

Durham MBA Programme attracts record number of students

Further evidence of the determination of Barbadian and Caribbean business professionals to advance their careers and their self-development has been provided by news that a record number of 28 students have enrolled in the current Durham MBA programme.

The students represent a broad spectrum of industries, including banking, insurance, distilling, telecommunications, retail and travel. They come not only from Barbados but also from across the Caribbean, including Anguilla, Antigua, St. Lucia and Trinidad.

Tiffani Straker, Database Administrator of The Barbados Light & Power Co. Ltd, explained her reasons for embarking on the Durham MBA programme: "I see a Durham MBA playing a pivotal role in my career progression as well as enhancing self-development. It will also develop my confidence.

"Armed with higher management skills and better job preparedness, I will be well equipped for the future world of business. The Durham MBA will allow me to stretch my thinking and my horizons by assisting me to move from two-dimensional thinking to truly holistic business management."

Carol Barrow, Secretary of Parliament, said: "I chose the Durham MBA programme because it is so highly accredited and because it offers the opportunity to study here in Barbados through the provision of face-to-face teaching conducted by tutors from the Durham Business School.

"Additionally, the Durham MBA offers a flexible programme of study and a strong support system. I



The new intake of Durham MBA Programme students with Dr. Christine Parkinson, CEO of CariMEC and Academic Director in the Caribbean (seated left) and Peter Allen, Director of the Durham Caribbean MBA Programme, (Standing, second right).

definitely believe that graduation will advance my career prospects. The knowledge and multi-disciplinary skills which I will gain will allow me to go to the next level."

The Durham MBA is offered in partnership with the Caribbean Management Education Centre (CariMEC), which provides administration and marketing support to Durham University and the students. David Alleyne, Overseas Manager of United Insurance, another of the students, praised this support.

He said: "In any large group of people, who are together for two years, personal problems are bound to occur and the CariMEC and Durham team have demonstrated that they are able to offer empathy and support to students when difficulties arise."

The new intake of students recently enjoyed a tour of the Mount Gay Rum Distillery followed by a presentation by Geoffrey Markle, that company's Sales & Marketing Manager. As one of the 2006 intake of students on the Durham MBA programme, Markle was pleased to assist the new group.

He explained: "The students enjoyed the tour and clearly benefitted from learning about our modus operandi

during my presentation, which was entitled 'Managing in a Competitive Environment'. In turn, Mount Gay has gained from the subsequent presentations from the students, which focused on the future direction of the company.

"The students were split into groups with each group focussing on different aspects of our business, for example financial viability or marketing. It was very interesting and thought-provoking to hear what the students had to say about our brand."

Tiffani Straker said: "From a student's perspective, it is one thing to be tutored in theories and case studies but the Mount Gay Rum Tour and Geoffrey's presentation provided the opportunity to grasp the fundamental concepts of business with a world-renowned company.

Full details of the Durham MBA Programme may be obtained from Sharon Broomes, the programme manager, on 228 8716 or email sharon.broomes@carimec.com