third year of our courses.

# Key facts – Scarborough Campus

**Business School, University of Hull, Scarborough Campus, Scarborough, YO11 3AZ –  
[www.hull.ac.uk/hubs](http://www.hull.ac.uk/hubs), or get in touch at [www.facebook.com/hubsonline](https://www.facebook.com/hubsonline)**

## **Admissions contact for all applications – Scarborough**

Administrative Office, Business School at Scarborough: T 01723 357357 / F 01723 357119 / E [hubs-scar@hull.ac.uk](mailto:hubs-scar@hull.ac.uk)

Degree	UCAS code	Duration	Typical offer
BA Business and Management	NN12 S BA/BM	3 years	220 points
BA Business Management and IT	NG25 S BA/BusIT	3 years	220 points
BA International Business	N120 S BA/IBS	3 years	220 points
BA Sport and Leisure Management	N870 S BA/SLM	3 years	220 points
BA Tourism Management	N832 S BA/TM	3 years	220 points
BA Business and Management (International)	NN1F S BA/BMI	4 years	220 points
BA Business Management and IT (International)	GN5D S BA/BusITI	4 years	220 points
BA International Business (International)	N123 S BA/IBSI	4 years	220 points
BA Sport and Leisure Management (International)	N871 S BA/SLMI	4 years	220 points
BA Tourism Management (International)	N833 S BA/TMI	4 years	220 points
BA Business and Management (with Professional Experience)	NNC2 S BA/ManW	4 years	220 points
BA Business Management and IT (with Professional Experience)	GN51 S BA/BusITW	4 years	220 points
BA International Business (with Professional Experience)	N125 S BA/IBSW	4 years	220 points
BA Sport and Leisure Management (with Professional Experience)	N872 S BA/SLMPE	4 years	220 points
BA Tourism Management (with Professional Experience)	N834 S BA/TMPE	4 years	220 points
BA Business and Management (with foundation year)	NN1G S BA/BM4	4 years	Foundn

We welcome applications from candidates with qualifications other than A levels. We also accept international students onto all degree courses, with entry level dependent on qualifications and experience. See also page 36 regarding direct entry to the second or third year of our courses. No entry requirements are stated for courses that include a foundation year (marked 'Foundn' above): each case is different, and we encourage prospective applicants for such courses to make contact with the appropriate admissions tutors for guidance.



### **Admissions policy**

Admissions information provided in this pamphlet is intended as a general guide and cannot cover all possibilities. Entry requirements are generally stated in terms of A level grades and/or UCAS points, but we encourage applications from people with a wide range of other qualifications and/or experience. Some further details of the various entry routes are included in our general prospectus. Please contact the Admissions Service (see below) with any specific queries about admissions.

### **Disclaimer**

This pamphlet is intended principally as a guide for applicants. The matters covered by it – academic and otherwise – are subject to change from time to time both before and after students are admitted. While every reasonable precaution was taken in the production of this pamphlet, the University does not accept liability for any inaccuracies or changes. Information relating to study programmes is issued for the general guidance of students entering the University and does not form part of any contract. The University hopes to provide the courses and facilities described, but reserves the right to withdraw or to make alterations to courses and facilities if necessary.

### **Address**

For general enquiries, please write to

Admissions Service  
University of Hull  
Hull, HU6 7RX

T 01482 466100

F 01482 442290

E [admissions@hull.ac.uk](mailto:admissions@hull.ac.uk)

*All undergraduate courses at Hull University Business School provide a broad grounding across key areas of business. As a result, our graduates are well-rounded, highly employable and ready for the international workplace – equipped with an approach we call Connected Thinking.*

*Change the way you think.*