Cardiff Business School

Undergraduate
Degree Programmes 2025

CARDIFF UNIVERSITY
PRIFYSGOL CAERDYDD

Shape your future and a better world.

Join our internationally accredited business school.

Make a difference

We don't just teach business at Cardiff Business School. We think about the way it impacts our society and our economy. We call this public value.

We'll prepare you for a successful career and empower you to make a positive and meaningful impact on the business world.

Our focus on public value drives us to create positive change. From challenging inequality to promoting sustainability and social responsibility, we'll equip you with the skills and mindset to shape a better future.

Diversity is important to us. It enriches our community and allows us to look at the world, and business, from different perspectives. Together, we'll delve into the social, ethical, and sustainable implications of corporate behaviour and practice in class, respectfully debating ideas, experiences, and preconceptions.

Within our supportive learning environment, you'll gain knowledge and confidence in putting that knowledge into action.

AACSB ACCREDITED

ASSOCIATION OF MBAS ACCREDITED

SMALL BUSINESS CHARTER

PRME an initiative of the United Nations Global Compact

BUSINESS IN THE COMMUNITY The Prince's Responsible Business Network Cymru

Your pathway to success at Cardiff Business School

Support with student life

Our committed support staff are available to help you navigate student life from day one. This includes a dedicated Student Support Adviser housed within the business school. From health and wellbeing advice, counselling, support for disabled students, to managing money, our services are completely free and impartial.

Settle in smoothly

We run a Student Mentor Scheme where you'll be matched with a student mentor – a current student from Cardiff Business School, who'll help you settle in and answer any questions.

Accreditations

We're accredited by the Association to Advance Collegiate Schools of Business (AACSB).

This accreditation places us among the world's top business schools, recognising our commitment to high-quality curricula, faculty, research, innovation and engagement. It signals to future employers that you've received a top-tier academic education.

Enterprise excellence

As proud recipients of the prestigious Small Business Charter award, we foster a culture of enterprise.

This national kitemark recognises business schools that demonstrate excellence in encouraging student enterprise, engagement in the local economy, and business support.

If you dream of launching your own business, we offer mentorship, competitions, and support to develop entrepreneurial skills.

Student start-ups

Calvin Bang, a Business Management (International Management) (BSc) student, founded Taff Cola, a socially responsible soft drinks company that prioritises local ingredients.

With guidance and support from Cardiff University's Enterprise and Start-Up team, Calvin has turned his vision into reality.

His innovative approach earned him an award at Cardiff University's annual Start-Up awards, along with a prize fund to help grow Taff Cola.

Your future campus

We have plenty of study and social spaces tailored to enhance your academic journey.

The Aberconway Student Community Hub
An exciting new space for study and group work

The Undergraduate Hub
The place to find support for your academic and pastoral queries

Student Support Office
On hand to help you with student life

Opportunities Zone
A space dedicated to careers, placements, and going abroad

The Lounge
A great place to relax or study

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

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

Sehrish Afzal
Accounting and Finance (BSc 2019)

Thrive in your future career

We're committed to helping you achieve your career ambitions from the moment you arrive on campus.

We offer numerous opportunities for you to gain practical experience and first-hand exposure to the business world, ensuring you build a solid foundation in the business sector before launching your career.

Professional placement year

Your degree is available with the option of a professional placement year. This paid year in employment allows you to kick-start your professional training and stand out from the crowd after graduation.

Our students take part in placements in a range of organisations and sectors. Previous placement hosts include Deloitte, L'Oréal, Disney, Bank of England, Welsh Government, and local small-to-medium-sized enterprises (SMEs).

Opportunities Zone

Within the business school, you can access our Opportunities Zone which offers a business-specific service. Our mix of in-person and online guidance makes planning your future simple, accessible, and exciting.

Focused career support

We'll help you develop practical skills and professional confidence to thrive in the graduate job market through workshops, one-to-one career appointments, and assistance with securing a variety of work experience opportunities. We also support aspiring entrepreneurs and host professional networking events and career fairs, giving you the opportunity to connect with graduate employers on campus.

Where do our graduates go?

Our graduates enter a variety of careers from major global organisations to small boutique companies.

Employment destinations span the private, public and third sectors across the UK, Europe and internationally. Companies represented include Sky, Barclays Corporate, Citibank, Deloitte, KPMG, Microsoft, JP Morgan, and BMW.

97%

of our undergraduates were in employment and/or further study, due to start a new job or course, or doing other activities such as travelling, 15 months after the end of their course.
(Graduate Outcomes survey 2020/21).*

Hear from our students

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

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

Isabelle Newenham
Business Management (BSc)

Let Ella tell you how her placement has been a stepping stone into her future career.

* Source: Higher Education Statistics Agency, Graduate Outcomes Survey 2020/21, published by HESA in June 2023. Copyright: Contains HESA Data: Copyright Higher Education Statistics Agency Limited 2023.

Unlock a world of possibilities

Study abroad as part of your degree for a life-changing experience.

Discover new cultures, learn a new language, and make lifelong friendships. Develop skills and attributes such as resilience, self-sufficiency, and cultural awareness in readiness for a global career.

Year abroad

Explore partnerships with universities and business schools worldwide, from Europe to Asia, North America, and beyond, all taught in English. Open to all undergraduate students, you'll transfer onto a 4-year version of your degree programme and spend year 3 abroad.

Spend your summer abroad

Maximise your summers with short-term study, work, or volunteer experiences around the globe. Bursaries available.

"Studying abroad for the year was one of the best decisions I've ever made.

It is a fantastic opportunity that allows you to meet new people, travel to new places and learn in a completely different way.

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

"Singapore gave me a new perspective on personal growth, studying, and community.

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

Study abroad partner: Copenhagen Business School

If you have the opportunity to study abroad at any point in your university life – do it!!

I cannot recommend it enough!

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

Studying abroad really allows you to get to know yourself a whole lot more.

It has given me a global perspective and allowed me to create lifelong friends from around the world.

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

Scan the QR code to find out more about studying abroad.

Our degree programmes

Flexible, practical, and future-focused, our degree programmes are designed to prepare you for contemporary business, management and leadership challenges. Wherever your interests lie, you'll put theory into practice and tackle real-world case studies drawn from cutting-edge research and our network of business partners.

For full details about our programmes including entry requirements, visit our website.

Applications

To be considered for entry onto any of the undergraduate courses Cardiff Business School offers, please apply through UCAS.

Our students leave a legacy in Cardiff by working on real projects and making a real difference.

They've set up a loyalty card scheme, launched a street market, rejuvenated a local newspaper and initiated a business forum in the Grangetown community.

Professor Eleri Rosier
Professor of Marketing and Strategy

I was taken aback by the vibrant city, friendly people, and first-class university facilities.

I've made some lifelong friends, grown in independence and confidence, and left with a thirst for an exciting career in marketing.

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

Accounting and finance

Shape the future of business through accounting and finance.

Accounting and finance are key to the success of any business in the global economy. If you have a flair for numbers and a passion for influencing positive business change, join us to contribute meaningfully to our society and economy.

We'll equip you with the essential professional skills and knowledge sought by employers in a sector offering excellent career opportunities.

> **You will develop a range of technical skills, business awareness and graduate attributes** that will provide you with a truly strong foundation for a highly successful future in your career.

Dr Eleanor Dart
Lecturer in Accounting

Scan the QR code to watch Dr Eleanor Dart tell you more about our Accounting and Finance programmes.

Practical, technical and accredited

- Our programmes are accredited by professional bodies such as ICAEW, ACCA, and CIMA. This means that subject to passing certain modules you can get credit for prior learning and exemptions from many of the first level of exams from the professional qualification that these bodies offer.
- We'll equip you with technical skills and expertise through a mix of theory and practical examples. Stay up-to-date with industry trends while exploring specialist aspects of accounting, finance, commercial law, and quantitative analysis.
- Beyond technical expertise, you'll develop essential non-technical skills highly valued by employers, such as adaptability, teamwork, analytical thinking, problem-solving, and communication. We'll also introduce you to disciplines like marketing and strategy and legal studies. This holistic approach gives you a wide understanding of the business world.
- Our partnership with Bloomberg as an Experiential Learning Partner positions us as a world leader in experiential education. We've integrated Bloomberg exercises across our curriculum taught from our state-of-the-art Trading Room.
- You'll learn from experts – our staff are leading international experts who bring a wealth of industry experience and leading research to our teaching.
- As part of the Institute of Chartered Accountants in England and Wales' Undergraduate Partnership Programme (UPP), you can apply to embark on a one-year paid placement with accounting firms, accelerating your path to professional qualification.
- You'll have access to Cardiff University's Bitcoin Database, a resource for Bitcoin blockchain analysis and insight.

Changing Futures bursary

Eligible students from financially disadvantaged backgrounds can apply for the ICAEW Changing Futures bursary.

Accounting BSc

UCAS code: N400 or 64F9 with a Professional Placement Year

Fast-track your career with our professionally focused accounting degree, offering exemptions from chartered accounting exams.

In your first year, delve into the fundamentals of financial and management accounting.

Year 2 combines theory and practice, exposing you to real-world accounting scenarios before choosing from a range of specialist pathways.

In your final year, master advanced accounting topics, including corporate finance and strategy, management accounting and control.

We strive to give you a vivid learning experience.

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

Dr Hossein Jahanshahloo
Lecturer in Finance

Accounting and Finance BSc

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

Fast-track your career with our specialist accounting and finance degree, offering exemptions from chartered accounting professional exams.

Get to grips with the fundamentals of accounting and finance in your first year.

Combine theory and practice in year 2, as you explore real-world accounting and finance scenarios before choosing from a range of specialist pathways.

Year 3 dives into advanced financial management, including security analysis, portfolio management, corporate finance and strategy, and financial derivatives.

"The course is a great choice for those who have an aptitude for numbers and are interested in working in a wide range of industries, such as finance, accounting, banking, or consulting.

The skills and knowledge gained can be applied to a variety of different roles. There is a high demand for skilled finance professionals in many industries, which can lead to good job prospects and earning potential.

Ashley Rogers
Accounting and Finance (BSc 2017)

"Many scholars at Cardiff University maintain close relationships with organisations outside the university.

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

Dr Dennis De Widt
Reader in Accounting and Finance

Business Management

Prepare to shape the future of business.

Business management is an ever-evolving field which impacts lives around the world.

Explore every aspect of business, delving into key areas to understand how they come together to create successful organisations. The broad nature of business management opens doors to a wide range of career opportunities. Through a mix of theory and practical examples, we'll equip you with the skills and knowledge to thrive in the global job market. Together we'll consider the impact of business decisions on our society and economy and work to make a difference to the world around us.

Our comprehensive and flexible programmes cover everything from multinational corporations to social enterprises and charities, ensuring you're prepared for all types of organisations and sectors.

Starting with our universal business management first year, you'll then choose a specialist pathway in Marketing, Human Resource Management, International Management, or Logistics and Operations.

You'll develop management expertise from our team of international researchers and business practitioners. We'll introduce you to disciplines like accounting, digital technology, marketing, human resources and employment, management, and economics.

Stay ahead of the curve with industry insights from guest speakers, real-world case studies, and industry trips. With our support, you'll build a skill set to respond to current developments and challenges in business.

Integrated Work Placement

As well as the option to do a placement year or a year abroad, we also provide the opportunity to complete an Integrated Work Placement. This 20-week paid opportunity takes place in your second year and allows you to apply your university knowledge in a real-world setting.

"We provide a degree which is incredibly broad in its scope and reach.

A wide interpretation of business embraces all forms of organisation from the world's biggest multinationals like Walmart or Amazon to the smallest kids' sports clubs.

Professor Tom Entwistle
Professor of Public Policy and Management

Scan the QR code to watch a video where Professor Tom Entwistle tells you more about our business management programmes.

Business Management BSc

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

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

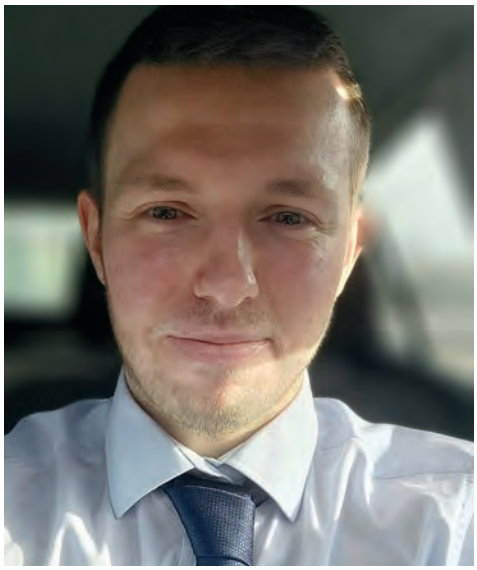
After the universal business management first year, combine theory and practice in year 2, applying accounting techniques, evolving marketing concepts, and problem-solving with operations management strategies.

Explore specialist principles such as procurement, multiculturalism, surveys and models and globalisation. In your final year, tackle real-world issues with modules related to strategy, analysis and change, tailoring your degree to your career goals.

I enjoyed the variation in the modules we study.

Naturally, business management is an incredibly broad subject, ranging from operations, finance, people, strategy, marketing, and more. It's also a degree that can be applied to almost any profession.

Steve McCormick
Business Management (BSc 2020)



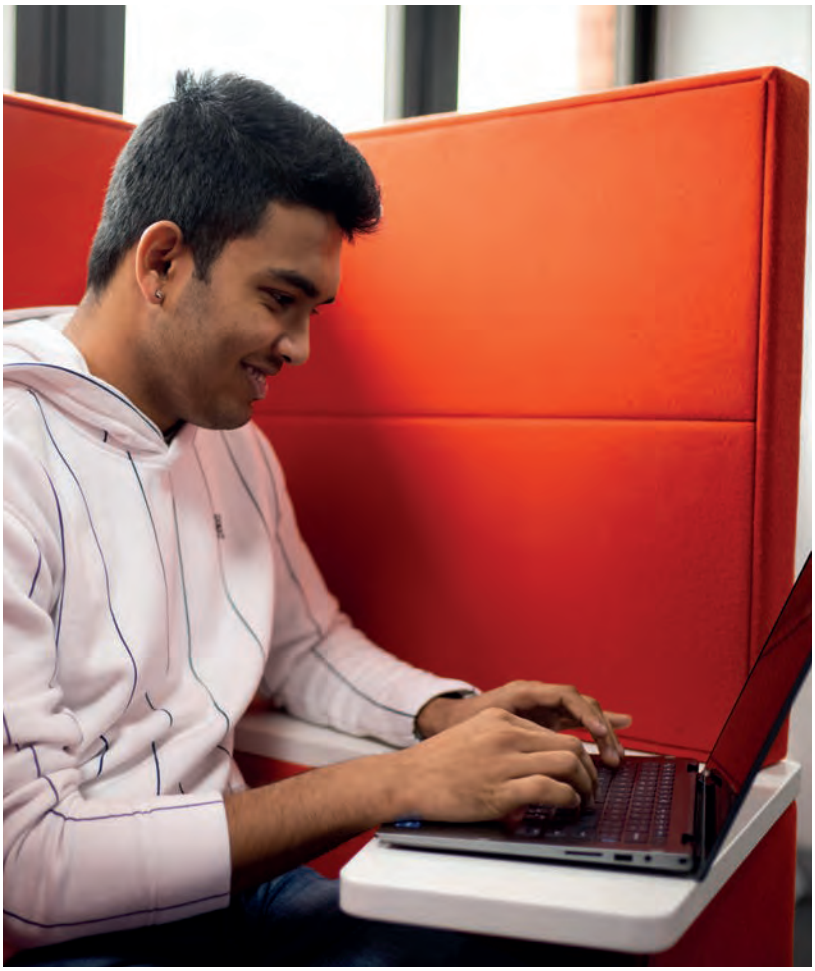
Business Management (International Management) BSc

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

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

Following our universal business management first year, you'll combine theory and practice in year 2.

Discover how the practices of multiculturalism and human resource management intersect with organisational behaviour, marketing and strategy. Analyse management processes and develop a comprehensive understanding of the international business landscape.



I am currently Head of Data and Digital Strategy at Shard Financial Media, a B2B media company based in central London.

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

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

Business Management (Marketing) BSc

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

Fast-track your career with Chartered Institute of Marketing (CIM) exam exemptions, meaning you'll be able to gain industry-recognised qualifications at an accelerated pace.

After our universal business management first year, combine theory and practice in year 2, exploring buyer behaviour, market research and strategy alongside financial and people management.

Customise your specialist knowledge with optional modules related to multiculturalism, human resource management, and logistics.

In your final year, tackle current advertising and marketing challenges while studying business design, services, and cultural marketing, tailoring your degree to your career ambitions.

Business Management (Logistics and Operations) BSc

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

Capitalise on our partnership with NOVUS Trust for sector-led seminars, site visits, mentorship, career coaching, and paid internships.

After our universal business management first year, combine theory and practice in year 2, exploring distribution, purchasing, and supply alongside organisational behaviour, marketing, and strategy.

Complement your specialist knowledge with optional modules related to multiculturalism, finance and human resource management.

In your final year, tackle real-world management and strategy issues, studying advanced operations management and supply, tailoring your degree to your career goals.

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

Business Management (Human Resource Management) BSc

UCAS Code: NN26 or A321 with a Professional Placement Year

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

After our universal business management first year, combine theory and practice in year 2, exploring people management alongside marketing and strategy for a holistic business understanding.

You'll study specialist areas such as employment relations, multicultural organisations and performance management. Delve into themes like entrepreneurship, business ethics, and culture while tailoring your degree to your career ambitions.

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

Business Management with Welsh BSc

UCAS Code: NQ26 or NQ28 with a Professional Placement Year

Develop your Welsh language skills alongside your business acumen to thrive in Wales' growing job market.

Begin with core business topics in accounting, marketing, and technology, complemented by Welsh language and literature studies.

Progress to topics in organisational behaviour, operations, strategy, and human resources.

Focus on the development of the Welsh language, its literature, culture, and role in the modern Welsh workplace. Gain hands-on experience in a Welsh-medium work placement.

Master core business disciplines like strategy and change before specialising in areas such as entrepreneurship, advertising, ethics, or international business. Choose from Welsh language topics in scriptwriting, literature, sociolinguistics, or translation.

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

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

Professor Jean Jenkins
Professor of Employment Relations

Economics

Develop economic expertise to shape society's future.

Economics influences nearly every aspect of our lives. From Brexit to wages and wealth, environment and energy, to health and homelessness, so many government and business decisions have economic consequences for us all.

We'll empower you to understand how these decisions shape and impact our communities. Together, we'll use economics to develop solutions and tools to influence the world and make a difference.

Turn theory into practice as we tackle pressing social and political issues armed with advanced mathematical and statistical techniques. You'll gain the knowledge and skills valued highly by employers in a sector which offers excellent salaries and career opportunities.

Dive into micro and macroeconomics, with opportunities to tailor your degree to your interests and career ambitions – choose to study business or banking, labour markets or international development. Explore the ethical issues and dilemmas in business on specialist modules related to industrial economics, economic history, labour economics or international economics.

To give you a wide understanding of the business landscape, we'll look at topics such as accounting, law, management, marketing and strategy, alongside historical and contemporary economic issues.

You'll train in our state-of-the-art trading room where we'll prepare you for trading and risk management in a controlled environment equipped with Investor Simulations, TRETS and Bloomberg.

Our programmes will give you an analytical toolkit suited for a wide range of careers, from fast-paced industries in the city to government, consultancy, and industry.

Learn from the best, as our faculty - renowned international experts - guide you through the intricacies of the field, drawing from their wealth of real-world experience and leading research.

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

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

Dr Iain Long
Senior Lecturer in Economics

Scan the QR code to watch a video where Dr Iain Long tells us more about our economics programmes.

"Economics allows me to apply theory and analyse data to better understand human behaviour or why people act in the way that they do.

In doing so, it helps to predict and assess the impact of major changes to government policy. We encourage you to apply your knowledge of economic principles to real-world policy issues such as the National Living Wage or the UK Sugar Tax, to better understand the role economics plays in society and on people's lives.

Professor Melanie Jones
Professor of Economics

Economics BSc

UCAS Code: L100 or R643 with a Professional Placement Year

Develop sought-after quantitative and empirical research skills to understand real-word economic issues.

In year 1, explore the fundamentals of economic analysis through the study of micro and macroeconomics and learn key quantitative analytical skills.

In year 2, deepen your understanding with theoretical insights and empirical techniques to tackle political, social, environmental, and management challenges. Focus on British and European economics, management, or finance to complement your growing analytical skillset.

In your final year, apply micro and macroeconomic analysis and hone your decision-making skills using computerised models. Customise your degree with optional modules in areas such as labour economics, trade, and industry to align with your career goals.

My current role is an External Audit Senior Associate. A normal day for me would involve leading medium to large sized engagement teams in conducting annual statutory audits of entities within the public and private sector to ensure compliance with relevant regulatory and reporting standards.

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

Chinwe Osuagwu
Economics (BSc Econ 2016)

Business Economics BSc

UCAS Code: L114 or M297 with a Professional Placement Year

Acquire quantitative and empirical research skills sought after by employers offering competitive graduate salaries.

Dive into economic analysis with micro and macroeconomics in year 1, complemented by fundamentals in accounting, management, and mathematics.

In year 2, combine theory with practice, exploring economic and management challenges using empirical techniques. Customise your degree with modules related to purchasing, multiculturalism, financial performance, and investment.

Apply your economic, statistical and mathematical skillset to analyse outcomes of real-world business and policy dilemmas in your final year. You'll hone your decision-making capabilities using computerised models. Tailor your degree to your career ambitions with optional modules related to labour economics, trade, business design, and entrepreneurship.

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

Grace Janho
Business Economics (BSc Econ 2018)

Banking and Finance BSc

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

Equip yourself with the tools and techniques for success in the competitive global finance sector.

Master the fundamentals of accounting, statistics, and mathematics, diving into economic analysis with micro and macroeconomics. Combine theory with practice, exploring empirical techniques used in the money, banking, and finance sectors.

Choose from modules covering law, investment, corporate finance, and more to enhance your knowledge base. In your final year, tackle real-world issues affecting global financial markets, becoming an expert on the role of banks and financial intermediaries in our economy.

Tailor your degree to your career ambitions with optional modules relating to labour economics, trade, development and industry. We'll evaluate the implications of financial crises on the global economy and explore how policy, regulation and technology influence the stock market.

I wanted to take a practical route and study the applications of economics, which the Banking and Finance course offers.

I was able to simultaneously learn about core economic theorems while also being taught how financial markets like the stock exchange work through the simulated trading room.

Abheesh Essoo
Banking and Finance (BSc Econ 2020)

Important Legal Information

The contents of this brochure relate to the Entry 2025 admissions cycle and are correct at the time of going to press in July 2024. However, there is a lengthy period of time between printing this brochure and applications being made to, and processed by us, so please check our website at: **www.cardiff.ac.uk** before making an application in case there are any changes to the course you are interested in or to other facilities and services described here.

Where there is a difference between the contents of this brochure and our website, the contents of the website take precedence and represent the basis on which we intend to deliver our services to you.

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

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

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

Mae'r ddogfen hon hefyd ar gael yn Gymraeg.

This document is also available in Welsh.

Cardiff University is a registered charity, no. 1136855

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

To request an alternative format please contact Laura Roberts:
Tel: 029 2087 4455
Email: RobertsL9@cardiff.ac.uk

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To find out more about Cardiff Business School please visit our website:

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