DERBY BUSINESS SCHOOL

Offering a wide range of undergraduate courses in accounting, business management, economics, finance, international business, human resource management, logistics and marketing.
It’s time to get down to business. If you have drive, energy and ambition, Derby Business School at the University of Derby will take you further.

WHY CHOOSE DERBY BUSINESS SCHOOL?

Our city

Derby is the UK’s most central city – easy to get to from anywhere. 90 minutes from London and Manchester, or 35 minutes from Birmingham by train. Close to both the M1 and M6 motorways and within easy reach of East Midlands Airport.

All Derby Business School courses are taught at our biggest site, Kedleston Road. Home to exceptional learning facilities including our Bloomberg Financial Markets Lab and main library, as well as our Union of Students, Multi-Faith Centre, Sports Centre and GP surgery.

Step into our world and view our campus:
derby.ac.uk/virtualcampus

Professional portfolio

Select from a full range of up-to-date and inspirational courses in accounting, business management, business studies, economics, finance, international business, human resource management, logistics and marketing. Many are accredited by leading professional bodies to give you a head start in the graduate job market. Find the right course to suit you in our subject sections starting on page 20.

Build an impressive CV

You could achieve professional qualifications alongside your degree and work towards our Futures Award which recognises your extra-curricular activities. Harnessing the exceptional facilities in our Bloomberg Financial Markets Lab, you could also gain the Bloomberg Market Concepts Certificate. All these will showcase your versatility and potential to employers.

Outstanding quality


Expertise and support

Achieve your goals in a friendly, supportive community, learning alongside students from across the world. Classes are led by research-active tutors with experience across many different aspects of business. You’ll have full access to our Careers and Employment Service, and a personal tutor to support you throughout your studies. Find out more about our staff expertise: see page 34.

Bright career prospects

Follow in the footsteps of our former students who have now secured graduate level roles in high-profile organisations worldwide including HSBC, Canada, Ernst & Young, PwC, the Tata group, IBM and Barclays. Or take your study ambitions to the next level with one of our distinctive postgraduate degrees - there are generous tax discounts for our alumni. Find out more on page 38.

Limitless opportunities

Work placements, consultancy projects, business competitions, networking events, study trips, guest lectures - no two days are the same when you study with us. And everything you learn is enriched by our strong employer partnerships. Find out more on page 8.
High-flying Economics student Jake Gonella is set to graduate with a prestigious award alongside his degree, after showcasing his exceptional trading skills.

As first prize winners, the students will have access to the same summer internship programme that is delivered to top investment banks through financial market training provider, Global Markets Academy.

“For Jake, the trading challenge was just one among many highlights of his studies and the “huge array of opportunities to develop employability skills” it offers.”

His time at Derby has provided rich and varied experiences, from spearheading a new Economics, Trading and Investments Society for students to co-writing a report on the city’s economy through the University’s Undergraduate Research Scholarship Scheme.

University of Derby

Derby Business School

derby.ac.uk
EMPLOYER ENGAGEMENT

We’re networked into the business community. From your first day with us, you’ll be mixing with real business leaders and engaging in projects which connect the classroom with the working world. It’s all about ensuring you’re ‘business ready’ when you graduate.

In a city boasting world-class industries and bursting with energy, ideas and innovation, we have strong links with employers across the spectrum - from charities to councils, SMEs to major multinational firms. Our connections span major names like the Bank of England, Rolls-Royce, Lloyds, PwC, JCB, DHL and many legal companies.

This opens doors to real world learning opportunities which are second to none: placements, internships, live consultancy projects and industry visits. Every aspect of your learning will be based on genuine challenges faced by business organisations today.

We have a varied programme of guest lectures, business conferences, recruitment fairs and networking events. It means you’ll build relationships with key influencers in your chosen industry and bolster your contacts book for the future.

“Our partnership with the University is thoroughly rewarding and enjoyable in every aspect”

Simon Storey
Chief Executive, Derbyshire County Cricket Club

“I have been able to spend a year working in a Project Management Internship for Rolls-Royce between my second and final year of studies. I have been working on a global project for the organisation which has been able to offer me great insight into working for an organisation with a reputation for truly world class business”

Jonathan Storer
Business Management student
Danielle Keeling, Business Management student who was appointed the University’s CMI Student Ambassador and went on to join the CMI East Midlands Regional Board.

The chance to gain a degree accredited by the Chartered Management Institute (CMI) was a major deciding factor for Danielle Keeling when she chose the BA (Hons) Business Management at Derby.

“I wanted to stand out from the hundreds of thousands of other UK business graduates and this course offered me an extra CMI qualification – the Level 5 Diploma in Leadership and Management – on top of my degree” she explains.

Her strong engagement with the CMI has led to an influential role in helping the institute develop relationships with students even further afield. Having been appointed as the University’s CMI Student Ambassador, Danielle went on to launch and chair a CMI Student Board and joined the CMI East Midlands Regional Board. She has since supported other institutions to launch their own ambassador schemes and has addressed 400-strong audiences at CMI conferences.

Throughout her studies, Danielle has also made the most of networking opportunities. “One of the best decisions I made was to attend as many relevant events as possible. I not only built up a network of local business contacts but also improved my employability and communication skills.”

Such has been the impact that Danielle has been able to work on a self-employed basis alongside her course, offering marketing, business development and management consulting services to small businesses. She has also undertaken short placements with organisations like The Prince’s Trust.

Her proudest achievement was her contribution to the Childreach International Big Build Morocco Challenge - raising £1,750 and spending a fortnight helping build a rural school there. As a result of her new-found contacts, Danielle secured financial support for the project via the Flint Bishop Inspire and Ignite programme.

“It is hard to put into words how incredible that experience was – and it may never have happened if it wasn’t for the University of Derby,” she says. “It is a great example of how the University engages with local businesses for the benefit of both the company and students.”

In future, Danielle would like to work in a managerial role for a recognised brand but also anticipates setting up her own business venture.

“OUR STUDENTS: DANIELLE KEELING”
A global mindset is essential to your success in today’s business environment. At Derby Business School, international perspectives enrich every aspect of your studies.

Studying or working abroad is a superb chance for you to expand your world view, bring back new ideas and define your career plans. Through our Go Places, Go Further scheme, you can experience another culture first-hand. You could spend a year or semester studying in one of our partner institutions, many of which teach in English. You could even secure a work placement or internship in another country, joining some of our students in cities such as Athens or Barcelona.

Ian Patligorić, BA (Hons) Marketing (PR and Advertising) student recently took advantage of this opportunity and said, “The overall University experience has allowed me to bring out the best in myself to reach my goals. I’ve been on fieldtrips to several museums and galleries, along with an exchange to Madrid.”

Short study trips abroad add a new dimension to your business thinking too. A recent visit saw a group of business school students head to Copenhagen to explore issues surrounding international art fraud and money laundering. An Economics study trip to Dublin featured insights into the work of IDA Ireland, the inward investment promotion agency.

In addition, Derby Business School students take full advantage of University-wide initiatives such as International Travel Awards. In 2019, several of our final-year students took the chance to enrich their global knowledge with a trip to Iceland where they visited landmarks like the Blue Lagoon and Golden Circle.

“...the visit to Copenhagen was invaluable, taking what we have learned over the three years of the degree and applying it in the wider world. We attended lectures on money laundering and fraud at Copenhagen University. There were also visits to galleries and museums arranged for us. Overall it was a brilliant experience and I would recommend it to anyone!”

Andy Glanville
Accounting and Finance student
Every year students from more than 100 countries join us to turn their ambitions into reality. It all makes for a diverse, vibrant and dynamic learning community where you can focus on business in a truly international context.

If you’re an international student, we’ll help you adapt not only to a new course but also to a new culture. We are ranked the UK’s number 1 International Student Centre and are Top 10 in the world for international student learning experience (UK ISB Benchmark Group 2018) *

You’ll benefit from:
• A dedicated international admissions team to help you at every stage of the online application process.
• Find out more: derby.ac.uk/international/contact
• A full programme of Welcome Week activities, including a free meet-and-greet airport pick-up service
• A Multi-Faith Centre open to everyone
• Safe, affordable accommodation within walking distance of our University sites, or you can travel on our free University bus.

If you feel you need to improve your language skills, you can take our free English language sessions to boost your confidence in everything from academic writing to delivering presentations. Our Study Advisor Scheme provides confidential one-to-one mentoring too.

* International Student Barometer 2018 UK Benchmark Group

“I had to make a decision between risking it all for a brighter and better future or settling into what would have been a ‘dead end’ career. I chose to take the risk and I’m glad I did. I can honestly say that coming to the University of Derby is one of the best decisions I have made.”

Todd Mafurumire
Logistics and Supply Chain Management student from Zimbabwe
As well as our traditional three year honour degrees, the University of Derby also offers Joint Honours degrees to boost your employability by combining two subjects at degree level.

With the flexibility and choice of Joint Honours, you can develop knowledge and expertise in two areas to keep your study options open and broaden your career prospects.

A Joint Honours degree lets you study two subjects. From your second year you can choose to specialise in one subject, with fewer modules from your second subject (major-minor), or keep them split equally.

At Derby Business School, we have a range of Joint Honours degrees that you can combine with another subject area.

To see which subjects you could combine, please visit: derby.ac.uk/jointhonours

If you have the ambition and ability to study at Derby Business School, but feel you’re not quite ready to join an honours degree directly, our foundation year route could be just what you’re looking for.

A solid platform for success

A wide range of the honours degrees include the option of a foundation year. It’s an ideal choice for anyone with the potential to succeed academically but who may not have the formal entry requirements to embark on honours degree studies straight away.

A foundation year is also a smart move if you’ve changed your mind about your career since you originally chose your A-levels or BTECs and need to improve your understanding of a different subject area. But it might just be that you simply want to build your skills, knowledge and confidence before starting your honours degree.

You’ll take the foundation year as part of a four-year study programme leading to the full BA (Hons) or BSc (Hons) qualification in your chosen subject. A degree with foundation year is continuous, so you won’t need to apply again to progress to the full BA (Hons) or BSc (Hons) degree.

The ideal introduction

The aim of the foundation year is to give you a firm grounding in a broad range of business topics, together with academic study skills to help you progress with confidence.

You’ll study modules such as:
• Business Communication and Decision Making
• Contemporary Issues in Business
• Data Analysis for Business
• Study Skills for Business

You’ll also choose two options from topics such as Law, Sociology, Political Studies and Fundamentals of Human Behaviour to broaden your perspectives.

If you don’t have either English or Maths GCSE, you will need to substitute one or two of these options for a module in English and/or Maths.

Derby Business School foundation year courses:
BA (Hons) International Business
BA (Hons) International Business and Finance
BSc (Hons) Logistics and Supply Chain Management
BSc (Hons) Marketing (Consumer Psychology)
BSc (Hons) Marketing (Digital)
BA (Hons) Marketing (PR and Advertising)
BA (Hons) Marketing (Management)

For more detail and up-to-date information on courses and entry requirements visit derby.ac.uk
Set to join the BSc (Hons) Marketing (Consumer Psychology) in September 2018, Hannah had previously run her own business in Dubai where she taught swimming to adults and children in their private homes and apartments.

Now a mum with a four-year-old son, she says: “I felt I needed to ease myself back into learning, which is why the foundation year was the right move for me. I attended an Open Day at the University where the lecturers were very welcoming and helped to point me in the right direction.”

Hannah is fascinated by consumer behaviour, data analysis and discovering patterns and trends, so she is keen to develop that interest further on the honours degree. “The fact that I can specialise in consumer psychology really appealed to me,” she explains. “My dream is to work in customer insight or marketing analytics for a large online fashion retailer like ASOS.”

On the foundation year, she is gaining the fundamental academic skills she needs to progress and is building her confidence in areas like essay writing and Harvard referencing.

She already has a taste of the real world learning for which Derby Business School is renowned - having secured an internship at Final Creations, specialists in custom-etched glass awards, where she is working on social media updates and search engine optimisation and marketing projects using Google Analytics.

“I felt I needed to ease myself back into learning, which is why the foundation year was the right move for me. I attended an open day at the University where the lecturers were very welcoming and helped to guide me in the right direction.”

Hannah Birch
Marketing (Consumer Psychology) student

OUR STUDENTS: HANNAH BIRCH

Having been out of formal education for 12 years, Hannah Birch has chosen the foundation year route as her first step towards a new career in marketing.
Gone are the days when accounting was just a hidden backroom function. Today’s accounting professionals are right at the forefront of contemporary business, shaping strategy and driving change. Our courses prepare you for the challenge, putting you on a direct route to senior positions in any branch of business, anywhere in the world.

**About our courses**

With applied courses, award-winning tutors and a real world learning focus, we nurture graduates who combine rigorous technical abilities in accounting with a strong business vision.

By the end of your studies, you’ll be well on your way to gaining professional accountancy qualifications, with all our courses offering a range of exemptions from leading professional bodies. You’ll also be able to offer an employer much more in terms of leadership, strategy and problem-solving skills. Derby graduates are now excelling in careers with major names like PwC, Boots and HMRC.

Our portfolio of courses will capture your aspirations and play to your strengths. It includes foundation year routes if you’re not quite ready to start an honours degree right now; a Joint Honours option if you want to study accounting alongside another subject; and an Integrated Masters in Accounting and Finance (MAccFin) where you can combine three years of undergraduate study with one year of postgraduate study.

**Why study with us?**

- **Accelerated career progression:** alongside your degree, you can work towards professional qualifications. Depending on the pathways you choose, you could become eligible for exemptions offered by ACCA, CIMA, ICAEW, CIPFA and AIA, putting you on the fast track to membership of leading industry bodies.
- **Experience counts:** you can build your skills with a year-long industry placement or summer internship. Through our partnership with international accountancy firm Mazars we offer a Mazars Accelerate Pathway (MAP) with guaranteed, paid student placements to a select number of students, providing valuable experience of working in a professional environment. Consultancy projects enable you to solve real problems for real organisations while masterclasses, guest lectures and professional mentoring bridge the gap between the classroom and the workplace.
- **Hands-on skills:** in our Bloomberg Financial Markets Lab, you’ll work with the same technology relied on by financial professionals all over the world. We’re among the few UK universities offering full access to Bloomberg data, information and analytics.

“Work experience is really important because it makes you stand out from other graduates. You need experience, not just a degree. At the University of Derby, you get to learn how a business as a whole works. It’s inspired me to look into enterprise and marketing, and all the other options that business gives you.”

Cinzia Cocca
Accounting student

Derby Business School Accounting courses:

**Undergraduate:**
- BA (Hons) Accounting and Finance
- BA (Hons) Accounting and Finance with Foundation Year
- BA (Hons) Business Accounting and Finance
- BA (Hons) Business Accounting and Finance with Foundation Year
- Integrated Masters in Accounting and Finance (MAccFin)
- Accounting Joint Honours

**Postgraduate:**
- MSc Accounting and Finance
- MSc Financial Leadership
- MBA Global (with specialist pathways)

If you study your undergraduate course at Derby, you could receive a discount on postgraduate study with us. We also offer ACCA exam tuition and revision classes throughout the year.

University of Derby

Derby Business School

Accounting and Finance is ranked Top 10 in The Guardian University Guide 2020

For more details and up-to-date information on courses and entry requirements visit derby.ac.uk
Do you have what it takes to be an outstanding business leader? Practical and inspiring, our degrees put you at the heart of the business action so you're ready for a rewarding management career in any organisation, in any sector, anywhere in the world.

About our courses

At Derby, you’ll become the business professional you want to be. We take the theories off the page, immerse you in the business community and give you the skills, attitude and confidence to succeed. Our graduates now work in management roles with the likes of Barclays, DHL and IBM. Accredited by the Chartered Management Institute (CMI), our flexible business courses start with a broad-based first year but then allow you to build your own degree. BA (Hons) Business Management includes specialist pathways in Enterprise, Finance, HRM, International Business or Marketing. And BA (Hons) Business Studies features a fascinating range of optional modules so you can chart your own direction.

You can combine Business Management with another subject as part of a Joint Honours degree or you can take our Business Management degree with a foundation year if you feel you’d like to develop your skills and confidence first. You can even top up existing qualifications to gain an honours degree with just a year of study.

Why study with us?

• An excellent reputation: Business and Management is ranked Top 10 in The Guardian University Guide 2020. 91% of students are satisfied with the overall quality of our Business courses (National Student Survey 2019)
• High standards: alongside your degree, you can graduate with a respected CMI Level 5 Diploma in Management and Leadership, your first step towards Chartered Manager status. You could become an affiliate member of the CMI, at no extra cost, with additional benefits to support your employability
• Professional mentoring: we put you in touch with the brightest business minds to ignite your enthusiasm. Our BA (Hons) Business Management is the first course in the country where every student has an external CMI mentor at every stage of their studies
• Practical focus: you’ll develop your decision-making and leadership skills through business simulations and live consultancy projects, working with employers to improve their performance. An optional placement year or internship will give you experience that sets you apart

“Through studying Business Management, you can steer your career in the direction that you want because you get to understand what you are good at. I enjoyed it because you are working with businesses on real cases, so you get that experience of how things really do work.”

Brittany Dixon
Business Management graduate, who secured a place on the Lloyds Bank graduate scheme

For more detail and up-to-date information on courses and entry requirements visit derby.ac.uk
Skills in applied economic and financial analysis are valued by employers worldwide. At Derby we deliver modern economics and finance degrees with a difference – where you’ll take the core principles and theories but apply them to real problems in real work contexts.

About our courses

We nurture bold, forward-thinking economics and finance professionals who can make the decisions that count. You’ll become proficient in handling complex financial data, undertaking economic research and analysis, and using your findings to shape business strategies.

Our degrees offer plenty of choice to match your professional interests and ambitions, including the BA (Hons) Economics, BSc (Hons) Economics and Finance and BSc (Hons) Finance. We have foundation year routes if you don’t feel quite ready to join one of these degrees directly and would like to develop your skills and knowledge base first. If you have relevant qualifications already, you could take a one-year course to top up to an honours degree.

When you graduate, you’ll have the full toolkit of an applied economist or financial manager plus the high standards of professional practice you’ll need for rapid career progression. You could advance to prestigious graduate training schemes, financial consultancy or economic policy roles anywhere in the world.

Why study with us?

• At the cutting edge: this is an exciting time to study economics and finance as the full impact of current affairs - from Brexit to the US presidency - is felt in the world economy. Our courses give you the fresh perspectives and global mindset to respond to the challenge of change

• Strong employer engagement: you’ll undertake live financial consultancy and economic research projects with businesses and there are options to go on placements in the UK or overseas. Our partnerships enable you to compete for work experience with organisations like PwC, DHL and the Institute of Directors

• Hands-on experience: in our Bloomberg Financial Markets Lab, you’ll work with the latest data, information and analytics. You can raise your national profile by taking part in the University Trading Challenge too: our students have won awards in this prestigious competition for five years running

• Learning at its most inspiring: our courses are full of practical scenarios – whether you’re building an investment portfolio, presenting economic analysis at conferences, or debating latest developments in the City with our guest lecturers and visiting professors, such as Lloyds Chief Economist Trevor Williams

• Helping you excel: you’ll learn from a teaching team who have extensive industry experience and an international profile for research. You could even get involved in influential research projects yourself. You’ll also receive one-to-one support via our

“The support is really good here because the classes are small and staff do a lot of one-to-one work with us. They look at us as individuals and help us develop our skills.”

Preeya Kaur
Economics student
HUMAN RESOURCE MANAGEMENT

Attracting, selecting, nurturing and retaining the right talent is critical to business success – and that’s where the Human Resource Management (HRM) professional comes in. Study HRM at Derby to prepare for a fulfilling future which is all about unlocking your potential.

About our courses

If you feel you can help an organisation and its people get the best from each other, an HR career is a smart choice. Today’s senior HR professionals are regarded as business partners, reflecting their crucial role in working alongside other leaders to support the overall aims and success of their organisation.

At Derby, you’ll build the skills to plan and implement latest HR policies, procedures and practices that add genuine strategic value. From employee engagement to equality and diversity, you’ll cover some of the most pressing issues facing the profession today.

You can focus on HRM as part of our progressive BA (Hons) Business Management portfolio or take it as a Joint Honours subject to widen your options. Our graduates have secured roles with international companies, the NHS, local authorities and major names in the HR field like Hays Recruitment.

Why study with us?

• Professional connections: you’ll draw on our links with prominent employers as well as the Chartered Institute of Personnel and Development and the Chartered Management Institute. On our BA (Hons) Business Management (HRM), you can gain further qualifications from both professional bodies, boosting your business credentials alongside your HRM specialism

• Work-related scenarios: you can gain invaluable insights through an optional placement year or summer internship, employer-led projects, business simulations and taking part in initiatives such as our mock employment tribunals organised in collaboration with employer Knights 1759. You’ll have full scope to test your ideas and enhance your problem-solving, decision-making, negotiation and leadership skills

• Inspiration and motivation: our teaching team boasts substantial research and consultancy expertise, so your studies will be enriched by the latest thinking. Industry leaders will share their stories of how strong, effective HRM has shaped their own business success stories

• High-quality support: You’ll learn in small, friendly classes, receiving one-to-one support to direct your studies towards the professional roles which most excite you

“The lecturers have been hands-on, ensuring we understand the task in hand. My degree has given me a greater understanding of what HR jobs include and ideas about the areas of HR I would want to explore. Having real-world experience means that you feel you know the industry before stepping out of university.”

Molly Flynn
Human Resource Management Joint Honours graduate

For more detail and up-to-date information on courses and entry requirements visit derby.ac.uk
Join a Business School with a truly global outlook and prepare to make an immediate impact in your international business career. Our distinctive degrees will give you the high-level skills and in-depth knowledge you need to go far in the global business arena.

About our courses
High-calibre international business graduates can command excellent starting salaries and look forward to rapid career progression. At Derby, you’ll gain a full understanding of the economic, financial, political, legal and cultural factors facing international organisations today so that you’re well prepared to excel in a senior role.

We place a strong emphasis on applying latest business and economic theories to the practicalities of the real world to sharpen your analytical and critical thinking. We also equip you with the broader attributes which today’s employers expect, such as problem-solving, decision-making, report writing, research and presentation skills.

You can choose the BA (Hons) International Business or opt for the BA (Hons) International Business and Finance if you have a particular interest in global markets and economic challenges. Our portfolio includes foundation year routes if you need to build your skills and confidence before embarking on an honours degree. We also offer top-up courses so that students with relevant qualifications can achieve their BA (Hons) award in a year.

Why study with us?
• Global insights: we support students to widen their perspectives by spending an optional year or semester studying abroad. There are regular study trips overseas too
• Immersed in business practice: you can gain hands-on experience in real-world settings through optional placements and internships in the UK or overseas. In our Bloomberg Financial Markets Lab, you’ll benefit from access to a wealth of international data and an understanding of trading floor activities
• A broad skillset: we take a multidisciplinary approach to international business, so you’ll graduate with an impressive portfolio of skills in economic analysis, strategy, law, finance, marketing and human resources
• Meet the experts: our staff combine industry experience with research expertise. You’ll also have every opportunity to liaise with business leaders and finance professionals through masterclasses, networking events and current case studies so you can keep up to date with latest developments on an international level

“As globalisation becomes a norm, I felt it was important to study the ‘international’ aspect of business. Choosing to study at Derby has exposed me to the way local businesses run, as well as the extra materials presented by lecturers. The university offers the maximum support ranging from activities that adds value to your education and for your career in the future which I am very grateful about.”

Xin Shi Wong
International Business and Finance student

Derby Business School International Business courses:
Undergraduate:
BA (Hons) International Business
BA (Hons) International Business with Foundation Year
BA (Hons) International Business (Top-Up)
BA (Hons) International Business and Finance
BA (Hons) International Business and Finance with Foundation Year
BA (Hons) International Business and Finance (Top-Up)

Postgraduate:
MSc International Business
MSc International Business and Finance
MSc International Business and HRM
MSc International Business and Marketing

If you study your undergraduate course at Derby, you could receive a discount on postgraduate study with us.

For more detail and up-to-date information on courses and entry requirements visit derby.ac.uk

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Derby Business School

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LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Study logistics at Derby and you’ll be in the right place at the right time to achieve success in an exciting, technology-driven industry. High-tech and strategically located, our city prospers from a robust transport and logistics sector – rich with opportunity for the next generation of logistics experts.

About our courses

We’ll equip you to tackle real issues and big questions. Whether revolutionising online shopping, transporting emergency supplies or ensuring perishable goods reach supermarket shelves, logistics is a career destination with limitless challenges and opportunities.

Our focus is on developing versatile, agile graduates, armed with transferable skills for modern business and for emerging career opportunities – such is the pace of change in logistics and supply chain management.

Alongside our flagship BSc (Hons) Logistics and Supply Chain Management, we offer a foundation year route to help you make a smooth transition to honours degree studies.

Why study with us?

- **Exciting opportunities:** we’ve just announced a partnership with NOVUS to provide students with mentoring, industry visits, paid summer work experience and industrial placements in their third year. Through the NOVUS Lite programme, you’ll be connected with 25 NOVUS sponsor companies such as ASOS, DHL, Stannah’s, Nestlé and Arla.
- **Professional credibility:** our courses are accredited by The Chartered Institute of Logistics and Transport. You’ll benefit from free student membership of the Institute and gain exemptions from the academic requirements for chartered membership.
- **Industry know-how:** your studies will feature placement year opportunities, live consultancy projects, guest masterclasses and fieldtrips. You’ll make the most of Derby’s flourishing transport and logistics sector plus our links with names like DHL, JCB, Nelsons, Schenker DB, Boots and Rolls-Royce.
- **Research expertise:** you’ll be inspired by ground-breaking research. Our world-renowned Centre for Supply Chain Improvement pioneers work in Radio Frequency Identification (RFID) technology, artificial intelligence, lean manufacturing and low-carbon supply chains.

"Studying logistics at Derby has been a great start to my career and opened my eyes to many opportunities as the city is on the doorstep of a massive logistics and supply chain network. The skills you gain can be applied within any industry, so you have a diverse and flexible career ahead of you."

Emily Key
Logistics and Supply Chain Management graduate who secured a place on the DHL Supply Chain Operations Management Graduate Programme.

For more detail and up-to-date information on courses and entry requirements visit derby.ac.uk

Disclaimer: *The University of Derby reserves the right to change course requirements and fees.*
Marketing is essential to modern business and a popular choice for graduate careers. Offering an exciting and distinctive combination of art, science and business, our courses help you develop your own unique selling points so that you stand out from the competition.

**Marketing**

**About our courses**

In this fast-paced industry, demand for marketing professionals who can bring specialist expertise to their role is high. Our degrees allow you to focus on the marketing specialism which appeals to you most. You could unleash your creativity to deliver engaging advertising and PR, harness latest digital technologies and trends to find new ways of communicating with customers; or draw on consumer psychology to help organisations seize a competitive advantage.

With all our courses accredited by the Chartered Institute of Marketing (CIM) and part of the CIM Graduate Gateway, you’ll gain exemptions towards the CIM Diploma in Professional Marketing, setting you apart in the eyes of prospective employers once you graduate.

You can choose between the BA (Hons) Marketing (PR and Advertising), BSc (Hons) Marketing (Digital) or BSc (Hons) Marketing (Consumer Psychology) to develop a distinctive CV. If you want to build your skills and confidence before starting an honours degree, each course offers a foundation year route to smooth your transition. You could also take Marketing as part of a Joint Honours degree, combining it with another subject to broaden your career options.

**Why study with us?**

- **Think differently:** building on the core marketing, brand management and business principles, you’ll explore innovative methods of reaching different audiences. You’ll become skilled in devising persuasive campaigns and powerful marketing strategies which can transform business profitability
- **Influential networks:** we’ll help you make connections with agencies and businesses for challenging consultancy projects and professional mentoring opportunities. Events like our Marketing 2020 conference bring leading industry figures to the University and keep you up to date with the latest developments
- **Exciting opportunities:** you could visit trade fairs and exhibitions; spend a semester studying abroad; or take a year-long work placement. Alongside your CIM Diploma exemptions, you could also gain further awards such as Adobe and Google certification
- **Experience and expertise:** you’ll receive plenty of one-to-one support from our dedicated, industry-experienced tutors whose research expertise spans everything from consumer behaviour to market sensing

“We’ve actually visited companies which is so beneficial. I now have a lot of confidence to go into a workplace and understand what customers need. Going from A-levels to university is a massive step but there’s a lot of opportunity at Derby. It’s a great learning curve and you’ll get all the help and support you need.”

Gin Sidhu
Marketing student

**Derby Business School Marketing courses:**

**Undergraduate:**
- BA (Hons) Marketing (Management)
- BA (Hons) Marketing (Management) Top-Up
- BA (Hons) Marketing (Management) with Foundation Year
- BA (Hons) Marketing (PR and Advertising)
- BA (Hons) Marketing (PR and Advertising) with Foundation Year
- BSc (Hons) Marketing (Consumer Psychology)
- BSc (Hons) Marketing (Consumer Psychology) with Foundation Year

**Postgraduate:**
- MSc Marketing Management
- MSc International Business and Marketing

If you study your undergraduate course at Derby, you could receive a discount on postgraduate study with us.

For more detailed and up-to-date information on courses and entry requirements visit derby.ac.uk
Passionate about their subjects, the academic team at Derby Business School will help you translate your ambitions into reality. They’ll ensure your educational journey is enlightening and enjoyable.

**OUR EXPERTISE**

**In-depth industry knowledge**

You’ll be inspired by tutors who bring the ideal blend of practical knowledge, professional insights and scholarly thinking to their teaching. Most have experience in industry as well as the academic world, having held high-level roles with companies such as BT, Sainsbury’s and Yodel, worked as economic and marketing consultants or launched their own businesses.

**Breaking new ground**

Our staff include influential researchers, respected authors and experienced consultants. They are engaged in significant research projects and publish regularly to deliver fresh perspectives on latest business trends. Their interests span everything from behavioural economics to employee engagement, social media marketing to industrial policy, corporate social responsibility to logistics networks.

**Get involved in research**

You’ll build your own research skills by working alongside our experts on real-world consultancy projects. Our students have investigated issues such as the economic impact of the Buxton Festival and the future of city centre parking in Derby. Several have attracted funding through the Undergraduate Research Scholarship Scheme (URSS) – an opportunity to spend the summer working as part of a University research team.

**Your success is our success**

Our staff are supportive and approachable, taking the time to get to know you and your aspirations. You’ll have a dedicated personal tutor throughout your course, helping you to plan your goals, make meaningful progress and fulfil your potential.
OUR STUDENTS: VAANEE MAUNAPEN

Business Management student Vaanee Maunapen knows all about the benefits and value of conducting research which makes a difference.

From the earliest stages of her degree, Vaanee has immersed herself in meaningful and influential research studies – not only within the University but also for the benefit of the wider community.

Vaanee has completed market analysis for the Sinfonia Viva orchestra and also conducted market research and client data management during an internship with Flint Bishop.

She has even won an award for her contributions to Healthwatch Derby, an independent consumer champion which aims to help local people get the best out of their health and social care services.

Her longstanding work with Healthwatch Derby began during a Year 1 module where she conducted independent research into dental service provision. Healthwatch leaders were so impressed that they invited her to continue as a research volunteer. She explored issues surrounding how patients can find it difficult to access dental services, especially due to a lack of consistent, accurate information.

“Being able to carry out proper research is very exciting – and you never know what the outcome will be,” says Vaanee. “Research projects have been a great opportunity to develop new skills and to work with other students and professionals.”

In her second year, she received a bursary under the Undergraduate Research Scholarship Scheme (URSS) to investigate how students use digital resources in her studies. Her findings will help future undergraduates enhance their study experience.

Vaanee was rewarded with the Healthwatch Volunteer of the Year title, adding an extra dimension to her CV as she takes her next career steps. After graduating, she aims to move to The Netherlands and continue her work towards becoming a Chartered Manager.

“When I started my degree, I saw all the opportunities available to me and it increased my ambitions. I’ve done everything possible to keep my personal development going, including research.”

Vaanee Maunapen, Business Management student who received an award for her research contributions to Healthwatch Derby, an independent consumer champion.
CAREERS AND EMPLOYABILITY

Derby Business School has an enviable track record in preparing students to do remarkable things in their careers. We always think beyond the qualification, paving the way for you to secure that dream job.

High-achieving careers
We are fostering a new generation of ambitious business professionals. Our students have gone on to secure management roles and advanced graduate training positions in high-profile organisations worldwide including HSBC Canada, Ernst & Young, PwC, the Tata group, IBM and Barclays.

Boost your versatility
At Derby we develop you as a well-rounded and versatile graduate, not only as a specialist in your chosen subject area, but we also equip you with skills in analytical thinking, communication, problem-solving, creativity, teamwork and leadership, from your very first day with us.

Support and advice
Careers guidance is integrated into all our courses, including help with job searches, CV writing and interview preparation. Our Careers and Employment Service will continue to support you for up to three years after you have graduated too.

Studying at the next level
If you want to take your academic ambitions to postgraduate level, Derby Management School offers a full range of postgraduate and professional courses in business, economics, finance, marketing, accounting, human resource management and supply chain management. You could achieve a highly regarded masters qualification with just one year of further study.

To find out which postgraduate courses we offer in your subject area of choice, take a look at our course pages in this brochure or visit derby.ac.uk/postgraduate. We offer generous fee discounts for our alumni who extend their time with us and progress from undergraduate to postgraduate study. Please check our website for the most up-to-date information on our alumni discount.

“The encouragement and guidance of my teachers has been very important to help me overcome any challenges and progress. The modules are very interesting and completely different from the Chinese teaching model. They cultivated my interest and re-established my confidence.”

Jia Dong
International Business student who graduated with first class honours and then progressed to the MSc International Business course. She is currently working towards the MBA Global at the University.
FIVE MINUTES WITH: FREDERICK SAWE

Business Management and HRM Joint Honours graduate

Why did you choose Derby?

I’m an international student from Tanzania but I already knew a lot about the University because my older sister studied for a masters here too. Derby is about the same size as my home city and its central location is ideal. I liked the idea that I’d be studying in close proximity to companies like Rolls-Royce, Toyota and PwC and that the University has such strong links with industry to help its students get ‘work-ready’.

What appealed about your course?

I knew I wanted to work in a competitive yet collaborative business environment and the practical focus of the course was a major advantage. You gain the theory you need but there are many exciting opportunities to put it into practice too. Studying a course approved by the Chartered Management Institute (CMI) and Chartered Institute of Personnel and Development (CIPD) also gives you a real sense of achievement and purpose, taking you closer to becoming a member of the leading professional institutes.

What were the highlights?

There was so much variety, including the chance to gain work experience and to network with businesses around Derby. I appreciated the high quality of the teaching and the opportunity to use the kind of technology I might not have had access to at home.

Anything you’re not quite used to yet?

I have to say the cold weather – but I must admit it was a thrill to see snow. I can now say I’ve built my first-ever snowman!

Did you encounter any challenges?

I arrived wanting to be challenged intellectually and my course delivered that. One of the best parts was the personal tutor scheme, which helped me develop my academic writing skills and to focus my ideas for the research modules. The lecturers were very supportive and encouraging, working closely with me to ensure that I had a clear understanding.

What about the social side of student life?

The University is such a culturally diverse and welcoming place. I’ve made friends from all over the world. When I’ve not been studying, I’ve been able to try new hobbies and interests. I’ve even been introduced to salsa dancing – my mum was very impressed!

What’s next for you?

I was delighted to achieve first class honours and I’ve now applied to take the MSc Supply Chain Improvement at Derby – it’s a natural next step. The University’s Careers and Employment Service has been really helpful in giving advice. When I return home to Tanzania, I’ll be able to put all the skills and knowledge I’ve gained to good use in our family business.

Any tips for future students?

Get involved from your very first day and take up all the opportunities and services that are offered. Don’t be afraid to ask for support: you’ll find the University staff are friendly and ready to help whenever possible.

Can you sum up your Derby experience in three words?

If you need more information about visiting or applying to the University of Derby, here’s how to get in touch.

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