




**NORWICH
BUSINESS SCHOOL**



BE A FUTURE INNOVATOR

**Norwich Business School
BA and BSc Undergraduate Programmes**



International opportunities start with Norwich Business School. We celebrate a lively community of staff and students.

Your degree is a springboard to international destinations. When it comes to your future, the world awaits.



“UEA has offered me the opportunity to establish new connections with people from all over the world.”

Savannah





Welcome to Norwich Business School

Welcome to Norwich Business School (NBS),
University of East Anglia (UEA) – your
academic journey starts here.

We are thrilled to introduce new undergraduate students to our vibrant community, renowned for its excellence in teaching, world-leading research, and student satisfaction.

At UEA, you will find a diverse and inclusive environment that fosters innovation, creativity, and critical thinking. Our picturesque campus, with its unique architecture and beautiful natural

surroundings, offers the perfect setting for both your academic pursuits and personal growth, and our vibrant campus is home to a wide range of activities, clubs, and societies to get involved in. Whether you're interested in sports, arts, music, or joining one of our many student societies, there's something for everyone.

TOP 25
University

Complete University
Guide

**NBS consistently features in the UK's
top 30 rankings for business subjects**

24th

**Accounting
and Finance**

Complete University
Guide

15th

Marketing

Complete University
Guide

29th

**Business and
Management Studies**

Complete University
Guide

Why choose to study Business at UEA?

Outstanding Teaching – UEA is proud to be a leading university with a reputation for high-quality education and cutting-edge research, and our dedicated faculty members within NBS are passionate about their subject and committed to helping you succeed. Our academics bring a wealth of professional expertise and invaluable experiences with them, to enrich your learning journey and provide you with authentic, real-world perspectives. NBS consistently features in the UK top rankings for various business subjects, including Accounting and Finance (24th Complete University Guide), Marketing (15th Complete University Guide), and Business and Management Studies (29th Complete University Guide), which is just a small selection of the subjects on offer for you to study here at NBS.

Supportive Community – Our Student Services and our internal NBS academic support teams are here to support you every step of the way, offering guidance and resources to help you navigate your university experience. Whether you need academic advice, personal support, or employability and careers guidance, we're here for you.

Exciting Opportunities – With a strong focus on employability and enhancing our global community, NBS offers numerous opportunities for you to broaden your horizons throughout your time with us. As an undergraduate student in the Norwich Business School you will have the opportunity to engage in our study abroad programme, undertake a Year in Industry, and take part in cultural exchanges and vital social and networking opportunities. At NBS we also schedule many events for our students throughout the whole academic year, including employability initiatives such as our Employability Week, which are invaluable when preparing for life after University.

We encourage our students to make the most of their time here, both in and out of the classroom. So, join us at NBS, engage with your studies, participate in campus activities, and build lasting friendships. Your university experience is what you make of it, and at NBS, the possibilities are endless.



Employability and business connections

At Norwich Business School, our students' employability is at the centre of everything we do. During your time with us, we will be dedicated to preparing you for life after university and supporting you in launching your career.

In order to do this, we have a number of initiatives and events exclusive to NBS students which you will have the opportunity to attend throughout your studies. These events are all supported by our extensive network of professionals from regional, national and international organisations who are passionate about supporting NBS and our students.

Employability Week

Each Autumn, we host our annual Employability Week when teaching is suspended, and we focus solely on your future career. We are joined by over 40 professionals who host sessions about their organisations, their careers and graduate opportunities. This is an invaluable opportunity to network and start making those all-important connections.

Professional Skills Week

Designed to develop the skills you need to land that first graduate role, start a business or get your dream placement, Professional Skills Week is packed with back-to-back sessions to enable just that.

Whether it's speed networking, a masterclass hosted by LinkedIn, a mock assessment centre or practice interviews, you'll find the support you need to boost your confidence and refine your skills to give you the best shot at following your dreams.

Graduate Job Programme

An excellent opportunity for those seeking a graduate role, in your final year you will be invited to sessions hosted by businesses who are actively seeking to employ an NBS graduate. Hear about the roles, meet the employer, get application tips and give yourself the best chance at landing your dream job!

**NBS is ranked highly
for graduate prospects**

85%

**of graduates were able to secure
a professional or managerial role
within 15 months of graduation,
with the majority of the remaining
15% continuing their education**

**Employability Week:
creating connections**

**"NBS's Employability Weeks
were a game-changer for me...
they set me up for success with
information sessions, networking
opportunities, and engaging
workshops with employers from
partner companies."**

Christina





Transform your future with real-world experience

Embark on a transformative journey with the Year in Industry or Study Abroad versions of our degree courses at Norwich Business School.

A Year in Industry

This unique opportunity allows you to pause your academic studies for a year to gain invaluable professional experience in your chosen sector, enhancing both your personal and career prospects. By participating in the Year in Industry programme at Norwich Business School you'll get:

Exclusivity – Norwich Business School boasts exclusive partnerships with employers such as Aldi (Eastern Region) and Norfolk and Norwich University Hospital. These organisations specifically offer Year in Industry placements through NBS, providing our students with tailored opportunities that are not available elsewhere.

Unmatched support – Navigating the placement process is seamless with the dedicated assistance of the NBS and MyCareerCentral teams. From refining your CV to mastering your interview technique through mock interviews, we are committed to supporting you every step of the way.

Boosted employability – Completing a year in industry significantly enhances your employability. You will develop practical skills, gain industry insights, and build a professional network, all while still completing your degree. This experience will set you apart in the competitive job market and open doors to future career opportunities.

Prestigious placement providers – Our students have secured placements with a variety of esteemed organisations, reflecting the high calibre and diverse opportunities available through the Year in Industry programme. Here are just a few of the top-tier companies where our students have gained invaluable experience:

Amazon | BMW | NBC Universal | Hilton
| Aviva | Intel Corporation | Pernod Ricard |
EY (Ernst & Young) | HW Fisher | NHS | Aldi
| Larking Gowen | Oracle | Crown Commercial
Service | Grant Thornton | PGIM (Investment
Management) | Awin Global Marketing | Dyson
| Deloitte | Mercedes Benz

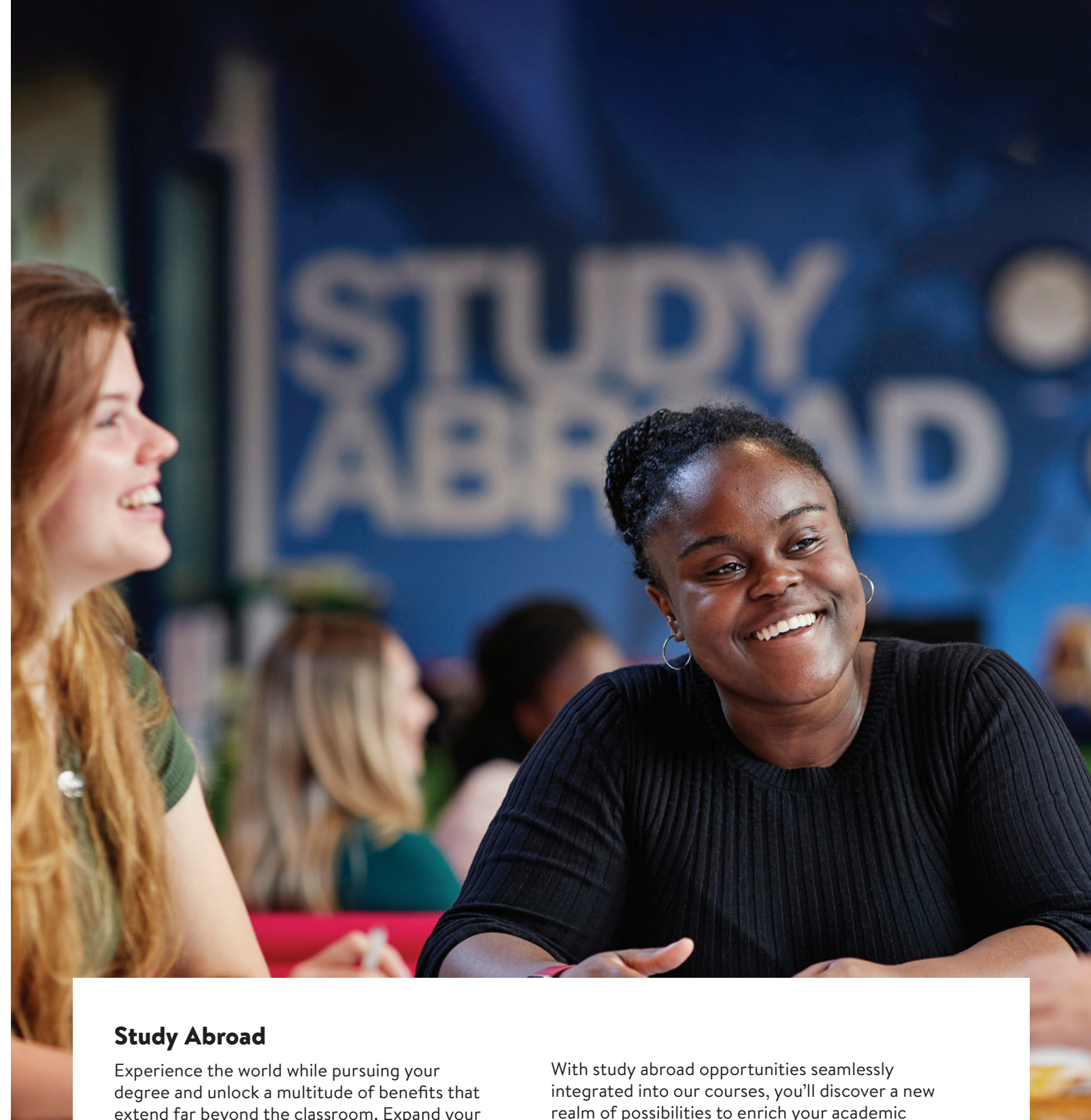
Study Abroad

Experience the world while pursuing your degree and unlock a multitude of benefits that extend far beyond the classroom. Expand your academic horizons by gaining fresh perspectives on your area of interest from our renowned partner universities worldwide. Stand out to future employers with a global mindset and cross-cultural competencies acquired through immersive experiences. Develop invaluable transferable skills such as foreign language proficiency and adaptability, essential in today's interconnected business landscape. Cultivate personal growth as you build confidence, resilience, and international networks that last a lifetime.

With study abroad opportunities seamlessly integrated into our courses, you'll discover a new realm of possibilities to enrich your academic journey and future career prospects. Start your adventure with us and redefine your boundaries at Norwich Business School, UEA.

Find out more

uea.co/nbs-study-abroad





Choosing the right degree course for you

Our courses give you maximum flexibility over the subjects you want to study and the career path you want to take.

Which route? BA or BSc?

Bachelor of Arts (BA) – These degree courses are aimed at students who love to solve problems and think creatively and logically about new opportunities in business-related scenarios. To support this we focus on research led and Industry informed teaching, practical employability skills and authentic assessments, with an emphasis on coursework, that has meaning and relevance to current skills needed for your future career development.

Bachelor of Science (BSc) – These degree courses will appeal to students with numerical skills and an analytical mindset. The teaching utilises simulations and live case studies, as well as providing access to our amazing NBS Fintech Lab, a space fully equipped with state-of-the-art IT resources that reflect what is being currently used in the financial and accounting industry.

Our courses are flexible – up until the end of year one you can change from any BA course to another BA course or from any BSc course to any other BSc course if you find that another topic ignites your passion. The process is very straightforward and we'll be here to support an amazing student experience throughout your time with us.

“The experiences from my time at NBS have supported my professional growth, preparing me to apply theoretical knowledge and practical skills to the real-world business landscape.”

Olivia





Our BA courses

If you are fascinated by business, have a passion to make a difference; with an interest in people, these degrees are designed for you. Whether you want to excel within a large global organisation, start your own business, work as a consultant, or bring fresh ideas to a small, medium enterprise, our BA programmes will provide you with the confidence, skills and expertise you need for a successful career.

All the BA degree courses provide an initial focus on key business disciplines, including the international business environment, marketing, human resources and digitalisation and its impact on business communications.

Learning is facilitated through the understanding, evaluation and participation in interactive activities that draw from a wide range of organisational issues, in the private, public and third sectors. These courses will also facilitate the development of key business management skills, such as teamwork, leadership, communications, creative thinking, problem solving, emotional intelligence, social/cultural awareness and stakeholder engagement.

BA (Hons) Business and Human Resource Management

BA (Hons) Business Management

BA (Hons) Digital Marketing and Strategy

BA (Hons) International Business Management

BA (Hons) Marketing and Management

Entry Requirements

A Levels – ABB excluding General Studies. If you are taking an EPQ and three A-levels, we may offer you a one grade reduction on our advertised typical offer alongside an A in the EPQ.

English Foreign Language – Applications from students whose first language is not English are welcome. We require evidence of proficiency in English (including writing, speaking, listening and reading).
IELTS: 6.0 overall (minimum 5.5 in all components).

All courses have a Year in Industry or Study Abroad option in Year 3

BA (Hons) Business and Human Resource Management

In a services-dominated economy, the biggest asset organisations possess is their people. Managing and keeping them motivated, planning their training needs and career paths and rewarding their success are all key to running a successful organisation.

Which explains why a great human resources (HR) function can make such a difference. This degree will teach you all about HR management within the broader context of other key management disciplines.

Managing a ‘live’ HR project or a dissertation is just one experience which will help enhance your CV and give you a competitive edge with employers.

Prepare for a career getting the best out of people with a degree in business and human resource management.

This degree will prepare you to work within businesses – in general management, consultancy, and the HR function.

The course is designed to allow flexibility in what you study, while providing a clear focus on the realm of people management. People are often claimed to be a key source of competitive advantage in business, and through this course you will discover why this is the case and how people can transform organisations. You’ll also develop the skills necessary to manage people effectively in organisations, and get the chance to work socially with others on your course.

Accreditations

This course offers dual accreditation from the Chartered Management Institute (CMI). When you successfully complete this programme, you will receive the CMI Level 5 Diploma in Management and Leadership and gain CMI membership for the duration of your studies. As part of this CMI accreditation, you will also receive Foundation Chartered Manager status, starting you on your journey to Chartered Manager.

Course overview

uea.co/bhrm



Entry Requirements and English Foreign Language
See p12

Alumni Story

Louisa Clarke | BA (Hons) Business and Human Resource Management



All the modules in Year One helped me to learn the foundations of Business and Human Resources as well as developing the knowledge and skills I would need throughout the rest of my degree. In my second and third year I enjoyed picking some of my modules, allowing me to choose topics which were of interest to me. Some of my favourites included Developing Talent, Organisational Development and Globalisation and People Development.

Throughout my three years at NBS I also worked in the HR department of UEA SU which helped me to put the skills I was learning into practice. I am looking forward to the future and using everything I learnt at NBS!

BA (Hons) Business Management

On this course you will discover the skills required for a variety of different roles in business. This degree will give you the analytical tools that drive business strategy as well as the influencing and team building skills required in a successful business.

It's a highly flexible programme which after a solid grounding in year one, gives you the freedom to specialise in those areas of business that interest you most.

There's a great choice of subjects to focus on from marketing to talent development, from project management to law or entrepreneurship and many more.

This course will deepen your overall business understanding at the same time as allowing you to keep your options open, until you choose where to focus.

At Norwich Business School, we believe that exceptional management is all about balancing hard and soft skills. That means understanding numbers, their use and how they can shape your view about an organisation. It also means understanding people, their values and why they behave as they do. On this course, you'll become adept at this difficult balancing act, a skill that is highly prized in the business world. We also believe that anyone can become a great manager, no matter what their background is, so our course is inclusive and welcoming to all.

You'll have the chance to hone your qualitative and quantitative capabilities, at the same time as learning how to work with people, building your reflective skills, and developing your ability to look at yourself and your own work critically.

Accreditations

This course is accredited by the Chartered Institute of Management Accountants (CIMA). When you successfully complete this BA degree you may qualify for some CIMA examination exemptions.

Course overview

uea.co/bm



Entry Requirements and English Foreign Language
See p12

BA (Hons) Digital Marketing and Strategy

This course is driven by the need to equip individuals with the skills and knowledge required to navigate the digital landscape, capitalise on emerging technologies, and meet the evolving demands of current marketing roles.

In the past couple of decades, there has been a significant shift towards digital channels for marketing and communication. Businesses are increasingly relying on digital platforms to reach and engage with their target audience. Our BA Digital Marketing and Strategy degree will equip students with the skills and knowledge needed to navigate this digital transformation.

With the rise of the internet, social media, and other digital platforms, having a strong online presence has become crucial for businesses. Digital marketing encompasses various strategies, such as search engine optimisation (SEO), social media marketing, content marketing, email marketing, and more.

This degree helps individuals understand how to leverage these tools effectively and strategically.

Understanding consumer behaviour, tracking campaign performance, and making data-driven decisions are integral parts of digital marketing strategies. Therefore, this course will enable students to develop the skills needed to interpret and leverage technologies and channels for marketing success.

Digital marketing allows businesses to reach an international audience without the constraints of geographical boundaries. Understanding how to create and implement effective international digital marketing campaigns is a valuable skill for professionals in the field. Also, as new technologies and tools emerge, digital marketers need to stay updated to remain effective in their roles.

NEW COURSE

Entry Requirements and English Foreign Language
See p12

Alumni Story

Lily Cook | BA (Hons) Business Management
Brand Manager | KETTLE® Chips



NBS has one of the best Business Management courses in the UK, and the lecturers and support staff have played a valuable role in shaping my journey and where I am today. After graduating from NBS, my passion was in marketing, and I secured a role as Marketing Assistant at Norfolk based KETTLE® Chips. At KETTLE®, I discovered a love for Brand Marketing and gained promotions within the Brand Team, first as Brand Manager, and soon, Senior Brand Manager. I have been lucky to work across the full 360 marketing mix, with ownership across media, PR, and sampling campaigns, many of which were firsts in recent KETTLE® history!



BA (Hons) International Business Management

International business is making the world a more exciting and diverse place. International trade, technology, and innovation make operations smoother, marketing more connected and projects integrated for speed and efficiency. This degree will give you a clear understanding of the complexities of managing business on an international scale.

In this International Business Management BA, you will learn how to compare and contrast business environments across the globe, from highly developed to newly emerging markets. You will develop a good understanding of the challenges and opportunities that vary from region to region, country to country and become confident in critiquing global business strategies.

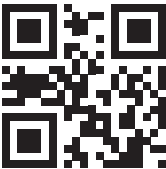
If you aspire to a career working in a multinational or in an international environment, this degree will give you a great head start.

You'll learn to assess market potential and risks in different markets, recommend market entry strategies for firms willing to explore new international markets, manage a culturally diverse work force, and manage globally dispersed supply chains and operations. You will also be able to better appreciate the role of international trade, trading blocs and trade agreements on global operations of firms. This course will also help you develop a range of analytical, critical and other employability skills that employers value and seek.

As part of this course, you'll take core modules that help establish a strong foundation in the theories and concepts underpinning international business and management. You will also have a lot of freedom to tailor your own course, choosing from a range of optional modules on HR management, operations management, information systems management and marketing.

Course overview

uea.co/ibm



Entry Requirements and English Foreign Language
See p12

BA (Hons) Marketing and Management

Marketing is a fast-moving and crucial business function. It has been through a tech-driven revolution over the last 20 years. Despite this the fundamental characteristics of understanding consumer behaviour, markets and trends are core to a successful career in this fast-paced and dynamic sector.

Combine a passion for marketing and an interest in management, this course provides you with a set of leading-edge marketing skills with a thorough grounding in management to give you freedom and flexibility to explore a range of career choices.

Choosing to study our Marketing and Management Degree Course at Norwich Business School, you will have the opportunity to develop knowledge in managing modern organisations and understand relevant marketing principles. You will gain experience and expertise in developing innovative and sustainable marketing campaigns. We offer a wide range of modules to choose from; you will be able to shape your own degree.

Marketing is primarily concerned with understanding markets and the needs and wants of existing and potential customers. To better understand these principles, you'll explore several approaches, including: segmenting, targeting, positioning, pricing, and marketing communications, using a variety of digital and traditional channels. You will also examine the theoretical frameworks that underpin the way organisations respond to market demand.

Alongside the study of marketing, you will also develop skills in managing modern organisations, such as understanding and analysing the business environment, managing and processing digital data, and strategic awareness and analysis, as well as transferable employability skills through an applied business project.

Accreditations

The BA Marketing and Management is accredited by the Chartered Institute of Marketing (CIM). When you successfully complete this BA degree you should qualify for CIM examination exemptions at Level 4 (first year) and Level 6 (third year).

Course overview

uea.co/mam



Entry Requirements and English Foreign Language
See p12

Alumni Story

Christina Liddell | BA (Hons)
International Business Management
People Intern | Sonnedix



The programme offered a perfect blend of breadth and depth, providing a strong foundation for my MA in Human Resources, and my current role as a People Intern. The course itself is comprehensive, presenting a well-rounded perspective of the business environment. I also had the choice to pick optional modules in my 2nd and 3rd year to really personalise my learning journey. This level of freedom was ideal for me, and it allowed me to explore many business functions, such as HR, project management, and business ethics. The teaching staff were amazing, and I can confidently say my time at NBS was invaluable.

Alumni Story

Harshita Matta | BA (Hons)
Marketing and Management
CRM Executive | Wickes



I believe NBS helped me to build the foundations of my career both in a theoretical and practical sense. Throughout my course, I had freedom to pick modules that I was interested in, as well as writing my dissertation about topics I'm passionate about. Modules such as marketing communications, and brand marketing have equipped me with essential skills that are applicable to my current role as CRM Executive, including how to work collaboratively and to support stakeholders. The tools and knowledge that I built at NBS have helped to kickstart my career in marketing and transition seamlessly into a professional environment.



Our BSc courses

Our BSc courses are for anyone who enjoys working with numbers, has an analytical mind and wants to rise to the top in business with a successful career in accounting, financial services, operations management, business analytics or consultancy, for example.

All the BSc degree courses provide an initial focus on key business disciplines, including corporate finance, accounting, economics, organisational behaviour, quantitative methods and an introduction to digital business, with the opportunity to specialise in years two and three.

Learning is facilitated through the understanding, evaluation and participation in interactive activities that draw from a wide range of organisational issues, in the private, public and third sectors. These courses will also facilitate the development of specialist skills, such as data analytics, metrics and measurement, computer systems management, as well as budgeting and costing.

BSc (Hons) Accounting and Finance

BSc (Hons) Accounting and Management

BSc (Hons) Business Analytics and Management

BSc (Hons) Digital Business and Information Systems

BSc (Hons) Finance and Management

BSc (Hons) Marketing and Data Analytics

Entry Requirements

A Levels – ABB excluding General Studies. If you are taking an EPQ and three A-levels, we may offer you a one grade reduction on our advertised typical offer alongside an A in the EPQ.

English Foreign Language – Applications from students whose first language is not English are welcome. We require evidence of proficiency in English (including writing, speaking, listening and reading).
IELTS: 6.0 overall (minimum 5.5 in all components).

All courses have a Year in Industry or Study Abroad option in Year 3

BSc (Hons) Accounting and Finance

The language of accounting and finance is the language of business. Master this language and the expertise you will gain with this degree will give you a huge competitive advantage. People who are highly literate in accounting and finance often rise to the top of businesses.

If you want to become a financial accountant or auditor, or you want to work in any industry in a accounting or finance related role, including working in tax planning, this Accounting and Finance BSc is for you.

The expertise this degree gives you is also a great way into the financial services sector; in investment banking, fund management or insurance, or if you decide you want to be your own boss, there's no better foundation before you strike out on your own.

After gaining a grounding in core business disciplines, you will learn the theory and practice of financial accounting and reporting. You will

then develop your understanding of business finance and management accounting. You'll learn how to understand, interpret and act on the financial accounts of any business. You'll learn how to put an argument across in a way that's relevant to the main financial drivers in that business. You'll also learn how to use your professional judgment to understand and influence business decisions. You'll even have the chance to explore how accounting influences wealth distribution in society, and how politics can influence accounting.

As you progress, you will turn your focus to advanced modules that are designed to prepare you for your future. You can study Corporate Reporting, Advanced Management Accounting, Auditing and Assurance, and Personal and Corporate Taxation. In your second and final years, you also have the chance to take certain optional modules according to your interests and aspirations.

Accreditations

This course is part of Norwich Business School's Academic Partnership Programme with the CQF Institute, which is dedicated to supporting the professional development of students studying in the field of finance and quantitative finance.

When you successfully complete this BSc degree you may qualify for some examination exemptions from the Association of Chartered Certified Accountants (ACCA), the Association of International Accountants (AIA), the Chartered Institute of Management Accountants (CIMA), the Chartered Institute of Public Finance and Accountancy (CIPFA), and the Institute of Chartered Accountants in England and Wales (ICAEW), depending on your choice of modules.

Course overview

uea.co/aaf



Entry Requirements and English Foreign Language
See p18

Alumni Story

Heidi Chan | BSc (Hons) Accounting and Finance

Senior Associate | PwC (Hong Kong SAR)



Choosing to study at UEA was one of the best decisions I've ever made and was truly transformative, both academically and socially. As an international student, I was drawn to UEA's renowned Norwich Business School and its comprehensive Accounting and Finance programme. The curriculum provided me with extensive, in-depth knowledge in both disciplines, which I've been able to directly apply in my current role at PwC Hong Kong. The programme's balance of accounting and finance coursework, along with the knowledgeable and engaged faculty, ensured I developed a well-rounded skillset that has been invaluable in my professional life.

BSc (Hons) Accounting and Management

This Accounting and Management degree will give you a powerful combination of financial management and creative and communication skills that Management Accountants need to be successful.

Management Accountants need to be numerate of course, but the best are also logical thinkers and good communicators. You will learn how to influence the future of business, develop new ideas and business strategies, cost them, and present them convincingly to your peers and directors.

This is the day-to-day business of the Management Accountant, and it is the breadth of skills involved which so often gives them a fast track to the top of organisations.

If you're ambitious and love working with numbers as well as people, this degree could well be for you.

Your degree will prepare you for a successful career as a Management Accountant, Management Consultant or Financial Director. You'll learn the financial accounting skills needed to ask the right questions and collect and interpret the relevant information. You'll also learn how to effectively present this information to decision-makers, and how to make recommendations and decisions of your own. You will take accountancy and management modules, learning important accountancy skills and management theories. You'll also have freedom to design your own course, choosing from a wealth of optional modules so you can focus on the areas of management and accountancy that interest you most. For example, strategic management, resource management, HR management, financial accounting, audit, or tax modules.

Accreditations

When you successfully complete this BSc degree you may qualify for some examination exemptions from the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA) and the Institute of Chartered Accountants in England and Wales (ICAEW), depending on your choice of modules.

Course overview

uea.co/aam



Entry Requirements and English Foreign Language
See p18

BSc (Hons) Business Analytics and Management

Data analytics have become critical in helping organisations predict customer trends and behaviours, increase business productivity, and make evidence-based decisions.

On our Business Analytics and Management course, we will equip you to manage, analyse and interpret data, at the same time as giving you an understanding of other key management disciplines. Giving you that rare combination of skills that leading employers value so highly.

After exploring the essentials of modern business, you will learn about the underpinning of information technologies, how to use them to manage data, and how to analyse data using statistics and quantitative methods for business. You will be able to understand the importance of concepts such as risk and probability. You will also be able to choose to study

specific aspects of business to provide vital context for your developing analytics expertise.

As you progress, you'll turn your focus to business analytics modules that are designed to prepare you for your future. You'll build on your business analytics knowledge by studying a range of current topics. You'll work on a major business analytics project during your final year and come up with your own ideas and insights. You will also widen your knowledge of management through optional modules, according to your interests and aspirations.

Course overview

uea.co/baam



Entry Requirements and English Foreign Language
See p18

Alumni Story

Shaun Bhatia | BSc (Hons) Accounting and Management

Finance Management Graduate | Hilton



The course was well-structured, providing practical applications relevant to the industry. I particularly enjoyed the Management Accounting module, as well as Financial Modelling and Management Consulting. The flexibility to choose the optional modules allowed me to tailor the course to my interests and career goals. Currently, I am a Finance Management Graduate at Hilton, part of the Finesse Finance Graduate Scheme; a fast-track finance leadership programme with three international placements across EMEA. The skills I learned during my course set me up with the right understanding of financial management concepts. Additionally, the CIMA-accredited degree has been instrumental in helping me pursue my professional qualification.



BSc (Hons) Digital Business and Information Systems

This course is designed to produce graduates who can bridge the gap between computing and business and who have a strong appreciation of the socio-technical nature of technology in the organisation. There is and always will be a need for graduates who can speak the ‘languages’ of business and computing simultaneously and who are critical users of technologies. This degree will draw upon modules currently offered by Norwich Business School (NBS) and the school of Computing (CMP).

Students taking this degree would get a strong appreciation of many areas of business and would be able to specialise along mini-streams, e.g. Supply Chains and Operations Management, Project Management, Human Resource Management, Business Analytics and Marketing. The relatively poor performance of many technologies in business and the rapid evolution of disruptive

technologies is such that graduates with expertise in digitalisation and information systems are still highly sought after. Such graduates have gone on to succeed in many areas of business and this degree sets them up for careers as diverse as software engineer, systems analyst, IT consultant, business analyst, data analyst and data scientist. The cross-disciplinary nature of the degree also enables students to undertake postgraduate study in both business management or computing science.

NEW COURSE

Entry Requirements and English Foreign Language
See p18



BSc (Hons) Finance and Management

The financial services sector is at the very heart of every nation’s economy. If you’d like to join this extraordinary world or be involved in the financial management of any organisation, this combined Finance and Management degree will give you the rounded knowledge and skills employers’ seek.

You will learn about business finance, financial management, international financial services, financial modelling and investments. As well as this, you will also be developing an understanding of other key business management disciplines.

Taught by professionals and leading researchers from the field, this Finance and Management degree will equip you with a wealth of skills to help fulfil your ambitions.

This degree emphasises the development and enhancement of transferable intellectual and study skills, all of which are highly relevant to business and management careers.

These include improved self-awareness and personal development appropriate to graduate careers in business, alongside a potential for management positions. You will also gain the quantitative and analytical skills that are essential for a successful career in the fast-paced industries of corporate finance, financial services or financial markets.

Our academics are passionate and enthusiastic, with significant research contributions in areas such as asset pricing, corporate finance, portfolio theory and risk management. Their research-led approach to teaching will provide you with a meaningful and deep learning experience and will enhance your employability.

Accreditations

This course is part of Norwich Business School’s Academic Partnership Programme with the CQF Institute. It has been accepted into the University Affiliation Program of the Chartered Financial Analyst (CFA) Institute and is part of the CISI Education Partner accreditation of the Chartered Institute for Securities and Investment (CISI).

The programme is also a participant of the Chartered Insurance Institute (CII) Higher Education Alignment arrangement, enabling students to pursue CII qualifications at an academic rate with free membership.

Graduates may also qualify for examination exemptions from the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA) and the Institute of Chartered Accountants in England and Wales (ICAEW), depending on module choices.

Alumni Story

Tom Lee | BSc (Hons) Finance and Management
Assistant Management Accountant | Currie & Brown



By the end of my first year, I knew that I wanted to specialise in Finance, and NBS were incredibly helpful in helping me switch to the BSc Finance and Management degree. The options for modules at NBS are very broad, and the skills you learn are widely applicable. The skills I gained at NBS, from group projects and presentations to research reports, put me in a strong position when applying for jobs and obtaining my current position, as well as giving me exemptions in the CIMA qualification I am currently studying for.

Course overview

uea.co/bfam



Entry Requirements and English Foreign Language
See p18

BSc (Hons) Marketing and Data Analytics

In the rapidly evolving landscape of marketing, data-driven decision-making is paramount for success. An analytics theme will empower students with the skills and knowledge required to thrive in the digital age, where data is a cornerstone of marketing strategies.

The goal of this programme is to incorporate modules that cover essential analytics topics, such as data collection, analysis, interpretation, and reporting with marketing and management modules.

The marketing landscape is increasingly becoming data orientated and centric. Employers in the industry are actively seeking professionals who can or have the potential to use and leverage analytics to drive decision-making.

Marketing job postings are revealing a growing demand for candidates with a strong foundation in analytics,

showcasing the industry’s shift towards data-driven strategies, with the utilisation of platforms such as Google Analytics 4 (GA4).

Graduates who are equipped with analytics skills will have a competitive edge in the job market. They will be better positioned to contribute meaningfully to marketing campaigns, measure their effectiveness, and optimise strategies based on data insights. Many of these decisions will be derived from platforms such as GA4 and its competitors to show the situational analysis and performance within the digital environment. Companies are placing a high value on employees who can not only conceptualise marketing strategies but also analyse the data generated by these strategies for continuous improvement.

NEW COURSE

Entry Requirements and English Foreign Language
See p18





Gain insight into financial markets, trends and data

Students will be able to gain essential skills for careers in the financial sector by working in the new NBS Fintech Lab.

What is the NBS Fintech Lab and how can it enhance your skills?

The NBS Fintech Lab is a specialised facility equipped with Bloomberg terminals, cutting-edge financial data, and analytics tools. It serves as an invaluable resource for students and faculty to access real-time financial data, conduct research, analyse market trends, and gain hands-on experience in the world of finance. Bloomberg Finance Labs are an essential part of modern finance education, allowing students to bridge the gap between theory and real-world practice.

The lab features 12 Bloomberg Terminals as well as additional databases such as Thompson-Reuters Eikon – Refinitiv, FitchConnect and Fame. Bloomberg, in particular, is the most widely used news and data provider in the financial industry.

Students will be able to experience the tools used by traders and analysts worldwide, as well as real economics and financial data.

Benefits for students:

Real-world experience – The NBS Fintech Lab provides students with a simulated trading environment, enabling them to apply theoretical knowledge in a practical setting. This experience is invaluable for those aiming to pursue careers in finance, investment banking, or asset management.

Access to Bloomberg Terminal – Bloomberg Terminals are the gold standard in financial analysis and reporting. Students have the opportunity to gain proficiency in using these terminals, a skill highly sought after by financial institutions.

In-depth research – The lab is equipped with a vast array of financial databases and analytics tools. Students can conduct in-depth research, build financial models, and analyse market trends, thereby enhancing their research and decision-making skills.

Networking opportunities – Bloomberg is not just a data terminal; it's also a hub for financial professionals. Students can leverage the Bloomberg network to connect with industry experts, enhancing their career prospects.

Competitive advantage – Graduates with Fintech Lab experience on their CVs are better positioned to secure internships and job opportunities in the competitive finance industry. Employers value candidates who are already familiar with the tools and practices used in their field.



Sustainable and responsible management is embedded in NBS

For business, sustainability means working not against but with other businesses, nature, and society in a way which is both transparent and long-lasting.

The Three Pillars of Corporate Sustainability

Corporate Sustainability (sustainable management for business) is usually given three sections or pillars: The Three Pillars of Sustainability.

Economic Sustainability – is about balancing economic growth and generating profit with the impact your business has on the environment, people and their cultures.

Social Sustainability – is identifying and managing how your business affects your employees, people in the value chain, your customers and communities around you.

Environmental Sustainability – is seen as maintaining an ecological balance in our planet's natural environment and resources to support the wellbeing of current and future generations.

Taken all together, it's about providing decent jobs and places for people to work in a just and fair world which works to protect wildlife and the natural resources on which we all depend to be healthy and happy. It's about reducing poverty and inequality, creating a rich and diverse society for future generations and tackling carbon emission and Net Zero now for ourselves and the world we depend on.

United Nations Sustainable Development Goals (SDGs)

All the big concepts here are interlinked which is why the United Nations came up with a set of 17 Sustainable Development Goals – the SDGs – so the fit between all the different sides of sustainability could be drawn together.

UEA has a track record on sustainability

UEA has signed the United Nations SDGs Accord and has a track record in delivering break-through research and teaching with its Sustainability Board, its Sustainability Society, ClimateUEA and the Tyndall Centre For Climate Change Research – as well as decades of expertise from its Schools of Environmental Science and Development Studies.

Norwich Business School has its own sustainability heritage – starting the world's first MBA in Strategic Carbon Management – and more recently with its research projects publications and teaching.

NBS is a signatory to the Principles for Responsible Management Education – PRME, an international organisation comprising 840 Business Schools around the world – which enables us to embed sustainability values in every area of our work and to further responsible management teaching, research and partnership in everything we do.

Our plans for the future are to strengthen our links with other Schools at UEA and use their expertise to develop new sustainability focused modules and courses within the school. We will do this by talking directly with our students to understand their needs and interests in order to develop their employability skills – we want you to go out and be the difference!



2 MILES
to the
city centre



2 HOURS
to London
by train



60 MINS
to Amsterdam
by plane



This is UEA

UEA: A home for everyone

At UEA, we embrace diverse voices and backgrounds, advocating for equal opportunities in higher education. As a University of Sanctuary, UEA welcomes all individuals and is dedicated to learning from and recognising the contributions of our entire community. From the bustling Sportspark to state-of-the-art laboratories, cherished music venues to tranquil spots in our award-winning parkland, 24-hour accessible Library to the cultured Sainsbury Centre, UEA offers a dynamic environment for all to enjoy.

UEA is a campus University that has been designed to foster the exchange of ideas and experiences. The interdisciplinary learning approach addresses critical issues such as protecting the vulnerable, tackling climate change, and empowering young people to voice their experiences and bring their ideas to life. Our campus culture is creative, unique, and most importantly, yours.

Take a swim or play some badminton at the UK's largest community sports venue, the SportsPark; Experience live music and dance the night away at the University's live music venue, the LCR; Join our Active Campus initiative and enjoy a stroll around the tranquil lake on campus.

“UEA offers a huge range of societies, sports clubs, and events. This makes campus life exciting, as there is always something to get involved with. Life at UEA really is wonderful!”

Christina



Norwich: A fine city

Just two miles from our award-winning campus, Norwich and its surrounding areas offer a safe, welcoming environment filled with entertainment and extraordinary experiences. Voted one of the most exciting cities to visit in 2024 by Times Travel, this walkable city is one of the UK's best-kept secrets, boasting acres of open space, culture, music, food, and more for you to explore. Norwich is also home to one of the largest and oldest open-air markets in the country, where you can browse through various stalls for unique gifts and savour a diverse array of delicious cultural foods.

Located in Norfolk, East Anglia, Norwich provides a perfect base for exploring the coast and countryside, with easy access to London and Cambridge by train.

The city offers excellent train, plane, and road links, making it convenient to discover Norwich and beyond, all from the heart of our friendly campus.

There's plenty to keep you entertained and engaged while living and studying in Norwich. You can take a boat trip along the Norfolk Broads, play in one of the beach arcades, attend a local festival, or shop in the charming Norwich Lanes. You'll be spoilt for choice when it comes to things to do outside of your campus life!





We're here for you – Support Services

At UEA and in the Norwich Business School, we understand that university life encompasses more than just academic studies.

As soon as you set foot on campus, a wealth of support services become available to you via our Student Service resources and your academic advisors. Our experienced advisors are equipped to offer support on a wide range of topics including wellbeing, finance, study assistance, disability support, long-term health conditions, accommodation, and more. Students are able to openly discuss any of their concerns in a confidential, professional, and non-judgemental setting, with our services accessible to all.

All of our teams and advisors collaborate closely to deliver professional, proactive, and approachable services aimed at helping you to maximise your experience at UEA. Some examples of the fantastic support available to you includes services such as the Student Information Zone (SIZ) and CareerCentral.

“The past four years have been an incredible journey filled with learning, growth, and unforgettable experiences.”

Edward

The Student Information Zone

The Student Information Zone (SIZ) serves as the primary access point for advice and information on many student queries. Our dedicated SIZ team is available from 9am-5pm, Monday to Friday, both in-person and via their online live chat. They can assist with a wide range of topics, including assessment submission queries and accessing wellbeing support. Additionally, they can direct you to relevant divisions and services or guide you to where you can find the information you need online.

NBS support

In addition to the wealth of support available to you centrally by UEA, students at the Norwich Business School have the benefit of additional local support too. Your academic advisors and the School's Senior Adviser are on hand to provide you with more personalised support for you and your academic studies.

CareerCentral

CareerCentral is our dedicated, free careers service for students and recent graduates, designed to help you develop professional skills and gain invaluable experience within your chosen field of work. Our advisors can support you with various career and employability-related needs, such as finding student jobs and work experience, discussing your career prospects with a trained advisor, and learning and enhancing your employability skills.

Additionally, we prioritise your health, safety, and wellbeing in various other ways. Our dedicated security staff are available on campus 24/7, we provide an NHS GP surgery and dental practice on campus and offer the UEA Nursery for parents studying on campus.

Important information

We take great care in compiling the information contained in this brochure, which we believe to be accurate at the time of going to press. Occasionally, it may be necessary to make changes – for example to courses, facilities or fees. Examples of such reasons might include a change of law or regulatory requirements, industrial action, lack of demand, departure of key personnel, change in government policy/pandemic mitigation, or withdrawal/reduction of funding.

Changes may, for example, consist of variations to the content and method of delivery of programmes, courses and other services; the discontinuation of programmes, courses and other services; or the merging or combining of programmes or courses. The University will endeavour to keep such changes to a minimum, and will also keep prospective students informed appropriately by updating our course information on our website.

www.uea.ac.uk

No liability for changes outside of our control

Should industrial action or other circumstances beyond the reasonable control of the University occur, and this interferes with the University's ability to deliver services in accordance with the descriptions provided, the University will use all reasonable efforts to minimise disruption as far as it is practicable to do so. Provided the University complies with its obligations set out here, it shall not be liable to students, applicants or any other person for any loss, costs, charges or expenses arising out of the information set out in our course finder and promotional marketing activity, changes to that information, or any disruption or interference of the type described above.

University terms and conditions, procedures, rules and regulations

If you accept an offer of a place, it will be subject to the University's terms and conditions, the latest version of which is available at www.uea.ac.uk/about/university-information/statutory-legal-policies





Business throughout the world
is being re-engineered and
re-imagined. At Norwich Business
School we embrace change with
enthusiasm, staking our claim to
be a business school of the future.

Whatever your ambitions,
we'll support you to make a
difference in the world.