



## Contact us

-  @BristolUni
-  bristoluniversity
-  UniversityofBristol
-  UniversityofBristol

### Enquiries Team

**Tel** +44 (0)117 394 1649

**Email** [choosebristol-ug@bristol.ac.uk](mailto:choosebristol-ug@bristol.ac.uk)

If you have any questions about courses, applications or student life at Bristol, please contact the Enquiries Team.

### Photography

Dan Rowley

© University of Bristol

If you need all or part of this publication in an alternative format please contact us:

**Tel** +44 (0)117 394 1649

**Email** [choosebristol-ug@bristol.ac.uk](mailto:choosebristol-ug@bristol.ac.uk)



# Innovation



Undergraduate study



# Courses

## Single Honours

---

**MArts Anthropology with Innovation**

four years XD50

---

**MArts Film and Television with Innovation**

four years 4M50

---

**MArts History with Innovation**

four years V104

---

**MArts Music with Innovation**

four years W304

---

**MArts Theatre with Innovation**

four years 2Q50

---

**MEng Computer Science with Innovation**

four years G404

---

**MEng Electrical and Electronic Engineering with Innovation**

four years H604

---

**MSci Childhood Studies with Innovation**

four years L526

---

**MSci Economics with Innovation**

four years L104

---

---

**MSci Geography with Innovation**

four years F805

---

**MSci Management with Innovation**

four years N204

---

**MSci Physics with Innovation**

four years F306

---

**MSci Psychology with Innovation**

four years C804

---

**MSci Social Policy with Innovation**

four years L405

---

## Why study innovation at Bristol?

The innovators of the 21st century will bring together arts, science, engineering, humanities and enterprise to deliver innovative products, services and ways of living. They will be team players with a breadth of knowledge that enables them to work across specialisms and cultures. They will be designers and entrepreneurs and have a passion for style, efficiency and sustainability.

Bristol's innovation courses are for people who want to pursue their academic specialism in a way that enables them to apply it together with other disciplines – to become innovators who can change the world. You may want to design products or services or to dream up new forms of social interaction. You may want to be involved in starting a company supplying innovative products or services or a social enterprise, or you may have your own ideas about what you want to do and how you want to do it.

In our courses you will learn how to work with others who will bring their own specialisms, backgrounds and ways of thinking alongside yours. You will learn how to set about designing products and services in interdisciplinary teams, and you will work with external clients on projects they value. You will develop your own ideas, learning how to evaluate innovative solutions and how to put together the plans to pursue them, present them to others and gain support.

By the time you graduate you will have been involved in planning a venture, learning how to evaluate its potential and how to finance it. You will be supported in this by groups within the University and external partners who are at the forefront of innovation in areas including environment, sustainability, healthcare and education.

All the way through your course you will be able to draw on a network of advisers who are involved in starting up or investing in new ventures. If you are ready to start your own venture by the time you graduate, they will also be ready to mentor you as you start your entrepreneurial journey.

‘This unique course seemed ideal for me. I was always interested in psychology, but combined with innovation it allows me to understand how I can apply psychology in real-world situations and business ideas. So many of the projects are centred on understanding your user and asking the right questions. It’s really applicable to the psychology part of my degree.’

Megan (MSci Psychology with Innovation)

This leaflet contains information for students planning to start university in autumn 2020. We have made every effort to ensure all details are correct at the time of going to press (May 2019). However, since this information is subject to change, you are advised to check the University's website, [bristol.ac.uk/ug-study](http://bristol.ac.uk/ug-study), for the latest updates.

# What will you study?

Our four-year innovation courses have a common structure. In the first two years you spend two thirds of your time in your core discipline and one third studying innovation. In later years the balance changes and you spend more time within the Centre for Innovation and Entrepreneurship, preparing for the launch of a venture when you graduate.

Within your core disciplinary units you will focus on everything you need to qualify for your specialism. Details of these units are listed under each individual course structure at [bristol.ac.uk/ug20-innovation](http://bristol.ac.uk/ug20-innovation).

On the innovation side you will start by learning to work in teams and finding out about design thinking, a method that combines creative and analytic approaches to design and involves collaboration across disciplines. You will also explore systems thinking, which is a way of understanding whole systems: seeing inter-relationships rather than things, patterns of change rather than snapshots. You will apply these approaches by working in multidisciplinary teams to take on a series of innovation and entrepreneurial challenges.

The Centre for Innovation and Entrepreneurship, based in the Richmond Building, offers a studio-based learning environment where you will have the flexibility to be creative and work together in teams.

In your second year you will find out how to design to meet real human needs, working with real clients. You will also learn about the technological, social and political influences on design and innovation.

You will also have the opportunity to learn about a specialism different from your own. For example, if your subject is music you might want to learn about computer programming, or you might be a computer scientist who wants to understand psychology or economics.

In your third year you will explore innovative and disruptive ideas. You will learn how to research the potential of new technologies to change the way people live and work. You will identify project opportunities and create prototypes to test with users or customers. You will explore your ideas from a business or social perspective and learn about the different kinds of enterprise that you can use to take your ideas forward.

Your final-year project is an opportunity to pull together all you have learned and create your own enterprise; this may focus on an innovative product or service or a social innovation. As well as fellow students, your team may contain

staff and/or external partners. You will find out ways to assess the feasibility, sustainability and desirability of a proposed plan and apply this to your project: will it work; is it viable; does anyone want it? Your team will build a demonstrator and put together a plan to take it forward; this will explain the concept, the potential as an enterprise, the ability of the team to make it all happen, and the finance needed. With help from our partners you will work out how to implement your plan and raise investment.

## Innovation unit structure<sup>†</sup>

### Year one

- Design and Systems Thinking for Innovation 20CP
- Transdisciplinary Group Project I: Being Human 20CP
- Discipline Core\* 80CP

### Year two

- Non-Elective Open Unit 10CP
- Past, Present and Futures 10CP
- Transdisciplinary Group Project II: Solving someone else's problem (Client-led briefs) 20CP
- Discipline Core\* 80CP

### Year three

- Creativity and Innovation 10CP
- New Venture Creation 10CP
- Transdisciplinary Group Project III: Doing Something Completely New 40CP
- Discipline Core\* 60CP

### Year four

- Enterprise Case 20CP
- In the Wild 20CP
- Transdisciplinary Group Project IV: Building a Demonstrator 40CP
- Discipline Core\* 40CP

<sup>†</sup>Anticipated unit structure for 2020/21. May be subject to change.

\*Discipline core is your chosen subject specialism, eg anthropology.

CP – Number of credit points per unit



'I have always enjoyed the external speakers who come in to share their experiences, deepening the interface between academia and industry.'

Talhah (MArts Film and Television with Innovation)

## Careers and graduate destinations

You will have become an expert in your chosen discipline, able to go on to careers requiring an honours course in your specialism. However, you will also be equipped to innovate – to work in teams with people from different specialisms, backgrounds and cultures and be able to create and implement entrepreneurial plans to take ideas forward. These skills are highly valued by all organisations large or small, local or global.

You may graduate as a member of a new venture that you and your fellow students have created. You may decide you want to create your own enterprise or join an existing one. Whatever route you pursue, you will be able to hit the ground running, building on your entrepreneurial and innovation experience. You could soon have the satisfaction of seeing your work start to make a positive impact.

You will graduate with a portfolio of work and will have a network of professional contacts to draw on. You will also be able to go on to higher degree courses in the UK or internationally.

As an innovation student you will be based at the Centre for Innovation and Entrepreneurship, a hub for innovators. Students and staff in

engineering, medicine, law, humanities, science and education find their way to the centre to take on a wide variety of problems together – the focus is on creating an energetic learning environment and great learning experiences. The centre also hosts the many external partners and visitors who advise and often become part of the project teams. It is a place to grow and develop ideas to project outcome. When an idea is ready for investment, the centre's network of investors will be ready to support you further.

**'To develop and exploit the opportunities opening up in this new, rapidly changing environment we're going to need more polymaths, more lateral thinkers, more people willing to straddle disciplines.'**

David Sproxton CBE, Co-founder  
Aardman Animations



[bristol.ac.uk/ug-study](http://bristol.ac.uk/ug-study)

## Making your application

We are looking for bright, creative people from a wide range of backgrounds. We will provide an innovative curriculum and an environment that values rigour, creativity, risk-taking, communication and teamwork.

You will have a serious interest in your academic discipline and want to pursue it to a high level. You will also need to understand it well enough to explain it to people with different specialisms and an enthusiasm to apply it with others from different disciplines to real challenges and opportunities.

You will be motivated by your potential to create and innovate. You may already have done things that demonstrate this; you may only just be realising that this is what you want to do. A-level or equivalent entry requirements and application procedures will vary depending on your innovation specialism; for further information about entry requirements, see: **[bristol.ac.uk/ug20-innovation](http://bristol.ac.uk/ug20-innovation)**.

All undergraduate degrees at Bristol are offered as full-time courses. Part-time study is not available for Innovation courses.

### Further information

Find out more about the Centre for Innovation and Entrepreneurship: **[bristol.ac.uk/innovation](http://bristol.ac.uk/innovation)**.

**'I would like to see students of all subjects have access to elective enterprise modules, as part of or alongside their degree programme, for this is knowledge that will serve them well whatever they decide to do in life.'**

*Enterprise for all: The relevance of enterprise in education report, Lord Young*



Read more about how we support you when you are here:

**[bristol.ac.uk/students](http://bristol.ac.uk/students)**

[bristol.ac.uk/ug-study](http://bristol.ac.uk/ug-study)