

Barbadian student scores highest ever Durham MBA mark

Emily Rose M.Sc. from Mount Pleasant, St Philip, has carved her name into educational history by earning the highest mark ever awarded for an MBA dissertation by the University of Durham Business School.

Emily, a second cohort student on the Durham Caribbean MBA programme, graduated with a mark of 90 for her dissertation on The Effect of Displays, Display Location, and the Moderating Influence of Price, Promotion and Signage, on Unit Sales in a Barbadian Supermarket.

Her extraordinary mark, in addition to her excellent performance throughout the programme, won her the Ernst & Young award for the top student of the programme's Class of 2004 and also the Dean of Durham Business School's prize for best dissertation.

Emily, 30, who works as Nutrition Specialist and Specialty Food Buyer for Super Centre Ltd, was thrilled about her achievement: "I had set myself the goal of securing a distinction but the mark of 90 was beyond my wildest dreams."

Dr Christine Parkinson, Academic Director of the Durham Caribbean MBA programme, paid tribute to Emily's accomplishment: "Nobody at the Durham Business School can recall any student achieving such a high mark, or, indeed, anything close to it, in the past.

"We are delighted that it was a student on our Caribbean programme who acquired the record mark and congratulate Emily on her remarkable performance."

Emily attended St Winifred's School, St Michael School and Trinity College School in Ontario before taking a B.Sc in Human Biology and Nutritional Sciences at the University of Guelph, Ontario, which is famed for its focus on life sciences. After graduating, she stayed at Guelph to earn an M.Sc in the same subjects.

She explained why she felt the need to then embark on an MBA programme: "After I returned to Barbados in 2002 and secured my position with Supercentre Ltd, I realised that while my degrees had provided me with an extensive knowledge of food sciences, I needed more education in the business arena.

"The Durham MBA programme is, in my opinion, the best of its kind available here. It is not distance learning and offers teaching, delivered in Barbados, by the same members of the academic faculty at Durham Business School who teach the MBA programmes in the UK.

"Having that live teaching, rather than needing to rely largely on book learning, allied to the support of a local administrative team, gave me just what I was looking for. I also liked the fact that the structure of the programme offered me the opportunity to work full-time, while continuing to further my education."



Emily Rose