







Recognised as a Centre of Excellence by the Chartered Institute of Personnel and Development

The Bristol MBA

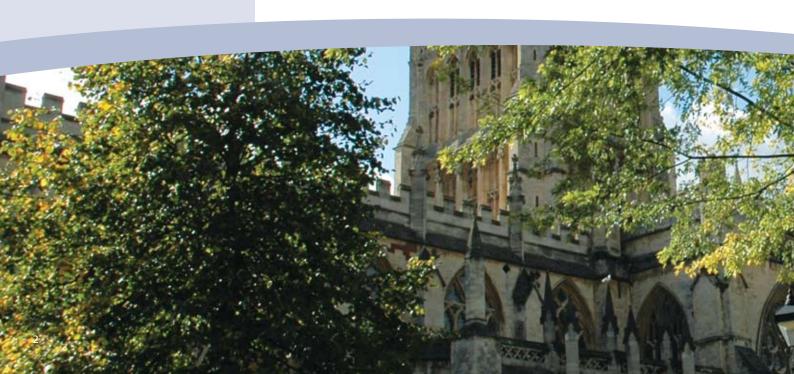
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Recognised for excellence

Bristol Business School, part of the University of the West of England, is the major provider of management education in the West of England, with over 4,000 full and parttime students on industry relevant undergraduate, postgraduate and professional programmes. We are renowned for the quality of our teaching and are widely regarded as one of the leading new university business schools in the UK for research.

We employ around 200 highly qualified academic staff, most of whom have also held positions of responsibility in business and industry, bringing practical, relevant experience to their teaching. Our academic team is involved in research and consultancy work for an extensive range of businesses.



Take a step towards senior management

Our MBA sets you on the road towards senior management by putting you in a position to make a major impact on your organisation's success.

The Bristol MBA will give you the skills you need to improve business and service performance, achieve change, bring out the best in people, boost profitability and deliver long-term success through innovative strategic thinking.

The Bristol MBA at a glance

Quality assured

One of an elite number of programmes in the UK to be accredited by the Association of MBAs (AMBA).

Learning for the real world

Our combination of the latest ideas and research with a practical integrated approach better prepares you for the real leadership and management challenges you will face.

It's all about you

Both the full-time MBA and the Executive MBA include a comprehensive professional development programme focused on developing you academically, as a manager, a leader and a member of the business community.

Mix and match

With a choice of elective modules, add-on courses and specialist routes focused on areas crucial in leadership and management today, you can tailor an MBA to fit your career, your organisation and your future.

A choice of routes

We offer a part-time Executive MBA for experienced managers who wish to continue working whilst studying and a fulltime MBA which attracts students from across the world, looking to develop the expertise and skills to take them into senior roles.

Our network works

Our MBA brings together exceptional students to learn, share ideas and build contacts.

A prime location

Bristol is a creative, multi-cultural, historic and thriving city. Two major railway stations, an international airport and a prime position at the junction of the M4 and M5 motorways, make our MBA accessible to managers across the UK and overseas.



The MBA degree is recognised across the world as the business qualification for those aspiring to senior executive roles. High quality programmes like the Bristol MBA are exceptionally demanding, intellectually and emotionally, but the rewards are tremendous and the experience life-enhancing.

> You come to see the bigger picture and learn how to cope with the complexities of modern management.

Above all, you learn how to create value, for yourself, your career and your organisation.

Dr Peter Simpson, Director MBA and Executive Education, Bristol Business School

A choice of routes and pathways

There are two routes to the Bristol MBA:

The full-time MBA

lasting 12 months, attracts students from across the world looking to develop the skills and expertise needed to accelerate their careers to a more senior level.

The Executive MBA

is designed for busy, experienced managers who wish to continue working whilst studying for an MBA. It is delivered in blocks of four days during the week, four times a year. You'll work alongside other experienced managers from a range of business and public service backgrounds.

Specialist pathways

As well as the general MBA there is a choice of specialist pathways in Finance, Global Operations, Entrepreneurship and Asia Business.

The MBA has introduced me to new ways of thinking about business problems, as well as the language and tools with which to tackle them.

Roisin King, now with IT training company Global Knowledge

"I was impressed by Bristol's mantra of the MBA equipping you with the right questions rather than sending you out thinking you know all the answers.

Bryony Thomas, Marketing Director, Experian



Our MBA programme is one of an elite number of programmes to be accredited by the Association of MBAs (AMBA). AMBA is the international, impartial authority on business education. AMBA accreditation is recognised as the global benchmark for MBA programmes and for employers and business recruiters it signals that your MBA is of the highest quality and the most

relevant to the changing demands of the business world.

As soon as you start studying you will become a member of AMBA giving you access to their network, careers service and a wide range of resources.

Visit www.mbaworld.com for more information on the value of AMBA accreditation and the benefits of membership.

The Bristol MBA difference

Our MBA has a distinctive approach, which we believe better prepares you for the challenges of senior management.

An MBA for the real world

In the real world, problems and decisions don't fall into neat categories such as finance, IT and human resources. That's why the Bristol MBA modules take an integrated approach. Each of our modules build on and complement one another and develop your capacity to consider business issues from a variety of perspectives such as the wider context of the business, customers needs, technology, human resources and internal constraints.

Equipping you for success

Bristol MBA graduates don't go out thinking they know all the answers; we aim to give them something more powerful than that. We equip our MBA students with the tools, skills, knowledge and confidence so that they know how to ask the right questions. You will be trained to think more deeply about issues, reflecting on leading-edge research and applying these ideas to real business problems. At the same time you will develop your judgement and decisiveness, learning to making timely as well as informed decisions.

Focused on your needs

People choose to study for an MBA for a number of reasons and with very different goals in mind. It is a life-changing decision and our focus is on you as an individual and the direction you want to take. The Bristol MBA will give you the opportunity to tailor your development through a choice of specialist electives, pathways, add-on courses and our flexible professional development programme.

The number of MBA qualifications available worldwide is now in the thousands, but only a small percentage of these would achieve accreditation if they were submitted to our rigorous international criteria. Accreditation by the Association of MBAs identifies programmes as the best there is.

The Association of MBAs



Design your future

Tailoring your MBA

There are four key elements to the Bristol MBA:

Core modules

The core modules (studied by all MBA students) are designed to provide you with the essential knowledge and skills you need to be an effective senior manager and leader.

Elective modules

The elective modules on the general MBA or the specialist modules that you study as part of one of the specialist pathways.

The dissertation

The dissertation will give you the opportunity to explore a topic of your choice in-depth, or specialise further for those on one of the specialist routes.

The Professional Development Programme

Developing your specialist expertise

Our MBA offers you a number of ways to tailor your studies to meet your specific goals. On the general MBA, in addition to the core modules, you will choose two electives from a range offering you the chance to broaden or deepen areas of knowledge, skills and understanding especially relevant to your career development plan.

Alternatively you can choose from our range of specialist pathways in Finance, Global Operations, Entrepreneurship and Asia Business, where you will study two specialist modules rather than the elective modules. In this way you build an MBA designed around your career, your organisation and your future.

Specialist electives

These are typical of the electives on the general MBA – although the course changes regularly to reflect the latest developments in management knowledge and practice:

- Management Consultancy
- Global Financial Strategy
- Risk and Sustainability in Global Operations

- Entrepreneurial Decision-Making
- Innovation and Creativity
- Project Management -Executive
- Managing Diversity, Complexity and Change
- Strategic Customer Management
- Financial Statement
 Analysis Executive



MBA (Finance)

An in-depth understanding of finance is key to effective strategic management. On this specialist pathway you will explore the understanding of financial strategy from the perspective of a firm doing business in a global financial environment. It is designed to provide you with a range of strategic tools and approaches to problems and opportunities in the global finance and financial management

MBA (Global Operations)

This specialist pathway has been designed for those working in or with an ambition to work in global business environments. You will develop expertise and knowledge in a range of global operations issues facing managers such as complex projects and programmes, supply chains, risk appraisal, inter-organisational collaboration, diversity, sustainability and economic trends in global markets.

MBA (Entrepreneurship)

This pathway is designed to develop your expertise in entrepreneurship at both an individual and organisational level. Enterprise skills are increasingly in demand in private, public and not-forprofit organisations so this pathway is suitable for those looking to develop their career in a range of settings as well as those considering setting up their own business.

MBA (Asia Business)

This pathway is designed to develop your expertise and understanding of the ways of doing business with and in Asia as well as the range of management styles in Asian business. It is particularly suitable for those planning to work in Asia, work with Asian businesses or for those who will be managing multinational corporation staff of Asian ethnic origins.

The Dissertation

The Dissertation is a major piece of work and is the culmination of your MBA. The Dissertation is your opportunity to explore a topic of your choice in depth or specialise further for those on a named specialist pathway.

You will be given training in research skills and allocated a tutor with expertise in your chosen area of research. Your tutor will support your work and guide you in preparing your final report.

While I had the expertise in my own technical area, I wanted a grounding in management and leadership in order to push forward my career.

Martin Gosden, Deputy Director of Personnel Development, Defence Procurement Agency

The full-time MBA

1 year full-time, starts September

Programme Director Dr Sandra Laurent

The launch pad for your career

This 12 month, full-time MBA is ideal if you're looking to build on your business skills and develop the expertise to take you into more senior managerial roles. On this challenging and intensive course you will be learning with a diverse range of students from across the world.

Full-time MBA students attend classes at the Business School for approximately 20 hours per week. You will also undertake a range of personal and group assignments, including case study work and preparing presentations for classes.

My MBA at BBS has given me the opportunity to spring-board my career as a leading front-line manager representing my organisation internationally.

Ajith Dandeniya Vice President, Project and Information Technology, WNS Global Services

On the full-time MBA, you'll benefit from an intensive professional development programme focused on supporting you to make a career change or take that next step up the management ladder. You will be able to design a professional development programme around your own needs with opportunities to develop your personal effectiveness and a range of inter-personal, academic and employability skills. Further information on the professional development programme is available on page 12.

I've drawn greatly on my MBA experience in my new role. I see things with a 360 degree perspective, taking into account the views and opinions of all parties involved. I also feel much more confident in the decision making process.

Zifa Sadriyeva, MBA graduate





Core modules

Autumn term (60 credits)

Approximately
October to December

- Induction
- Management in a Complex World
- Managing Decisions
- Managing Business Resources
- Delivering CustomerValue

Spring term (60 credits)

Approximately mid January to May

- Leadership and Change
- Strategy
- Two electives or two specialist modules for those studying a specialist pathway*
- Research Methods (preparation for your dissertation)

Summer term onwards (60 credits)

(Maximum two years)

Dissertation*

*MBA Specialist Pathways

Course members taking a specialist pathway will study the following modules in place of the elective modules in the Spring term and undertake a dissertation focused on their specialist area.

MBA (Finance)

- Financial Statement
 Analysis Executive
- Global Financial Strategy
- Dissertation in Finance

MBA (Global Operations)

- Project Management
 - Executive
- Risk and Sustainability in Global Operations
- Dissertation in Global Operations

MBA (Entrepreneurship)

- EntrepreneurialDecision-Making
- Innovation and Creativitiy
- Dissertation in Entrepreneurship

MBA (Asia Business)

- Doing Business in Asia
- Governance in Asia
- Dissertation in Asia Business

The Executive MBA

Typically 3 years part-time, block delivery, starts January

Programme Director Dr Doris Jepson

Practical skills you can apply immediately

The Executive MBA is ideal for busy managers who want to continue working while studying.

The course is delivered in blocks of four days, four times a year which minimises time away from the workplace and makes it more accessible to those outside the South West region. It typically takes three years to complete, although there is the flexibility to take longer or complete more quickly as your circumstances demand.

Members of the Executive MBA course have at least three years managerial experience so you'll be working with other experienced managers from a range of business and public services backgrounds.

The MBA qualification was intense and difficult to achieve, but I didn't get sacked or divorced and I got an excellent qualification at the end of two and a half years.

David Marshall, Senior Project Manager for construction and management consultants Turner & Townsend There is a strong focus within the Executive MBA on the development of skills and knowledge that you can start to apply in your working life from day one. You will be able to:

- Bring cutting-edge tools into the workplace to address business and management concerns.
- Develop greater creativity and confidence in your approach to problemsolving and decisionmaking.
- Use analytical tools and conceptual frameworks to manage change and growth.
- Use your insight and skills to handle the challenges associated with the most senior positions in modern business.

The real commercial advantage of the MBA is that you don't have to wait until the end of the programme to see the benefits. I have applied the learning right from the outset.

lan Baxter, Global Head of Service Delivery,





Core modules

Year 1 (60 credits)

- Management in a Complex World (January)
- Managing Decisions (March/April)
- Delivering Customer Value (July)
- Managing Business Resources (September)

Year 2 (60 credits)

- Leadership and Change (January)
- Strategy(March/April)
- Two electives*
 (July/September)
- Research methodspreparation for your dissertation (July and October)

Year 3 (60 credits)

Dissertation*
(begins May)

*MBA Specialist Pathways

Course members taking a specialist pathway will study the following modules in place of the elective modules in Year 2 and undertake a dissertation focused on their specialist area.

MBA (Finance)

- Financial Statement Analysis
- Global Financial Strategy
- Dissertation in Finance

MBA (Global Operations)

- Project Management
- Executive
- Risk and Sustainability in Global Operations#
- Dissertation in Global Operations

MBA (Entrepreneurship)

- Entrepreneurial Decision-Making
- Innovation and Creativitiy
- Dissertation in Entrepreneurship

MBA (Asia Business)

- Doing Business in
- Governance in Asia
- Dissertation in Asia Business

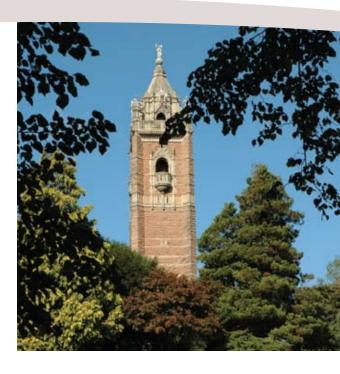
#This module includes a compulsory field trip for which there is an additional charge.

The Professional Development Programme

Securing your success

Both the full-time MBA and the Executive MBA include a comprehensive professional development programme which is focused on developing you academically, as a manager, a leader and a member of the business community.

The professional development programme offers an enormous amount of flexibility to tailor your professional development to your needs. You can choose from a wide range of courses, events and sessions focused on essential leadership and management competences.



Personal Development Planning

Events and sessions throughout the year

We recognise that students embark on an MBA for a number of reasons and have different development needs.

To enable you to tailor your personal development, our personal development programme includes a range of events throughout the year, offering you the opportunity to develop academic, career management and life skills, work experience and develop employer contacts:

- International student welcoming conference
- Academic skills conference
- Career development conference
- Guest lecturers on topics such as 'Pitching yourself – how to get an interview'
- Visits from employers

Self Leadership

Facilitated Workshop

Leaders and managers who have developed a range of skills and capabilities in the area of self leadership are more resilient, better able to cope with complexity and change and are more likely to succeed.

This workshop will provide you with the opportunity to develop skills and capabilities, such as:

- Self-awareness
- Pro-activity
- Being prepared to continually learn
- Setting career and life goals
- Developing diverse networks
- Becoming emotionally intelligent
- Creating a meaningful personal and professional life



A series of half-day workshops

Creativity and innovation can be the key to creating competitive advantage and there is a demand for leaders with skills and abilities in this area to create and sustain a culture of creativity and innovation within organisations.

These workshops will give you the opportunity to develop creative leadership skills and to take part in new and challenging activities. You will develop new personal insights, step outside your comfort zones and gain a new leadership and management perspective.

Out of the Chrysalis

A series of half-day workshops plus one-to-one coaching

This course is designed for MBA students who are in a period of transition in their careers and lives. This course will help you to explore who you are, your identity, roles, responsibilities, working

environment, career options and goals. On this course you will be helped to review your direction, explore your life and career from a fresh perspective and decide what direction you really want to take.

Assessment Centre

One day event plus one-to-one feedback and PDP session

The assessment centre offers you the valuable opportunity to gain experience of rigorous and demanding

selection methods and in particular to develop your interviewing skills, increasing your chances of getting the job you want.

Additional Management Skills Sessions

Additional sessions are also arranged based on the needs of MBA students. These are often in areas such as presentation

skills, team management, managing meetings, time management, stress management and dealing with conflict.

The MBA Professional Development Programme is designed and led by Janice Macinnes an experienced coach and consultant with postgraduate qualifications in both careers guidance and coaching and mentoring.

An MBA is a life changing experience and the Professional Development Programme for the Bristol MBA has been designed to enable you to take stock, set your own direction and get the most out of your MBA. We offer an unparalleled opportunity for you to develop the key personal, interpersonal and professional skills that you need now and in the next stage of your career.

Join a network that works

Studying for your MBA at Bristol Business School will help you develop contacts that could prove invaluable throughout your career. Our network of former students includes senior management professionals working within local councils, the NHS and central government, as well as in businesses as diverse as Hewlett Packard, National Power, NatWest and Somerfield.

As a graduate of our MBA you will also be eligible to continue your membership of AMBA, enabling you to continue to access a host of valuable networking opportunities.

providing opportunities for our MBA students and alumni to keep up-to-date with the latest leadership and management ideas, knowledge and practice. We will provide opportunities for you to keep in touch with the **Business School and fellow** students and graduates. We provide a range of guest lectures, networking opportunities and an online business magazine as well as offering special student and alumni rates on our wide range of short courses.

We are committed to

For more details of services and benefits for MBA alumni, visit our website www.uwe.ac.uk/mba.

A superb evening, extremely valuable and the address was both interesting and engaging. It was brilliant to be able to hear the thoughts of such an expert in the field.

Guest at a Distinguished Executive Address



Great leaders make their followers into leaders.

Miles Templeman, Director, Institute of Directors (IOD)

Movers and Shakers

The Distinguished Executive Address Series, now a major highlight of the regional business calendar, was set up to enable MBA students and alumni to share first-hand in the experiences of those at the highest level of strategic leadership in major organisations. Just some of the speakers have included:

Miles Templeman, Director, Institute of Directors (IOD)

Sir Rob Margetts, Chairman, Legal & General Group plc

Dick Olver, Chairman, BAE Systems plc

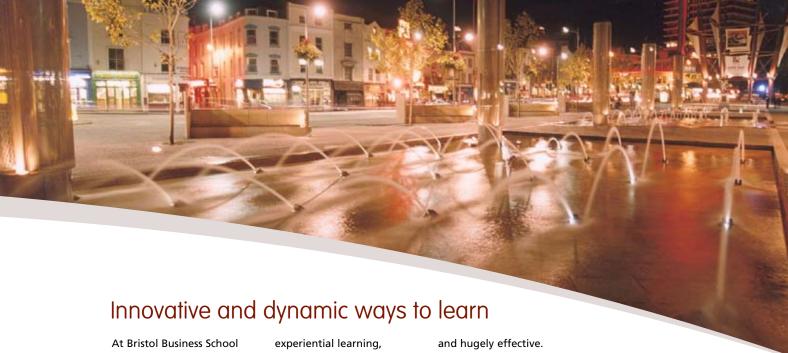
Karen Dunnell, National Statistician, UK Government

Sir John Parker, Chairman, National Grid plc

Sir Paul Judge, President, Chartered Institute of Marketing

Lord Burns, Chairman, Abbey National plc

Derek Simpson, General Secretary, Unite the Union, Amicus Section



At Bristol Business School lectures delivered by experts in their field are only one part of your MBA course. You'll also learn through syndicate work, group and individual presentations, student-led seminar groups, case studies, experiential learning, business simulations and role-play. Guest speakers from industry and professional bodies also contribute regularly to the programme. These innovative methods create an environment that is enjoyable, varied and hugely effective. Assessment is a mix of examinations, class work, case study analysis and written coursework (essays, reports, mini projects).

First class facilities

Bristol Business School is located on the main University campus at Frenchay, five miles north of the city centre. The campus is large and well-equipped and has recently benefited from a massive £150 million worth of investment in the development of new accommodation and leisure facilities. The University has one of the largest university libraries in the UK – and it is particularly well-equipped for serving the needs of MBA students.

As an MBA student you'll have access to a dedicated MBA room with wireless internet access and study space for individual and group work. You'll also benefit from the School's dedicated Postgraduate Resource centre, which provides PCs, fax machine, photocopiers, binding machines, wipe boards and flip charts as well as meeting rooms.

Most importantly of all, you'll benefit from a truly supportive environment. We are here to help you achieve your goals. We will get to know you and give you the support you need to ensure that your study is an invaluable investment in your career.

The MBA provided me with the knowledge to operate within a totally different business environment.

Derek Rae, formally a project manager in the aerospace and defence industry and now working for the retail division of the Abbey National Group

Module catalogue

Core modules

Core modules are studied by all students.

Management in a **Complex World** (15 credits)

Working through this module will help you to develop an understanding of the issues that underpin

the whole MBA:

- Explore current and emerging challenges for managers, looking at them from a range of perspectives
- Examine the complexity of management tasks
- Develop an understanding of issues such as globalisation, the international economy, corporate governance and policy frameworks, the impact of new technology, and the social and demographic influences on the world of work and business

Managing Decisions (15 credits)

As a decision maker, you need to know how to use information to gain insight, think more deeply and make the right judgements:

- Learn to apply financial and non-financial decision-making tools and techniques
- Explore ways of using management accounting information
- Develop the skills to work with statistical information and to ensure effective decision-making

You'll learn how to

Managing Business

Resources (15 credits)

manage business resources effectively – from a strategic and operational point of

Without doubt the knowledge and experience

to deliver my current role. I often refer to the

material I covered during my MBA.

Paul Naybour, training consultant, PMProfessional

I gained on the MBA forms a key part of my ability

- Develop the skills needed to maximise the impact of key resources on the success of your organisation
- Learn how to get the best from your people
- Use information and financial resources effectively

Delivering Customer Value (15 credits)

Organisations need to be able to deliver against their promises:

- Explore the strategic approach to marketing
- Learn how to integrate marketing and operations perspectives
- Deepen your understanding of how organisations add value for their customers
- Study supply chain and service delivery management

Leadership and Change (15 credits)

As a manager, it's your role to provide direction for your staff and the organisation and to create the right conditions for change:

- Develop a deeper understanding of behaviour at individual, team and organisation levels
- Enhance your self-awareness, developing a greater understanding of yourself as a leader and change manager
- Study the impact of culture on change in organisations

Strategy (15 credits)

To be an effective manager you need to deal with complex organisational issues in an integrated and holistic manner:

- Learn to lead strategic management processes, including strategic analysis, generating strategic options and selecting and implementing strategies
- Learn to look at strategy from different perspectives and in a variety of contexts
- Discuss and explore emerging and contemporary issues in strategic thinking



MBA (Asia Business)

Doing Business in Asia Focusing on China, India and Japan this module aims to develop:

- An awareness and understanding of the challenges of managing at a strategic level
- Leadership and decisionmaking skills in relation to initiating business in and with managers from these countries
- An understanding of the traditional management models and major related developments
- An understanding of management tools for transnational enterprises and market entry strategies

Governance in Asia

Focusing on China, India and Japan this module will:

- Equip you with
 an awareness and
 understanding of the
 challenges in managing
 operational environment
 at a strategic level in
 contemporary business
 environments
- Develop an understanding of the institutional framework within which companies operate
- Examine the interrelation between companies and external corporate governance mechanisms

MBA (Entrepreneurship)

Entrepreneurial Decision-Making

Identifying, evaluating and exploiting opportunities and an entrepreneurial approach are key to achieving competitive advantage in both new ventures and established organisations.

- Articulate an entrepreneurial vision and the action needed to realise that vision
- A systematic understanding of entrepreneurship and the management of an entrepreneurial firm
- Critically evaluate new venture opportunities

Innovation and Creativity

An understanding of the theory and practical applications of innovation and creativity in a variety of contexts:

- Examine a range of perspectives on managing innovation and creativity
- Assess your ability to manage innovation and creativity
- Explore creativity and innovation in team, organisational and societal contexts

(All modules are worth 15 credits)

*This module includes a compulsory field trip for which there is an additional charge.

MBA (Finance)

Financial Statement Analysis

Understanding financial information and skills in financial analysis are key to effective strategic management.

- Analyse companies more precisely from a financial viewpoint
- Gain key financial tools and techniques for analysing individual companies within the context of their industry and their macroeconomic environment
- Develop knowledge in company valuation and your skills in investment advice when considering a company's shares

Global Financial Strategy

Understanding of the global financial environment is critical for strategic managerial decision making.

- Develop an understanding of financial strategy from the perspective of a firm with global operations
- Examine a range of problems within the area of global financial strategy
- Gain a range of strategic tools and approaches to problems and opportunities in the global finance and global financial management arenas

MBA (Global Operations)

Risk and Sustainability in Global Operations*

To operate in global business environments managers need to be conversant with a range of economic and business concepts and the theory and practice of risk and sustainability.

- Develop understanding of the challenges in managing global operations at a strategic level in complex business environments
- Develop leadership and decision-making skills in relation to risk and sustainability in the context of global operations

Project Management – Executive

Understanding the fundamental principles of project management and the complexity of project environments is essential to effective project management.

- Gain a theoretical and practical perspective on critical factors for successful management of projects
- Explore the realities of project management processes in a variety of organisational settings
- Analyse apply and explore methods and techniques in four major project management contexts

Our entry requirements

- You should be a graduate with an honours degree (minimum 2.2) from a UK institution or a degree of comparable standard from an institution outside the UK
- For the Executive MBA you will need a minimum of three years' work experience with managerial responsibilities
- For the full-time MBA you will need a mininum of three years' relevant work experience

- If you don't have a first degree, professional qualifications combined with three or more years' management experience may be sufficient
- A balanced GMAT score of 550 or over may also be required
- Candidates may be interviewed before acceptance

English language requirement

A recognised English language qualification is normally required. If English is not your first language or if you have not recently studied in the English medium you'll need a recognised qualification such as:

The International English Language Test (IELTS) 6.5

TOEFL (paper) 600

TOEFL (computer) 250

TOEFL (IBT) 88.

Your next step

For details of fees, scholarships and open events or to apply online please visit www.uwe.ac.uk/mba

For further information

The Admissions Office Bristol Business School Frenchay Campus Coldharbour Lane Bristol BS16 1QY

Tel: +44 (0) 117 32 86877 Fax: +44 (0) 117 32 86570 E-mail: business@uwe.ac.uk





Bristol's accolades

Centre of Culture
UK Government

European City of the Year Academy of Urbanism awards 2008

Science City
UK Government

Top 10 World City to Visit DK Eyewitness Travel Guide 2009

Most Sustainable British City Forum for the Future 2008

The city of ideas

Bristol has long held an association with the engineer and innovator Isambard Kingdom Brunel whose legacy to the City landscape includes the Clifton Suspension Bridge, the ss Great Britain and Temple Meads train station. His winning combination of passion, showmanship, attention to detail, creativity, ingenuity and a hands-on approach inspired his workforce and generations of innovators that followed him.

The City of Bristol region has a long tradition of discovery, innovation and creativity from Brunel to Concorde and the Airbus A380 to the BBC and Aardman Animations. The Bristol City region is recognised as one of the most thriving and creative business environments in the UK:

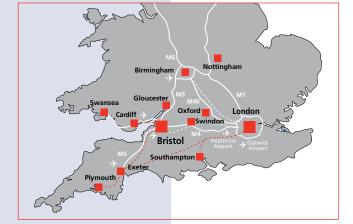
- The second largest silicon design cluster in the world second only to Silicon Valley in California influencing everything from mobile communications to the development of the Internet to digital TV.
- The region is also a hotbed of creative industries. Aardman Animations, creators of the Oscar-winning Wallace and Gromit films are based in Bristol and the BBC Natural History Unit in Bristol is at the pinnacle of wildlife programming.
- The region leads the way in cutting-edge aero engine technology and is home to Rolls-Royce and British Aerospace's centre for design and manufacture of the Airbus.

The place to live, learn and develop

Bristol is a creative, multi-cultural, thriving city surrounded by the beautiful countryside of the South West region. This unique area offers something for everyone, 365 days a year. It's both lively and laid back, cutting-edge and historic. A place where you'll never be short of new places, people and interests to discover.

A prime location

Two major railway stations, an international airport and a prime position at the junction of the M4 and M5 motorways also make Bristol a particularly accessible city.



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Frenchay Campus
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