

# The EBS London International Scholarship 2010-2011

The EBS London International Scholarship is an outstanding prize which covers all tuition fees for either the 3.5 year **BA (Hons) International Business** or the **BA (Hons) International Events Management** degree course, and is worth around £45,000.

## What is the EBS London International Scholarship?

We are delighted to invite you to participate in the EBS London International Scholarship competition, 2010-2011.

This annual competition celebrates the international spirit of EBS London, and offers three exciting prizes:

- One full scholarship for either the **BA (Hons) International Business** or the **BA (Hons) International Events Management** degree course, worth around £45,000
- Two half scholarships for either degree course, worth around £22,500

## Who can participate?

The competition is open to all applicants who are holding a conditional or unconditional offer to study on the BA (Hons) International Business or the BA (Hons) International Events Management degree, commencing in September 2010 or February 2011. Please note that to be considered for the scholarship, you must be holding an offer by the competition closing date of Friday 28 May 2010.

## How can I apply for the scholarship?

**1:** Choose one of the five questions listed below. Choose the question that most interests you, and which you would most like to research – we are looking for original thoughts and ideas!

**2:** Start your research. Think about employing a variety of research methods to ensure that your essay is fresh, original and thought-provoking.

**3:** Submit your essay to us. The essay should not exceed eight double-spaced pages in length. The deadline for submission is Friday 28 May, 2010 at 17:00 GMT. You may submit this electronically.

## EBS London International Scholarship 2010-2011 Questions

**1:** Certain analysts, including Lechner and Boli in 2005, have suggested that a world culture exists and is "a global, distinct, complex and dynamic phenomenon." In your view, does a world culture exist and, if so, what are its features and its advantages/disadvantages?

**2:** Discuss what benefits might come to the conduct of international business if there was a universal language. Using your own experience of language learning, explain what these benefits might be.

**3:** Explain why cities such as London 2012 and Rio de Janeiro (2016) think that it is a positive advantage to host the Olympic Games. For one of these two cities or for another past host city, assess the advantages and disadvantages of holding the Olympic Games.

**4:** In advocating united global action to combat the credit crunch in 2009, the British Prime Minister (Gordon Brown) painted a picture of a "world without countries." Is this an attractive or a realistic prospect?

**5:** What implications does Asia's rise as a centre of international business have for the view that markets are more effective and efficient than state intervention? In your answer, you could refer to the development of Asian countries such as China, India, South Korea and others.

### What are the judges looking for?

We are looking for a creative and research-based approach to your work. Any research work you do, such as contacting firms or the business community in general, will be rewarded in the assessment process.

You should reference your work appropriately and provide a full bibliography, listing the relevant sources. The winning entry will be interesting and thought-provoking, and will not exceed eight double-spaced pages in length. Your entry and supporting documents will be used to determine the short-list.

### Send three hard copies of your entry marked "EBSL International Scholarship" to:

External Relations  
European Business School London  
Inner Circle  
Regent's Park  
London NW1 4NS  
UK

### Entries can also be faxed or emailed:

**Fax:** +44 (0)207 487 7425

**Email:** ebsl@regents.ac.uk

**Closing date for entries is Friday 28 May 2010 at 17:00 GMT.**

### How do we decide the winners?

Shortlisted applicants will be invited to attend the EBS London International Scholarship Assessment Day at our campus in central London. This will be held in June/July 2010. Here you will:

- Make a presentation on your research and essay
- Answer questions on your presentation and essay
- Be interviewed in different settings on your general knowledge – we will assess your interpersonal skills and ability to present yourself

The three awards will be based upon candidates' written essays, and the presentations and interviews during the Assessment Day. We will notify short-listed candidates of the outcome in July 2010.

**Good luck!**



"The essay questions closely related to topics we are now dealing with at EBSL, so the essay-writing process provided a glimpse into the International Business programme. The presentation day was a great opportunity to get to know EBSL. The warmth with which we were welcomed made me feel comfortable immediately. Winning the full scholarship was like a dream coming true. All in all, I recommend to everyone to take part in the competition."

**Tim Cholibois, Germany**  
**Full Scholarship Winner**



"I decided to try my best and give it a shot. I didn't have anything to lose! I was very excited when I was shortlisted, but also nervous before the presentation. When I received the call and was told that I had been awarded a half scholarship, I was thrilled. I would advise you to embrace the challenge and enter the competition. You could surprise yourself and others so just try it!"

**Khadidiatou Rachel Bangoura, France**  
**Half Scholarship Winner**



"I have always wanted to create my own company, based on my creativity and unique ideas. Therefore I immediately knew which question I would tackle: The Business Plan. I was really passionate about the whole task, because it was a very first step towards my dream. I would recommend everybody who holds an offer of studying at EBSL to take part in the scholarship competition – it is incredibly enjoyable and useful!"

**Nicolai A. Mueller, Germany**  
**Half Scholarship Winner**