

University launches bold new initiative to attract brightest students

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The University of Birmingham has launched a bold and innovative new initiative to attract the very brightest students by making unconditional offers to a targeted group of high performing applicants.

The pilot initiative will see around 1200 unconditional offers being made to students applying to study one of 12 subjects from September 2013. The list of subjects, which ranges from maths to metallurgy and modern languages, reflects the broad range of disciplines on offer at Birmingham.

The unconditional offers are being made to individuals who have already demonstrated their motivation through exceptional academic performance in their schooling to date. In addition to having predicated grades in excess of 3As at A-level, the views of their current institution and teachers are taken into consideration as well as the candidate's personal statement.

Director of Admissions at the University of Birmingham, Roderick Smith, commented: "This is an exciting new initiative which enables us to target the very brightest students in certain subject areas. Students who we believe will make a significant contribution to the academic work of the University and will gain immensely from their time with us.

"We hope that the unconditional offer will not only will alleviate some of the pressure students may feel and enable them to focus on achieving excellent grades, but also demonstrate to these outstanding students our confidence that they have the necessary qualities to excel through one of our degree programmes."

The subjects that are included in the pilot are; Accounting and Finance, Business Management, Classics, Economics, European PSE, International Relations, Mathematics, Metallurgy and Materials, Modern Languages, Philosophy, Political Science and Sociology.

Notes to editors

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