

Building cont.

	Teaching quality %	Student experience %	Research quality %	Entry standards (UCAS points)	Graduate prospects %	Overall score
18 Oxford Brookes	79.8	75.4	33.2	113	91.3	92
19 Aston	77	76.3	35.2	125	83.3	90.9
20 Portsmouth	79.4	74.5	21	111	93	90.5
21 Anglia Ruskin	82	77.8	23.8	110	82.6	88.9
22 London South Bank	69.3	66	35	126	83.3	88.2
23 Birmingham City	82.8	78.3	34.8	118	70.1	88.1
24 Westminster	74.4	76.8	38.2	121	74.2	87.9
25 Leeds Beckett	75.7	73.6	24.5	104	86.5	87.5
26 Wolverhampton	82.2	77.5	20	100	—	87.3
27 Brighton	77.2	71.5	36.5	93	82.5	86.8
28 Central Lancashire	81.2	75.8	—	126	79.4	86.6
29 Greenwich	65.5	61.9	30	108	83.3	84.2
30 Kingston	72.9	72.1	17.2	103	76.9	83.2
31 Derby	68.9	68	—	102	83.3	81.4

Employed in high-skilled job	75%	Employed in lower-skilled job	8%
Employed in high-skilled job and studying	8%	Employed in lower-skilled job and studying	0%
Studying	0%	Unemployed	4%
High-skilled work (median) salary	£29,000	Low-/medium-skilled salary	£24,450

## Business, Management and Marketing

Warwick has returned to the top of our Business, Management and Marketing table this year, buoyed by strong performance across all measures – including high rates of student satisfaction – without leading on any individually. Warwick has swapped places with last year's No 1 and this year's runner-up, Oxford – which is still top for graduate prospects (almost all graduates (99.6%) were employed in high-skilled jobs or continuing their studies within 15 months) and attracts the highest entry standards (213 UCAS points). St Andrews, which previously ranked at No 1 for several years running, settles for fourth place on this occasion, and places fifth for both measures of student satisfaction derived from our National Student Survey analysis: teaching quality and the wider experience. The London School of Economics, in fifth place overall, achieved the best results in the REF 2021 and therefore tops our research quality rating, in which it is followed by City (=15th), Oxford and Manchester (11th). The universities that nailed the highest scores for satisfaction with teaching quality rank in the middle to lower reaches of the table overall. Buckinghamshire New (in 88th place overall) came top for this measure, followed by East London (=85th) and West London (=91st) – the same two London universities swap positions to take first and second place in our measure for student satisfaction with the wider experience.

The wide choice of institutions offering courses within our Business, Management and Marketing table reflects the popularity of the various branches of the subjects and ranks 118 universities this year. Demand in these fields has been growing recently, and in 2023's admissions cycle there were 64,485 applications to business and management degrees (the fourth consecutive increase and up from 61,380 in 2022) and 78,440 to business studies (an increase from 77,730). Management studies degrees (73,810 applications in 2023) and marketing courses (40,530) experienced small year-on-year dips in demand, but applications remained

well above the years prior to 2022. The huge number of options means there should also be plenty of opportunities to secure a place through Clearing. Some of the most famous business schools are absent from this table because they only offer postgraduate qualifications such as MBAs, whereas our *Guide* details undergraduate provision.

But graduate prospects are the most closely correlated aspect of the business ranking to the complete result. Seven of the top 10 for this measure rank in the top 10 for business, management and marketing overall. Our analysis of graduate employment in high-skilled jobs or postgraduate study 15 months on from degrees showed that following Oxford are LSE (98.3%), Bath (92.1%) and Durham (91.8%). By contrast, Suffolk (118th overall) is at the foot of our employment ranking with 48.5% of graduates in high-skilled work or study after 15 months.

"There are more than 5.5 million private-sector businesses in the UK, which offer four out of five jobs, so it's no wonder that business and management graduates are in demand. A degree in these subjects provides knowledge and skills that are specific to core careers in important industries, such as banking, finance, consumer goods, accounting and consulting," says Juan López-Cotarelo, associate professor in the Organisation and Human Resource Management group, University of Warwick. As a subject area overall however, business, management and marketing manage only 48th place in our 70-subject table, but they compare more favourably in our earnings index (=28th).

## Business, Management and Marketing

	Teaching quality %	Student experience %	Research quality %	Entry standards (UCAS points)	Graduate prospects %	Overall score
1 Warwick	86.9	88.1	65.2	192	89.5	100
2 Oxford	79	75.7	66.2	213	98.2	99.6
3 Bath	86	86.4	65.2	173	92.1	98.7
4 St Andrews	89.3	87.2	48.2	198	85.8	98.4
5 London School of Economics	81.9	80.2	69	177	96.4	98.3
6 Strathclyde	85.1	83.9	52.5	204	84.2	97.5
7 King's College London	78.3	80.9	63	191	90.9	96.7
8 University College London	80.7	83.6	62.3	176	91.3	96.6
9 Exeter	79.8	83.3	63.5	157	87.7	94.5
10 Loughborough	80.8	86.6	49.2	155	90.3	93.9
11 Manchester	78.7	79.5	66.2	161	84.1	93.7
=12 Edinburgh	72.6	76.1	59	186	88.4	93.4
=12 Durham	78.2	78.9	55.8	157	91.8	93.4
14 Liverpool	82.7	83.9	58	142	85.5	93.3
=15 Leeds	76.9	81.7	62.3	156	84.1	92.7
=15 City	74.9	75	67.2	180	78.7	92.7
=15 Aberdeen	82.7	85.1	32.2	176	84.4	92.7
=15 Lancaster	81.3	81.5	59.2	144	84.1	92.7
19 Glasgow	72.4	74.9	57.2	194	80.6	92.2
20 Surrey	85.6	87.7	54.8	134	77.3	92.1
21 Bristol	76.4	79.7	46	161	88.9	91.7
22 Southampton	78.6	80.3	52	147	82.5	90.9
23 Birmingham	74.5	77	55.2	148	88.2	90.8
24 Reading	81.4	83	46.2	129	84.5	90.4
25 Heriot-Watt	77.5	80.4	38.2	170	79.2	90.1
26 Ulster	84.8	82.7	45.8	127	78.3	90

**Business, Management and Marketing cont.**

	Teaching quality %	Student experience %	Research quality %	Entry standards (UCAS points)	Graduate prospects %	Overall score
=27 Nottingham	77.8	79.8	46.8	145	81.7	89.8
=27 East Anglia	80.5	80	57.8	132	75.5	89.8
=27 Cardiff	74.4	76.9	56	147	82.5	89.8
30 Aston	80.4	81	43.5	130	83.8	89.6
31 Sheffield	76.4	80.6	48.8	142	81.7	89.4
=32 Sussex	79.5	80.7	50.7	133	78.3	89.3
=32 Stirling	79	79.3	38.2	165	75.1	89.3
34 Newcastle	76.4	80.9	40.5	146	83.4	89.2
35 Queen's, Belfast	75.9	75.8	40.5	145	86.6	89
36 Dundee	79.4	76.1	28.5	179	74.6	88.9
37 Manchester Metropolitan	85.9	84.4	42.8	123	71.9	88.8
38 York	74.9	74.4	50.5	144	81.9	88.7
39 Swansea	82.3	81	38.8	133	77.4	88.6
40 Royal Holloway	80.9	81.4	43	134	75.6	88.5
41 Robert Gordon	88.6	85.9	19	158	65.9	88.4
42 Nottingham Trent	85.5	84.6	34.2	124	75.2	88.3
43 Bangor	84.3	80.6	32.2	126	78.5*	88.1
44 Leicester	78.3	81.8	45.8	126	75.4	87.6
45 Aberystwyth	86.1	84.2	22.8	129	74.7	87.5
=46 Central Lancashire	87.5	85.1	28.2	121	68.8	86.9
=46 Falmouth	87	78.8	48.8	114	62.9	86.9
=48 Northumbria	79.1	78.5	28.2	135	79.3	86.8
=48 Liverpool John Moores	84.2	85.3	21	134	72.5	86.8
=48 Edinburgh Napier	80.6	80	20	148	76.1	86.8
=48 Hull	82.6	81.1	29.5	122	77.2	86.8
=52 Chester	85.2	79.8	25.2	123	75.4	86.7
=52 Glasgow Caledonian	82	83.1	—	176	73	86.7
=52 Kent	80.5	76.8	37.2	125	75.9	86.7
55 Queen Mary, London	75.9	75.9	53.2	156	61.2	86.6
56 Portsmouth	81.5	79.4	37.8	115	74.6	86.3
57 Plymouth	81.1	80.8	28.7	120	76.4	86
=58 Keele	81.3	80.2	24.8	113	78.9	85.5
=58 Lincoln	81.3	80	25	117	77.4	85.5
60 West of England	82.8	81.8	27.3	115	72.9	85.4
61 Oxford Brookes	79.5	78.9	26	115	79.9	85.3
=62 University of the Arts London	76.3	73.1	46	140	64.6	85.1
=62 Derby	84.4	82.5	18	114	74.2	85.1
64 Coventry	86.5	85.2	33.2	111	59.8	85
=65 Edge Hill	81.1	78.9	21	128	73.2	84.9
=65 Bradford	81.9	84.7	38.2	117	61.6	84.9
=67 Gloucestershire	85.1	81.9	8.8	116	76.6	84.7
=67 Queen Margaret, Edinburgh	82.3	77.5	7.5	145	72.4	84.7
=67 Hertfordshire	86.6	85.8	29	103	63.9	84.7
70 Worcester	82.9	81.7	12.5	109	79.2	84.5

=71 Brunel	81.4	83	30.2	122	63.5	84.4
=71 Middlesex	83.2	81.8	46.2	103	59.2	84.4
=73 Sheffield Hallam	83.4	78.7	23.5	112	70.5	84.2
=73 Teesside	77	70.8	49.2	111	69.7	84.2
=75 Wolverhampton	88.7	85.8	20.2	97	65.2	84.1
=75 South Wales	90.3	84.4	9	114	64.1	84.1
77 Huddersfield	84.3	83.2	23.2	123	60.4	84
78 Essex	80.6	83.7	39.8	110	58.5	83.6
=79 University for the Creative Arts	76.6	71	41.2	119	67.9	83.5
=79 Cardiff Metropolitan	81.4	77.7	14	111	76.6	83.5
=79 Salford	82.2	80.5	24.8	122	62.5	83.5
82 Canterbury Christ Church	81.2	76.7	38	93	68.3	83.3
=83 Westminster	79.6	81.5	37.5	118	56.4	83
=83 Bath Spa	82.8	78.1	23.8	103	68.7	83
=85 East London	91.5	89.5	11	108	53.1	82.9
=85 SOAS London	71.5	64.2	44.2	137	—	82.9
87 Brighton	78.3	74.6	28.5	107	72.1	82.8
88 Buckinghamshire New	92.2	86.5	—	117	56.4	82.7
=89 Greenwich	81.4	80.3	33.2	116	55.2	82.5
=89 Bournemouth	73.9	73.5	23	111	79.5	82.5
=91 West London	90.5	90.5	—	114	55.5	82.3
=91 Wales Trinity St David	87.9	86	—	138	52.7	82.3
=91 London South Bank	82.2	79.9	21.5	100	67.2	82.3
=94 Anglia Ruskin	78.2	76.2	45.8	99	59.9	82.2
=94 West of Scotland	81	73	10.5	131	67.4	82.2
96 London Metropolitan	84.3	78.7	22	100	63.3	82.1
97 Birmingham City	81.8	79.8	11.2	117	64.8	81.9
98 Leeds Beckett	80.6	78.1	8.2	105	74.6	81.8
99 Roehampton	83	82.7	32.8	100	53.5	81.7
=100 Liverpool Hope	86.2	83.4	—	110	63.7	81.5
=100 Kingston	79.3	78.2	24	110	62.6	81.5
=100 De Montfort	81.1	80.6	19	97	66.5	81.5
=103 Solent, Southampton	82.8	77.8	—	107	71.9	81.1
=103 Abertay	79.4	77.7	—	138	64.4	81.1
105 Chichester	77.6	65.9	1.2	107	83.3	80.6
106 Leeds Trinity	84.8	81.4	—	99	64.7	80.3
=107 Goldsmiths, London	71.7	66.8	29.7	127	63.5	80.1
=107 Sunderland	88.2	86.8	—	104	52.8	80.1
109 Cumbria	81.9	77.5	7.8	108	61.5	80
110 Winchester	71.3	65.1	22.2	114	73.1	79.8
111 Bolton	84.8	79.5	0	111	57.7	79.7
112 St Mary's, Twickenham	77.7	78.3	—	98	73.8	79.6
113 York St John	74.1	67.8	9.8	101	78.7	79.5
114 Northampton	81.2	76.2	13.2	100	58.2	79.1
115 Staffordshire	70	62.2	38.8	109	60.9	78.5
116 Bedfordshire	77.2	73.2	22	100	52.9	77.7
117 Royal Agricultural University	65.6	65.3	—	113	70.2	75.2
118 Suffolk	76.4	57.6	—	108	48.5	73.1