



**MBA DIRECTOR'S
SCHOLARSHIP**
at Southampton Solent University



MBA Director's Scholarship

To launch our new MBA Programme we are making one 50% scholarship available, based upon academic merit, for the best business plan.

Who is eligible to apply?

To be eligible for the MBA Scholarship you must meet all of the following criteria:

- Self funded
- Have an offer for a place on our MBA programme

The MBA Scholarship cannot be used in conjunction with any other scholarships or discounts. Terms and conditions apply.

How to apply

Once you have received your offer from us, you must send us the completed application with your business plan.

We must receive your application no later than the 13th August 2012. Applications received after this date cannot be considered.

MBA Director's Scholarship applications will be reviewed and the successful applicant will be contacted by the 20th August. The successful applicant will receive the scholarship once they have successfully enrolled onto the programme during the 2012-13 academic year.

Business Plan

Applicants for the MBA Director's Scholarship are required to produce a business plan identifying and explaining your idea or business concept.

Your business plan must be presented appropriately and should consider:

- Business strategy
- Explanation of products and/or services offered
- Market analysis
- Marketing plan
- Financial plan
- Risk analysis

The assessment for this unit involves identifying an idea or business concept that is amenable to an e-business initiative for an organisation (or for yourself) and the formulation of an e-business plan.

Credit will be earned for well written business plans that address real market needs and have the potential for future development. Reports will be evaluated for:

- legibility and presentation with a logical structure (Pay particular attention to grammar, spelling and punctuation)
- original/creative work
- knowledge and understanding demonstrated with regard to the creation of an e-business plan
- evidence of research
- use of appropriate examples to support answer.

Once completed, please submit your business plan to **fbse@solent.ac.uk** with the following information:

- Application reference number
- Name
- Date of birth
- Email address
- How you heard about the scholarship?

Contact

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In my view.....



"The MBA course helped me set out my business plan so I've now got a 'blue print' to follow. My lecturers helped me focus on using Skype as the main method to deliver coaching. I'm still in the early stages of setting up my business, so my next steps are to manage the content of my website and start to use LinkedIn and Twitter to both advertise and get in touch with other coaches to grow my networks."

Vanessa Shahani, Student



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