

Undergraduate Admissions Statement

This statement should be read in conjunction with the University's Admissions Principles and Procedures:

<http://www.bristol.ac.uk/study/undergraduate/after-you-apply/policies/>



Year of Admissions cycle:

2026

Courses covered:

N120 International Business Management (BSc)

N121 International Business Management with Study Abroad (BSc)

N122 International Business Management with Study Abroad in a Modern Language (BSc)

N200 Business and Management (BSc)

N201 Business and Management with Study Abroad (BSc)

N204 Business and Management with Innovation (MSci)

4H56 Business and Management with Study Abroad in a Modern Language (BSc)

N500 Marketing

N501 Marketing with Study Abroad in a Modern Language (BSc)

N504 Marketing with Study Abroad (BSc)

NR10 International Business Management and Modern Languages (BA)

1. Course specific information:

1.1 Admissions process

Applications are scored and ranked based on their academic record, according to their achieved or predicted results with the following weightings:

GCSE 20% | A-Level 80%

1.2 Academic criteria

Academic entry requirements for standard qualifications (A-level, SQA, IB, Access, BTEC, Welsh Bac, GCSEs) can be found in the undergraduate course finder:

<http://www.bristol.ac.uk/study/undergraduate/search/>

Other qualifications will be considered on an individual basis. International applicants are subject to the criteria detailed on our international web page:

<http://www.bristol.ac.uk/international/countries/>

1.3 Personal statement criteria

Applications are primarily assessed based on academic qualifications, using scores based on GCSE and A-level (or equivalent) results. You can find details of how these scores are weighted in section 1.1 of this admissions statement.

We do not normally consider the personal statement and reference. However, if a large number of applicants have the same academic score and cannot be otherwise differentiated, we may use the personal statement to help make final decisions.

In these cases, we look for:

- Interest in the discipline
- Evidence of independence and responsibility
- Evidence of outstanding achievement, including academic excellence

1.4 Interviews

For these courses, applicants are not routinely interviewed. In the majority of cases, admissions decisions will be made on the basis of the application information alone.

In exceptional circumstances where an interview is deemed necessary, it will be conducted by at least two people, at least one of whom has been trained in fair and effective recruitment techniques, and undertaken in accordance with the University's policy on equal opportunities.

The criteria for assessing interview performance may include, for example: demonstrated interest in, suitability for, and commitment to the subject; evidence of clear thinking and understanding, problem solving and analytical skills; standard of spoken English; appropriateness of the Bristol course in relation to the applicant's declared interests and aspirations; non-academic achievement and/or experience, or extra-curricular interests, that indicate the likely contribution an applicant will make to the life of the University; positions of responsibility held; other relevant skills.

1.5 Mature applicants

We welcome mature applicants, and assess such applications holistically, taking into account factors such as relevant work experience and personal circumstances that may have interrupted or prevented previous degree level study.

Applicants are required to provide evidence of study and examinations within the last five years. Where applicants do not have recent educational qualifications to support their application, relevant experience may be taken into consideration.

Further information can be found on our web pages: <http://www.bristol.ac.uk/study/mature/>

1.6 Offers

If applicants are not qualified or have an unsuitable academic background for the course to which they originally applied, we may offer the opportunity to be considered for an alternative course in a related subject area. In such cases applicants will receive an email notification providing a list of the alternative options.

1.7 Deferred applications

Deferred applications (i.e. applying in 2025/26 for 2027 entry) are accepted, and are treated in the same way as non-deferred applications.

1.8 Resits

The department will consider applicants who resit their qualifications.

1.9 Transfers

Transfers into these courses are not considered in any circumstances.

Please refer to our web page for further information on transfers:

<http://www.bristol.ac.uk/study/undergraduate/apply/transfers/>

2. General information

2.1 Admissions team

Applications are assessed by a centralised team in close co-operation with the School Recruitment and Admissions Officer(s). The team have received training in fair admissions and unconscious bias.

2.2 Admissions process

Because we receive such a high number of applications, and to ensure that all those applying on time are treated fairly, we may hold some applications until May before making a decision.

Applications received before the January deadline set by UCAS are guaranteed equal consideration.

We do not discriminate against applicants on the grounds of age, disability, gender reassignment, marriage or civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

To assess an application, we require the following information:

- a full academic history from age 16 onwards, including details of any retakes or uncompleted qualifications;
- predicted grades for any qualifications the applicant is currently taking. These must be provided by the applicant's school or referee, and must include an overall grade (if applicable), *and*, where a particular subject is specified in the entry requirements, the achieved or predicted grades for that subject, and any related or major subjects being studied;
- in cases where predicted grades are not available, a transcript showing the results of a previous year's courses or examinations.

We assess applicants on the basis of their application only; we do not take into account any additional information received from an applicant or institution, unless we have requested it.

Academic references should be provided by a personal tutor from the applicant's school or college. Where this is not possible, a non-academic reference should confirm the applicant's relevant experience and indicate their potential for degree-level study.

The reference is considered alongside the personal statement, where applicable, taking into account the following:

- predictions of examination results (including, if necessary, an explanation of any non-standard qualifications);
- an overall assessment of the applicant, in particular the suitability and academic potential of the applicant to study at degree level;
- discussion of earlier exam results, especially those influenced by personal or medical circumstances (and therefore a poor guide to ability);
- discussion of the applicant's intellectual curiosity, interests and suitability for the subject.

Referees who believe the applicant's performance does not reflect their ability, because of educational context and/or special circumstances, should advise the applicant to complete an extenuating circumstances form (see section 2.6 Extenuating Circumstances).

2.3 Correspondence with applicants

All correspondence relating to an applicant's status will be sent by email.

We monitor the number of offers we make carefully and may hold some applications until later in the cycle.

Applicants will be notified if their application has been successful or unsuccessful, or to inform them that their application has been assessed and put on 'Hold' pending a decision later in the cycle.

For applications that are submitted by the January deadline set by UCAS, the final deadline by which applicants will receive a decision is the May deadline set by UCAS. Most decisions are made before this date.

2.4 English language requirements

All applicants are required to demonstrate that they have sufficient ability to understand and express themselves in both spoken and written English in order to benefit fully from their degree course.

English Language requirements for each course can be found in the undergraduate course finder and are explained on our English Language web page:

<http://www.bristol.ac.uk/study/language-requirements/>

2.5 Contextual information

As part of our commitment to the UK national agenda on widening participation, we consider the context in which grades have been achieved and make contextual offers. Contextual offers are usually two grades lower than the typical offer. Applicants may receive a contextual offer for a variety of reasons.

Eligibility and full details of the contextual offer scheme can be found here:

<https://www.bristol.ac.uk/study/undergraduate/entry-requirements-qualifications/contextual-offers/> and within the University's Admissions Principles and Procedures for Undergraduate Courses.

2.6 Extenuating circumstances

If an applicant's education has been significantly disrupted through health or personal problems, disability or specific difficulties with schooling they will need to submit an extenuating circumstances form to Undergraduate Admissions:

<http://www.bristol.ac.uk/study/undergraduate/after-you-apply/your-application/extenuating-circumstances/>

The information provided on the form will be treated confidentially, and will help us to assess fairly academic performance in light of the situation.

If an applicant is **applying with their grades already achieved** we will not consider, under any circumstances, applicants who do not meet the published Level 2 Numeracy entry requirements. Applicants will need to be resitting the required qualification (or be taking another suitable qualification) to be eligible for this course.

2.7 Policies

All applications are considered in line with our Admissions principles and procedures:

<http://www.bristol.ac.uk/study/undergraduate/after-you-apply/policies/>

We are committed to the implementation of high quality, fair and transparent admissions procedures for all our applicants. We recognise, however, that there may be occasions when applicants believe that they have cause for complaint. At this point applicants should follow our Applicant feedback and complaints procedures.

Should an applicant believe that University Admissions principles and procedures have been inconsistently or incorrectly applied, these complaints procedures provide a mechanism for objective review.

2.8 Results

The University can only guarantee places if the exact terms of the offer are met; however, offer holders will not automatically be unsuccessful if the terms of the offer are narrowly missed.

If offer holders do not meet the terms of their offers when exam results are released they may be considered as 'near miss candidates'. All near miss candidates are reviewed in August after publication of A-level results. International offer holders may be reconsidered earlier depending when their exam results are released.

Please see our results web page for further information: <http://www.bristol.ac.uk/results/>

2.9 Contacts for enquiries

Any enquiries should be addressed to our Enquiries team: choosebristol-ug@bristol.ac.uk or +44 (0)117 394 1649.