

Change in SHAPE subjects' provision in the UK (2011/12 – 2022/23)

[Presentation created by the **Market and Student Insight Team**]

Analysis and considerations

This summary report has been created using the British Academy's SHAPE Observatory interactive tool to analyse the provision of SHAPE subjects in UK higher education institutions.

Key considerations:

1. Time Frame: The data covers the academic years from 2011/12 to 2022/23

2. Data Representation: The tool uses HESA data to show provision for first-year first degree UK-domiciled students aged 20 and under. The tool uses Full-Person Equivalent (FPE) rather than headcount to represent student engagement in courses. Data includes joint honours courses, with the equivalent FPE divided between relevant subjects.

3. The analysis covers two dimensions:

- **Higher education providers:** The maps show how the demand of SHAPE subjects has changed over time, highlighting providers recording low/no change in student FPE, providers recording an increase in student FPE, and providers recording a decrease.
- **Regional spread of provision:** The maps show how the regional distribution of SHAPE subject provision has changed over time, highlighting areas with multiple providers, single providers, and no provision within a 60km commutable distance.

Business and Management

Significant increase in the total demand of first-year degree UK-domiciled students aged 20 or under for 'Business and Management' (+22% student FPE)

Change in demand of first-year degree UK-domiciled students aged 20 or under	2011/12	2022/23	Change in FPE (#)	Change in FPE (%)
Subject group: Business and Management	37,800	46,000	+8,200	+22%
Accounting	5,300	6,800	+1,500	+28%
Business and Management (non-specific)	100	8,000	+7,900	+6504%
Business studies	14,000	11,400	-2,600	-19%
Finance	2,300	4,900	+2,600	+113%
Hospitality, Tourism, Transport and Travel	5,700	3,300	-2,400	-42%
Human Resource Management	535	505	-30	-6%
Management studies	5,675	5,500	-175	-3%
Marketing	4,100	5,500	+1,400	+33%

- **Total demand:** There has been a significant increase in the total demand of 'Business and Management,' with an increase of 22% student FPE from 37,800 in 2011/12 to 46,000 in 2022/23.
- **Overall increase:** Half of subject within Business and Management saw increases over the period, while half saw declines, although the increases were far larger:
 - **Business and Management (non-specific):** This area has seen remarkable growth over the period, although how much this is related to courses being classified in this subject group is unclear
 - **Finance:** Another major growth area, where numbers have more than doubled, is Finance, which represented almost 5,000 registrations in 2022/23
 - **Hospitality, Tourism, Transport and Travel:** This area saw the second largest empirical decline, but the largest by percentage (-42%) – and while Business studies remains the largest subject area by registrations, despite seeing its numbers falling, Hospitality is now the second smallest, ahead of only Human Resource Management

Significant increase in the total number of providers offering 'Business and Management' courses between 2011/12 and 2022/23 (+22%)

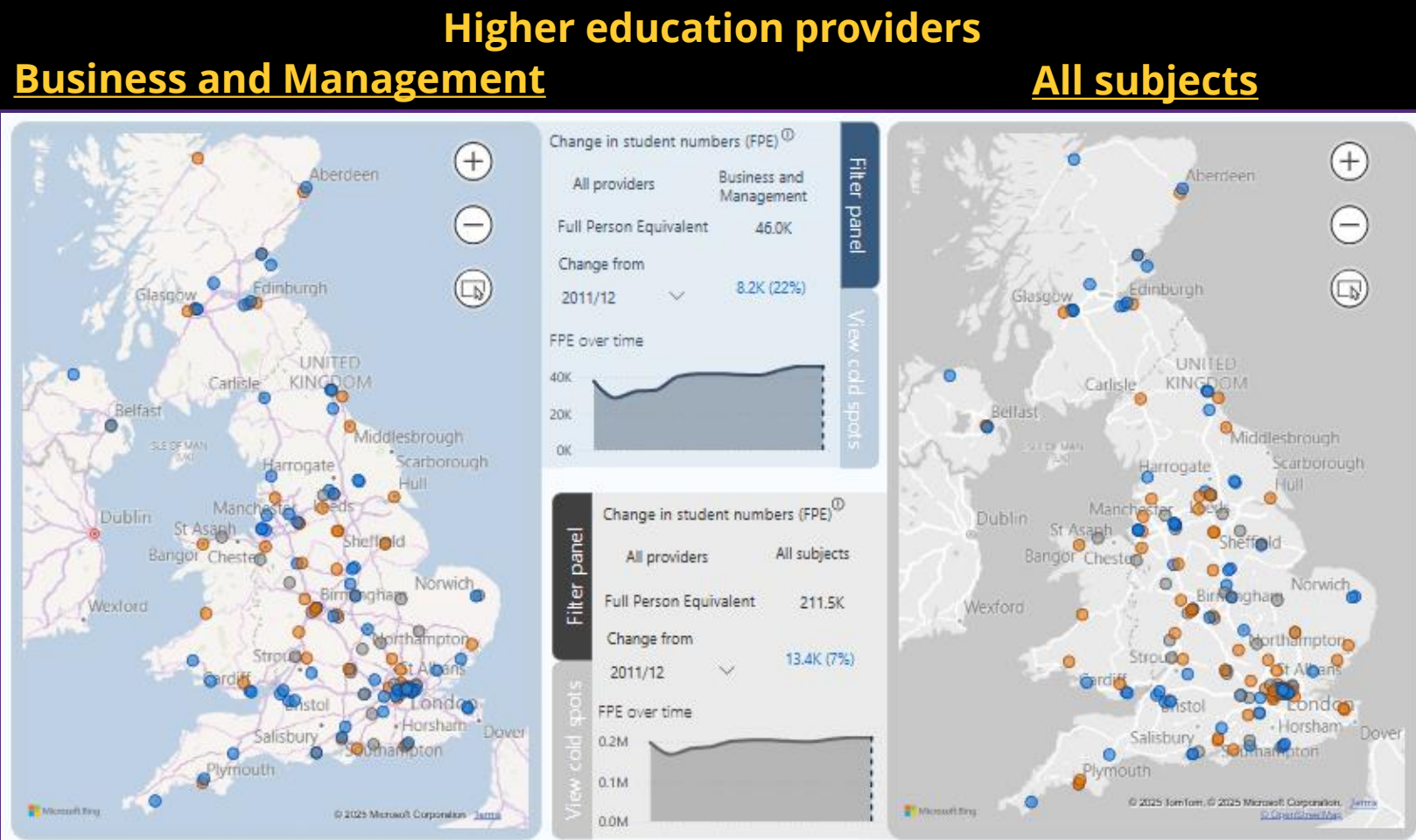
Change in number of providers offering courses in subject	2011/12	2022/23	Change in providers (#)	Change in providers (%)
Subject group: Business and Management	130	159	+29	+22%
Accounting	96	115	+19	+20%
Business and Management (non-specific)	9	94	+85	+944%
Business studies	113	118	+5	+4%
Finance	72	112	+40	+56%
Hospitality, Tourism, Transport and Travel	70	80	+10	+14%
Human Resource Management	45	59	+14	+31%
Management studies	101	86	-15	-15%
Marketing	78	115	+37	+47%

- **Total supply:** There has been a significant increase in the number of providers offering 'Business and Management,' with a 22% increase in the number of providers offering the subject group
- **Overall Increase:** Only one subject area saw a reduction in provision between 2011/12 and 2022/23
 - **Business and Management (non-specific):** This area saw strong demand growth over the period, and that is reflected in provision; although this is again likely to be due to reclassifying existing courses than entirely new provision
 - **Hospitality, Tourism, Transport and Travel:** Despite seeing the largest demand decrease, an additional ten providers offered this subject area in 2022/23 compared to 2011/12 – indicating that supply now outpaces demand.
 - **Management studies:** The only area to see a reduction in provision, the 15% decrease outpaces the fall in demand of 3%, indicating that demand is still stronger than supply in the subject area, despite it seeing an overall reduction in student enrolments.

Increase in demand for 'Business and Management' has been recorded across many HE providers offering the subject area, although not all

These maps show change in demand of first-year degree UK-domiciled students aged 20 and under by provider for the subject group 'Business and Management' vs. all.

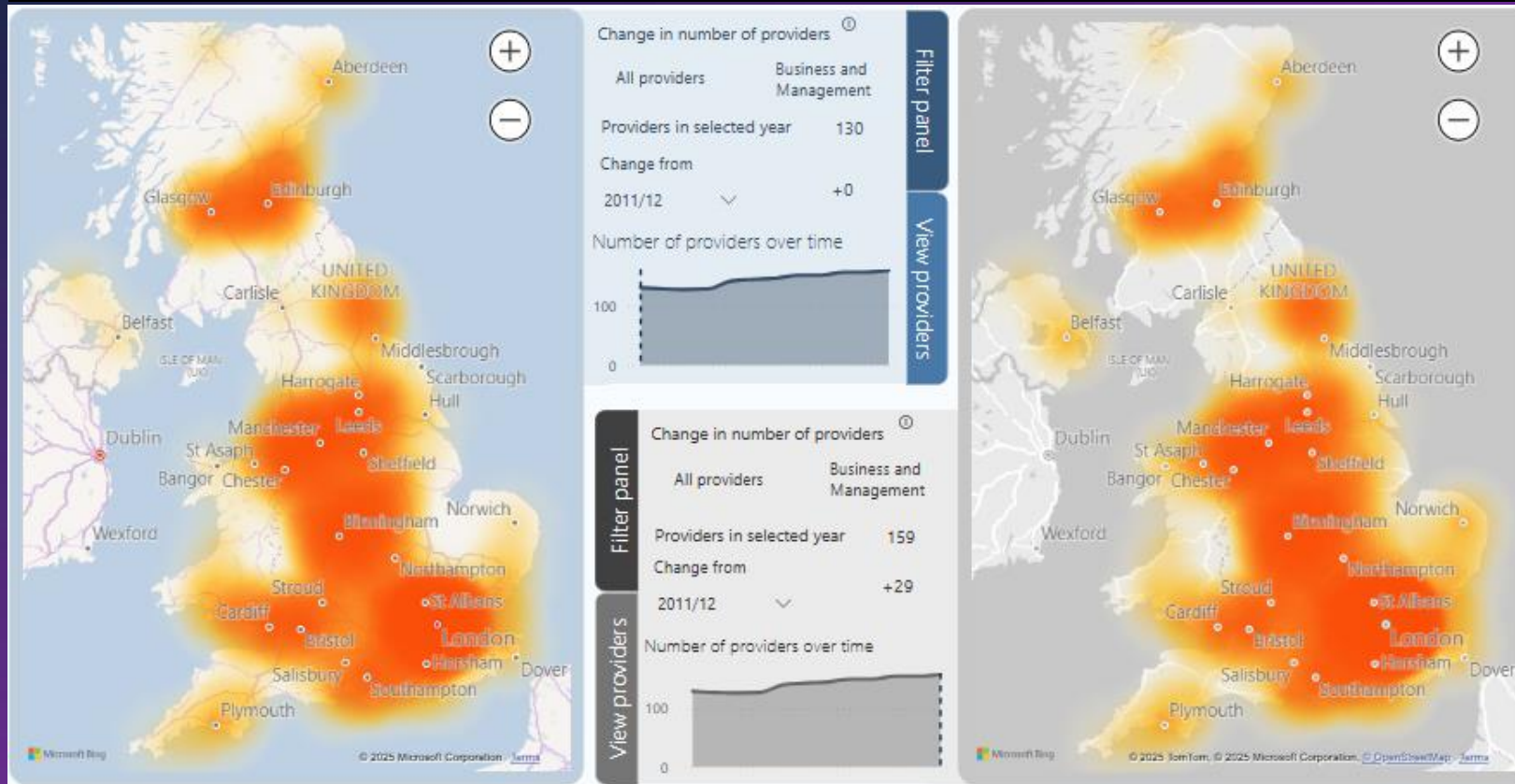
- Many HE providers recorded an increase in student FPE (blue) for 'Business and Management', although there some institutions that saw declines – while overall, the subject area outperformed the wider trend for SHAPE provision.
- Of those recording declines, the majority are outside of the Russell Group, with large falls at institutions like Aberystwyth (-50% since 2011/12), Worcester (-60% since 2011/12) and Gloucestershire (-76% since 2011/12), also some SE HEIs such as Hertfordshire and Bedfordshire seeing significant volume declines.
- In the Russell Group, Sheffield saw a decline of 11%, while large winners were Queen Mary (+428%), Bristol (+564%) and Newcastle (+106%)
- UoM recorded a slight decrease of 15 FPE (a decline of -3% since 2011/12), counter to the overall RG trend



Key: Low/no change in student FPE (grey), Increase in student FPE (blue), Decrease in student FPE (orange)

The regional spread of provision for 'Business and Management' has not changed, with most of the UK remaining well served by institutions offering the subject

Regional spread of provision: Business and Management Studies 2011/12 2022/23



These maps show how the regional distribution of 'Business and Management' subject provision has changed over time for first-year degree UK-domiciled students aged 20 and under.

- There has been an increase of 29 providers offering 'Business and Management' since 2011/12
- **Hot spots:** Most UK cities and towns are served by 'Business and Management' provision, with only rural areas seeing little access to provision.
- Since 2011/12, there has been an increase in provision in N Ireland, East Anglia and North Wales
- **Cold spots:** It is hard to see areas of the UK with university provision that don't also have 'Business and Management' provision – Cumbria is served by courses in Carlisle, while there are no institutions in mid-Wales or the Scottish Highlands to offer courses, and even with the latter, there is provision in the far north from the University of Highlands and Islands.

THANK YOU

MARKET AND STUDENT INSIGHT TEAM

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