

Graduate Outcomes 2020/21

Full-time UK domiciled first degree graduates - 15 months after Bath

The University of Bath has an excellent record of graduate employment, featuring in the top ten for graduate prospects in three major national league tables*. Across all subjects, 92% of Bath 2020/21 graduates who are employed in the UK are in high skilled employment, compared to 74% nationally#. Hundreds of employers of all sizes and from all industries each year advertise vacancies, deliver presentations or network with our students; we are in the top 15 universities targeted by employers†.

The information shown here is from the Higher Education Statistics Agency (HESA) Graduate Outcomes survey for 2020/21 leavers. It is the biggest UK annual social survey and captures the perspectives and current status of recent graduates, 15 months after leaving university.

Studies within Business Administration covers a broad-based training in core business areas which opens diverse career opportunities in accounting, finance, marketing, management and human resources. Graduates from these courses develop many skills that make them attractive to prospective employers, including teamwork, communication, analytical and problem-solving skills, entrepreneurship skills as well as knowledge of specialist business principles. They often hold diverse roles in large national and multi-national companies.

Courses included:

- Business Administration BSc‡

Response rate	
Total in 2020/21 cohort	70 [§]
% response rate	57%

[§]Number rounded to the nearest multiple of five

‡Course now offered as Business BSc

Graduate outcomes by activity

Activity summary	
Employment	82%
Voluntary/unpaid work	-
Employment and further study	13%
Further study	3%
Other: travel, caring, retired	-
Unemployed [§]	3%
Total	100%

Note: Percentages may not total 100% due to rounding. Activity defined using HESA XACTIVITY: takes account of all activities and most important activity.

[§]Unemployed includes those due to start work or study.

*6th in the Times and The Sunday Times Good University Guide 2024, 4th in the Complete University Guide 2024, and 4th in the Guardian University Guide 2024

#Compared with [all Universities UK members](#).

†The Graduate Market in 2024, High Fliers Research.

Industries and employers

Business Administration career pathways are versatile. Most graduates enter many different sectors and industries within business, finance, accountancy, banking, marketing, communication and technology.

Graduates frequently join large multinational accountancy firms, management consultancies, investment banks, asset management firms, start-ups, FMCG (fast moving consumer goods) firms, and other commercial companies.

The most frequent of the industry categories are:

- Financial and insurance activities
- Information and communication
- Professional, scientific and technical activities

Examples of employers for the 2020/21 cohort:

- Accenture
- Apetito
- Citibank
- Heinz
- Nestle
- Wells Fargo

Occupations and job titles

Business Administration graduates progress into various jobs within many business areas, such as management, marketing, sales, finance, data analysis, recruitment, consultancy, human resources and more. Typical job titles may be management consultants, business or financial analysts, junior account or brand managers.

Graduates may also progress into other roles such as trader, strategy analyst and customer success analyst.

The vast majority of our UK employed Business Administration graduates are in high skilled employment.

High skilled employment includes these three categories:

- Managers, directors and senior officials
- Professional occupations
- Associate professional and technical occupations

Examples of job titles for the 2020/21 cohort:

- Account Manager
- Analyst
- Associate Auditor
- Consultant
- Digital Marketing Executive
- Investment Analyst
- Marketing Assistant

More information

Find out what Bath graduates from other courses do: go.bath.ac.uk/graduate-outcomes.

More information is available about how Careers supports current and prospective students, as well as graduates from Bath: bath.ac.uk/careers.