



Durham Business School

Dr Dawn Whitton

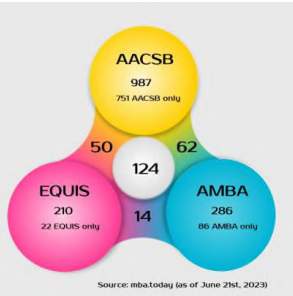
Associate Professor

Deputy Director of Education:

Department of Management and Marketing



Durham University Business School



Faculty of Business : Statistics

Nearly 4,000 students

About 185 Teaching/Academic Staff

- with our own dedicated support services

Expertise in Management & Marketing, Economics, Finance, and Accounting

Teaching: Undergraduate, MBA, MSc, PhD, DBA

Top 10

UK university

Ranked 6th in The Complete University Guide and 4th in The Guardian

University Guide

Undergraduate Programmes

BA Business &
Management
BA Marketing &
Management

BA Accounting and
Finance

BA Accounting and
Management

BSc Accounting

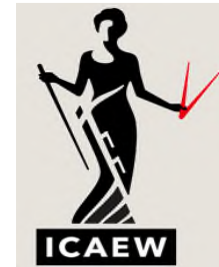
BSc Finance

BA Economics

Accounting & Finance

- **BSc(Hons) Accounting**
- BSc (Hons) Accounting with placement
- **BA (Hons) Accounting and Finance**
- BA (Hons) Accounting and Finance with business placement
- BA (Hons) Accounting and Finance with study abroad
- **BA (Hons) Accounting and Management**
- BA (Hons) Accounting and Management with business placement
- BA (Hons) Accounting and Management with study abroad
- **BSc (Hons) Finance**
- BSc (Hons) Finance with business placement
- BSc (Hons) Finance with study abroad

- Areas of study include accounting information; the legal, regulatory and social context within which accounting operates and the design and operation of information systems
- Our specialist BSc Finance degree places considerable emphasis on the key quantitative and analytical skills needed to pursue a career in finance and financial markets
- If students choose the relevant modules, they may be exempt from some of the ACA, ACCA and CIMA examinations once they have completed their degree.



Business & Management

- **BA (Hons) Business and Management**
- BA (Hons) Business and Management with business placement
- BA (Hons) Business and Management with study abroad

In a rapidly evolving business world, innovation and flexibility are key. Business and Management attracts students who have an interest in the way businesses operate and grow, if they are naturally inquisitive and have a desire to develop their knowledge through investigation and research, this course is ideal. The curriculum combines academic theory with knowledge of complex and modern business practice. The first year introduces the key areas of business and management. In subsequent years, students develop their knowledge and skills in areas such as leadership, strategy, people management, marketing, corporate responsibility & sustainability and human resource management.



Marketing and Management

- **BA (Hons) Marketing and Management**
- BA (Hons) Marketing and Management with Business Placement
- BA (Hons) Marketing and Management with Study Abroad

Studying marketing alongside management develops an insight into the way companies operate, the techniques used to understand consumer behaviour and how companies engage with customers in the fast-paced business world. Drawing from the fields of psychology, sociology, anthropology, philosophy and economics, this dynamic course supports an understanding of how customers behave and how businesses use this insight to market their products and services. The course offers an opportunity for students to learn about digital marketing, consumer behavioural science, branding, market research and communications.



Economics

- **BA (Hons) Economics**
 - BA (Hons) Economics with business placement
 - BA (Hons) Economics with study abroad
 - **BA (Hons) Economics with Management**
 - BA (Hons) Economics with Management with business placement
 - BA (Hons) Economics with Management with study abroad
 - **BA (Hons) Economics and Politics**
 - **BA (Hons) Philosophy, Politics and Economics**
- Economics concentrates on the fundamental theories and techniques to help build a successful career in this competitive field
 - Economics with Management expands on the core Economics degree. Alongside the fundamental theories and techniques of Economics, students study selected modules in finance, business, accounting and management
 - Economics and Politics combines the study of key principles in economics with modern political systems and how the two areas can work together to benefit society.
 - Philosophy, Politics and Economics explores the deep connections between political and economic theory, and gain insight into the philosophies that shape society.

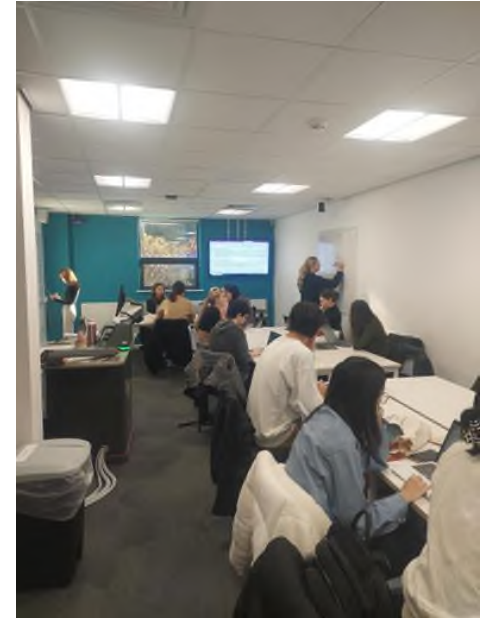
How we encourage learning

- Lectures – academic expert
- Guest lectures
- Classes (seminars, tutorials, workshops, etc.)
- Group work
- Formative assignments
- Private study (individual and group)
- Contact with business organisations



A 20 credit module can be:

- Weekly **lecture** by the Module Leader/Expert (2 hrs)
- Fortnightly **seminar** for group discussion (2 hrs)
- Formative Assessment for feedback
- **Summative Assessment**
- **Independent Learning** (10-16 hours)
- Guided reading lists, lecture capture, webinars
- Simulations, videos, discussions boards, etc.



What does this mean for students

A Business School student:

- Communicates with and works with other students
- Contributes to group work
- Expresses their opinion
- Develops a global perspective
- Applies concepts to real world situations
- Becomes commercially aware
- Develops their employability and career readiness

Independent learner:

- Manage their time
- Plan their studies and time
- Prepares in advance
- Becomes self-reliant
- Be inquisitive
- Cultural awareness
- Confidence

Student Support in the Business School

- Dedicated Academic Advisors
- Student Support Hub (new)
- Academic office
- Dedicated Faculty Librarian
- Academic skills development unit
- All modules are designed inclusive & accessible
- Dedicated Learning & Teaching team
- Year tutors
- Student-Staff Consultative Committee



Assessment and Feedback Methods

- **Formative assignments:** ‘mock’ assessments in all modules
- **Written examinations:** both seen and unseen questions/cases
- **Summative assignments:** Investigation and research projects, case studies, business reports, critical essays, presentations, You-tube videos
- **Dissertation** or equivalent enterprise-based projects
- **Feedback** – seminars, regular staff contact times, written and oral feedback, academic advisor

Industrial placements and Study Abroad

- Undergraduate students can currently opt to add a business work placement if taking courses offered by the **Business School**
- Undergraduate students have the opportunity to add an extra year to their degree to study abroad.
- ‘Sandwich’ year format – i.e. between 2nd and final year for business placement year and study abroad year
- Partner institutions spread across the globe from Austria to New Zealand



Student Destinations



Durham University Business School (DUBS) is unique, students are engaged, ambitious and will become the leaders of the future, and through the balance of economic, environmental and social values be well placed to address the challenges of today and tomorrow





Durham
University

Q&A

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