



University
of Glasgow

Business and management Undergraduate study



Founded in 1451, the University of Glasgow has inspired thinkers from the father of economics, Adam Smith, to the pioneer of television, John Logie Baird.



Choose Glasgow

Introduction

The study of business and management offers you a structured insight into both the theoretical and practical dimensions of organisations and management. By tracing the roots of the subject in the social sciences and locating them in the context of modern business and organisation, we aim to enable you to attain a deep understanding and appreciation of the complexity and diversity of management processes in competitive environments.

There are a number of reasons why you should choose to come and study business and management at Glasgow.

- **Accreditation:** as part of the University of Glasgow Business School, we have gained specialised international accreditation from the Association to Advance Collegiate Schools of Business to join the ranks of the world's best business schools. Fewer than 10% of the world's business schools have achieved this coveted designation, making us part of an elite group.

Our teaching provision is also accredited by the Association of Business Schools and the Association of MBAs and has received special commendation for the vibrant learning experience provided for students.

- **Quality of research:** According to the recent Research Assessment Exercise (RAE 2008), 85% of research in the subject of management at Glasgow is of 'international standard' with 10% rated as 'world-leading'. This means that you will be taught by academics who are considered to be producing work that is predominately of international standard.

'Glasgow is an exciting place, rich in culture, groaning with history, but most of all I found it to be welcoming.'

Laura Sayers graduated in 2001 and is a BBC Radio 1 producer

Our campus

The University's compact main campus combines grand historical buildings with up-to-the-minute facilities. It's centred on a neo-gothic building with a spire offering breathtaking views across the city.

Come and visit us

Open Day

www.glasgow.ac.uk/openday

In June and September we hold an Open Day to allow you, your family and teachers to visit us on campus and see a little of the city.

Open Day allows you to speak to academic staff, find out more about courses, tour the facilities, visit student accommodation and see for yourself what life would be like as a student at Glasgow. If you have a long way to travel you can also stay in one of our student residences.

Alternative visiting arrangements

Open Day is the best way for you to get a comprehensive picture of what being a student here would be like. However, if for any reason you can't make it on that date, then we will be able to make alternative arrangements.

To find out more visit:

www.glasgow.ac.uk/afternoonvisits.

Applicants' Visit Day

At Glasgow we go the extra mile. If you receive an offer of a place at Glasgow, we will invite you to visit us before making your final decision. Applicants' Visit Day usually takes place in March. Details will be sent to you together with your offer of a place.



‘Lectures cover important material and tutorials give you the chance to apply the knowledge to real life case studies.’

Stuart Valdisseri, Business & Management

www.glasgow.ac.uk/businessandmanagement

Business & Management

Degree: MA (SocSci), MA, BSc

Typical offer

Highers AAB (first sitting)
AAAB (two sittings)

A-levels AAB (first sitting)
AAA (two sittings)

IB 34 points

For entry requirements visit www.glasgow.ac.uk/undergraduate/degrees/entryrequirements

Our courses adopt a multidisciplinary approach, integrating knowledge from across the social sciences to investigate the issues of

- work
- organisation
- business activities
- how organisations are managed.

What can I expect in first year?

In your first year you will take two courses:

People at work introduces you to issues of the context in which organisations exist and considers individual variables such as personality and motivation.

Marketing introduces the fundamentals of competitive analysis, customer buyer behaviour, marketing research and marketing mix decisions.

Reading you might undertake in Level-1 includes:

- *Organizational Behaviour: An Introductory Text*, A Huczynski and D Buchanan
- *Principles and Practice of Marketing*, Prentice Hall and D Jobber.

What can I expect in second year?

In your second year you will take two courses:

Operations and financial decision management concentrates on the nature of operations management, the management of projects, and relevant financial concepts, theories and processes.

Organisations and management considers issues of organisational structure, governance, culture, conflict and organisational change, human resource management, as well as power.

What happens next?

Honours

If you successfully complete the courses in first and second year, you may move on to Honours Business & Management (years three and four) which may be taken as Single Honours or as Joint Honours, meaning that you will also study another subject or a foreign language that you have also studied in your first two years. Joint Honours programmes are available with the majority of social sciences and arts subjects. In addition, there is a wide range of Honours combinations with accountancy and law.

At Honours level you will have the opportunity to undertake a more detailed analysis of the core areas of business and management from a variety of specialist options in four pathways:

- Human resource management
- Marketing
- Strategy
- Finance, operations and logistics.

It will also be possible for you to undertake live case studies and consultancy.

What are my career prospects?

A degree in Business & Management from Glasgow will provide you with excellent career prospects.

Our programme will allow you to develop knowledge and skills highly valued by employers. Our recent graduates have gone on to a vast array of jobs in public and private sector organisations, taking on roles such as:

- IT consultants with Prudential
- managers in Sainsburys
- market research managers and analysts
- managers in financial services including HBOS, Bank of Ireland, Morgan Stanley and Royal Bank of Scotland
- civil servants and project executives with the Scottish Executive
- human resources graduates
- marketing assistants with, for example, First Transport.

Others have found employment in universities as researchers or gone on to further study.

The Business & Management degree at Glasgow affords you the opportunity to specialise in areas of your choice, such as human resource management, international business, strategy and marketing.

Can I study abroad?

At Glasgow you can take advantage of a range of exciting opportunities to study abroad as part of your degree. Courses you take overseas form an integral part of your degree without adding an extra year or semester.

Studying in Europe

You can study at more than 250 universities all over Europe under the Erasmus programme. Erasmus is an EC exchange programme that enables students in 31 European countries to study for part of their degree in another European country. Exchanges can last from 3-10 months and study credit is transferred to your home university.

Beyond Europe

The International Exchange Programme allows you to spend a year at institutions in Australia, Canada, Central & South America, Hong Kong, Japan, Korea, New Zealand, Singapore and the USA. All the institutions teach in English except Chuo University in Japan and those in Central & South America.

The University holds a Study Abroad Fair every November. Information is also available on our website: www.glasgow.ac.uk/studying/exchange

Where can I find out more?

You can find more information on the courses offered, the types of assessment used and the skills you can develop at www.glasgow.ac.uk/businessandmanagement.

If you have any questions you can contact Ms Sheena Bell, s.bell@lbss.gla.ac.uk.

Our programme specification meets national requirements as set out by the Quality Assurance Agency for Higher Education (QAA) subject benchmarks for Business and Management.

‘Scotland at its artsy, riotous, high-octane, good-time best.’

Lonely Planet



City of Glasgow

What is it like living and studying in Glasgow?

Named as one of the world’s top ten cities by independent travel guide *Lonely Planet*, Glasgow attracts the largest student population in Scotland. The city’s reputation for friendliness means that wherever you come from, you’ll soon treat it as your second home.

Music and nightlife

In an average week Glasgow hosts 123 bands, 72 classical composers, 49 choirs, 38 orchestras and 21 jazz bands. Renowned for discovering acts from Franz Ferdinand to Primal Scream, the city has fantastic venues for live music including King Tut’s Wah Wah Hut – voted UK’s best live venue by listeners of Radio 1 three years in a row.

More than 700 bars, pubs and nightclubs mean no two nights in Glasgow are the same. Whether you’re after a record-breaking 100-foot long bar where everyone can be a barfly (the Horseshoe), or a pub with a log fire, stuffed stags’ heads and kilted staff that’s as appealing as it is unpronounceable (Uisge Beatha), Glasgow has a venue to suit. Dance until you drop at the Subclub, or travel back to 1920s America at the Vegas clubnight on the Renfrew Ferry, it’s up to you.

Festivals

At least one festival every month of the year shows Glasgow loves to celebrate. Some of our favourites include Glasgow International Comedy Festival, Celtic Connections folk music festival, Glasgay, Piping Live!, Glasgow Film Festival and Aye Write!, the city’s book festival.

Culture

The city of Glasgow owns one of the richest collections in Europe, displayed in 13 museums and art galleries – and admission is free. You are spoilt for choice, with the city’s famous Burrell collection vying for attention beside Scotland’s most visited attraction, the Kelvingrove Art Gallery & Museum, located next door to the University.

Sport

The city will host the Commonwealth Games in 2014. Across the world people know Glasgow as home of Celtic and Rangers football clubs, but with no fewer than 27 public fitness centres including swimming pools, running tracks, 11-a-side pitches and tennis courts, you’re guaranteed to find something to get involved with, whatever your level of fitness.

Campus culture

Are you craving cosy campus living or do you prefer big city excitement. Whichever is your style, you’ll be impressed by the University’s excellent location in the compact West End. Just two miles from the city centre, with great bus and underground links, the West End has a reputation as the bohemian, trendy and cosmopolitan quarter of Glasgow.



What our students say

‘Glasgow is such a diverse and vibrant city with lots to offer and a great social scene with a fantastic range of bars, clubs and music venues.’

Alexander Hutchison

‘I chose Glasgow because compared to the other cities I visited it just seemed like a much more lively place. I think the high student population makes it a very young city.’

Elizabeth Ritz

‘The campus at Glasgow is unbelievably beautiful. It’s hard to believe sometimes when walking down busy Byres Road and turning into University Avenue, that this Hogwarts is situated right in the heart of the West End.’

Beverley Simpson

‘Glasgow is very vibrant. The West End is like the village within the city.’

Sarah Gibson