

Welcome to Durham University Business School

Open Days June 2025
BA (Hons) in Business and Management

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Programme Director

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Today's session

- Durham Business School – Rankings
- The Programme
 - Entry requirements
 - Programme content & assessment
 - Support
 - New Building
 - Placement and Study Abroad
 - Student Insights



The Business School Rankings and Accreditations

Complete University Guide 2026

Durham University - 5th in the UK

Business and Management

- 16th in the UK
- 4th for graduate prospects

Guardian University Guide 2025

Durham University - 6th in the UK

Business and Management

- 14th in the UK
- 7th for “career after 15 months” (91%)
- 6th for “continuation rate” (97.5%)

National Student Survey 2024



*National Student Survey 2025 – Due 09th July

Triple Crown Accreditation - AACSB, Equis, AMBA

One of 27 Business Schools in the UK (of 125 in total)

One of 125 worldwide

Typical entry requirements and the student cohort

A Level	AAB
BTEC	DDD
International Baccalaureate	36



UCAS codes

N201
N203 PY
N207 SA

Enable students to realise their abilities, learn well and work well, and contribute to their diverse communities, whilst coping with the challenges of university life

- Programme level
- College
- Extracurricular

Represented by students in each year of study as part of the Student Voice Committee (SVC)

The Programme – Year 1 (all core modules)

Term 1 - (Sept – Dec)

- The Changing World of Business
- People, Management and Organisations
- Foundations of Effective Marketing

Term 2 - (Jan – March)

- Financial Information for Managers
- Strategy in Practice
- Introduction to Leadership

The Programme – Year 2 (choose 3 electives)

Term 1 - (Sept – Dec)

- Business Research Methods and Statistics
- Consumer Behaviour
- Operations Management
- Managing Marketing Communications
- Business Law

Term 2 - (Jan – March)

- Information Systems
- Human Resource Management
- Innovation Management
- Entrepreneurship
- New Venture Creation
- *Advanced Topics in Technologies Driving Business

Foreign Language (Centre for Foreign Language Study)

The Programme – Year 3 / final year (Choose 3 or 4 electives)

Year Long (40 credits)

- Dissertation
OR
- New Venture Creation Project
OR
- Organisational Behaviour and Leadership Project (20 credits)

Term 1 - (Sept – Dec)

- Business Analytics for Artificial Intelligence
- Asia and the Pacific Rim
- Corporate Responsibility and Sustainability
- Leadership
- Managing Organisational Change
- Work, Organisation and Society
- International Marketing

Term 2 - (Jan – March)

- Business Economics
- Corporate Entrepreneurship
- Enterprise Risk Management: Principles and Methods
- How to Read Business
- Facing the Future
- Global Sport Business
- Strategic Investment Decisions, Options, and Valuation Under Uncertainty
- People Analytics

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The Programme – Year 1 (all core modules)

Term 1 - (Sept – Dec)

- The Changing World of Business
- People, Management and Organisations
- Foundations of Effective Marketing

Term 2 - (Jan – March)

- Financial Information for Managers
- Strategy in Practice
- Introduction to Leadership



Please note all modules subject to change year to year

The Programme – Year 2 (choose 3 electives)

Term 1 - (Sept – Dec)

- Business Research Methods and Statistics
- Consumer Behaviour
- Operations Management
- Managing Marketing Communications
- Business Law

Term 2 - (Jan – March)

- Information Systems
- Human Resource Management
- Innovation Management
- Entrepreneurship
- New Venture Creation
- *Advanced Topics in Technologies Driving Business



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Please note all modules subject to change year to year

The Programme – Year 3 / final year (Choose 3 or 4 electives)

Placement

Study Abroad

Year Long (40 credits)

- Dissertation
OR
- New Venture Creation Project
OR
- Organisational Behaviour and Leadership Project (20 credits)

Term 1 - (Sept – Dec)

- Business Analytics for Artificial Intelligence
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Term 3 - (April – May)

A focus on

Employability

Graduate attributes

Application of knowledge

Development of skills



CV development

Internships

Placement and study abroad

The year ahead

Examples include

- Careers and enterprise fairs
- Internship and placement support
- Business competitions
- Guest Speakers
- Pre sessions for core modules
- Dissertation support
- Alumni and Placement Panels
- Academic support sessions

The Programme – Module Focus

- 10 weeks of class, then assessments due within 4-week period
- Typical Lecture / Seminar – 3-4 hours per week
- Each 20-credit module has 200 hours of learning
- Seminar (maximum 25 students)
- Formative and Summative assessment
- Dedicated online space for each module (Learn Ultra)
 - Module information and Assessment
 - Reading list
 - Lecture slides and recording
 - Seminar instructions
 - Independent Tasks and Reading

The Programme – Assessment

Traditional

- Essays / Assessments / Reports
- Presentations
- Exams

Contemporary

- Podcasts
- Infographics
- Investor Pitch
- Business Plans
- Posters
- Market Forecast Analysis

The Programme – Module examples

BUSI2391 New Venture Creation

- Introduction to New Ventures
- The theory of opportunity
- Business Contexts and Models
- Market Research
- Macro Environment
- Marketing a new venture
- Finance and Risk
- Business Operations and Planning

BUSI3351 Global Sport Business

- Sport Event Management
- Sport Participation
- Athlete Management
- Sport and the Media
- Digital Technology and Sport
- Inequality in Sport
- Fan Engagement
- Brand Management in Sport

Graduate Spotlight – Sammy

Theory to practice

Graduated

2023 Cohort

Company

Pure Padel UK

Role

Founder and Head of Commercial Operations at Pure Padel UK

Internships

PepsiCO

Proctor and Gamble

The Programme – Support

Programme Level

- Academic Advisor
- Module Leaders
- Deputy Programme Director
- Programme Director
- Programme Admin Team
- Business Support Team
- Placement and Study Abroad

Outside the Programme

- College Liaison Support
- Central Support Teams
 - DCAD
 - Careers and Enterprise
 - Disability Support
 - Library, Resources and IT services
 - Student Health and Wellbeing Hub
 - Student Immigration
 - Funding and Money Advice
 - Faith Support
 - Bullying and Harassment
 - Sexual Misconduct and Violence



The Programme – New Building (Opened September 2024)



The Programme – Placement

- Flexible choice
- Self-Sourced or Advertised
- One year programme (academic) – 3rd year
- Pass / Fail component
- Full departmental support
- Why Should I?
- Things to consider



Student Insights - Oscar

Placement Host - Pernod Ricard, London

Role and responsibilities

- Role: Category Development Executive
- Category contact for Malibu and Kahlua brands,.
- Supported the commercial teams with market data to help sell in products to retailers.

Why do a placement

- Great experience, Graduate prospects, define career path

Best thing about placement

- Exposure to the real world, get to work on loads of interesting projects, great opportunities

Placement advice for students of the future

- Consider offers
- Look at working conditions, for example, remote working.
- Be proactive , ask to sit in on meetings, work on high level projects, its all-good experience!

The Programme – Study Abroad

- Flexible choice
- One year programme (academic) – 3rd year
- Pass / Fail component
- Full departmental support
- Taught in English
- Why Should I?
- Things to consider



Student insight – Olivia

McMaster University, Ontario, Canada

Business and Management - Commerce

Why study abroad

To experience new places, meet new people, and push yourself out of your comfort zone!

Best thing about study abroad

It's like a structured gap year – you have the freedom to travel whilst being safe with the support of two universities

Study abroad advice for students of the future

Push yourself out of your comfort zone and don't pass up any opportunities that come your way

Student insight – Hannah

First-year Business and Management student

On average, I have around 9-12 contact hours a week and spend the rest of my time doing preparation work and reading.

As well as studying for my degree, I also have time to do lots of other stuff, which I'll talk to you about today.

Societies

There are currently 312 different uni-wide groups and societies, as well as many more college societies. These range from academic groups to instant noodle society.

I'm a part of two academic societies, Durham Finance Society and Women in Business.



Outside of academics, I'm Vice President and Publicity Officer of Trevelyan College Art Society



Sport

TUF- Trevelyan College Ultimate Frisbee!!

Events

Formals, Balls and Bops

Why Durham?

- Contemporary Curriculum – Elective Choices
- Dissertation Alternatives
- Placement and Study Abroad Options
- Sense of Community
- Collegiate System and Student Experience
- Prestige – The Durham Brand



Contact us

Questions?

Ask Us:

www.durham.ac.uk/study/askus/

Telephone: 0191 334 1000