



**NEXT
GEN**
EDUCATION

**STAFFORDSHIRE
BUSINESS SCHOOL**

WELCOME TO THE STAFFORDSHIRE BUSINESS SCHOOL

If you're looking to climb the corporate ladder and want a head start on the competition, our degrees in the Staffordshire Business School will get you where you need to be.

Take Business Management and choose from six degree options, including specialisms in Innovation and Entrepreneurship, Sustainability, Human Resource Management, Events, and Tourism. If your ambitions are global, we offer International Business Management too.

Our Accounting and Finance degree covers everything from tax and corporate governance to cryptocurrency. Or why not shake up the marketing world by studying Digital and Social Media Marketing.

If you fancy making your mark in the leisure and tourism industry, we offer the UK's first dedicated degree in Visitor Attraction and Resort Management. It's a partnership with Alton Towers Resort in Staffordshire – and you'll even graduate on a rollercoaster!

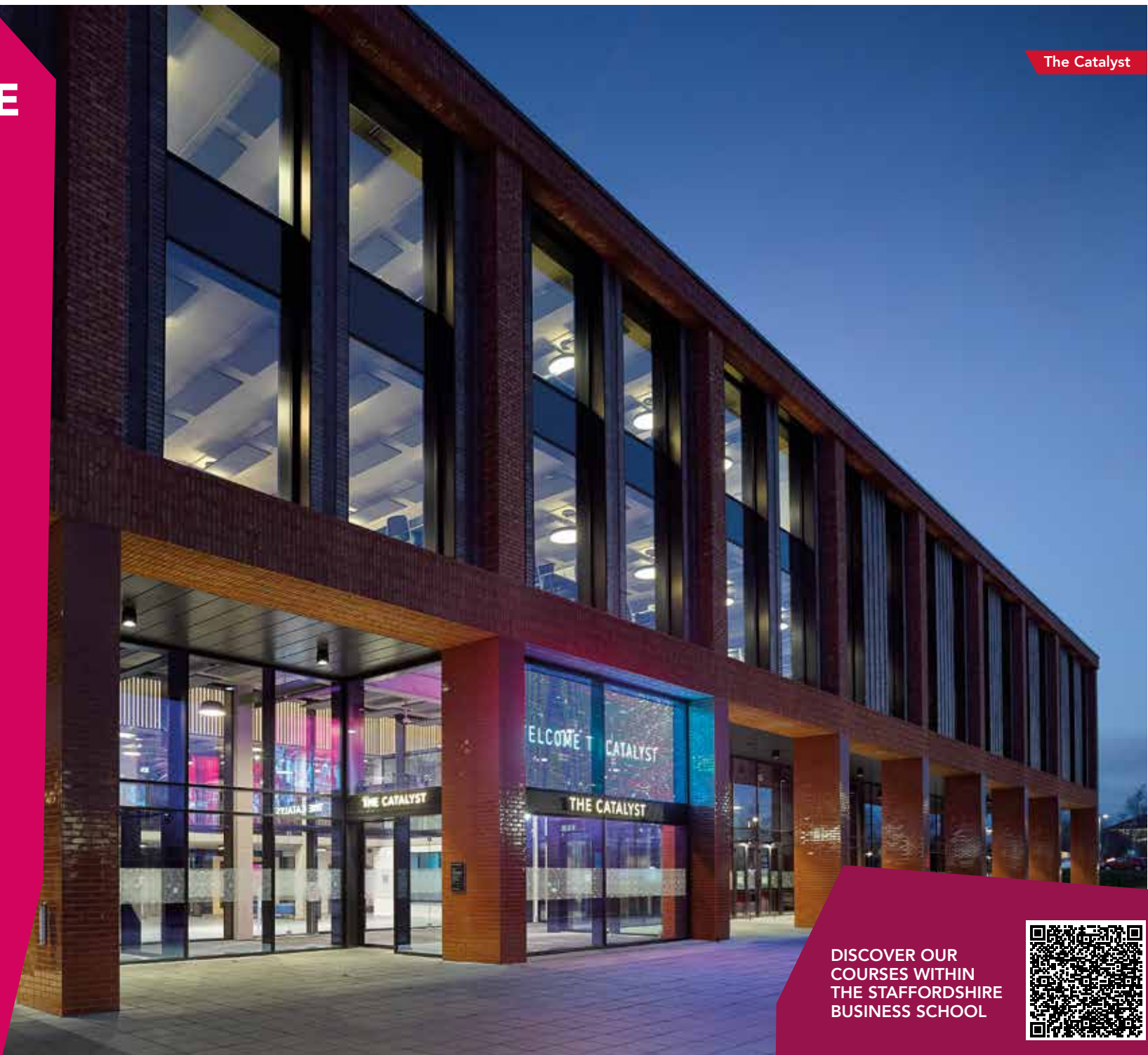
Whatever you choose, our connections will help you get your foot in the door with big-hitting businesses. What's more, we offer international study exchange opportunities and accreditation from the Chartered Institute of Marketing (CIM) and the Chartered Management Institute (CMI).



Affiliated with CIM
to deliver accredited
courses

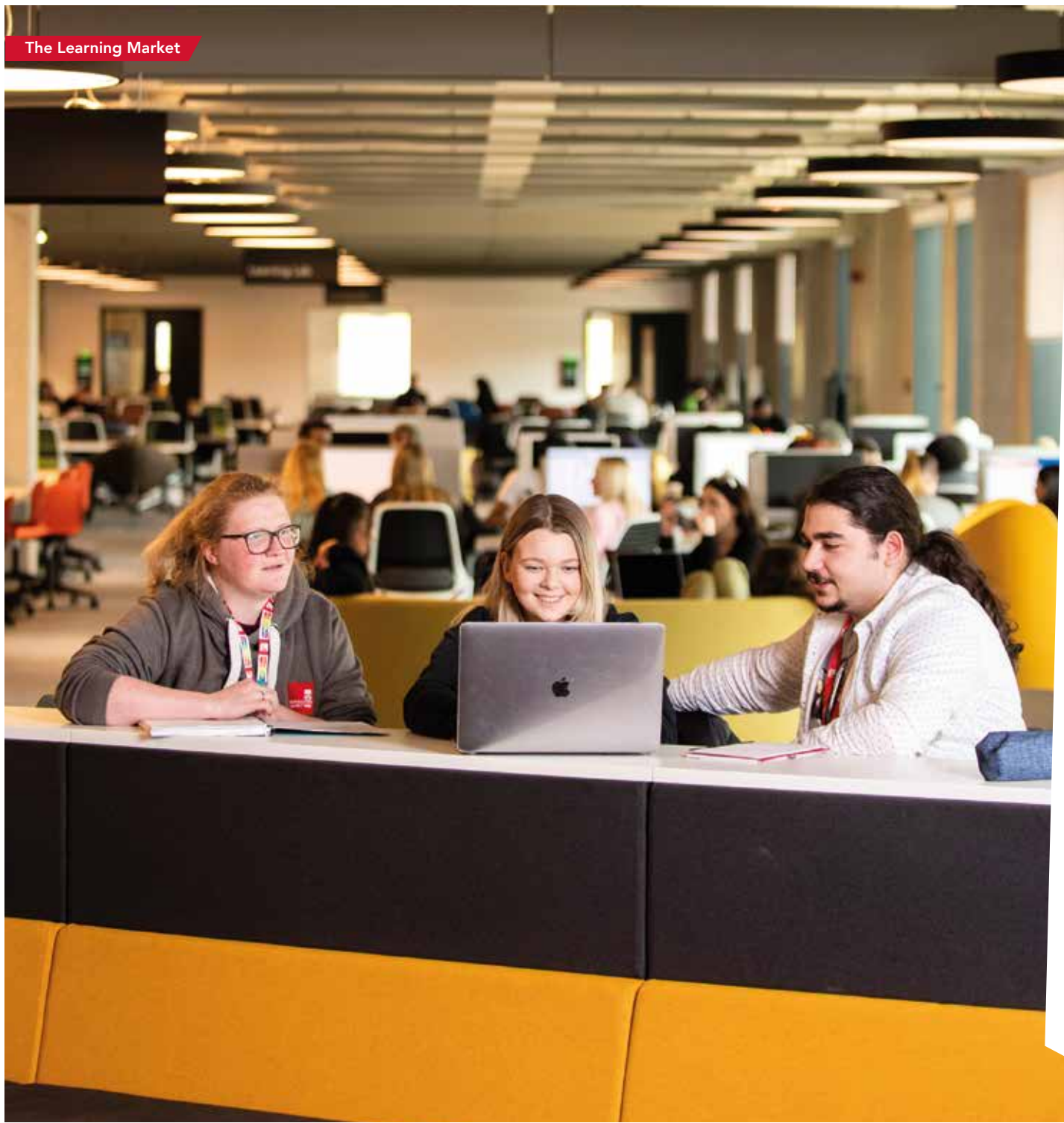


Affiliated with CMI
to deliver accredited
courses



DISCOVER OUR
COURSES WITHIN
THE STAFFORDSHIRE
BUSINESS SCHOOL





WHY CHOOSE **STAFFORDSHIRE UNIVERSITY?**

**CONSULTANCY
PROJECT FOR
LOCAL BUSINESSES**

£43m
CATALYST
BUILDING

GUARANTEED WORK PLACEMENT

**WORK
ON LIVE
INDUSTRY
BRIEFS**

**PARTNERSHIP
WITH ALTON
TOWERS RESORT**

**INTERNATIONAL
STUDY EXCHANGES**

**ENTREPRENEURS
IN RESIDENCE**

STUDENT MARKETING AGENCY



WHY CHOOSE STAFFORDSHIRE UNIVERSITY?

Whether teaching students how to become entrepreneurs or how to solve crimes, we have become nationally recognised for our work.

Staffordshire Business School is housed within our School of Justice, Security and Sustainability, which oversees a wide variety of degrees. But the common thread running through them is social, economic and criminal justice.

We also offer students fantastic opportunities to use their skills in the real world. On our Staffordshire Business School courses, you'll be set live industry briefs. You will also have the chance to support existing companies through consultancy projects.

And you could be involved in business simulations too – from making financial decisions to experiencing operations, marketing and HR.

By the time you graduate, you will have gained plenty of practical experience alongside your subject knowledge. Through our support and expertise in entrepreneurship, you could also be launching your own business start-up.

The School of Justice, Security and Sustainability covers a number of other academic disciplines, including Law, Forensic Science, Security and Intelligence, Humanitarian Archaeology, Criminology, and Professional Policing. No matter what you study, you'll benefit from the expertise of our staff, including academics who are producing world-leading research.

In the 2021 Research Excellence Framework, 100% of our research impact in Business and Management was rated as "very considerable" or "outstanding".

Our School vision is to become a leading provider – nationally and globally – in championing human rights, prosperity, sustainability, security and justice.

We want our students to become agents of change, ready to make a difference.

THE CATALYST

The Catalyst building combines new technology with dynamic learning spaces, emulating real-world working environments and opportunities for digital engagement. The Catalyst is a hive of activity for all things teaching, learning, meeting and studying. It provides world-class services and settings to support students through their education and towards their employment while offering flexible, high-quality, digitally-enabled spaces.



Networking and business collaboration are key to the building objective, with drop-ins from industry employers, as well as an open plan social and food zone that creates a casual, yet professional atmosphere. Every day will offer the opportunity to make life-changing connections.

THE LEARNING MARKET AND LEARNING LAB

The Catalyst has dedicated teaching spaces including a Learning Market and Learning Lab which will deliver lecture experiences like no other. The Learning Market has spaces to present and deliver a wide range of activities with ample seating, plectrum tables and display screens around an auditorium perimeter. The Learning Lab is perfect for collaboration and group-work with its series of desks and digital screens.

INDEPENDENT STUDY AREA

There are extensive private study spaces throughout the Catalyst and students can access areas with desktop computers or clear study spaces to set up personal devices. There are also cubicle desk areas for students who need privacy or quiet time when working on assignments.

WEBINAR PODS

These spaces are ideal for those all-important collaborative projects and come equipped with a screen allowing students to cast work, brainstorm and conference call.

BREAKOUT SPACE

The Catalyst has lots of options for meetings, socialising and team working. There are spaces for informal breakout sessions to private study rooms to cover all study needs from one-to-ones, group meetings and collaborative working.



TOUR THE
CATALYST
WITH CURRENT
STUDENT TOM



It allows you to gain experience in a variety of departments across Alton Towers Resort and **implement your academic knowledge into the visitor attraction industry.**



CHARLOTTE HALL

VISITOR ATTRACTION AND RESORT
MANAGEMENT GRADUATE

Joining Staffordshire University Business School has turned out to be the **best decision I've made** in relation to my career and future prospects.



CRAIG HOLDCROFT

BUSINESS GRADUATE

MEET THE EXPERTS



**CAROL
SOUTHALL**

HEAD OF
DEPARTMENT

Carol has years of leisure and travel industry experience. She has been an operations manager working with leading UK and international attractions, acted as a resort representative in France, Switzerland and Yugoslavia, and has worked in hospitality and PR in Australia. Carol's research focuses on family tourism, cultural awareness and curricula decolonisation.



**STORM
BARRATT**

COURSE DIRECTOR
(UNDERGRADUATE)

During her professional career, Storm has experienced a varied range of business settings, from working for a global software company to setting up and running her own successful businesses. The valuable connections and shareable experiences that she has gained throughout her career help to contextualise business theories and principles in her teaching.



AMANDA PAYNE

COURSE LEADER
(VISITOR
ATTRACTION
AND RESORT
MANAGEMENT)

Amanda is extremely passionate about the tourism and events industry and has over 10 years' teaching experience in the UK and internationally in locations including China and Poland. Prior to teaching, Amanda worked in industry for 15 years with an extensive commercial background and has experience of operation management. Her areas of expertise include tourism, hospitality, event management and enterprise.



**DR EMA
TALAM**

COURSE LEADER
(INNOVATION AND
ENTREPRENEURSHIP)

Ema is a lecturer in innovation and entrepreneurship and also a PhD researcher in economics. She is interested in firm-level productivity, innovation and exporting, and public policy evaluation. Ema has previously worked in management consultancies before joining Staffordshire University, and has some outstanding academic achievements from her years of studying.



**MAYOWA
AKINBOTE**

COURSE LEADER
(ACCOUNTING
AND FINANCE)

Mayowa has previously worked as an accountant in the public and private sectors, so brings with him a wealth of experience and knowledge. He has expertise in financial reporting, accounting software, financial markets and investor behaviour. Mayowa has an MA in International Finance and is a member of the ACCA. He has also submitted his PhD thesis in Efficient Markets and Investor Behaviour.



**DR JOE
HAZZAM**

COURSE LEADER
(DIGITAL AND
SOCIAL MEDIA
MARKETING)

Joe has over 17 years of practical marketing experience. He is interested in the development of cross-cultural, digital and social media marketing capabilities that may play a role in improving customer experience and organisational performance. He has had his research published in some of the top marketing journals demonstrating his passion for making a contribution to marketing theory.



**DR MOHAMMAD
(ALI) WASIM**

COURSE LEADER
(BUSINESS
MANAGEMENT)

Mohammad has five years' industry experience working in diverse roles. He has worked in product management, brand management, operations and adding value as a change manager. His areas of expertise include human resource management, organisational change and development, and public sector management and reform.



**DR ANDY
HANKS**

COURSE LEADER
(HUMAN
RESOURCE
MANAGEMENT)

Before teaching, Andy spent 16 years working for the Ministry of Defence. He got elected as a representative with the trade union which then gave him an insight into employment relations that is invaluable in his teaching today. Andy has a PhD in Human Resource Management and Industrial Relations, and now teaches across a number of degrees within our Business School relating to strategic HR and employee relations.

OUR COURSES

Course title	Award	UCAS Code	UCAS Offer	Duration in years
Accounting and Finance	BSc (Hons)	NN45	112-120	3
Business Management	BSc (Hons)	N220	112-120	3
Business Management (Events)	BSc (Hons)	N200	112-120	3
Business Management (Human Resource Management)	BSc (Hons)	N203	112-120	3
Business Management (Innovation and Entrepreneurship)	BSc (Hons)	N205	112-120	3
Business Management (Sustainability)	BSc (Hons)	N207	112-120	3
Business Management (Tourism)	BSc (Hons)	N209	112-120	3
Digital and Social Media Marketing	BSc (Hons)	N1NA	112-120	3
International Business Management	BSc (Hons)	N211	112-120	3
Visitor Attraction and Resort Management	BA (Hons)	N836	112-120	3

APPRENTICESHIPS WITH STAFFORDSHIRE UNIVERSITY

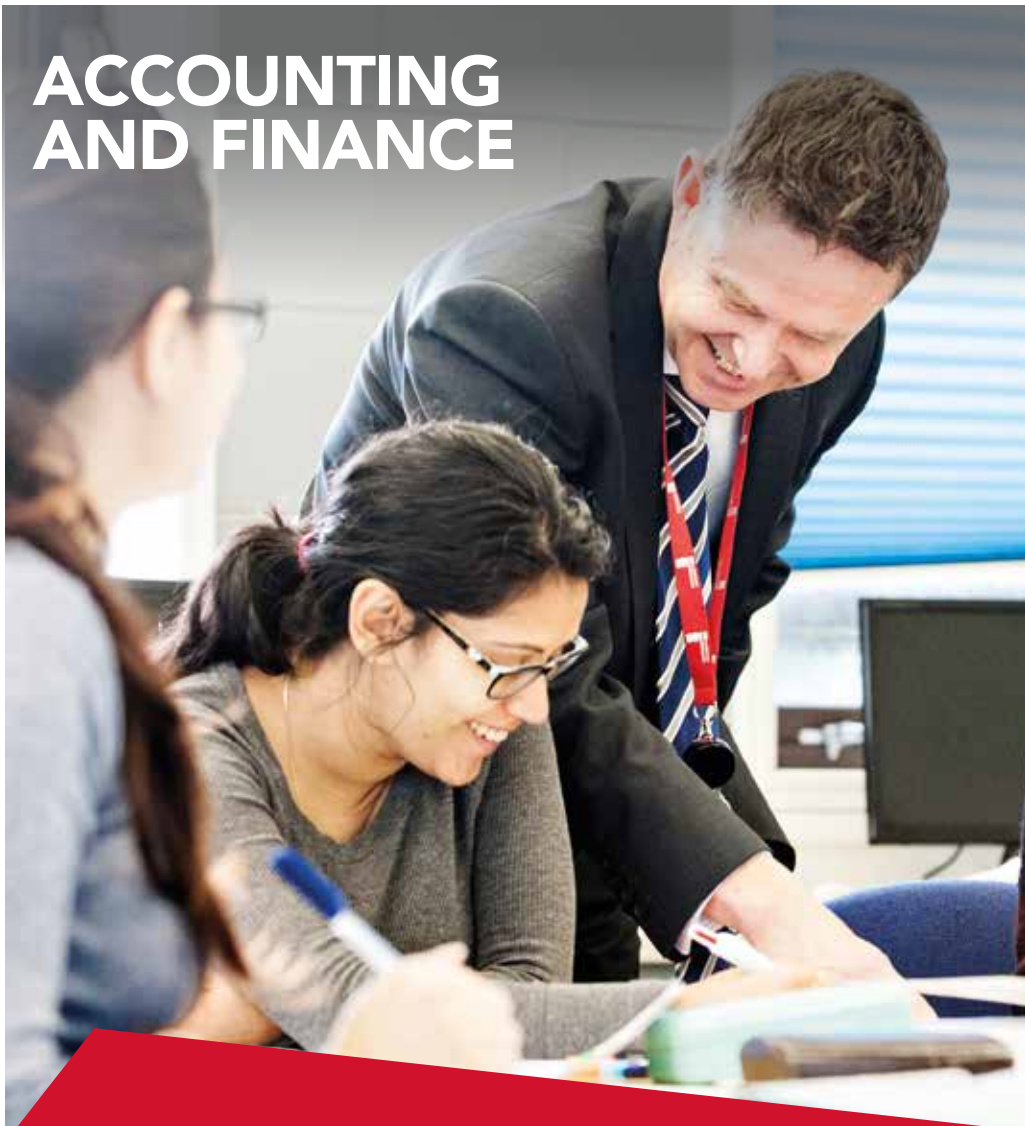
Staffordshire University can support you in achieving a higher-level qualification by combining practical on and off-the-job training with studying for a university qualification through a degree or higher apprenticeship.

Apprenticeship standard	Typical duration	Qualification level
Chartered Manager Degree Apprenticeship	3 Yrs	Level 6
Operations/Departmental Manager Apprenticeship	3 Yrs	Level 6

FIND OUT MORE ABOUT
OUR APPRENTICESHIPS



ACCOUNTING AND FINANCE



The world of business and finance is ever changing, and companies need to stay competitive to survive. Whether your dream is to become a chartered accountant or a financial officer within a larger organisation, you'll learn the essentials for your future career. This course is also an ideal springboard if you want to pursue postgraduate research.



Find out more about the course here



WHY CHOOSE US...

- Our accounting and finance degree will equip you with the skills to thrive in this challenging and rewarding environment.
- Some modules are dual certified with CIMA and ACCA which will give you exemptions from some of their professional body exams. This means you can get a head start on a career once you graduate.
- You'll build your research skills by completing an in-depth term paper on a topic of your choice.
- We strongly encourage our students to undertake work placements, particularly with accounting firms or in finance roles with other businesses.
- Our academic staff have lots of industry experience, including backgrounds as professional accountants and in banking.
- Gain a global perspective with the chance to spend a year studying at one of our renowned partner universities in Sri Lanka or Vietnam.

WHAT YOU'LL LEARN...

This course has a strong focus on employability skills. You'll be delving into contemporary issues, from the challenges of regulating fintech to the growth in cryptocurrency. Using real-life examples, you will also understand the crucial role accounting and finance plays in organisational decision-making.

Module examples:

- Financial Reporting
- Business Taxation
- Auditing and Assurance
- Corporate Governance
- Fintech and Digitisation

WHAT YOU COULD DO NEXT...

This degree will open up a wide range of career opportunities. Some graduates may go on to set up their own accounting businesses, while many of our graduates become trainee accountants and later work towards chartered accountant status.

BUSINESS MANAGEMENT



Whether you want to work for a multinational company or launch your own start-up, you'll find lots of exciting opportunities in the business world. We will equip you with the skills, knowledge, experience, and connections to achieve your ambitions, alongside live industry briefs and the chance to create your own consultancy project to work with existing companies.



Find out more about the course here



WHY CHOOSE US...

- Upon successful completion, you'll get a level 5 leadership and management qualification from the Chartered Management Institute (CMI) as well as your degree.
- You can choose to complete a 12-month work placement between the second and final year, which is a great way to gain valuable experience and put your skills into action solving real problems.
- We'll introduce you to our entrepreneurs in residence, who can give you an invaluable insight into what makes a business idea a success.
- In your final year, there's the consultancy project – a huge live brief. Draw on our network of businesses to offer your skills to employers.
- Gain a global perspective with the chance to spend a year studying at one of our renowned partner universities in Sri Lanka or Vietnam.

WHAT YOU'LL LEARN...

You'll cover the fundamentals of business, from marketing to management, and accounting to sustainable business development. You will study the key concepts of organisations, their stakeholders and changing environments, together with managerial processes, entrepreneurship, organisational structure, leadership, and strategic planning. Business simulations will help you put theory into practice, making business decisions on finance, HR, operations and income generation.

Module examples:

- Foundations of Management
- Strategic Management in a Global Context

WHAT YOU COULD DO NEXT...

The breadth of this course will give you lots of career options in business. In recent years, graduates have become management consultants, supply chain managers, data analysts and business development managers in the public and private sectors.

BUSINESS MANAGEMENT (EVENTS)



Whether your dream is to become a wedding planner, music festival organiser or conference specialist, you'll find exciting opportunities in the events industry. This course will immerse you in the world of events and equip you with plenty of skills and experience for your future career. You will also get to plan, deliver and evaluate your own live event.



Find out more
about the
course here



WHY CHOOSE US...

- Organise a live event where you'll get to experience every aspect of managing the event, and you'll also be raising funds for a particular charity.
- Everything will be taught through a real-world perspective, including live industry briefs – there will also be a residential field visit.
- We are a member of the Association for Events Management Education (AEME) which represents leading providers of events programmes.
- You can choose to complete a 12-month work placement between the second and final year, which is a great way to gain valuable experience and put your skills into action solving real problems.
- We offer an international study exchange and the chance to gain an extra employability-focused award called Staffordshire EDGE.

WHAT YOU'LL LEARN...

Events management is a fast-paced and dynamic industry worth billions of pounds to the British economy. You will explore the eventscape, with visits to lots of different types of venues, such as markets, sporting events and places like the NEC in Birmingham. It will give you an insight into the roles involved and how events are planned and marketed.

Module examples:

- Exploring the Eventscape
- The Events Professional
- Contemporary Issues in Tourism and Events

WHAT YOU COULD DO NEXT...

The course will develop both your business and management skills, as well as practical experience of working in the events industry. Graduates can go on to a huge array of job opportunities, such as event manager, conference centre manager or outdoor activities/education manager.

BUSINESS MANAGEMENT (HUMAN RESOURCE MANAGEMENT)



The key to any successful business is being able to attract and develop talented staff. Our BSc (Hons) Business Management (Human Resource Management) degree will equip you with the knowledge and experience needed to thrive in the fast-paced world of HR, and show you the most effective strategies for supporting and empowering employees so they contribute to overall company growth.



Find out more
about the
course here



WHY CHOOSE US...

- Gain real business experience and support companies through a consultancy project.
- Upon successful completion, you'll get a leadership and management qualification from the Chartered Management Institute (CMI) as well as your degree.
- All the tutors have vast experience working in a variety of industries and bring their knowledge to the classroom. You'll graduate industry-ready with flexible and transferable skills.
- You can choose to complete a 12-month work placement between the second and final year, which is a great way to gain valuable experience and put your skills into action solving real problems.
- We offer an international study exchange and the chance to gain an extra employability-focused award called Staffordshire EDGE.

WHAT YOU'LL LEARN...

This course teaches you about the importance of motivating and managing people within a business, showing you the link between successful performance and the people you employ. You'll explore everything from a real-world perspective, and there will also be business simulations, where you'll make financial decisions and experience key areas such as operations and marketing.

Module examples:

- Employee Voice and Representation
- Managing and Developing People
- Managing Performance and Reward
- Authentic Leadership

WHAT YOU COULD DO NEXT...

The breadth of this course will give you lots of career options in business and HR. You could go into roles such as HR officer, business consultant, HR advisor or a training and development officer.

BUSINESS MANAGEMENT (INNOVATION AND ENTREPRENEURSHIP)



Gain the vital experience needed to turn your entrepreneurial ideas into a success. We'll teach you to navigate the dynamic, complex and uncertain world of business. You'll be able to think flexibly and creatively, taught how to develop a vision and how to achieve it. You'll graduate ready to launch your own venture.



Find out more
about the
course here



WHY CHOOSE US...

- We'll introduce you to our entrepreneurs in residence, who can give you an invaluable insight into what makes a business idea a success.
- Upon successful completion, you'll get a leadership and management qualification from the Chartered Management Institute (CMI) as well as your degree.
- You can choose to complete a 12-month work placement between the second and final year, which is a great way to gain valuable experience and put your skills into action solving real problems.
- In your final year, there's the consultancy project – a huge live brief. Draw on our network of businesses to offer your skills to employers.
- Gain a global perspective with the chance to spend a year studying at one of our renowned partner universities in Sri Lanka or Vietnam.

WHAT YOU'LL LEARN...

This course will give you an overview of business management with an emphasis on entrepreneurship and its role in the economy and society. Practical components of the course will provide you with the skills to plan, promote, finance and grow your business venture. You'll graduate with the ability to start your own business or bring innovative and entrepreneurial thinking to an established firm.

Module examples:

- An Entrepreneurial Mindset
- Enterprise in Practice
- Entrepreneurial Strategy

WHAT YOU COULD DO NEXT...

The breadth of this course will give you lots of career options. Many of our Business School graduates have gone on to set up their own successful businesses. Other typical roles include product innovation manager, business process and design specialist, and business innovation manager.

BUSINESS MANAGEMENT (SUSTAINABILITY)



Learn how to become a responsible business leader by putting social impact and sustainability at the heart of corporate decision-making. Our BSc (Hons) Business Management (Sustainability) degree will give you the skills, knowledge and experience to make a major difference in the workplace. You could go on to run your own ethical business, land a specialist role with an existing company or advise other firms on how to reduce their carbon footprint.



Find out more
about the
course here



WHY CHOOSE US...

- Everything will be explored through a real-world perspective, with live industry briefs and the chance to create your own consultancy so you can support companies with specific projects.
- Upon successful completion, you'll get a leadership and management qualification from the Chartered Management Institute (CMI) as well as your degree.
- You can choose to complete a 12-month work placement between the second and final year, which is a great way to gain valuable experience and put your skills into action solving real problems.
- You'll learn from academic staff who bring a wealth of experience and research expertise.
- Gain a global perspective with the chance to spend a year studying at one of our renowned partner universities in Sri Lanka or Vietnam.

WHAT YOU'LL LEARN...

You'll learn how to create a sustainability strategy, exploring issues like waste, recycling and other practices across products, services and supply chains. The course also covers corporate social responsibility and the impact that businesses have on local communities. You'll learn from businesses who have already made positive changes in their day-to-day work.

Module examples:

- Sustainable Business Development
- Governance and Climate Change
- Leadership Strategy and Social Impact
- The Business of Doing Good

WHAT YOU COULD DO NEXT...

The breadth of this course will give you lots of career options in business. Typical specialist roles include business sustainability manager, environment planner, sustainability consultant or sustainability implementation specialist. Many recent graduates have also set up their own successful businesses.

BUSINESS MANAGEMENT (TOURISM)



Take a degree that gives you access to careers around the world in the multi-billion pound travel and tourism industry. The sector covers everything from hospitality, hotels and visitor attractions to cruises and even space travel. It also involves specialist areas such as HR, understanding consumer behaviour, marketing, data analytics and brochure design.



Find out more
about the
course here



WHY CHOOSE US...

- Take part in live briefs and work with some of Staffordshire's successful venues, such as the Emma Bridgewater pottery factory and the Wedgwood Museum.
- Explore topics from a real-world perspective with field study trips and the chance to create your own consultancy to support an existing tourism organisation.
- Upon successful completion, you'll get a leadership and management qualification from the Chartered Management Institute (CMI) as well as your degree.
- We are a member of the Association of Tourism in Higher Education (ATHE) which represents leading providers of tourism programmes.
- You can choose to complete a 12-month work placement between the second and final year, which is a great way to gain valuable experience and put your skills into action solving real problems.
- We offer an international study exchange and the chance to gain an extra employability-focused award called Staffordshire EDGE.

WHAT YOU'LL LEARN...

Britain's travel and tourism industry is worth more than £100 billion. But it is also having to adapt to challenges, including the need for digital innovation. In customer services, for instance, many businesses are now expected to have apps and virtual tours. We will look at some of these technological developments, along with other contemporary issues and future tourism trends.

Module examples:

- Tourist Destinations, Leisure and Culture
- Tourism Theories and Perspectives

WHAT YOU COULD DO NEXT...

The degree will develop both your business and management skills, as well as practical experience of working in the tourism industry. You could go on to pursue a huge array of jobs including hotel manager, tourism officer or holiday representative. There are also numerous industries you could enter such as theme parks, zoos, museums and heritage sites.

DIGITAL AND SOCIAL MEDIA MARKETING



Want a career in one of the UK's fastest growing industries? We'll help you stand out from the crowd and land your dream marketing job. Digital and social media marketing is changing the world, put yourself at the forefront of this rapidly growing industry as it leaves traditional marketing methods in its wake.



Find out more about the course here



WHY CHOOSE US...

- As this course is accredited by the Chartered Institute of Marketing (CIM), you'll have the opportunity to complete a Certificate in Professional Digital Marketing alongside your degree.
- You can choose to complete a 12-month work placement between the second and final year, which is a great way to gain valuable experience and put your skills into action solving real problems.
- In your final year, there's the consultancy project – a huge live brief. Draw on our network of businesses to offer your marketing skills to employers.
- Gain a global perspective with the chance to spend a year studying at one of our renowned partner universities in Sri Lanka or Vietnam.
- Our academic staff bring a wealth of marketing experience and research expertise. They also have proven track records of transforming business performance through digital marketing techniques.

WHAT YOU'LL LEARN...

You will learn how to develop and implement a digital marketing strategy, use search engine optimisation and create content for videos, images, podcasts and webinars. You will also delve into digital marketing analytics, learn how to audit an online channel and do research into consumer behaviour.

Module examples:

- Digital Marketing Strategy
- Managing Global Digital Brand Responsibility
- The Digital Customer Experience
- Digital Content Creation
- Social Media Strategy

WHAT YOU COULD DO NEXT...

Our graduates have a wide range of career options in both digital and social media marketing and more traditional marketing roles. Their skills are in high demand as organisations look for new ways of promoting their products and services. You may find yourself pursuing a career as a content manager, digital marketing manager, SEO manager or customer journey analyst.

INTERNATIONAL BUSINESS MANAGEMENT



Whether you're running a corner shop or a multinational company, your business will rely on global supply chains and complex interactions. Our International Business Management degree will teach you how to navigate these challenges, and you will learn about the rules that govern the movement of goods, services, people and capital, as well as the practicalities of trading across borders.



Find out more about the course here



WHY CHOOSE US...

- This degree is rooted in what's happening in the world today and how it affects business.
- Future proof your career by covering topics such as contemporary issues and trends in trade.
- To build further business links, there will be career talks, visits and guest speakers from industry.
- You can choose to complete a 12-month work placement between the second and final year, which is a great way to gain valuable experience and put your skills into action solving real problems.
- In your final year, there's the consultancy project – a huge live brief. Draw on our network of businesses to offer your skills to employers.

WHAT YOU'LL LEARN...

The course covers topics such as the global supply chain and logistics, business creativity and innovation, and business ethics. You can also delve into global marketing management and issues like social impact and adapting to climate change. Class discussions could span everything from trade deals and Brexit to the impact of global conflicts on energy supplies.

Module examples:

- Managing Across Cultures
- International Business Strategy

WHAT YOU COULD DO NEXT...

The breadth of this degree course will give you lots of career options in business. Typical specialist roles include international banker, financial analyst, trade coordinator and international strategist. In recent years graduates have also progressed onto postgraduate study or have set up their own successful business.

VISITOR ATTRACTION AND RESORT MANAGEMENT



Get into the booming tourism industry through our unique degree partnership with one of Britain's most popular attractions. You'll gain an amazing insight into how Alton Towers Resort operates as a business. The degree – the first of its kind in the UK – will prepare you for a wide range of exciting careers linked to the visitor economy.



Find out more about the course here



WHY CHOOSE US...

- Gain first-hand experience at one of the UK's biggest attractions through our partnership with Alton Towers Resort.
- We are a member of the Association of Tourism in Higher Education (ATHE) which represents leading providers of tourism programmes.
- You will spend a total of 250 hours on work placement in the first and second year, allowing you to put your studies into a real-life context.
- The degree will develop both your business and management skills, as well as practical experience of working in the visitor economy.
- You'll have the opportunity to draw up your own business plan and pitch your idea for a new visitor attraction.
- In your final year, there's the consultancy project – a huge live brief. Draw on our network of businesses to offer your skills to employers.

WHAT YOU'LL LEARN...

The course will give you practical experience, skills and knowledge of the business environment, operations and management. Topics include managing the customer experience, hospitality and hotel management, and conference and events management. You'll also look at marketing and digital communications, health and safety, and the legal and liability side of a business. In your final year, you'll explore core functions of management and how businesses are using augmented and virtual reality to promote hybrid experiences.

Module examples:

- Managing the Customer Experience
- Sustainability, Society and Impact
- Creative Enterprise

WHAT YOU COULD DO NEXT...

Numerous industries make up the visitor attraction and resort management sector, including theme parks, zoos, museums and heritage sites. Other large employers include hotels, holiday parks and other accommodation venues. Typical roles could include guest excellence manager, rides manager and assistant hotel manager.

“ The course is **continually looking for things to help enhance your CV**, such as extra certifications in Microsoft Office programs.



MICHAEL BROWN
BUSINESS GRADUATE

“ They're just second to none, the support and everything that they provide you with really shapes you to be **industry ready and ready for the world of work.**



JESS OLIVER
BUSINESS GRADUATE

IMPORTANT INFORMATION

SUBJECT TO APPROVAL/VALIDATION

We're always striving to deliver the most current and relevant degrees, both by creating new courses and regularly reviewing our current offering.

Each time we make changes, the course goes through a rigorous approval process to ensure that it's the perfect fit for our students, employers and other relevant stakeholders.

Some of the courses inside this guide may be marked as 'subject to approval' or 'subject to validation', but don't worry, this just means some of the details of the course won't have been finalised yet. As soon as new courses are approved and validated, up-to-date information will be provided on the online course pages at www.staffs.ac.uk/courses

If you have been offered a place and there is a significant change to the course, or for any reason, the course doesn't run – we will contact you immediately and fully support you in finding the best suitable alternative.

At the time of printing in September 2023, the courses listed in this guide represent those we intend to offer for the 2023/2024 academic years. Very occasionally, however, we need to make changes to our courses, including their content and the way in which they are delivered. In some instances, courses can be discontinued or combined with other courses.

Reasons for withdrawing courses can include insufficient student numbers and courses not receiving the necessary accreditation or approval. Changes to course information may include operational and academic reasons.

If circumstances beyond our control mean we cannot provide particular educational services, all reasonable steps will be taken to minimise any disruption to those services. However, the University will have no liability for any loss or damage suffered by any prospect or student as a result.

As a prospective student of Staffordshire University, it's your responsibility to ensure you have fully reviewed up-to-date course information before you

apply, and that your chosen course fully meets your requirements. You should also check the course still meets your requirements before accepting an offer to study with us.

Student satisfaction scores have been provided by Unistats and are correct at the time of going to print. For more information, visit: discoveruni.gov.uk

If we discontinue a course or programme and you're not happy with the alternative offered, or if a programme is changed and you're not happy with the changes, you'll be given the opportunity to withdraw from the programme. Up-to-date course information can be found on our website (www.staffs.ac.uk), or by calling us on **01782 294400**.

If you're offered a place at Staffordshire University, your offer will be subject to the University's Terms and Conditions of Offer. If you become a student of Staffordshire University, you will enter a contract with us and be bound by our rules and regulations. These, too, may vary from time to time (www.staffs.ac.uk/rulesandregs).

2ND

**IN THE UK FOR
QUALITY EDUCATION**

Sustainable Development Goal 4
THE Impact Rankings 2023

**TOP
10**

**FOR CAREER
PROSPECTS**

Whatuni Student Choice
Awards 2023

**TOP
20**

**FOR
FACILITIES**

Whatuni Student Choice
Awards 2023

**TOP
10**

**FOR SOCIAL
INCLUSION**

The Times and The Sunday Times
Good University Guide 2023

87%

**OF RESEARCH IMPACT
IS 'OUTSTANDING' OR
'VERY CONSIDERABLE'**

Research Excellence
Framework 2021

68%

**OF RESEARCH IS
'INTERNATIONALLY EXCELLENT'
OR 'WORLD LEADING'**

Research Excellence
Framework 2021

For more detailed information on courses
or studying at Staffordshire University visit:
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