

Course statistics

22 May 2019

Business Studies with Advertising Ulster University

Head office

Cromore Road Coleraine BT52 1SA

Telephone: 028 7012 3456

Fax:

Notes







UNISTATS - Student satisfaction (2)

BSc (Hons)
Business Studies
with Advertising
Ulster University

Overall, I am satisfied with the quality of the course	86% [1]	84% [2]
Staff are good at explaining things	94% [1]	88% [2]
Staff have made the subject interesting	84% [1]	74% [2]
The course is intellectually stimulating	75% [1]	73% [2]
My course has challenged me to achieve my best work	85% [1]	78% [2]









UNISTATS - Student satisfaction (2)

**BSc (Hons)
Business Studies
with Advertising**
Ulster University

My course has provided me with opportunities to explore ideas or concepts in depth	85%  [1]
	82%  [2]
My course has provided me with opportunities to bring information and ideas together from different topics	92%  [1]
	84%  [2]
My course has provided me with opportunities to apply what I have learnt	85%  [1]
	77%  [2]

UNISTATS - Student satisfaction (3)

**BSc (Hons)
Business Studies
with Advertising**
Ulster University

The criteria used in marking have been clear in advance	81%  [1]
	79%  [2]
Marking and assessment has been fair	74%  [1]
	73%  [2]
Feedback on my work has been timely	67%  [1]
	71%  [2]
I have received helpful comments on my work	68%  [1]
	68%  [2]







UNISTATS - Student satisfaction (4)

BSc (Hons) Business Studies with Advertising Ulster University

I have been able to contact staff when I needed to	87% [1]
	76% [2]
I have received sufficient advice and guidance in relation to my course	84% [1]
	82% [2]
Good advice was available when I needed to make study choices on my course	74% [1]
	72% [2]
The course is well organised and running smoothly	79% [1]
	77% [2]
The timetable works efficiently for me	91% [1]
	82% [2]
Any changes in the course or teaching have been communicated effectively	87% [1]
	81% [2]

UNISTATS - Student satisfaction (5)

**BSc (Hons)
Business Studies
with Advertising**
Ulster University





The IT resources and facilities provided have supported my learning well	91%  [1] 81%  [2]
The library resources (e.g. books, online services and learning spaces) have supported my learning well	94%  [1] 86%  [2]
I have been able to access course-specific resources (e.g. equipment, facilities, software, collections) when I needed to	90%  [1] 87%  [2]

UNISTATS - Student satisfaction (8)

	BSc (Hons) Business Studies with Advertising Ulster University
I feel part of a community of staff and students	65% [1] 62% [2]
I have had the right opportunities to work with other students as part of my course	91% [1] 88% [2]
	BSc (Hons) Business Studies with Advertising Ulster University
I have had the right opportunities to provide feedback on my course	87% [1] 89% [2]
Staff value students' views and opinions about the course	76% [1] 75% [2]
It is clear how students' feedback on the course has been acted on	55% [1] 59% [2]

UNISTATS - Student satisfaction (8)

**BSc (Hons)
Business Studies
with Advertising**
Ulster University

The students' union (association or guild) effectively represents students' academic interests	59%  [1]
	56%  [2]
Overall, I am satisfied with the quality of the course	86%  [1]
	84%  [2]

UNISTATS - Employment & accreditation (1)

BSc (Hons)
Business Studies
with Advertising
Ulster University

After 6 months	
Average salary six months after the course	£18,000 [1] £17,000 [2]
Typical salary range	£15,000 - £21,000 [1] £15,000 - £20,000 [2]
Average for all courses in the subject across the UK	£18,000 [1] £16,000 [2]
Typical salary range	£15,000 - £20,000 [1] £15,000 - £19,000 [2]
After 3 years	
Average earnings for the subject for this university or college	...

UNISTATS - Employment & accreditation (1)

**BSc (Hons)
Business Studies
with Advertising**
Ulster University

Typical salary range









UNISTATS - Employment & accreditation (2)

BSc (Hons)
Business Studies
with Advertising
Ulster University

Go on to work and/or study	90% [1]
	90% [2]
Now working	81% [1]
	78% [2]
Doing further study	4% [1]
	6% [2]
Studying and working	6% [1]
	6% [2]
Unemployed	6% [1]
	5% [2]
Other	3% [1]
	5% [2]

UNISTATS - Employment & accreditation (2)

Employment six months after the course	
In a professional or managerial job	64%  [1]
	56%  [2]
Not in a professional or managerial job	36%  [1]
	44%  [2]
In an unknown job type	0%  [1]
	0%  [2]
Accreditation	No













UNISTATS - Continuation & degree results (1)

**BSc (Hons)
Business Studies
with Advertising**
Ulster University

What students are doing 1 year after starting the course.	
Continue at the university or college	95% [1]
	85% [2]
Complete the course they enrolled on	0% [1]
	6% [2]
Complete a different award from the one they enrolled on	1% [1]
	0% [2]
Are taking a break from their studies	1% [1]
	2% [2]
Left before completing their course	3% [1]
	7% [2]







UNISTATS - Continuation & degree results (2)

**BSc (Hons)
Business Studies
with Advertising**
Ulster University

Class of degree	
1st class degree	15%  [2]
	29%  [1]
Upper 2nd class degree	54%  [2]
	63%  [1]
Lower 2nd class degree	28%  [2]
	7%  [1]
Other honours / pass without honours	3%  [2]
	0%  [1]
Ordinary degree	0%  [2]
	0%  [1]
Degree that is not subject to classification	0%  [2]
	0%  [1]

UNISTATS - Continuation & degree results (2)

**BSc (Hons)
Business Studies
with Advertising**
Ulster University

Distinction	0%  [2]
	0%  [1]
Merit	0%  [2]
	0%  [1]
Pass	0%  [2]
	0%  [1]

UNISTATS - Entry information (1)

**BSc (Hons)
Business Studies
with Advertising**
Ulster University

Entry qualifications	
Degree (or equivalent) or higher qualification	0%
Different higher education qualification	0%
A Levels Scottish Advanced Highers or similar	95%
Baccalaureate	0%
Completed Access Course	5%
Foundation course	0%
No/unknown prior qualifications	0%
Other	0%

UNISTATS - Entry information (2)

**BSc (Hons)
Business Studies
with Advertising
Ulster University**




< 48	0%
48 - 63	0%
64 - 79	0%
80 - 95	5%
96 - 111	40%
112 - 127	35%
128 - 143	20%
144 - 159	0%
160 - 175	0%
176 - 191	0%

UNISTATS - Entry information (2)

**BSc (Hons)
Business Studies
with Advertising
Ulster University**

192 - 207	0%
208 - 223	0%
224 - 239	0%
240 +	0%

Legend

-  No data available: There are not enough data available for this item to give specific information for the course. It may be because the course size is small, or because it is a new course. This does not reflect on the quality of the course.
-  Aggregated data: There are not enough data available to give specific information for the course: this may be because the course size is small, or because it is a new course. For this reason, the information may include data from previous years, or other courses at the institution in the course's wider subject area. For example, if the course was in Forestry, information for all agricultural and related subjects at the institution might be shown.
-  Estimated data: These data are based on the modules the institution expects students to take rather than actual module choices.

[1] Marketing

[2] Business studies

About Unistats

Unistats is the official site that allows you to search for and compare data on university and college courses from across the UK. The site draws together official comparable information on those areas that students have identified as important in making decisions about what and where to study. The items that students thought were most useful have been included in a Key Information Set (KIS), which can be found on the Overview tab for each course.

The site draws on official data on higher education courses collected from the following sources:

Data / information shown	Source of data
Student satisfaction data	National Student Survey
Employment information	The Destination of Leavers from Higher Education (DLHE) and the Longitudinal DLHE surveys.
Fees	UCAS / Universities and Colleges
Accommodation costs	Universities and Colleges
Learning and teaching information	Universities and Colleges
Assessment methods	Universities and Colleges
Accreditation	Universities and Colleges
Class of degree	The Higher Education Statistics Agency, HESA (www.hesa.ac.uk) for universities and the Data Service (www.thedataservice.org.uk) for colleges via the Individualised Learner Record (ILR) data.
Entry qualifications	Continuation information