



Shaped by the past,  
creating the future



# Welcome to Durham University Business School

Dr. Yanlu Zhao,

Assistant Professor in Operations Management

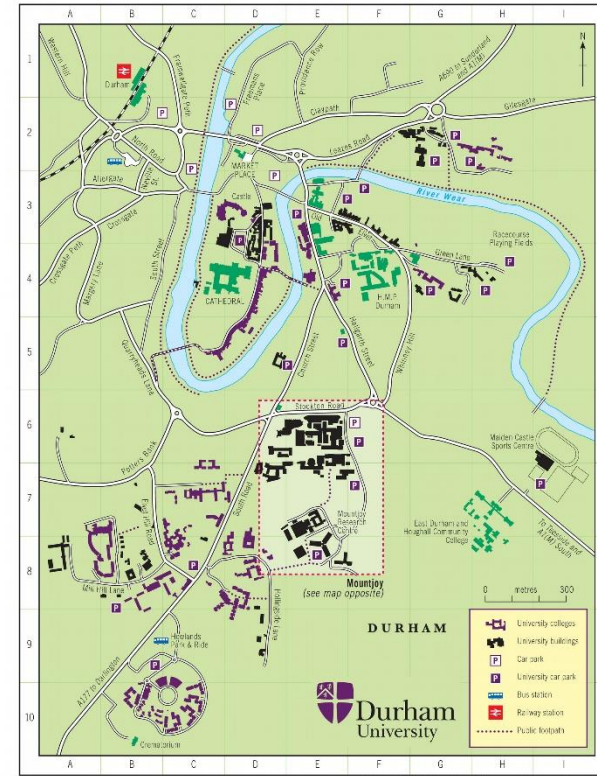
Year tutor of the Business and Management Undergraduate Programme



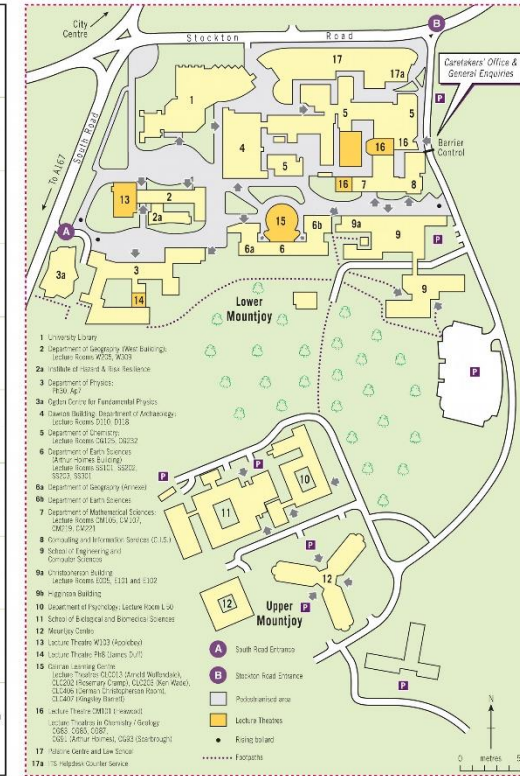
# Durham University

# Durham University Statistics

- Founded in 1832, leading alternative to Cambridge and Oxford
- QS World Rankings Place: 82<sup>nd</sup> in World
- Guardian University Guide: 6<sup>th</sup> in the UK
- Complete University Guide: 6<sup>th</sup> in the UK
- Four Academic Faculties
- Twenty-Six Departments/Schools
- Seventeen Residential Colleges
- The Estate includes 562 acres, one ancient monument, five grade I buildings, 68 grade II buildings and 48 acres of woodland. Total buildings exceed 300 and was valued at £850m in 2014



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United Nations  
Educational, Scientific and  
Cultural Organization

# Some of the economics behind our activities.....

20,268 Student Population

- 30% of students are non-UK
- 15,000 approx. Undergraduate
- IQ puts our students at the top 10% of the UK

4,300 Academic Members of Staff

- 40% of academics are non-UK



Our impact as a charitable entity:

BIGGAR Economics £1.1 Billion Gross Value Added to UK Economy Annually

For every £1 of funding received we generate £3.21 for the economy

Support the development of approximately 14,000 jobs through partnerships and regional knowledge transfer support

Countless International ties, initiatives, and interactions

# Some of the economics behind our activities.....

The University has launched 25 spin out companies since 1997, Examples include [Kromek](#) and [Applied Graphene Materials](#).

The University plays a crucial role in the tourism sector, attracting 231,270 people to its visitor attractions, including [Palace Green Library](#), the [Oriental Museum](#) and the [Botanic Garden](#),

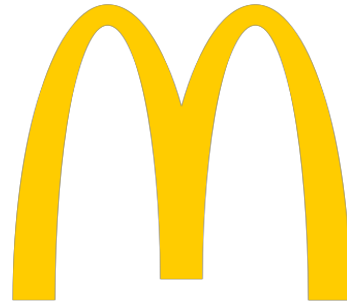
Durham University students dedicate 14,000 hours a year to [volunteering](#), including in many local schools and clubs;

Research and [Knowledge Transfer](#) activities at the University generate £139.3m GVA for the UK economy. Examples include collaborations with [Procter and Gamble](#), [IBM](#) and [Ørsted](#).

# Notable Alumni: Too many to list.... But here are a few!



Sir Nicholas Vernon  
Scheele, COO 2001-2004



Steve Easterbrook,  
CEO (2015- 2019)



Thomas Andrew Hume,  
First Director of the  
Museum of London



Adam Applegarth,  
CEO (Sold to Virgin)



Charles Wilson, CEO



David Sproxton, Co-  
Founder



Dr Neil Hunt, former  
Chief Product Officer



Julie Miller,  
Marketing Director



Sir Richard Leon Paniguan,  
former Vice President



Heather Popple, Product  
Controller



# Alumni Delivering Your Programme



**Professor Toby Watson**  
Deputy Executive Dean  
(Education)



**Dr Stephanie Scott**  
Director of the Business and  
Management Undergraduate  
Programme  
Assistant Professor in  
Management & Marketing

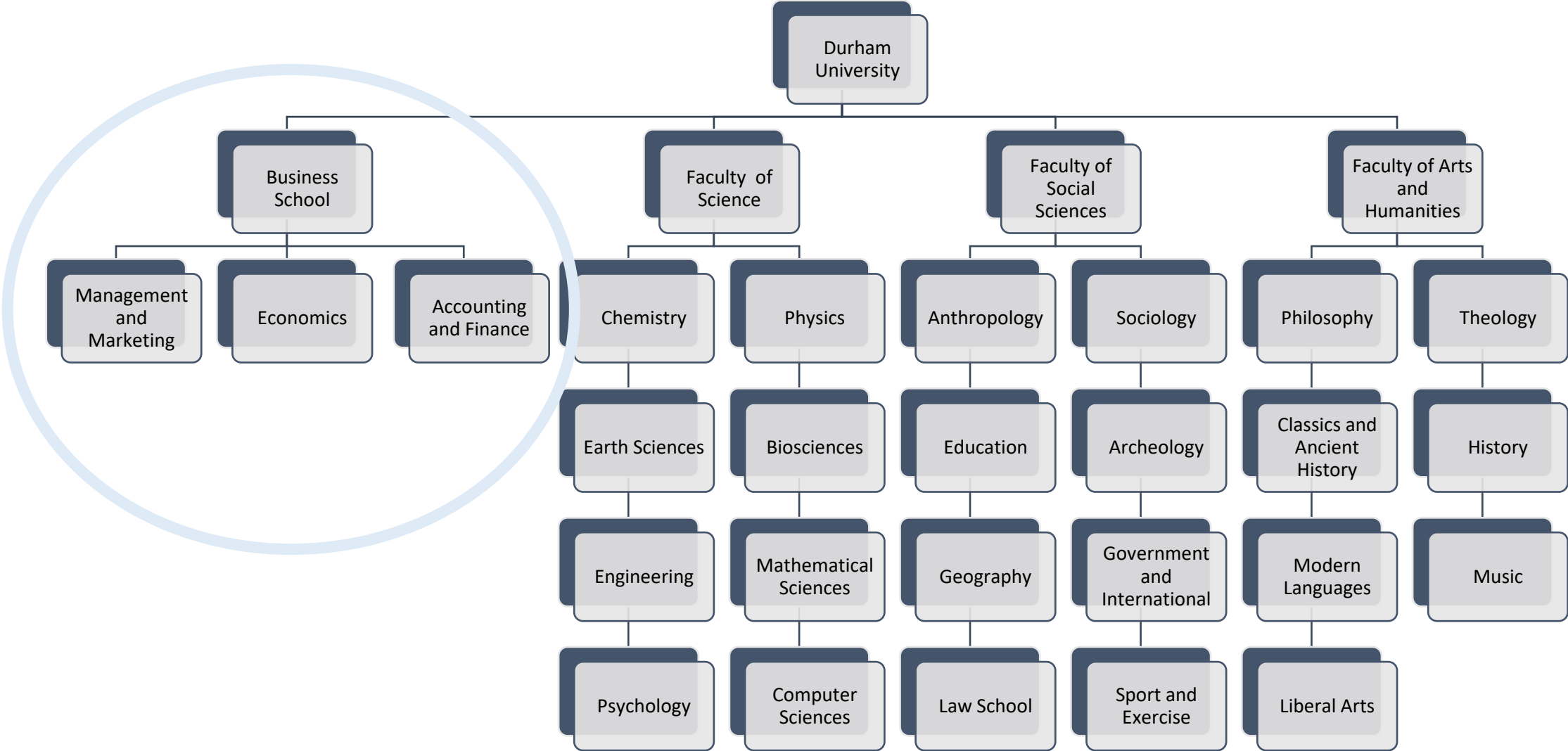


**Professor Mike  
Nicholson**  
Professor (Teaching)  
in Retail Marketing,  
Director of Education  
(Management and  
Marketing)



**Aarron Toal**  
Business and Management Tutor  
Teaching Fellow

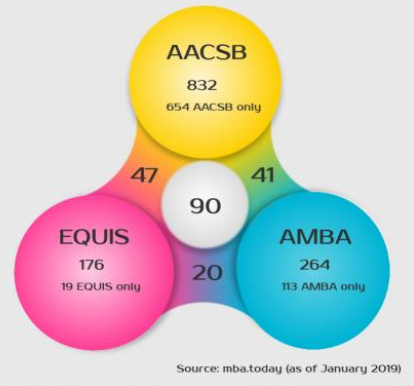
# Brief Overview of the University Structure





# Faculty Statistics (Approx)

- Largest Academic Faculty at Durham University
- 5,000+ students
- 200+ Teaching/Academic Staff
  - with our own dedicated support services
- Expertise in Management & Marketing, Economics, Finance, and Accounting
- UG BA, MBA, MSc, PhD, DBA



7<sup>th</sup> in the World  
Online MBA, 45<sup>th</sup>  
Business School  
Globally



10<sup>th</sup> in the World  
Online MBA

## Better Business Thinking



37<sup>th</sup> in the World  
Business School

# Our Vision

Internationally accredited, Durham University Business School is proudly integral to one of the world's prestigious universities. Our vision is to lead business thought and practice to improve global wealth and well-being.

# Our Mission

Our mission is to develop and enthuse leaders and entrepreneurs who create, share and use knowledge to deliver equitable and sustainable futures around the world.



**THE GLOBAL GOALS**  
For Sustainable Development



- **A focus on sustainable, ethical, and equitable futures.....**
- **Strong relationships with our 300+ partners from 68 different industries**
- **Commitment to the global economy and international community**
- **Impactful education and innovative research**

# Our Record



Latest headlines for employment of students graduating from these programmes:-

- Over 95% in employment or studying for a higher degree in six months
- Among the top three for employment in both *The Guardian* and the *Complete University Guide*

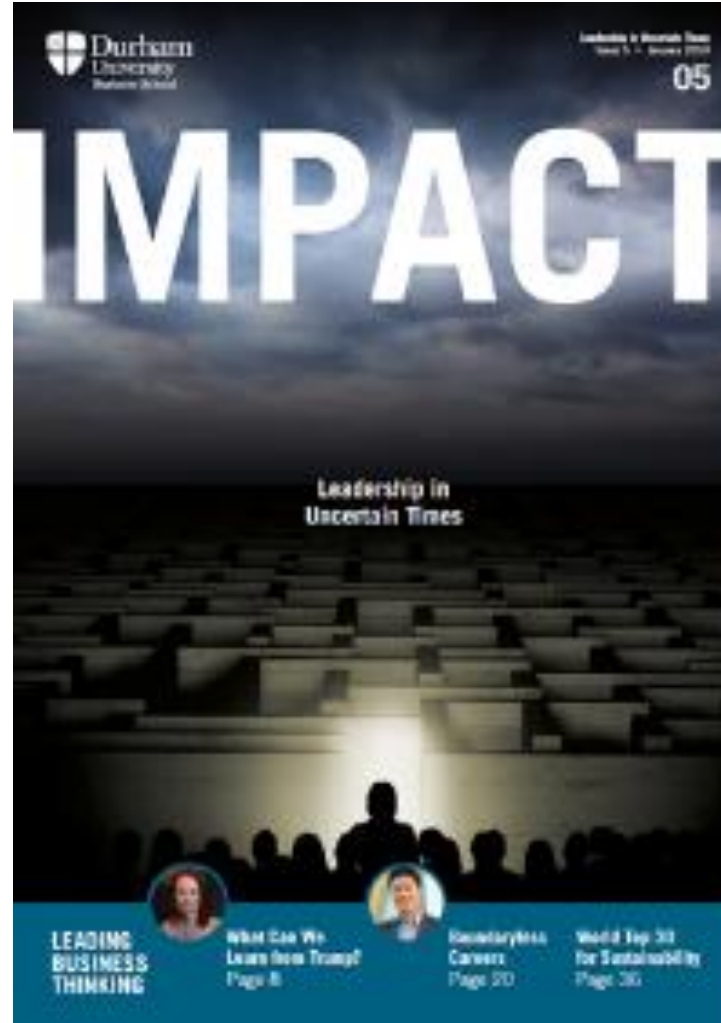


L'ORÉAL



# Research-Led Education

- Globally renowned for cutting edge research
- In December 2018, IMPACT magazine was awarded Gold at the CIPRide Awards 2018 North East in the category 'Best Publication'. The judges summarised: "IMPACT is a great example of thought leadership best practice. Well researched and well-executed – and well received by a very educated group of stakeholders
- <https://www.dur.ac.uk/business/impact/>



## Research Clusters in DUBS

Centre for Innovation and Technology Management

Centre for Leadership and Followership

Centre for Organisations and Society

Centre for Marketing and International Business

Centre for Environmental and Energy Economics

Among others.....

# BA (Hons) Business and Management Programme (n201, n203, n207)

On an overarching level, the programme's broad aims are consistent with the current (2019) QAA Subject Benchmarks for Undergraduate Awards in Business and Management and align with the strategic imperatives of Durham University Business School. The programme structure and learning objectives are regularly audited and enhanced through feedback from our three external accreditation agencies: AACSB, Equis, and AMBA.



UK Quality Assured

# BA (Hons) Business and Management Programme

- Provides students with broad and generalist knowledge, understanding, and skills into modern organizations' overarching functions and management.
- A comprehensive and integrated portfolio of core and optional modules; equipping students with an understanding of the complex and dynamic nature of organisations, their environment, their influence and interactions with markets and the economy, enterprise and innovation, business technologies, people development and leadership, and various contemporary topics into techniques and functions of multiple operations.
- In addition to the subject-specific intellectual structure of the programme, the portfolio of modules and teaching techniques provide a wide-range training of critical inter-personal and professional skills development that employers desire; including collaboration, critical thinking, oral and written communications, commercial acumen, numeracy, networking, inter-cultural awareness, emotional intelligence, and self-management. Central to the programme and embedded throughout the offered modules are themes of globalisation, sustainable societies, policy, inclusion, social responsibility, and leadership.

# Subject Specific Knowledge and Skills....

- To develop advanced knowledge and understanding of the complex nature of organisations, their management, the economy, and the external environment(s) in which they operate.
- To use a range of critical perspectives to enrich students' engagement with a more equitable and sustainable world by embedding ethics, responsibility, and sustainability (ERS) in a profound and relevant manner.
- To develop international perspectives, including awareness of different workplace and national cultures and working styles and an ability to work effectively in multicultural and multidisciplinary teams.
- To develop and demonstrate an understanding of how people are managed and led to deliver organisational and team-based objectives, focusing on professional communication, business technologies, organizational behaviours, and human resources.
- To develop and demonstrate a broad awareness of organizations' operational and strategic features, equipping students with an industrial standard toolkit of applied models, procedures/practices, research capabilities, and specialist skills for inquiry into problems.
- To develop and demonstrate a broad awareness of how organisations interact with consumers and markets to deliver products, services, and sales functions. This objective emphasizes the need for segmentation, strategic positioning, and innovation.
- To develop a broad understanding of financial and legal controls in decision-making, planning, and resource allocation.
- To develop appropriate attitudes, skills, and behaviours to contribute to employability and enable effective contribution in the workplace. This objective includes encouraging positive and critical attitudes towards change and enterprise to reflect the dynamism and vibrancy of the business environment.
- To develop lifelong learning skills that will provide a firm basis for continued development in a future career.



# Intellectual Structure of the Programme

	Term 1	Term 2
<b>Level 1 Core</b>	Changing World Of Business	Strategy in Practice
	People Management and Orgnizations	Introduction to Leadership
	Foundations of Effective Marketing	Financial Accounting for Managers
<b>Level 2 Core</b>	Research Methods and Statistics	Human Resource Management
	Information Systems	
<b>Level 2 Optional</b>	Integrated Marketing Communications	Applied Brand Strategies
	Consumer Psychology	Entrepreneurship
	Operations Management	Brand Strategies, Identity, Culture, and Society
		Innovation Management
	Foreign Language Option or One Open Module in the Rest of University	
<b>Optional Gap Year</b>	Placement Year	
	Study Abroad	
<b>Level 3 Core (Choose One)</b>	Dissertation	
	Advanced Critical Organisational Studies	
	Strategies for Sustainable Futures	
	Innovation Accelerator	
	New Venture Creation Project	
<b>Level 3 Optional</b>	Corporate Responsibility	Global Marketing
	Leadership	Service Operations Management
	New Venture Creation	Work, Organisations, and Society
	Asia and the Pacific Rim	How to Read Business
	Managing Organisational Change	Facing the Future
	Social Marketing	Strategic Investment Decisions, Options, Valuations under Uncertainty
	Retail and Service Marketing	Global Sport Business
	Foreign Language Option or One Open Module in the Rest of University	

	Strategy, Enterprise, and Operations
	People Management
	Marketing
	Applied Skills and Policies
	Supported External Offerings

## Headlines:

- 46+ Subject-Matter experts collaborating on the programme/curriculum, 5 dedicated administrative support members, heavily integrated into the wider university system for far-reaching support.
- Level progression is integrated and cumulative
- Core modules provide baseline
- Optional Modules are vast, and allow students to pursue individual interests at an advanced level.

# How will I study?



# Lecture Halls

Equipped with audio systems, air ventilation, various teaching technologies, lecture recordings, and live streaming capabilities. Up to 500 person capacity in some.

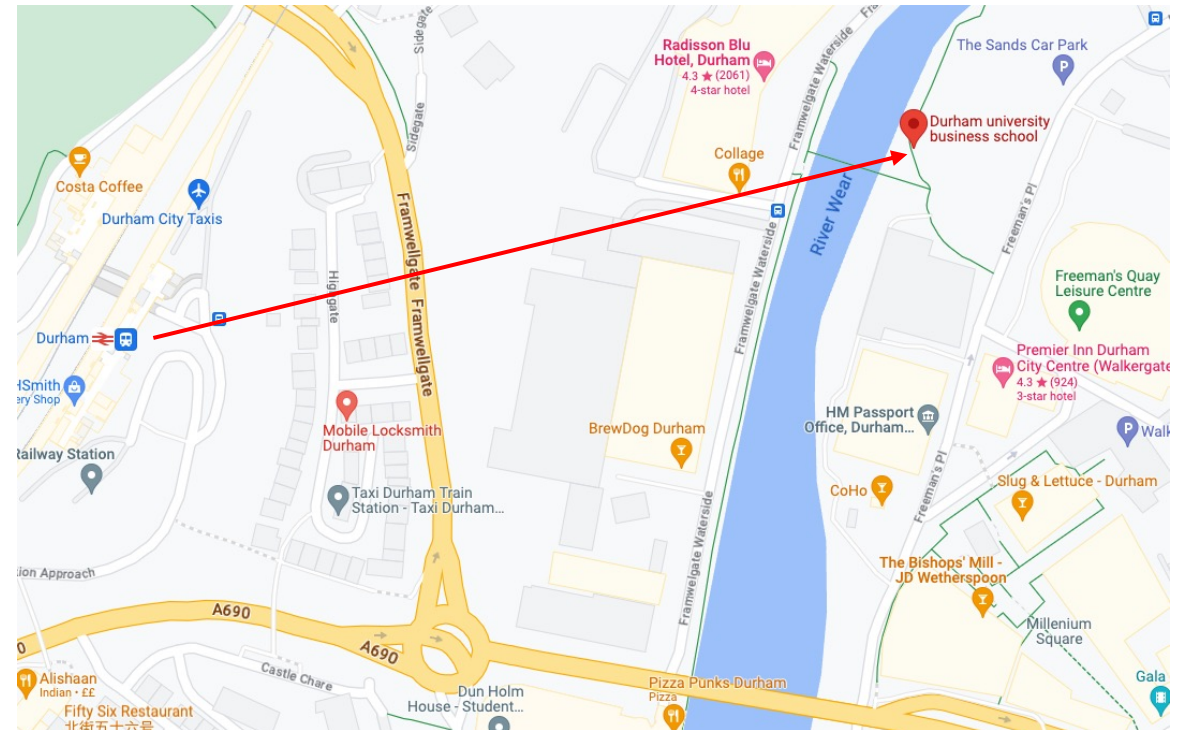


# Seminar/Workshop Rooms

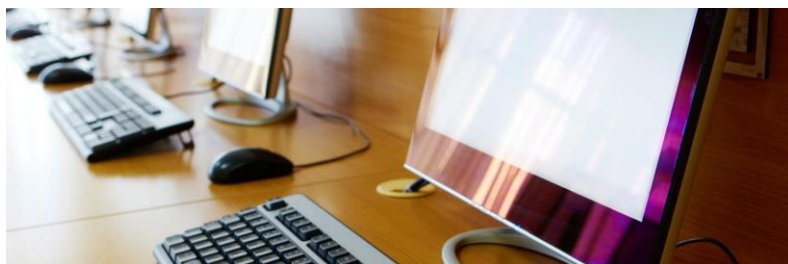


Equipped with audio systems, air ventilation, various teaching technologies, lecture recordings, and live streaming capabilities. Capacity is usually 25-30.

# New Business School (Sands)



# Other facilities



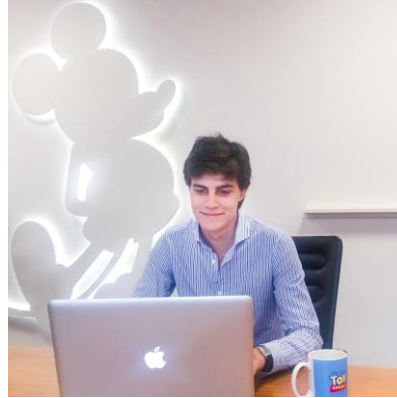
The Business School students benefit from our own dedicated support services. We have the following hosted in the department.

- Library – with special collections and dedicated subject specific database access (Thomson One, Bloomberg, Mintel, etc.)
- IT Services and Support – Including loan equipment and specialist computer lab
- Exclusive Study Abroad Partnership Network
- Dedicated Career Services, Corporate Engagement, and Alumni Network Teams
- Recording studio with industry standard kit and a green screen
- Dedicated Placement Coordinator
- Events hosted by External Partners.

# Study Abroad?



# Business Placement?





- **A proficiency in Mathematics is required. If not taken as an A level, a grade 7 (or grade A) in Mathematics at GCSE is required.**
- **We also accept the Core Mathematics Qualification at grade B in lieu of our GCSE Mathematics requirement.**
- **A level offer – AAA**
- **BTEC Level 3 National Extended Diploma/OCR Cambridge Technical Extended Diploma – DDD**
- **IB Diploma score – 37** with 666 in higher level subjects. If Mathematics is not taken at higher level, then it is required at standard level 5.
  - We consider all A Level subjects, with the exception of General Studies – therefore General Studies would not be included in any offer.

- Intended Learning Outcomes
  - Assurance of learning
- Subject Specific Knowledge
  - Focuses on the academic domain
- Subject Specific Skills
  - Focus on the application of the academic domain
- Transferrable Skills
  - Soft skills

# Pedagogic Approach for 20 credit hour

- Lecture(s)
  - Weekly by the Module Leader/Subject Matter Expert (2 hrs)
- Seminar
  - Small group interactions by Seminar Leader (2-4 hrs prep, 2 hr session)
- Feedback/Assessment
  - Formative and Summative Assessments (variable)
- Technology Enabled/Independent Learning (10-16 hours per wk per module)
  - Guided reading lists, lecture capture, webinars
  - Simulations, videos, discussions boards, etc.

# Student (Academic) Support

- Dedicated Academic Advisor within the Department (stays with you all the way through your degree).
- Every Academic has weekly office hours for additional support during term time.
- Dedicated Faculty Librarian (Ben Taylorson!), with a series of short course designed to help you with you study skills.
- Broadly available academic skills development unit, for further support with essay writing and technical skills development.
- All modules are designed inclusive and designed accessible.

# Student Support

- Range of Technologies, shortlisted as the Times Higher Education – Digital Innovator University of the Year
- Five Dedicated Programme Level Learning and Teaching Support Staff
- Dedicated Year Tutors that work alongside me.
- Strong Relationships with the College Student Support Officers and Disability Support Teams.
- Student-Staff Consultative Committee and Events

# Collegiate System

- 17 Distinct (Residential) Colleges with Centralised Teaching
- Inimitable student experience and socialisation
- Community structures, which connect the students across disciplinary boundaries
- Plans are in the works for new colleges by 2027

# A few of our ambitions for 2027:

- 21,500 students
- +330 New Academic Staff
- New facilities
  - New college and teaching building
  - Maiden Castle Sports and Well-being Centre (£35 Million invested)
  - Several Departmental Upgrades (Computing Sciences, Maths, Business School, Arts & Humanities)

*Centuries of Inspiring the Extraordinary....*  
Further questions, [study@durham.ac.uk](mailto:study@durham.ac.uk) or +44 (0)191 3346340

Thanks for visiting! We hope to see you in the fall! 😊

