

# BHASVIC

## Guide to Higher Education & Employability 22-23

**Accounting, Business & Management,  
Economics, Finance, Marketing,  
Mathematics, Operational research,  
Statistics, Tourism and travel**

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## Accounting

Accountancy or accounting courses can provide a fast track to working in an accounting profession. Courses usually include learning skills and knowledge (and taking some of the exams needed) to qualify in areas of accountancy such as chartered, management or public finance. You will also study maths, statistics, economics and finance and may put theory into practice on a placement. As well as going into accountancy, graduates from this course typically enter finance, business, the public sector, banking, marketing and management.

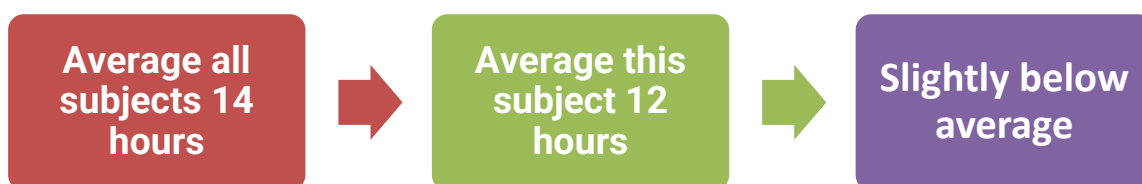
- FINANCE
- BSC
- VOCATIONAL
- PRACTICAL PLACEMENTS
- LOTS OF READING
- EXAM-INTENSIVE
- BA
- INDEPENDENT STUDY
- BUSINESS

### Example course modules

- Accounting and accountability
- The context of business
- Business Law
- Management accounting
- Auditing
- Financial accounting theory
- Understanding statistics
- Commerce, banking and investment
- Taxation
- Reporting financial performances

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



### League tables for this subject

[The Guardian](#) [The Complete University Guide](#) [The Times](#)

## What students say about Accounting

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My accounting course consists of lectures, tutorials in small groups in which pre-set questions are looked over and discussed with your peer group, and, in the second semester, a series of computer classes as group projects are undertaken. The course is mostly written, with some numerical modules. I found it extremely challenging as an accounting novice.

*1st year, Queen's University Belfast*

Accounting for management is interesting - we cover other topics such as contract law, so are not bound down to only working with numbers. Exams take place twice a year, coursework can be in the form of individual/group essays, portfolios and presentations. We can also be given class tests during the year which contribute to our grade.

*1st year, Aston University, Birmingham*

I study accounting and finance and we have 11 hours of lectures and seminars a week, which leaves a lot of free time. During this free time, you have extra work to complete for seminars and also you should read ahead for the next lecture and reread notes from the previous lecture. This course requires essay writing skills more so than people are likely to think. Only a small amount of the first year is actually numerical and the majority of the assessments are written. We're required to complete essays, complete balance sheets and profit and loss accounts, work on Excel, complete maths papers and sit exams at the end of the year.

*1st year, University of Kent*

## What A-levels (or equivalent) usually required

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- No Specific Requirements

### Useful to have

- Economics
- Mathematics

## Application checklist

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Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

## What to ask on a Business or Finance open day

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Aspiring accountants, marketers, management consultants, and human resource managers. Here are some open day questions you could ask to find out more about what studying business is all about.

### About the course

- Do I need a business A-level to do this course?
- Do my lecturers still work in business?
- Do I need to be good at maths or statistics?

- Can I take modules in other courses?
- Can I specialise in a particular area of business?

### **Equipment, books and facilities**

- Where can I find a reading list for this course?
- Are there any books I should buy in advance?
- How much time will I need to spend in the library each week?

### **Placements and work experience**

- Are there any industrial placements / sandwich years on this course?
- When will my placements happen (if I have them)? How long will they last?
- Do I pay for my placement? If I do a year's placement, does that affect my course fees?

### **Assessments**

- How much group work is involved and how much is independent study?
- Do I need to complete a dissertation or research-based project?
- How will I be assessed on a placement? Does it count toward my degree?

### **Prospects**

- How can this course help me find a job?
- Does this uni have links with graduate employers and the business world?
- What can I do to maximise my chances of getting a job? Part-time work, internships, sports/societies, enterprise competitions?

### **Career prospects**

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You don't have to be an accountant if you take this degree, but a lot of graduates take a look at the rewards on offer for accountancy trainees and go into the job. Many others go into other parts of the finance industry, and some go into management or marketing. The recent setbacks in the finance industry have meant the employment figures are not as good as usual and if the industry recovers, we'd expect to see that data improve. London is very popular for accountancy graduates going into their first job, but it's also quite common to work in Scotland, with Glasgow a hotbed of Scottish accountancy recruitment in 2012. If you want to find a job in finance as an accountancy graduate, recruitment agencies were particularly important last year, so try to get in touch with one as soon as you can to improve your chances.

### **Transferable skills**

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Thinking logically & critically, ability to simplify complex issues and extract relevant information, data analysis, written & spoken communication, problem-solving, time management

### **Employability**

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#### **Jobs where this degree is useful**

- Chartered accountant
- Taxation investigator
- Financial accounts manager

#### **Other real-life job examples**

- Actuary
- Broker/financial trader
- IT business analyst

## What employers like about this subject

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An accounting degree will develop subject-specific skills in areas including the theories and practices of accountancy; in the use and preparation of financial information in decision-making and in understanding commerce, industry and finance. A professional accountancy qualification is also necessary to become a qualified accountant. Useful transferable skills you can gain from an accounting degree include numeracy, communication, problem-solving, decision-making, critical thinking and a business focus. Accountancy graduates are in demand from business across the finance industry, but as many larger firms have their own accounts departments, they are employed all over the economy.

## Personal statement: finance and accounting

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**What are universities looking for when it comes to a winning personal statement to study finance or accounting? Showing some genuine passion is just the start...**

Dr Fatimah Zainudin from the University of Southampton's management school is looking for 'the "chemistry" that makes an applicant shine out,' so try and demonstrate your enthusiasm about the course and the buzz you'll get from studying it.

'What we love to see is a passion for the subject itself. If you fall in love with the subject, that's what will lead to success on the course... it will give you the right chemistry,' she says.

### Demonstrate your enthusiasm for it

If you can demonstrate what's sparked your interest in finance and accounting, that's a good start – but it's no good just saying you've got a passion for it, you have to show it.

If you're not the kind of person who gets very passionate about things, don't worry. But do still try to explain what it is that attracts you to studying it.

Then back it up with evidence of your relevant skills, knowledge or experiences and show that you understand something about what's involved. That should solve it.

See our in-depth guides to studying finance or accounting at university, from typical modules to career paths, for some inspiration.

### Finance and accounting personal statement must-haves

**Beyond the classroom:** The University of Bristol is looking for 'intellectual curiosity – reading or research beyond the A level (or equivalent) syllabus.' This is always good practice in personal statements, provided you then reflect on what you learned from your wider reading or research – they don't just want a list.

Get the basics right: good communication skills are essential to anyone working in the finance sector, so make sure your statement is well-written. Nobody is asking for a literary masterpiece here, just a well-structured and waffle- and error-free statement.

**Interest in the subject:** Sheffield Hallam University is looking for you to demonstrate 'an interest in and awareness of accounting and finance, or some level of practical experience.' Similarly, Bristol is looking for 'interest and commitment to the subject.' This means conveying enthusiasm for studying it and

showing that you understand something about it, whether that comes from reading, work experience, or studying relevant topics in your A level, BTEC, or Higher course.

**Business awareness:** University of Bath selectors are expecting students to have an interest and aptitude for 'quantitative analysis of business issues.' Demonstrate this with evidence that shows your abilities for applying mathematical skills to the analysis of business problems.

**Relevant outside interests:** if you choose to include extra-curricular activities, make sure they are relevant or showcase appropriate personal characteristics, skills, or achievements. Apply the 'so what?' test: if you play the flute or basketball, can you make that relevant to your future success at university, or should other factors take priority in your 47 lines?

### **No experience? Don't worry!**

If you've had some work experience, that's great. It doesn't matter whether it's a couple of weeks spent shadowing an accountant, a couple of hours just talking to one, a part-time job in a financial, retail, or business environment, or a scheme like Young Enterprise. What does matter is that you write about something relevant that you have learned from it. But, as Sheffield Hallam and LSE say on their websites, experience is not essential, so don't panic if you don't have any.

Your commitment to studying accounting or finance as an academic subject is usually the key requirement. However, if you can also show that extra ingredient of passion and a glimpse of the 'chemistry' that exists between you and the subject, then your application really will stand out.

[https://web.ucas.com/ps\\_finance\\_accounting](https://web.ucas.com/ps_finance_accounting)

## **Other routes**

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### **Apprenticeships**

If you want to combine work and study while earning a salary, you could consider an apprenticeship. Which apprenticeships are available, and how you apply, depends on where you live.

There are nearly 40 apprenticeships in the legal, finance and accounting sector available in England, with more in development.

Each apprenticeship sets out occupational standards for specific job roles, designed by employers. The standards outline the skills, knowledge, and behaviours required to demonstrate that an apprentice is fully competent in the job role.

### **Higher apprenticeships (post-A level Level 4)**

- [Actuarial technician](#)
- [Financial adviser](#)
- [Internal audit practitioner](#)
- [Paraplanner](#)
- [Professional accounting/Taxation technician](#)

### **Degree apprenticeships (Levels 5 – 7)**

- [Accountancy/Taxation professional](#)
- [Actuary](#)
- [Financial services professional](#)
- [Internal audit professional](#)
- [Professional economist \(degree\)](#)

- [Senior professional economist](#)

## Sources & Links

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[Accounting Subject Guide - Why Study Accounting At Uni? \(ucas.com\)](#)

See also end of guide



## Business and management studies

Business and management degrees are a popular option with students, but they actually come in all different shapes and sizes. More theoretical courses cover economics, politics and sociology, while others focus more on the skills and practices you'll need to carry out specific management and business functions - including accounting, finance, marketing, logistics and human resources. You might also find options such as entrepreneurship, sustainability, international business and event planning thrown in for good measure.

Example degrees: business, business management, management, business administration, human resource management, marketing awareness, business analytics

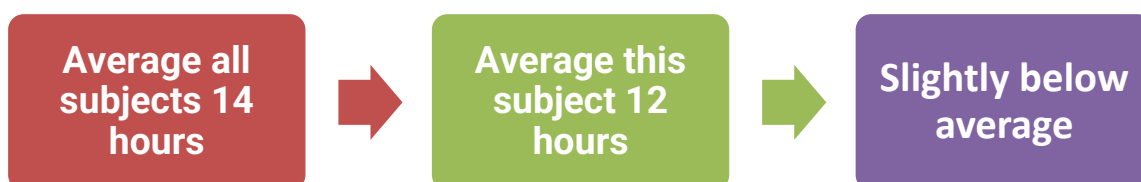
- FINANCE
- BSC
- PRACTICAL PLACEMENTS
- COMMUNICATION SKILLS
- PROBLEM-BASED LEARNING
- BA
- TIME ABROAD
- ACCOUNTING
- MARKETING
- HR

### Example course modules

- Skills for employment
- Organisational behaviour in practice
- Consumer behaviour
- Using finance in business
- Managerial economics
- Quantitative methods in information management
- Financial reporting
- Environmental sustainability
- Creativity in enterprise
- Strategic marketing

### Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



### League tables for this subject

[The Guardian](#) | [The Complete University Guide](#) | [The Times](#)

## What students say about business and management studies?

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I find my course extremely interesting as it covers a broad range of subjects and it is all relevant to everyday life. The general areas of my course include human resources, finance, international business, management, marketing, law and IT software. Some of the content you may have studied already at school, but the content you haven't can be challenging but interesting.

*2nd year, Northumbria University, Newcastle*

In business and management, I particularly liked the hands-on, role-playing modules such as business analysis and practice, where you develop a car manufacturing company by choosing car designs, target market, research, materials, add-ons, selling price and many more.

*3rd year, Leeds Beckett University*

It's challenging to work in such diverse teams as business students get a lot of team work assignments. We are expected to do essays, reports, presentations and exams. In particular, I enjoyed learning about organisational cultures, leadership, decision making, economy and quantitative methods.

*1st year, Oxford Brookes University*

## A-levels (or equivalent) usually required

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- None (occasionally maths for management degrees)

### Useful to have

- Business studies
- Economics
- Mathematics

## Application checklist

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- January application
- Personal statement

## What to ask on a Business or Finance open day

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- Can I specialise in a particular area of business?

### Equipment, books and facilities

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## Placements and work experience

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## Assessments

- How much group work is involved and how much is independent study?
- Do I need to complete a dissertation or research-based project?
- How will I be assessed on a placement? Does it count toward my degree?

## Prospects

- How can this course help me find a job?
- Does this uni have links with graduate employers and the business world?
- What can I do to maximise my chances of getting a job? Part-time work, internships, sports/societies, enterprise competitions?

## Top 10 Universities for Business / Finance - Complete University Guide 2021

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- St Andrews, Kings College, Warwick, Bath, Loughborough
- Durham, Lancaster, Leeds, York – all very high student satisfaction scores
- UCL, Exeter, Glasgow, Birmingham - all with top graduate prospects

## Employability

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Very few jobs are completely out of reach for a good business student. They are most likely to go into jobs in finance, management or marketing, so the stats have been hit slightly because the finance industry hasn't been in the best of health in the economic downturn.

But thousands of students from this subject go into professional jobs every year, and average starting salaries are very slightly above the average for all subjects. It's not a surprise to hear that a lot of students go into management but business students tried their hands at all sorts of different jobs last year – not just those within the finance industry, but also community work, IT, marketing and PR and even surveying.

## What employers like about this subject

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The most popular subjects studied at degree level are business and management. There are many subject-specific skills you can develop on these degrees including an understanding of finance, markets, business policy, business operations and effective customer interaction. A business and management student will also learn a number of useful transferable skills in numeracy, communication, problem-solving, decision-making, and critical thinking. Business and management graduates are usually found working for finance organisations and related industries, but they can also be found in almost every other industry.

## Transferable skills

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Communication skills, Analytical and critical thinking, Problem solving, Decision making, Logical thinking, Report writing, Project & resource management, Self-motivation

## Example careers

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- Construction manager
- Environmental engineer
- Human resources officer
- Logistics and distribution manager
- Marketing executive
- Retail manager
- Sales executive
- Systems analyst
- UX analyst

## Local market information

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### Women entrepreneurs – Nat West Funding Opportunity

Nat West have teamed up with Crowdfunder to help women who want to start their own business get started. They will provide coaching, mentoring and networking opportunities as well as up to 50% of the fundraising target (max. £5,000) in grant funding for some projects. UK residents with new UK projects may apply.

### Personal statement advice: business and management

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Business admissions tutors explain the importance of reflecting on your business or management interests and demonstrating your motivation, skills, and enthusiasm in your personal statement. Whether talking about a recent news story, how you meet targets in your weekend job, or simply why you want to study business at uni, that spark of genuine motivation and enthusiasm will get you noticed. That's what business admissions tutors told us when we asked them what they look for – and here are some more of their top tips.

Find out everything you need to know about writing your personal statement , including how to write a killer opening and our top tips.

### A spot-on business personal statement – in a nutshell

'We want to find out information that gives a personal insight into the applicant, something that goes over and above their academic achievements and includes their motivations, their ambitions, how they chose their university course, what they feel they could contribute to our community, and what it is they seek from their university experience.' Dr Trevor Bolton | Pro Vice Chancellor & Dean Of International Business School – Anglia Ruskin University

Dr Pam Croney, admissions tutor at Newcastle Business School at Northumbria University, is especially looking for evidence of:

- an independent learner
- a thinker and doer
- an innovator or potential entrepreneur

- a good communicator who likes giving presentations
- an interest in what's happening out there in the business world

### **Can you demonstrate any of these?**

She also likes it when applicants give their own views on a topical issue, like why you think a particular company crashed, what sparked the revival of a vintage brand, or whatever else gets you fired up. Admissions tutors love to know what you're genuinely enthusiastic about!

### **What business and management tutors are looking for**

Structure and organisation: to study management, you need to demonstrate that you are capable of managing yourself. Your personal statement needs to be structured, organised, and free of spelling or grammatical errors.

**First impressions count:** Sue Blything-Smith, Business and Management Admissions Tutor from University Campus Suffolk, says 'you should aim to be unique and original and provide a good opening line that reveals something about your aptitude and enthusiasm'. She really likes to see statements that demonstrate personality and flair but don't go too over the top: keep it formal and remain objective.

**Examples of your relevant skills:** Sue is also impressed by applicants who describe situations where they've demonstrated relevant skills like good communication or teamwork, problem-solving, initiative, leadership, or achieving goals.

**Research the course:** London School of Economics is keen to know things like why you want to study management, what specific aspects of their course interest you, how it relates to your academic studies, and what additional reading or other activities have led you to apply.

**Entrepreneurial flair:** Bournemouth likes its business studies applicants to show they are 'self-starters' who enjoy identifying and solving business problems.

### **Making your business experience count**

It's not just what you've done but how you've reflected on it. If you work-shadowed the CEO of a multinational company, that's great, but it will have zero impact unless you spell out what you personally gained from it.

Similarly, if your part-time supermarket job or role in a Young Enterprise programme has helped you develop your skills and confidence, that's great too. But it will only have an impact on your statement if you explain how or give an actual example.

It's the how that brings your statement to life and makes it interesting and personal. So try to think of specific occasions or unique ways you have demonstrated your potential, or maybe something you've observed about customer behaviour, management styles or an effective (or ineffective) marketing campaign.

It's even better if you can then link it to something you've learned in your business, economics, or psychology studies, or read in the Financial Times, The Economist, or on the BBC website.

Or consider the transferable skills you've gained through extracurricular activities and how they can show what the University of Bath describes as 'an active interest in understanding people, work, and organisations'.

[https://web.ucas.com/ps\\_business](https://web.ucas.com/ps_business)

## Sources & Links

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See end of guide

## Economics

Economics is the study of producing and using wealth. The credit crunch, international trade, global warming, sustainable development and inequalities between countries – these are all issues to which economics can be applied to provide solutions to global problems. You need to have an aptitude for maths and an interest in using statistical techniques to analyse economic and financial data. This course can lead to employment in areas such as financial management, accountancy, investment banking, government and journalism.

Example Degrees: Combines well with Business, Finance, Philosophy extremely varied

- BSC
- PROBLEM-BASED LEARNING
- MATHEMATICAL NUMBER-CRUNCHING
- BA
- THEORETICAL AND CONCEPTUAL
- EXAMS
- TIME ABROAD
- MATHS
- STATISTICS
- FINANCE

### Example course modules

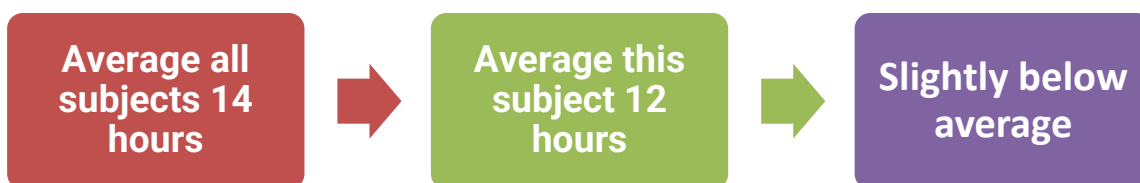
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- Mathematics for economists
- Microeconomic theory
- International trade
- Economics principles
- Econometrics
- Money and banking
- Economic history
- Managerial and industrial economics
- Legal studies
- Principles of marketing and strategy

### Teaching hours / week

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The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



### League tables for this subject

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## What students say about Economics

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A great subject with interesting and career-leading modules, split fairly evenly between lectures, seminars, workshops and private study. Candidates will learn the basics required in many financial and banking industries (as I have experienced first-hand). Principles, mathematics and statistics will ensure foundations are set for other first year modules, such as data analysis and economic institutions and the profession, and the second year. A number of projects and essays are required to gain grades, all of which are marked and returned with fairly helpful comments within a standard time frame.

*1st year, University of Kent*

I study economics and I was surprised at how varied the course actually is. There is a huge range of optional modules to choose from - in the first year I had four optional modules, which is great because you can choose other subjects you've enjoyed learning in the past, or new subjects that you'd like to try and have never done before. We also get four compulsory modules which are the principles/foundations of economics. The workload was a big jump from A-levels, but much more interesting.

*1st year, University of Southampton*

I am studying economics and had an average of thirteen hours of contact time each week (a mix of lectures and tutorials). I enjoyed studying finance and accounting in two separate modules in the first and second semester. I found these modules to be challenging in comparison to the other parts of my course as they were new topics for me. Another aspect of my course was business enterprise and its environment. While I didn't find this course as interesting as my macro and micro economics courses or the finance modules, I enjoyed learning in a different way through a group project in which we had to create a business plan.

*1st year, Heriot-Watt University*

## A-levels (or equivalent) usually required

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- Maths (BSc Economics)

### Useful to have

- Economics
- Further maths
- Statistics

## Application checklist

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Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

## What to ask on a social science open day

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Thinking of studying for a degree in geography, history, politics, or economics? Here are some questions you could ask tutors and students when you're at a university open day.

### **About the course**

- What ranges of modules are available to me?
- Can I pick modules outside of my subject?
- What skills will I learn on this course? E.g. research methods, referencing, drawing graphs...
- Are there any guest lecturers or speakers who come to the university?
- Do I need maths or statistics?

### **Equipment and facilities**

- What books are necessary for me to buy?
- How much reading is there each week?
- Are resources and reading material available to use online?
- Do I need to read anything before I start the course?
- Work experience and field trips

### **Are there any field trips?**

- Where will they be – is there a choice?
- How much does a field trip cost and will I have help with this?
- What assignments are set during a field trip, and do these count towards my degree mark?
- Do I have to organise placements or work experience during my summer breaks from university? Will I have help from the uni to do this?

### **Assessments**

- What is the split between exams / coursework / group projects?
- Do I need to do a presentation on this course?
- Do I need to complete a dissertation or research-based project?
- How do I decide on a dissertation subject?
- Can I move on to a related Masters / PhD after I finish my course? Is there funding for me to do this?

### **Top 10 Universities for Economics – Complete University Guide 2021**

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- **Cambridge, Oxford, UCL, LSE, St Andrews**
- **Nottingham, Leeds, Surrey, York** – all very high student satisfaction scores
- **Loughborough, York, Sussex** - all with top graduate prospects

### **Employability**

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Economics students normally do well in the jobs market. As the industry recovers, we expect the statistics to improve. As so many economic students go into banking and finance, it's not surprising that many work in London. It's quite common for economics graduates to go into jobs such as accountancy which require you to take more training and gain professional qualifications - so don't assume you won't have to take any more exams. The incentive to take them, of course, is better pay, which will be on top of an already healthy average starting salary of over £28,000 for graduates working in the capital.

## What employers like about this subject

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A degree in economics will give you a range of subject-specific skills from statistical analysis and an understanding of economic theory and modelling approaches to the ability to apply economic reasoning to policy issues in a critical manner. You'll also gain a whole suite of sought-after transferable skills including numeracy, communication, data handling and problem-solving skills. These are in demand from many employers including government departments and think tanks, banks, universities, consultancies and insurance and accountancy firms.

### Transferable skills

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Thinking logically & critically, ability to simplify complex issues and extract relevant information, data analysis, written & spoken communication, problem-solving, time management

### Example careers

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- Business development manager
- Civil Service
- Data scientist
- Diplomatic service officer
- Local government officer
- Management consultant
- Quantity surveyor

### Local market information

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Centre for Cities have published a report entitled 'The future of skills in UK cities' using data provided by EMSI. Their key findings are that analytical and interpersonal skills are becoming increasingly important in all UK cities due to the decline in routine manual occupations and a move towards high-skilled occupations.

### Personal statement advice and example: economics

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Writing a personal statement for economics? You'll need more than a subscription to The Financial Times to impress tutors. Here's how to stand out by being relevant, personal, and concise

That's what economics admissions tutors told us when we asked them for their top tips on what they're looking for in your economics personal statement. We've also got an example of how to write about any relevant work experience you have that relates to economics...

- Ensure your enthusiasm for economics stands out
- It's key to explain in your personal statement why you're interested in economics and why you want to study it. Think about the following:
- Show an appreciation of mathematical concepts.
- Reflect on something that has given you an insight into local, national, European or global economic issues, and explain what interests you about it.
- If you have already been studying economics at A level (or equivalent), talk about an area of the course you've found especially interesting.
- If you haven't studied economics before, explain what has inspired your interest in it.
- What especially appeals to you about the subject or the courses you've chosen? You can look up specific course details using our course search.

- Demonstrate that you have a real interest in economic principles and concepts.
- Show some understanding of economic theory.

### **What to include in your economics personal statement:**

- Your long-term goals: explain how your degree choice fits with your future ambitions and career aspirations.
- Wider reading: do pick out one or two specific issues that had an impact on you – just saying you subscribe to 'The Economist' or 'The FT' or that you've read 'Freakonomics' or 'The Undercover Economist' won't have an impact unless you elaborate. Better still, think outside the box and write about something you've read that's slightly more obscure. As an admissions tutor at one university said: 'If I read about 'Freakonomics' one more time, I'll scream...!'
- Economics-related experience: reflect on any work experience, responsibilities, or non-academic interests or achievements that are relevant to economics or demonstrate appropriate skills or qualities.
- Other relevant insights: if you've undertaken an economics-related project, Extended Project Qualification (EPQ) or summer school, reflect on any insights this has given you.
- Demonstrate your skills: give examples of skills you possess that will serve you well as an economics student and mean you're able to proactively contribute to the course. These could include self-motivation, teamwork, the ability to think logically, effective time management, good communication, or problem-solving skills.

### **What NOT to include in your economics statement**

We've also picked up some tips on what to avoid:

- Don't skim the surface – be specific.
- Don't give a shopping list of things you've read or done.
- Don't exaggerate.
- Don't waste space trying to impress with things you've done that aren't relevant – relate everything to the courses you're applying for.
- Don't make sweeping claims about 'your passion for economics', how you've 'loved it from an early age' and 'what an honour it would be to get accepted at your university'.
- Avoid grammar and spelling mistakes.

As the University of Bristol's 'Why Study Economics?' website says, 'a straightforward personal statement that gets all the core points across in a coherent way serves the purpose best'. So do say something that will stand you out from the crowd but avoid being too off-the-wall.

Don't be too bland and generic, either. London School of Economics says 'your statement should be as original as possible to differentiate you from other applicants' while the University of Nottingham looks for 'students with a wide variety of interests and enthusiasms from a wide variety of backgrounds'. Strike the right balance by demonstrating your enthusiasm, your intellectual curiosity, and the quality of your insights.

[https://web.ucas.com/ps\\_economics](https://web.ucas.com/ps_economics)

### **Sources & Links**

<https://www.unitasterdays.com/ondemand/webinar/61/economics>

Royal Economic Society <https://www.res.org.uk/education.html>

Target Careers <https://targetcareers.co.uk/uni/degree-subject-guides/386361-should-i-study-economics-at-university>

Prospects <https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/economics>

Browse a range of resources shared by organisations that usually attend the Futures Fair:

All about Apprenticeships

[https://mcusercontent.com/9f89f859eb0be9d437b1414c3/files/3c18246b-79ad-44e6-9776-aef78d301a5d/GESDAP\\_FLYER\\_2020\\_Final.pdf](https://mcusercontent.com/9f89f859eb0be9d437b1414c3/files/3c18246b-79ad-44e6-9776-aef78d301a5d/GESDAP_FLYER_2020_Final.pdf)

<https://www.brunel.ac.uk/study/schools-and-colleges/Teacher-and-adviser-resources/downloadable-materials>

<https://www.brighton.ac.uk/studying-here/visit-us/open-days/ug-campus-open-days/2020/online-open-day.aspx>

<http://www.bristol.ac.uk/study/undergraduate/visits/open-days/subject-sessions/accounting-and-finance/>

Economics: <http://www.bristol.ac.uk/study/undergraduate/visits/open-days/subject-sessions/economics/>

<http://www.bristol.ac.uk/economics/>

University of Liverpool <https://www.liverpool.ac.uk/study/undergraduate/virtual-open-day/>

London School of Economics <https://www.lse.ac.uk/study-at-lse/meet-visit-and-discover-LSE/visit-lse/taster-courses>

<https://www.manchester.ac.uk/study/undergraduate/manchester-live/subject-webinars/>

Undergraduate Economics with Dr Marianna Koli: <https://www.nchlondon.ac.uk/videos/ug-econ/>

<https://www.plymouth.ac.uk/about-us/plymouth-on-demand/pod-sociology-international-relations-and-politics>

<https://youtu.be/jCfkhDY63RQ>

[https://www.futurelearn.com/courses/valuing-health?utm\\_source=taster&utm\\_medium=referral&utm\\_campaign=TUOS\\_24\\_04\\_2018\\_MVH](https://www.futurelearn.com/courses/valuing-health?utm_source=taster&utm_medium=referral&utm_campaign=TUOS_24_04_2018_MVH)

<https://www.sussex.ac.uk/study/applicant/subjects/international-development>

<https://www.sussex.ac.uk/study/applicant/subjects/economics>

<https://www.sussex.ac.uk/study/applicant/subjects/philosophy-politics-and-economics>

## Finance

If a career in trading, investment, banking or finance appeals you may wish to look at the wide range of finance degrees on offer. Some courses are broad-based and include all aspects of finance, including accounting, while others specialise in areas such as investment banking. On some courses you may learn dealing skills in trading simulation rooms. Some courses are vocational and include taking professional banking and financial services exams, as a fast track to careers in these areas.

- BSC
- VOCATIONAL
- PRACTICAL PLACEMENTS
- MATHEMATICAL NUMBER-CRUNCHING
- BA
- TIME ABROAD
- BANKING
- BUSINESS FINANCE

### Example course modules

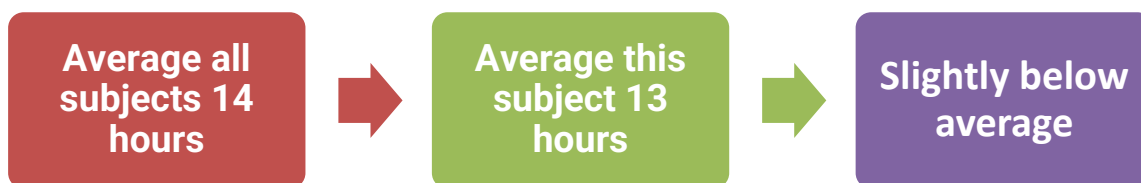
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- Financial accounting theory
- Law of business
- Information technology for business
- Principles of operations management
- Personal, professional and academic effectiveness
- Business policy
- Business, government and society
- Financial management
- Introduction to macroeconomics
- Statistics and data management

### Teaching hours / week

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The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) | [The Complete University Guide](#) | [The Times](#)

### What students say about finance

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There are four modules for my course: economics and society, principles of economics, quantitative methods for economics, accounting, financial markets and institutions. All of them very interesting and engaging. For each module you have to write an essay, have some in-class tests, make presentations and have the exams.

*1st year, London Metropolitan University*

The accounting and finance course was varied and interesting. I enjoyed it. People think it's just a calculator and some numbers, but when you're doing economics, law, tax, auditing etc., it's so diverse. I think it was all challenging in a positive way. Different units were assessed differently, but most had a majority exam weighting.

*3rd year, University of Portsmouth*

Studying finance, I found it quite challenging. There are lectures and tutorials throughout week, with maybe one day off. We get to write business reports, business-related essays and presentations on a regular basis.

*2nd year, University of Hertfordshire*

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## **A-levels (or equivalent) usually required**

- No Specific Requirements

### **Useful to have**

- Business studies
- Economics
- Mathematics

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## **Application checklist**

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

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## **Career prospects**

More than 2,000 students graduated with a degree in finance in 2012, but recent times have been difficult for the finance industry. As things recover, however, we'd expect the statistics to improve, and as so many – over half of the employed graduates from 2012 - go into finance, it's not surprising that London is by far the most common location for graduates from the subject to go into work, although Scotland and the North West also take quite a few graduates. It's also common for finance graduates to go into jobs such as accountancy, which require you to take more training and gain professional qualifications – finance graduates who take further study are more likely to be studying accountancy than finance.

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## **Transferable skills**

Thinking logically & critically, ability to simplify complex issues and extract relevant information, data analysis, written & spoken communication, problem-solving, time management.

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## **Jobs where this degree is useful**

- Financial analyst
- Actuary

- Chartered accountant

### **Other real-life job examples**

- Investment banker
- Procurement officer
- Auditor

### **What employers like about this subject**

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A finance degree will develop subject-specific skills in areas including financial theories and methods; in the use and preparation of financial information in decision-making and in the operation of financial markets. Useful transferable skills you can gain from a finance degree include numeracy, communication, problem-solving, decision-making, critical thinking and a business focus. Finance graduates are in demand from business across the finance industry, but as many flexible, numerate and business-focused graduates, they are employed all over the economy. Last year, industries that employed finance graduates included accounting, retail and investment banking, insurance, brokerages, fund managers, property development, marketing, IT and the law.

### **Personal statement: finance and accounting**

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See Accounting

### **Sources & Links**

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See end of guide

## Marketing

Marketing means promoting a product, service or an idea. On this type of course you study business with a focus on marketing techniques - relating to advertising, customer relations, market research, consumer behaviour, public relations (PR) and event organisation. Graduates from this course could end up working in any of these areas, or in marketing departments of a diverse range of companies in finance, the media, retail or charities.

- BSC
- VOCATIONAL
- PRACTICAL PLACEMENTS
- COMMUNICATION SKILLS
- BA
- INDEPENDENT STUDY
- COURSEWORK-INTENSIVE
- BUSINESS
- ADVERTISING
- PUBLIC RELATIONS

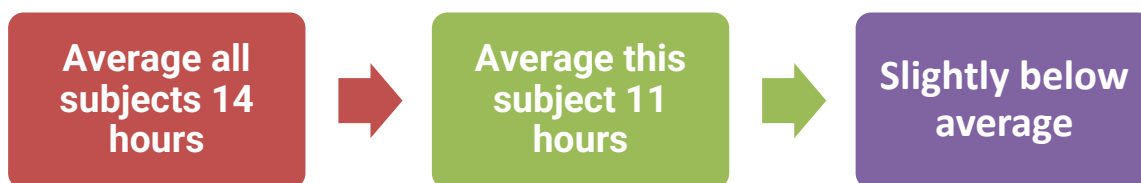
### Example course modules

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- Law of business
- Personal, professional and academic effectiveness
- Introduction to marketing management
- Market research
- Understanding business and financial information
- Understanding the market process
- Consumer behaviour and professional practice
- Financial aspects for marketing, enterprise and tourism
- Digital marketing strategies

### Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



### League tables for this subject

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[The Guardian](#) | [The Complete University Guide](#) | [The Times](#)



## What students say about marketing

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I study marketing management. One great thing about the course is its application to the real world. One module required us to create a product, write up a business plan and pitch it to a panel of professional judges (similar to Dragon's Den). The group that performed best even won £1000 start-up money, and previous winners have gone on to actually run these businesses. Assessment methods are mostly reports, essays and exam-based, with the occasional presentation or pitch.

*1st year, De Montfort University*

The amount of teaching we receive covers a lot of the key information we need, but it also allows for your own individual thinking and research. You learn different aspects of your degree from perspectives you would never think to look from and really opens your eyes to the world. The content is very specific to the course, but branches out to other topics which allows you to broaden your way of thinking. We are lucky to be able to have a varied way of submitting work, whether that be essays, presentations, videos, exams etc.

*1st year, University of Westminster, London*

Supervised teaching only takes up a small part of your week, and you are expected to learn by yourself as much as possible. The advertising and marketing communications course is very focused on practical experience and employability, which I think is very good for a student. In the first year I have had only one exam, while for the other two units I had essays, presentations, case studies and practical reports.

*1st year, University of Bedfordshire*

## A-levels (or equivalent) usually required

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- No Specific Requirements

### Useful to have

- Business studies
- Media studies

## Application checklist

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Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

## Career prospects

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A lot of the jobs are in London, but graduates don't just go to work in advertising agencies. All sorts of industries do their own marketing these days, and with the rise of digital and mobile technology, a lot of marketing is done in quite innovative ways, using a wide range of methods. A lot of jobs in this industry are handled through recruitment agencies, so if you get in touch with them early, that might give you a head start for some of the jobs available. But be careful – unpaid working is not the norm in the marketing industry, but it is more common than in most sectors.

## Transferable skills

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Thinking creatively, working to client briefs, data analysis, written & spoken communication, problem-solving, time management, collaboration.

### **Jobs where this degree is useful**

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- Market researcher
- Advertising executive
- Retail manager

### **Other real-life job examples**

- Conference manager
- Merchandise planner or buyer
- Business sales executive

### **What employers like about this subject**

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A degree in marketing can help to develop skills in the theory and practice of marketing; in how to identify market opportunities; how to anticipate and develop customer demand and how to communicate with and influence customers. You can also develop useful transferable skills in numeracy, communication, thinking creatively and solving problems, and in critical thinking and constructing coherent arguments. The UK has a thriving marketing industry, and many companies have their own marketing departments, so you can find marketing graduates all over the economy, not just in the marketing and advertising industry itself, but in fashion, the food industry, tourism, the restaurant trade, sport, IT and universities.

### **Personal statement advice: marketing**

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If you're applying for a marketing degree and can't sell yourself in your personal statement, it's not a good sign! Here's how to make sure you get it right...

How you package yourself is important, but the bottom line is that you need to have done your market research and got your product right.

It's no good trying to hide behind waffle, platitudes or fancy words that don't actually mean a lot, it's what lies behind your words that matters.

Be honest and down-to-earth.

An honest, well-researched, and engaging statement that shows you understand what you're applying for, and that you've got relevant skills or experiences to offer, will usually fit the bill.

Write reflectively about your experience. That could be what you've gained from your Saturday job at a supermarket, the book you've just read on branding, the charity event you recently helped to organise, a business project you just undertook on your BTEC or A level course or why your Young Enterprise company didn't make a profit.

Your examples don't have to be high-flying. Even shadowing the marketing director of a multi-national company won't impress if you don't explain what you learned from it.

Bournemouth University highlights that demonstrating qualities like creativity, an understanding of the marketing and communications industry, your ability to work in a team as well as independently, good

presentation and communication skills and computer literacy will help to give marketing students the edge.

Show your enthusiasm for marketing.

Sheffield Hallam University expects you to demonstrate 'an interest in and awareness of business/marketing, or some level of practical experience'. Similarly, Leeds Metropolitan University's sport marketing degree tutors will be scanning your statement for evidence of the 'personal attributes, experience and/or commitment to the area of study that will stand you out from the crowd'.

Note the word 'or' in those examples. Whilst it's great if you've got some relevant work experience, it's not essential and there are other ways you can show you've got what it takes.

University of Bath says its management with marketing degree applicants should be able to demonstrate experience of working with others and relevant transferable skills, but that this could be achieved, for example, through your involvement in the running of a society or a position of responsibility at school or college if you haven't had direct experience.

York St John University flags the value of your reflections on any relevant workshops or seminars you've attended, or how you've shown leadership and teamwork skills through project work or awards such as Duke of Edinburgh.

### **Marketing personal statement dos and don'ts**

Thanks to De Montfort University among others for these sound tips.

#### **Do:**

- Focus on why you want to study marketing and pursue a career in it – our marketing subject guide is a good starting point for this.
- Demonstrate a strong understanding of business, the role you feel marketing plays in the success of any business operation, or an awareness of how marketing is responding to a changing world.
- Highlight any marketing or business operation you've been involved in yourself.
- Comment on something interesting you've found in newspapers or industry-related magazines, by following key industry figures on social media or when meeting business professionals face-to-face.
- Write something revealing about what you've learned from work experience or a part-time job where you've made some relevant observations or demonstrated skills or commitment.
- Include examples from enterprise schemes at school or college. This can be just as valuable as real workplace experience, as long as you say something interesting about it. Don't worry if you weren't successful: it's ok to discuss what went wrong as well as what went right, provided you learned from it.
- Give them a balanced, all-round picture of yourself as a potential student: your achievements, evidence of your key strengths and qualities, a project you've undertaken, or the subjects you've found genuinely interesting and how they've enhanced your potential as well as your interests outside the academic world.

#### **Don't:**

- List everything you've done.
- Exaggerate or make something up, as it may come back to haunt you.

- Over-sell yourself. Write in a calm tone and give clear, concise examples of activities you've been involved in.
- Go back more than two or three years. Keep it recent.
- Say you're good at something. Demonstrate it instead.

[https://web.ucas.com/ps\\_marketing](https://web.ucas.com/ps_marketing)

## Sources & Links

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See end of guide

## Maths

If you enjoy the challenge of solving mathematical problems and want to improve your analytical skills, studying maths at university could be an option. Courses cover applied areas such as mechanics, statistics and computational mathematics, as well as the study of maths for its own value. Maths graduates are well equipped for careers requiring logical or strategic thinking and often go into finance, computing, management, government and teaching.

Example degrees: Courses cover applied areas such as mechanics, statistics and computational mathematics, as well as the study of maths for its own value

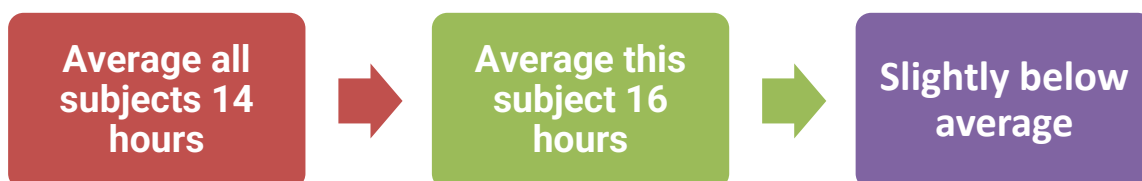
- COMPUTING
- MATHS
- BSC
- PROBLEM-BASED LEARNING
- MATHEMATICAL NUMBER-CRUNCHING
- THEORETICAL AND CONCEPTUAL
- STATISTICS
- LECTURES
- MECHANICS

### Example course modules

- Calculus
- Algebra
- Structured programming
- Algorithms and applications
- Coordinate and vector geometry
- Differential equations
- Probability
- Regression and anova
- Analytical and computational foundations
- Problem solving methods

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



### League tables for this subject

[The Guardian](#)

[The Complete University Guide](#)

[The Times](#)

## What students say about maths

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When studying mathematics, you have about 10 hours of lectures a week. You also have two hours of tutorials, which are in groups of two or three with a knowledgeable academic. The course starts by covering the basics of pure maths and gives an idea of what the different areas of study are, giving you an opportunity to find out where you thrive. Then you start to learn the tools you need to study mathematics in depth, and by halfway through the second year, you are completely free to choose your areas of study from then on, where you can either specialise in one area, or try a broad range of subjects. Either way, you will study these areas in depth.

*2nd year, University of Oxford*

When I was in first year, there was about 16 hours per week of teaching. That was mainly lectures, with anything up to 300 people, but with one tutorial per week per module as well, which are in much smaller groups and mainly consist of going through problems / homework. The course content's mostly a continuation of A-level in first year - carrying on with calculus, probability and mechanics, starting analysis, and you get to choose two other modules on top of that. In later years I got to specialise a lot more, and there's a wide choice of interesting modules. The work's pretty much all exam style problems, with the occasional bit of continued assessment, depending on modules.

*3rd year, Durham University*

I am a maths student, so I have lots of contact time compared to some subjects. I have around 10 hours per week of lectures, but I also have six to eight hours of contact time in other forms such as seminars, tutorials and workshops. Each of these provides you with a different way to work. For example, at a seminar, you will be given a sheet of questions to attempt before you attend the seminar, and then when you go, there will be a lecturer and a postgraduate student there to help you with any bits you might have struggled with.

*2nd year, University of East Anglia UEA*

### **A-levels (or equivalent) usually required**

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- Maths
- Further maths

### **Useful to have**

- Physics

### **Application checklist**

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Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

### **What to ask on a maths or statistics open day**

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Budding mathematician? If you're heading off to a university open day to find out more about a prospective course, here are the key questions you should ask. Print them off and take them along with you...

## About the course

- Do I have to do further maths at A-level to study maths at degree level? Even if not, will most students have this?
- What's the course split between different areas of mathematics, and between applied and theoretical areas of study?
- Can I do optional modules in another subject while on this course?
- How much one-to-one support is available from tutors?

## Equipment and facilities

- Is there any specialist equipment I'll need?
- Which books do I need to buy?

## Assessment

- What is the split between exams and coursework?
- Do I need to complete dissertation/ research-based project?
- What is the weighting for each year of the course?

## Going the extra mile

- What have graduates on this course gone on to do?
- How can I make the most out of this course?

\* Please also see our **Engineering & Medicine HE information**

## Top 10 Universities for Maths – Complete University Guide 2020

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- **Cambridge, Oxford, St Andrews, Imperial, Warwick**
- **Nottingham, Loughborough, Lancaster, Dundee** – all very high student satisfaction scores
- **UCL, Leeds, Sussex, Sheffield** - all with top graduate prospects

## Employability

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The UK still doesn't have as many Maths teachers as we'd like, so anyone wanting to take Maths and then go into teaching will be welcome. In fact, there's felt to be a general lack of Maths skills in the population at large, so this is one subject where there's demand for graduate skills. With all that training in handling figures, it's hardly surprising that a lot of Maths students go into well-paid jobs in the IT or finance industries. Banking and business may also be attractive options for maths students. The transferable skills from studying Maths are much in demand.

## What employers like about this subject

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The country is short of people with good maths qualifications, and a degree in maths can give you subject-specific skills like the ability to analyse and interpret complex numerical data; the ability to approach problems rigorously and to formulate and apply theories to solve them and high-level IT skills. Transferable skills gained from studying maths include project management, problem-solving, team-working and communication skills. Some careers in maths, particularly in research, are likely to need a postgraduate qualification. Employers that recruited mathematicians last year included all parts of the finance industry (especially banking, insurance, accountancy and consultancy), the IT industry and the Civil Service.

## Transferable skills

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Teamwork, IT & Technology, Problem solving, Social Skills, Organisation, Numeracy, Communication, Attention to detail, Creative thinking, Analytics, Project Management

## Example careers

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- Civil Service
- Financial manager
- Financial trader
- Game designer
- Insurance underwriter
- Machine learning engineer
- Meteorologist
- Operational researcher
- Quantity surveyor
- Software tester

## Local market information

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Employers that recruited mathematicians last year included all parts of the finance industry (especially banking, insurance, accountancy and consultancy), the IT industry and the Civil Service.

## Personal statement advice: maths

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Regardless of the subset of maths you love, demonstrating your motivation and enthusiasm for the subject is key to an impressive maths personal statement. Here are more top tips from tutors:

Showing your mathematical motivations

'Maths is like Marmite: you either like it or you don't,' an opening line from one student's maths personal statement, which, while not really revealing anything concrete about that applicant's motivation, does help to illustrate how tricky it can be explaining what exactly you enjoy about the subject.

With a subject like maths at university, motivation is 90% of the battle – so anything that demonstrates your motivation and enthusiasm for the subject will go down well. Here are a few tips we've picked up from maths admissions tutors:

'We love to see anything that shows the depth or breadth of your interest in maths, and especially your interests in the subject beyond the A level (or equivalent) syllabus – like any maths books you've read, maths clubs you're part of, or especially any maths challenges you've been involved in.'

The University of Bristol looks for applicants who can show participation and success in mathematical competitions: 'there are many of these competitions, whether local, national, or international, and the more recent your participation and the greater the success you attained, the more weight it carries.'

'We like to see a bit of spark and originality. For example, what first inspired your interest in maths, or better still, what currently inspires it?'

'Give us a sense of which aspects of maths you especially like and why. Is it algebra, calculus, statistics, or something else?'



How polished your statement needs to be will vary from uni to uni because it's your mathematical ability and potential that matters most – but as the London School of Economics' website says, 'an original and interesting personal statement which outlines your enthusiasm and motivation is expected.'

### What else to include in your maths personal statement

- Your extra-curricular activities: tutors want to know about your sporting, cultural, or community involvement, or anything else you do outside your studies that demonstrates drive, commitment, enthusiasm, and your potential to excel.
- What you'll contribute: uni isn't just about studying – universities are also communities, and it's great if you can show how you'll contribute to university life.
- Your personality: try to give tutors a sense of your personality through talking about any outside interests that offer an insight into who you are. Bristol is looking for students who 'stand out from the crowd' and are upbeat in their statements.
- Try not to be too quirky, but do get your personality across if you can. And most of all, explain why you love maths.

[https://web.ucas.com/ps\\_maths](https://web.ucas.com/ps_maths)

### Sources & Links

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<https://www.unitasterdays.com/on-demand.aspx>

Where can STEM take you? <http://www.wherestemcantakeyou.co.uk/>

Maths Careers <http://www.mathscareers.org.uk/>

Prospects <https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/mathematics>

Future Learn short courses <https://www.futurelearn.com/subjects/science-engineering-and-maths-courses>

University of Aberystwyth taster session <https://www.channeltalent.co.uk/event/mathematics-statistics-the-spread-of-disease-in-a-population-modelling-testing-a-taste-of-mathematics-statistics-with-professor-simon-cox-dr-kim-kenobi-from-aberystwyth-university/>

<https://www.brighton.ac.uk/studying-here/subject-areas/computing-and-mathematics/mathematics/index.aspx>

<http://www.bristol.ac.uk/study/undergraduate/visits/open-days/subject-sessions/accounting-and-finance/>

Engineering Mathematics: <http://www.bristol.ac.uk/study/undergraduate/visits/open-days/subject-sessions/engineering-mathematics/>

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<https://www.derby.ac.uk/departments/schools-colleges-liaison/digital-resources/engineering-technology-and-maths/>

<https://www.stem.leeds.ac.uk/information-for-teachers/onlinecourses/>

University of Leicester

<https://www.youtube.com/watch?v=kOWLFkguf34&list=PLkBZZhQeuA80VyM0snv1cXAIKQj8mTwOf&index=15>

University of Liverpool: <https://www.liverpool.ac.uk/study/undergraduate/virtual-open-day/>

University of Manchester <https://www.manchester.ac.uk/study/undergraduate/manchester-live/subject-webinars/>

University of Nottingham <https://www.plymouth.ac.uk/about-us/plymouth-on-demand/pod-mathematical-sciences>

Queen Mary <https://youtu.be/9Fq4RoASHKU>

<https://www.sussex.ac.uk/study/applicant/subjects/mathematics>

## Operational research

Operational research is concerned with making crucial decisions through in-depth analysis utilising complex mathematical calculations. Sometimes it goes under other names like “management science” or “industrial engineering”. Where businesses are keen to make every penny count, those in operational research are called on to study their practices and customers to see where they can be more efficient and focused, in order to get the absolute most out of budget, time and resources.

- MATHS
- BSC
- PROBLEM-BASED LEARNING
- MATHEMATICAL NUMBER-CRUNCHING
- STATISTICS
- COMPUTER-LITERATE
- ACTUARY

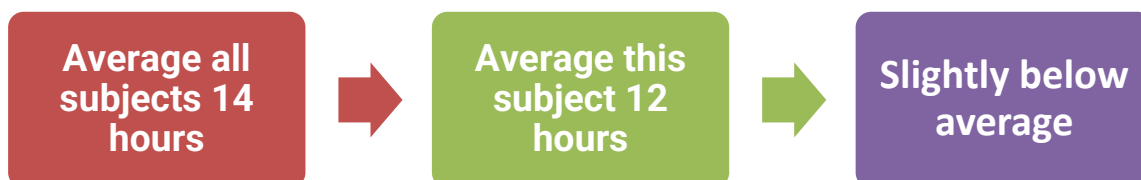
### Example course modules

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- Introduction to probability and operational research
- Vector algebra and dynamics
- Waves and vector fields
- Statistical methods
- Linear models
- Numerical analysis
- Fluid mechanics
- Statistical inference
- Methods of operational research

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



### League tables for this subject

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[The Guardian](#) [The Complete University Guide](#) [The Times](#)

### A-levels (or equivalent) usually required

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- Maths

### Useful to have

- No Specific Requirements

### Application checklist

---

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

## **Career prospects**

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With an expert understanding of information systems, you'll find that you have a large number of graduate opportunities available to you. A large part of information systems is taking huge amounts of data, and creating and managing software and hardware which interacts with this e.g. gathering, storing, filtering and distributing this. So in the era of "Big Data" where information about individuals is being recorded on a grand level, there is a high demand for individuals who can create systems to manage this. That said the field can be competitive. That's why it's important to gain as much additional work experience on top of any you undertake as part of your degree; especially that where you get to interact with individuals in a corporate setting, so you can sharpen your commercial awareness and ability to interpret business needs from those without a technical background, and advise them onwards.

## **Transferable skills**

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Thinking logically & critically, ability to simplify complex issues and extract relevant information, data analysis, written & spoken communication, problem-solving, time management

## **Jobs where this degree is useful**

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- Economist
- Ergonomist
- Financial risk analyst

## **Other real-life job examples**

- Management consultant
- Market researcher
- Risk manager

## **What employers like about this subject**

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Operational research graduates bring to problem-solving a thoroughly-analytical nature, combining sound logic and reasoning with advanced mathematical, organisation and planning skills. These are all qualities which employers look on favourably, no matter field or role so operational research graduates shouldn't have too much trouble moving across areas. And by showing that your decisions have positively impacted a business in some form of measurable way, you'll progress quickly.

## Statistics courses

If you are talented at maths, want to study it further and learn how to use your analytical abilities in a range of careers, statistics may be for you. Statisticians work in finance (some as actuaries) computing, management (some as operational researchers) and medical fields. You'll study maths in-depth, how to use statistical computer software and ways to apply statistics to solve a range of problems.

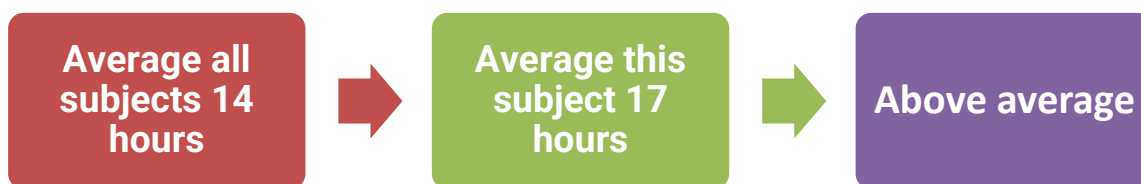
- COMPUTING
- MATHS
- BSC
- PROBLEM-BASED LEARNING
- MATHEMATICAL NUMBER-CRUNCHING
- COMPUTER-LITERATE
- OPERATIONAL RESEARCH
- ACTUARY
- ECONOMICS

### Example course modules

- Personal development
- Calculus
- Probability
- Matrix methods
- Complex analysis
- Linear algebra
- Numbers and relations
- Stochastic processes
- Decision modelling
- Operational research
- Multivariate statistical modelling

### Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



### League tables for this subject

[The Guardian](#) [The Complete University Guide](#) [The Times](#)

### What students say about statistics

Maths and stats are applied to real-life situations to make the course interesting. Approximately 20 hours of teaching per week and a challenging course. A lot of independent reading, revision and work is needed and you're advised to group up with course mates.

#### *1st year, Coventry University*

I do MORSE (the Mathematics Operational Research Statistics Economics degree at Warwick), so like other maths students, we have a very lecture-intensive timetable - usually 18 hours a week. On top of that, there are seminars and computer labs, so that's another two hours. In the first year there's a lot of pure maths, but you have a great choice of modules in the third year.

#### *2nd year, University of Warwick*

My course is actuarial science. The content of the course is challenging - it is tough to understand and apply, but once you do it, it gets easier. We don't need many course-specific facilities, mainly because it's a business/insurance-related course. But we have been taught one of our modules at Aviva, which was a good experience, as you get an idea of what the industry is like.

#### *2nd year, University of East Anglia UEA*

### **A-levels (or equivalent) usually required**

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- Maths

#### **Useful to have**

- English
- Economics
- Statistics

### **Application checklist**

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Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

### **What to ask on a maths or statistics open day**

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Budding mathematician? If you're heading off to a university open day to find out more about a prospective course, here are the key questions you should ask. Print them off and take them along with you...

#### **About the course**

- Do I have to do further maths at A-level to study maths at degree level? Even if not, will most students have this?
- What's the course split between different areas of mathematics, and between applied and theoretical areas of study?
- Can I do optional modules in another subject while on this course?
- How much one-to-one support is available from tutors?

## Equipment and facilities

- Is there any specialist equipment I'll need?
- Which books do I need to buy?

## Assessment

- What is the split between exams and coursework?
- Do I need to complete dissertation/ research-based project?
- What is the weighting for each year of the course?

## Going the extra mile

- What have graduates on this course gone on to do?
- How can I make the most out of this course?

## Career prospects

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The business and research sectors worry that the UK hasn't got enough people with good statistics skills, and as stats are at the heart of so much of the economy, and we only have a few hundred graduates a year in the discipline, this type of degree can be very useful and versatile. More than half of statisticians who are working following graduation go to work in finance, and they're far more likely to be working in London than most other graduates. And who can blame them – statistics graduates starting work in London were earning an average of over £28k just six months after leaving university. There is also demand from the Scottish finance sector in Edinburgh and Glasgow. Last year, statisticians starting work in Scotland were earning nearly £26k on average after six months – less than in London, but perhaps better off overall than their counterparts south of the border when you factor in lower living costs.

## Transferable skills

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Thinking logically & critically, ability to simplify complex issues and extract relevant information, data analysis, written & spoken communication, problem-solving, time management

## Jobs where this degree is useful

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- Actuary
- Management consultant
- Statistical modeller

## Other real-life job examples

- Investment banker
- IT business analyst
- Economic forecaster

## What employers like about this subject

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A degree in statistics can give you subject-specific skills like the ability to analyse and interpret complex numerical data; the ability to approach problems rigorously and to formulate and apply theories to solve them and high level IT skills. Transferable skills from maths degrees include project management, problem-solving, team-working and, ideally, communication skills. Some careers in statistics, particularly in research, are likely to need a postgraduate qualification. Employers who recruited statisticians last

year included all parts of the finance industry (especially banking, insurance, accountancy and consultancy), the IT industry, schools, the Civil Service, and manufacturing. Personal statement advice: statistics

### Personal statement advice: statistics

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Regardless of the subset of maths you love, demonstrating your motivation and enthusiasm for the subject is important. The massive surge in digital data in recent years means there's lots for statisticians to get excited about. We speak to an admissions tutor to find out the best way to approach your personal statement...

It's all about evidence!

We spoke to Newcastle University's admissions tutor Dr Phil Ansell, and his message was short and simple. The best way to stand out from the crowd as a statistics applicant is 'by showing and evidencing your passion for the subject.'

He mentioned three elements that he likes to see in a personal statement that will give it the breadth and depth that he's looking for:

- Demonstrate your interest in the subject, and provide evidence to that effect.
- Show some evidence of knowledge you've gained beyond the A level (or equivalent) syllabus. For example, maybe talk about something you've seen or heard in the media that struck you as an example of good (or bad!) statistical analysis or reporting.
- Show evidence of good time management by demonstrating that you can balance your academic commitments with extra-curricular activities

#### Statistical no-nos

Don't try to impress by saying something for effect - it may come back to bite you during an interview or applicant open day. Dr Ansell highlights the following example:

Applicant in personal statement: 'I really enjoy reading Simon Singh books.'

Admissions tutor at interview/open day: 'I see that you enjoy Simon Singh books, can you tell me what it is you like about them?'

Applicant: 'Oh, I haven't really read them that often.'

#### Explain your motivation for wanting to do the course

Admissions tutors from the Department for Statistics at University of Oxford backed up Dr Ansell's advice. Alongside your academic ability, what they look for the most is, quite simply, enthusiasm for the subject: 'Tell us about your achievements in mathematics, be that in school or through maths challenges. Make sure you convey why you are interested specifically in statistics, and what has made you apply for the mathematics and statistics degree.'

Do that and you should have a high probability of bagging yourself an interview or an offer of a place on the course.

[https://web.ucas.com/ps\\_statistics](https://web.ucas.com/ps_statistics)

## Tourism and travel

In many areas of the world, the revenue generated from visitors – whether for work or pleasure – generates a substantial proportion of that economy's GDP. We're not just talking about small seaside towns either! Entire countries rely on tourism to support their entire economy! A degree in travel and tourism teaches you the key principles and knowledge so you pursue a career in the glamorous world of travel, tourism and hospitality; one which can afford you the opportunity to travel the world, live in exotic locations AND get paid for it. You'll learn about different destinations, attractions and experiences, emerging trends in the sector, how to communicate with customers, planning of events, and much more. Plus, many courses offer an attractive practical placement opportunity, either in the UK or abroad.



- COMMUNICATION SKILLS
- COURSEWORK-INTENSIVE
- BA
- TOURISM
- HOSPITALITY
- TIME ABROAD
- PRACTICAL PLACEMENTS

### Example course modules

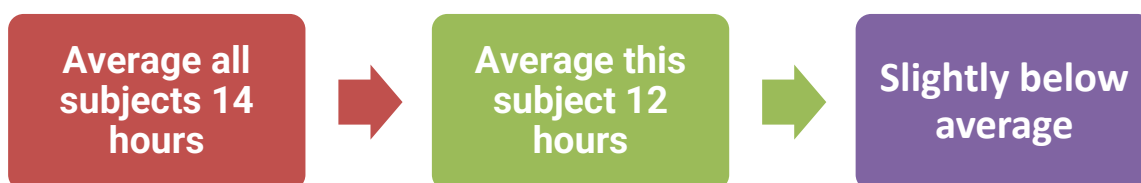
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- Marketing for tourism
- Economics and marketing
- Transport: challenges and issues
- Special interest tourism
- Management theory and practice for hospitality, travel and tourism industries
- Passenger transport management
- Sustainable tourism
- Transport economics and policy

### Teaching hours / week

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The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



### League tables for this subject

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[The Guardian](#) [The Complete University Guide](#) [The Times](#)

### A-levels (or equivalent) usually required

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- No Specific Requirements

### Useful to have

- No Specific Requirements

### Application checklist

---

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

### Career prospects

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From helping you decide where to go; booking your trip; arranging your currency; getting you there comfortably; ensuring your stay was satisfactory; entertaining you; solving any problems – all of these roles are attainable following a degree course in travel and tourism. Most travel and tourism courses offer a practical placement where you can gain hands-on experience; but it's definitely worth using your term breaks to gain additional experience where you are serving guests in a hospitality context. Plus, a sector like travel offers endless job opportunities, both at home and abroad – you really are spoilt for choice if you're happy to pack up your things and leap outside of your comfort zone. It might be worth researching destinations whose reputation is growing and those which will be major hotspots in years to come.

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### **Transferable skills**

Global market understanding, travel and understanding global trends, written & spoken communication, problem-solving, time management, social skills.

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### **Jobs where this degree is useful**

- Holiday representative
- Tour manager
- Tourism officer

### **Other real-life job examples**

- Events manager
- Customer service manager
- Hotel manager

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### **What employers like about this subject**

A degree in travel and tourism provides students with substantial market knowledge when it comes to different destinations, both domestic and abroad, particularly when it comes to their reputation as a destination for work or leisure. However, there are a number of skills which students learn which employers across other fields seek. These include excellent communication and problem-solving skills when interacting with customers and guests (especially in intense or hostile scenarios); planning and logistics when it comes to event-management; and even language skills which can really open up your career opportunities.

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### **BHASVIC Higher Education Entry Information**

**Last year 214 students were accepted to study Accounting, Finance, Maths, Business or Economics related degrees. It is in all varieties of degrees, our most popular university subject.**

Universities applied to included: **Aston University, Birmingham, Bath Spa, BIMM Institute, Bournemouth, Bristol, University of the West of England, Brunel University London, Cardiff Metropolitan University, Cardiff, City, University of London, Coventry University, Falmouth University, Imperial, King's College London, Kingston,, Lancaster, Leeds Beckett, Liverpool Hope University, London College of Contemporary Arts, LSE, Loughborough, Manchester Metropolitan, Newcastle, Nottingham Trent, Oxford Brookes University, Plumpton College, Queen Mary, Richmond, The American International Uni, Royal Holloway, Sheffield Hallam, SOAS, Solent, St Mary's, Swansea, The London Institute of Banking & Finance, Edinburgh, UCL, University College Birmingham, University for the Creative Arts, Bath, Birmingham, Bristol, Cambridge, UEA, Essex, Exeter, Glasgow, Hull, Kent, Leeds, Lincoln, Liverpool, Manchester, Nottingham, Oxford, Reading, Sheffield, Southampton, Surrey, Sussex, University of the Arts London, Warwick, York**

## Degrees that out students went onto study 2019-22 included:

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- Accounting and Finance (with a professional placement year)
- Accountancy with Finance
- Accounting
- Accounting and Business Management
- Accounting and Finance (with a professional placement year)
- Accounting and Finance with Industrial Experience
- Accounting and Finance with Study Abroad
- Accounting, Finance and Economics (with Integrated Foundation Year)
- Accounting and Finance (with Placement Experience)
- Accounting and Finance with a Year in Industry
- Accounting and Business - Flying Start Degree Programme
- Accounting and Finance
- Accounting and Financial Management
- Accounting and Financial Management (with study abroad)
- Accounting with Economics
- Accounting, Finance and Economics (with Integrated Foundation Year)
- Actuarial Science and Mathematics
- Adventure and Outdoor Management
- Advertising and Marketing
- Advertising
- Arts Management
- Banking and Finance
- Building Surveying
- Business
- Business & Digital Marketing
- Business (Team Entrepreneurship)
- Business Accounting with Finance
- Business Analytics and Management
- Business and Environment
- Business and Events Management
- Business and Law
- Business and Management
- Business and Management (Accounting)
- Business and Management (Accounting) with Placement Year
- Business and Management (Entrepreneurship) with Placement Year
- Business and Management (Marketing) with placement year
- Business and Management (SocSci)
- Business and Management Studies
- Business and Management Studies (with a professional placement year)
- Business and Management with Placement Year
- Business Management
- Business Management (Marketing)
- Business Management (with Integrated Foundation Year)
- Business Management / Spanish
- Business Management and Entrepreneurship
- Business Management and Marketing
- Business Management with Economics with Professional Placement Year
- Business Management with Law
- Business Management with Marketing
- Business Studies
- Business, Management and Economics (with a foundation year)
- Business and Enterprise Management
- Business and Finance


- Business and Human Resource Management (with Foundation Year)
- Business and Management
- Business and Management (Marketing) with placement year
- Business and Management (with Professional Practice Year)
- Business and Management Studies
- Business and Management with Industrial Experience
- Business and Management with Placement Year
- Business and Management with Year Abroad
- Business and Marketing
- Business Computing
- Business Computing with Cyber -Security
- Business Economics
- Business Economics and Finance
- Business Economics with Industrial Experience (4 years)
- Business Information Systems
- Business Management
- Business Management (Business Analytics) with a Year in Industry
- Business Management (Finance)
- Business Management and Economics
- Business Management and Entrepreneurship
- Business Management and Finance
- Business Management and Marketing
- Business Management with a Year Abroad
- Business Management with Business Experience
- Business Management with Economics and placement year
- Business Management with Finance and placement year
- Business Management with Foundation Year
- Business Management with Year in Industry
- Business Management: Entrepreneurship
- Business of the Creative Industries
- Business Psychology
- Business Studies
- Business, Management and Economics (with a foundation year)
- Commercial Management and Quantity Surveying (with placement year)
- Computing and Management (with placement year)
- Computer Science and Mathematics with Industrial Placement
- Construction Management
- Digital Marketing
- East Asian Studies and Economics
- Economic Studies and Global Sustainable Development
- Economics
- Economics (SocSci)
- Economics (with placement)
- Economics and Econometrics
- Economics (Including Year Abroad)
- Economics (with a professional placement year)
- Economics and Econometrics
- Economics and Econometrics with Study Abroad
- Economics and Finance
- Economics and Finance with Industrial Experience
- Economics and Finance with Study Abroad
- Economics and International Development
- Economics and International Economics
- Economics and Management
- Economics and Management Studies
- Economics and Mathematics

- Economics and Mathematics (with placement).
- Economics with a Placement Year
- Economics with a Year Abroad
- Economics and Politics
- Economics and Politics with Year Abroad
- Economics and Statistics
- Economics with Accounting
- Economics with Econometrics with Industrial Experience
- Economics with Foundation
- Economics with Industrial Experience
- Economics with International Study
- Economics with Placement Year
- Economics with Study Abroad
- Economics with Study Year Abroad
- Economics, Finance and International Business
- Economics, Finance and Banking
- Engineering Mathematics
- Entrepreneurship and Innovation Management
- Events Management
- Fashion Business and Management
- Fashion Buying and Merchandising
- Fashion Communication (with Foundation Year)
- Fashion Communication and Promotion
- Fashion Contour
- Fashion Design
- Fashion Journalism and Content Creation
- Fashion Management
- Fashion Marketing
- Fashion Marketing and Management
- Fashion Marketing and Management (Professional Placement Year)
- Fashion Marketing and Branding
- Fashion Marketing and Consumer Behaviour
- Fashion Marketing and Promotion
- Fashion Media
- Fashion Promotion
- Fashion Public Relations and Communication
- Fashion Styling and Creative Direction
- Fashion Styling and Production
- Finance
- Finance (FinTech) with Year Abroad
- Finance and Business (with a professional placement year)
- Finance and Business
- Finance and Investment Banking
- Finance and Investment
- Finance, Accounting and Management
- Finance, Investment & Risk- 4 years with sandwich year
- Financial Mathematics
- Food Business Management and Marketing
- Foundation Programme in Business
- History and Economics
- Human, Social, and Political Sciences
- Information Technology Management
- International Business
- International Business (with a professional placement year)
- International Business Management
- International Business Management (Foundation Year)

- International Business Management and Spanish
- International Business Management with a Year Abroad
- International Business Management with Study Abroad
- International Business with a Year in Industry
- International Business with Business Experience
- International Business, Finance and Economics
- International Business and Finance
- International Business, Finance and Economics
- International Development with a Foundation Year
- International Development with Economics
- International Football Business
- International Management
- Land Economy
- Law with Business
- Law with Business Studies
- Law with International Business
- Management
- Management (Marketing)
- Management and Spanish Studies
- Management with a Placement Year
- Management with Marketing with Industrial Experience (4 years)
- Management with Study Abroad
- Marketing
- Marketing & Advertising With Business Experience
- Marketing and Advertising With Business Experience (BSc)
- Marketing and Management
- Marketing and Management (with a professional placement year)
- Marketing and Management (with placement year)
- Marketing and Management with Industrial Experience (4 years)
- Marketing Communications with Digital Media
- Marketing Management
- Marketing with Study Abroad
- Marketing/Media and Communications (with Professional Placement)
- Marketing & Advertising with Professional Placement Year
- Marketing and Management with Industrial Experience
- Marketing and Management with Psychology
- Marketing Communications with Advertising
- Marketing Communications with Public Relations
- Marketing with Psychology
- Mathematical Physics
- Mathematical Sciences
- Mathematics (4 years)
- Mathematics (with Study Year Abroad)
- Mathematics and Computer Science
- Mathematics and Philosophy
- Mathematics and Physics
- Mathematics and Statistics
- Mathematics with a Year Abroad
- Mathematics with a Year in Industry
- Mathematics with Computer Science
- Mathematics with Economics
- Mathematics with Finance and Investment Banking with a Placement Year
- Mathematics with Finance with a Year Abroad
- Mathematics with Management and a Year in Industry
- Mathematics, Operational Research, Statistics and Economics
- Mathematics, Operational Research, Statistics, Economics (MORSE)

- Mathematics, Statistics and Data Science
- Mathematics, Statistics, and Business
- Mathematics/Philosophy
- Mathematics (4 years)
- Mathematics and Computer Science
- Mathematics and Economics
- Mathematics and Music Technology
- Mathematics with a Year in Industry
- Mathematics with Economics
- Mathematics with Finance
- Mathematics with International Year
- Mathematics with Management & Finance
- Mathematics with Professional Placement
- Mathematics with Statistics
- Mathematics
- Mathematics, Operational Research, Statistics, Economics (MORSE)
- Modern History with Economics
- Modern Language and Business & Management (Spanish) (4 years)
- Music Business
- Music and Business Management with a year abroad
- Music Marketing, Media and Communication
- Philosophy and Economics
- Philosophy, Business and Ethics
- Philosophy, Politics and Economics (PPE)
- Philosophy, Politics and Economics with a Year in Industry
- Politics and Economics
- Politics, Philosophy and Economics
- Primary Mathematics Education with QTS
- Property Development
- Psychology with Business and Management
- Quantity Surveying and Commercial Management
- Quantity Surveying and Commercial Management (with Foundation Year)
- Real Estate
- Software Engineering for Business
- Sports Business and Entrepreneurship
- Sports Business Management (Foundation Year)
- Sport Business with Foundation Year
- Sport Science and Management
- Sports Business Management
- Sports Management
- Sports Marketing
- Urban Planning and Real Estate
- Urban Planning, Design and Management

## Sources & Links

Subject	What kind of information is available	Where can I find this information?
<p><b>Business and Economics</b></p> 	<ul style="list-style-type: none"> <li>• Opportunities to do with universities, apprenticeships, careers, degree apprenticeships, work experience, competitions etc.</li> <li>• Guest speakers and visits which are publicised on the college website (<a href="#">News</a> and <a href="#">Enrichment page</a>).</li> </ul>	<p><a href="#">Twitter - @BHASVICBusEc</a></p> <p>The twitter account can be accessed by anyone and can be found on Business and economics <a href="#">BHASVLE</a> Pages.</p> <p><a href="#">News</a> and <a href="#">enrichment</a> page.</p>

### [GRADUATE PROSPECTS](#)

### [WHICH? STUDENT SURVEY](#)

### [HESA & HEPI-HEA](#)

<https://targetcareers.co.uk/uni/degree-subject-guides>

<https://www.whatuni.com/advice/guides/subject-guides/>

<https://www.thecompleteuniversityguide.co.uk/courses>

<https://universitycompare.com/guides/subject/>

<https://www.timeshighereducation.com/student/advice/which-subject-should-you-study-university>

<https://targetcareers.co.uk/career-sectors>

[Chartered Institute of Management](#)

[Target Careers](#)

[The Apprenticeship Guide](#)

[Prospects](#)

[Future Learn](#)

<https://www.unitasterdays.com/ondemand/webinar/74/business>

<https://www.unitasterdays.com/ondemand/webinar/27/business>

University of the Arts [https://www.arts.ac.uk/courses/undergraduate-courses?collection=ual-courses-meta-prod&query=!nullquery&start\\_rank=1&sort=relevance&f.Course%20level|level=Undergraduate&f.Subject-test|subject=Fashion%20business](https://www.arts.ac.uk/courses/undergraduate-courses?collection=ual-courses-meta-prod&query=!nullquery&start_rank=1&sort=relevance&f.Course%20level|level=Undergraduate&f.Subject-test|subject=Fashion%20business)

Association of Project Management <https://youtu.be/Jk-JwtScilw>

<http://www.bristol.ac.uk/study/undergraduate/visits/open-days/subject-sessions/accounting-and-finance/>



<http://www.bristol.ac.uk/study/undergraduate/visits/open-days/subject-sessions/innovation-and-entrepreneurship/>

<http://www.bristol.ac.uk/study/undergraduate/visits/open-days/subject-sessions/management-and-marketing/>

<https://www.brighton.ac.uk/studying-here/visit-us/open-days/ug-campus-open-days/2020/online-open-day.aspx>

<https://www.brunel.ac.uk/study/schools-and-colleges/Teacher-and-adviser-resources/downloadable-materials>

<https://www.uca.ac.uk/business-school/>

<https://www.derby.ac.uk/departments/schools-colleges-liaison/digital-resources/business/>

<https://www.derby.ac.uk/departments/schools-colleges-liaison/digital-resources/hospitality-tourism-and-events/>

University of Liverpool <https://www.liverpool.ac.uk/study/undergraduate/virtual-open-day/>

University of Manchester <https://www.manchester.ac.uk/study/undergraduate/manchester-live/subject-webinars/>

University of Nottingham taster session  
<https://www.nottingham.ac.uk/schoolsliasion/services/webinars.aspx>

University of Plymouth <https://www.ravensbourne.ac.uk/courses/undergraduate/babsc-hons-digital-marketing>

<https://www.ravensbourne.ac.uk/courses/undergraduate/ba-hons-fashion-promotion>

<https://www.ravensbourne.ac.uk/courses/undergraduate/ba-hons-advertising-and-brand-design>

<https://www.solent.ac.uk/prospectus/resources/2021-course-brochure-business-law-criminology.pdf>

<https://www.sussex.ac.uk/study/applicant/subjects/accounting-and-finance>

<https://www.sussex.ac.uk/study/applicant/subjects/business-management-and-marketing>

<https://www.sussex.ac.uk/study/applicant/subjects/accounting-and-finance>