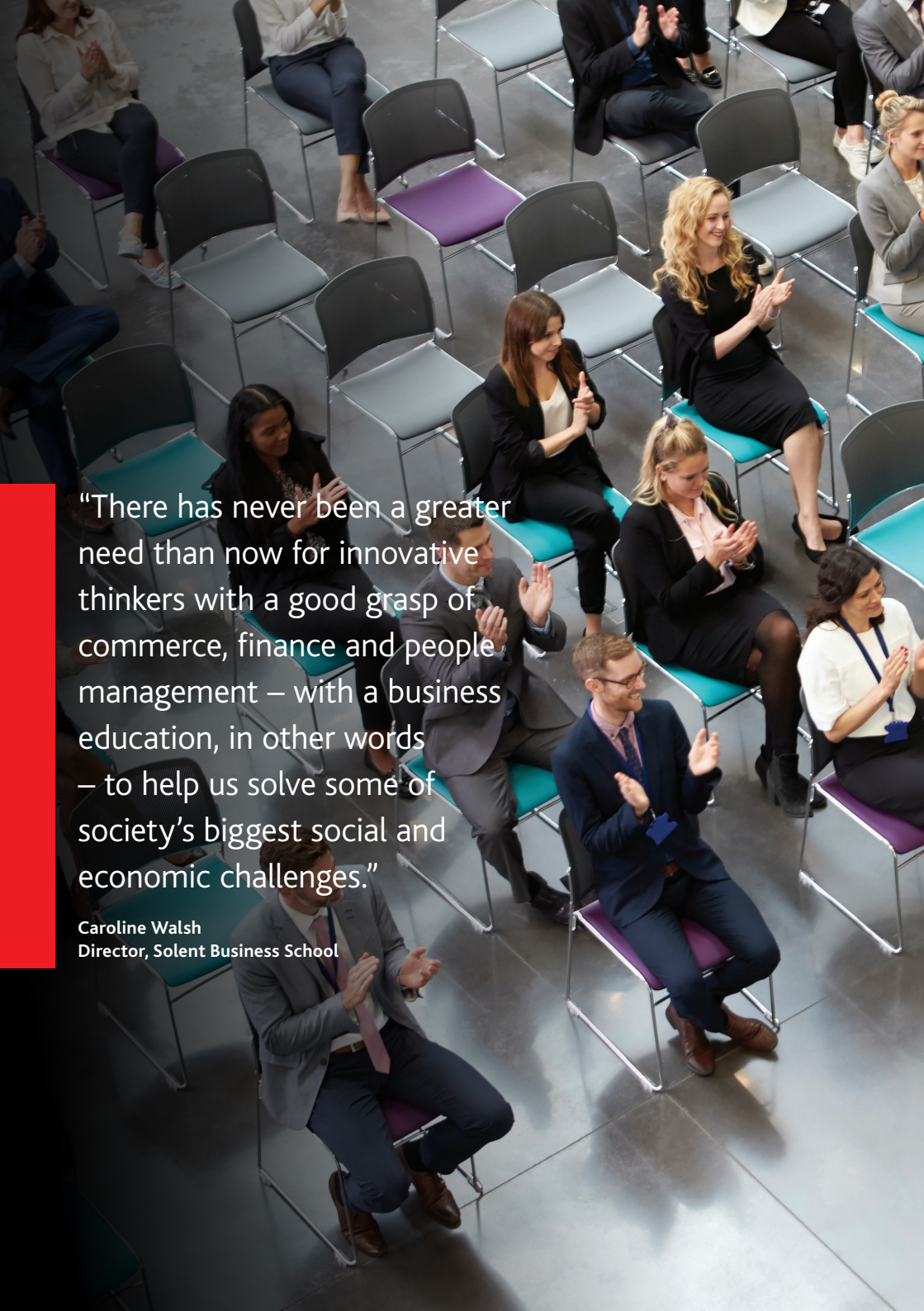




BUSINESS,
MARKETING
AND
FINANCE



"There has never been a greater need than now for innovative thinkers with a good grasp of commerce, finance and people management – with a business education, in other words – to help us solve some of society's biggest social and economic challenges."

Caroline Walsh
Director, Solent Business School



GET READY TO CHANGE THE WORLD

As an engine of change, growth and innovation, we equip our students with the real-world skills they need. Whether you have a passion for marketing, sustainability, technology, maritime, travel, music or law, Solent Business School is your gateway to something bigger and better.

We're part of a highly engaged community, working closely with our networks – locally and internationally – to help students meet high demand in management, communications, digital and leadership roles.

But we prepare our students to be more than that – we're helping you to become enterprising citizens and responsible future leaders. Offering a blend of academic learning and real-world work experience, our approach has secured the University a strong reputation in industry – and high student satisfaction scores.

Our courses are informed by research, developed with input from the industry, and offer a range of professional accreditations.

As for our connections, our partnerships, the opportunities they offer – they're entirely at your disposal.

So do more than learn the theory. Put your knowledge to work through real-world briefs, work experience opportunities, consultancy projects through our in-house agencies, and more.

Armed with a mix of entrepreneurial, creative and digital skills that are in high demand, you'll have everything you need for success in a rapidly changing world. Whether you want to launch your own entrepreneurial business or shake things up in an established organisation, the flexibility of our degrees – and the habits of lifelong learning and innovation they foster – put you firmly in control of your future.

So whatever your ambitions, Solent has a lot to offer. We're in the top 25 per cent of UK universities for business, management and marketing (The Guardian Best UK Universities, 2021), and we foster an inclusive, international learning environment that encourages cross-disciplinary learning and cultural exchange.

Studying at Solent University's Business School opens up career options in a wide and fascinating range of industries and is a gateway to working across the globe. So what are you waiting for?





OUR GREAT CITY

With close to 25,000 businesses in knowledge-intensive sectors, employing 163,000 people across the region, we're ideally placed for graduate jobs.

Southampton is a vibrant maritime city at the heart of a healthy and growing regional economy. It's been one of the top three cities in PwC's Good Growth for Cities index for three years running, and it's home to some of the UK's flagship organisations, including Ordnance Survey, B&Q, Carnival and Ageas.

Hampshire is recognised as one of the most successful economies in the UK and has the largest sub-regional economy in the south east of England, with economic output totalling £50 billion. Southern England enjoys the largest business population in the UK, and the finance and business sector in Hampshire and the Isle of Wight is worth around £4.5 billion.

The city also boasts Premier League football, world-class sailing and international cricket. It has a wealth of live music venues, theatres and exhibitions, with ambitious plans to become UK City of Culture in 2025. The city's historic walls and old town bring to life Southampton's rich maritime heritage, with major redevelopments complementing this and bringing new leisure, retail and employment opportunities into the heart of the city.



WHY SOLENT?

- Library featuring a fully networked resource centre equipped with high-end computers (from Apple and Microsoft) and an extensive selection of both open plan and private group working spaces
- Opportunity to gain professional qualifications alongside your degree, including project management and CIM
- Built-in placement opportunities
- Support and funding for student/graduate start-ups



SOLENT ENTERPRISE

Our courses incorporate freelance and placement opportunities, and you can freelance while you study through our in-house agency, Solent Creatives. If you've got the right skills, you could be working on paid projects for organisations and individuals in areas such as PR and advertising. It's competitive work with tight deadlines. But if you're committed and driven, you'll manage the client/creative relationship and figure out your own individual way of working – supported by our experienced team. Our Students' Union boasts a local branch of Enactus, taking entrepreneurial action to help others in society, as well as the Solent Sparks, which offers entrepreneurship-focused activities, networking, practical help, events and guest speakers.

SOLENT BUSINESS SCHOOL

Working with business is at the core of who we are at Solent Business School.

Our Business Advisory Board sits at the heart of the School, helping shape our future curriculum while developing initiatives that drive student success. Chaired by Pete Markey, Chief Marketing Officer of Boots, with representation from brands including Pinterest, PwC, Natwest and Hammerson Westquay, the board enables two-way knowledge exchange between business and our student community.

It's not all about big business though, and we are proud to be one of 33 business schools across the UK who have been awarded the Small Business Charter. The award recognises our continuing support of students, small businesses and the local economy. We're also part of a broader ecosystem of support networks, membership organisations and civic partners collaborating to drive sustainable and inclusive growth.



ANNE KRISTINE BERG

National Sea Logistics Trade Lane Manager, Kuehne + Nagel
BSc (Hons) Maritime Business, 2012

Why did you pick Solent?

I went to high school in Norway, then took a one-year course in market economy at BI Norwegian Business School, before I sent an application to Solent. Why Solent? For me it was a combination of many things. Solent has a long history of maritime courses and good education programmes. It is also a well-recognised uni in the Norwegian maritime industry. In addition – and not least – I had heard many great things about the environment and the uni.

What was the best thing about your course lecturers?

The tutors are a wide range of people, with many different backgrounds, angles and connections. They are very accessible for the students and really put an effort into guiding and mentoring you. Because of that you feel that you are seen and heard, and get the help you need to succeed.

How did your studies prepare you for a career in the industry?

In many ways. I liked that the course was very much up to date with the market. The curriculum and assignments always used new and relevant information, and we were always made to look at the market, which is very important, in my opinion.

What did you learn or study which has stuck with you over the years?

I particularly liked the Current Marine Issues project. We could choose a topic that we found interesting and then really dig into it – with a lot of support. Also, for me, coming from Norway, it was very important and cool to experience a new culture. What has stuck with me is the good dynamic the tutors create with the students.

What opportunities were there to get practical industry experience?

After the first year at Solent, I got an internship at Golden Ocean (dry bulk) in Oslo, which I worked at during the summer and holidays. That gave me a lot of insight into the business and of course prepared me – together with the degree – for the market.

What's your favourite Solent memory?

My gosh! So many good memories – but I think I have to say that the best overall 'memory' is all the great people! I remember standing in the hallway on the first day and we quickly became a huge group of friends, hanging out together from that day onwards.

What was life like as a Solent student?

My life at Solent was great! Moving from Norway to England was a great decision, as the UK has a lovely culture. The facilities were great, such a nice place to live near the water, and we all had so much fun together. We studied, spent a lot of time at the library, and after lectures we went on training trips, sightseeing, travelling (partying) and all sorts of fun things!

Did the University give you any help, support or advice when you needed it?

Always – they help you with anything you need. Many students come from different countries and there is a lot to arrange upon arrival. Housing, tuition fees, a bank account, getting around and settling in... they guide and help you. In addition, I really feel that the tutors go above and beyond to help you with your assignments, path and career. They really want you to succeed!

“Southampton is a relatively small city, with a great student environment and people from all over the world. It is big enough so you do not get bored, but small enough so you get the feeling of community.”

Tell us a little about your career so far.

After graduation I still had the internship job at Golden Ocean, and I applied for various other roles – it did not take long before I got a job at American President Line (APL). I started in operations and loved the company. After working there for some years, I was head-hunted by Wilhelmsen for a new position in operations, before I moved over to sales. After that, I joined Kuehne + Nagel and worked in sales and different projects, before I got the position I have now. In my current role, I have the overall responsibility for KN Sea Freight Norway's activities in Europe and North Africa.

What were the challenges, starting out?

Being new, uncertain... and being a girl in a very male-dominated business. To be taken seriously you have to have the guts to go for it, and stand your own ground.

What do you wish you'd known then that you know now?

It will all work out just fine. Crises come and go, but as long as you do what is right for you and your teammates, it will be fine!

Tell us about what you are doing now and what it involves – a typical working day.

I am responsible for KN Norway's activities in Europe (import and export). That means that I make strategic decisions on areas that we want to develop and products that we want to offer, and also make sure that operations, management and sales are up to date with all movements in the market. I negotiate rates with all the liners, reply to requests for quotes (RFQ) and make sure that the day-to-day business runs as smoothly as possible.

Lately, as a side project to my job, I have worked a lot with healthcare and the transportation of COVID-19 equipment between China and Europe across air, rail and sea freight. It's a huge project, and very cool!

What's been your career highlight so far?

I tend to feel very successful when my team and I have managed to really help our customers with their needs – saved them large amounts of money achieved a more lean way of working and helped them to make smart logistics decisions. It's great when we see – head on – that our advice, systems and efforts have really helped the companies and customers. We have also made some large sales that I am super proud of. Furthermore, last year I was nominated to participate in the Kuehne + Nagel regional talent programme, which was a huge honour for me. It was a lot of hard work, but I have met so many cool people and learned new things.

Is the maritime industry what you expected?

It is better than I imagined, with wide-ranging opportunities. You can work in containers, oil, dry bulk, supply chain, general commodity, project logistics, aquaculture... the list is so long! It is very exciting.

What tips would you give to someone wanting a maritime career?

Work hard, stand your ground, network with people, give your best – you never know where you are going to end up. Read the paper, seek opportunities, take chances, shake off setbacks – new opportunities will come. Be progressive and go for it! If you don't ask, the answer will always be no.



MATT DAVIES

BA (Hons) Accountancy and Finance, 2019

Why did you choose Solent?

I was contacted by Solent and offered a sports scholarship! When considering my options at that time, the support on offer from the Solent staff (particularly the High Performance Academy team) was a big incentive – everything from strength and conditioning sessions to general wellbeing and help balancing my studies alongside my sporting commitments.

How did you find your course?

The lecturers' approachability was great, and the number of students on my course was significantly less than some other universities. The lecturers got to know us on a one-to-one basis and really made themselves available to support us when needed.

What about the facilities?

The infrastructure, IT and so on were all good. From a sporting point of view the facilities improved dramatically over my three years. The new sports centre was completed in my final year, and this not only includes a fantastic basketball hall, but the gym and other equipment are all now at an extremely high standard.

Do you feel like your studies helped you prepare for a career in the industry? How?

I have used the information I gained while studying in both my day-to-day work and the exams I am now taking to complete my training. During my penultimate year, Solent was offering opportunities to gain valuable practical experience in many different fields through its summer intern programme. I was lucky enough to be employed for six weeks in the University's finance department.

Also, I am sure that the help I was given by Solent Futures – the University's career service – to prepare for the assessment centres and interviews contributed to my getting the job I have now.

What was life like as a Solent student?

Being on the sports scholarship, most of my spare time was spent playing basketball! That did give me my favourite Solent memory, though – winning the BUCS South Premier, beating UEL to win the league.

What did you like best about living and studying in Southampton?

The University, my accommodation, the sports centre and the town centre were all within walking distance. So whether, like me, you need to use the sports facilities daily, or you enjoy socialising in the city centre, everything is easily accessible.

What came next, after graduation?

In September 2019 I started my graduate job with Deloitte – one of the big four professional services firms – in the audit and assurance service line. In the first few months there was a lot of training and studying towards exams. It was a challenge getting used to working full-time, balancing the workload of multiple clients while studying. But I have also worked with different clients in a variety of industries, from defence to charities.



How are you finding the job?

Audit and assurance begins with underpinning the accuracy of a company's financial information, which shareholders use to make vital decisions. A normal day would involve me travelling to a client's site to get a detailed understanding of their business; this includes analysing data to form a view as to whether the information in their financial statements reflects the position of the entity.

So far, with everything being new, I am keen to find out about each of my different clients. I was particularly looking forward to going to Ireland and working with the team there, but unfortunately, because of the situation with COVID-19, that was not possible, as all jobs are currently being carried out remotely.

One of the challenges is also what I like best about my role – that I am working with a diverse range of companies. As a result, every day is different, and I meet a lot of new people.

The other great thing about working for a big company is that I am not the only new graduate. The intake in my office, in my year, was nine people. We quickly formed into a group that not only supports each other but socialises together too.



BEN MICHAELIS

BA (Hons) Business Management, 2015

How did university prepare you for your career?

University prepares you in a way you will probably never know. New academic skills, life lessons and opportunities for personal development are some of the key points.

Tell us a little about your career story so far.

Prior to leaving university I had lined up a group marketing manager's role at a large recruitment and training group in the logistics and transport sector. After four months in the role, I decided that it simply wasn't challenging, interesting or enjoyable enough for me. Although the company ethos was fantastic, it simply didn't deliver what I was looking to gain out of a role.

I then started to think about what life could be like running my own business. I pitched an idea to my then boss, which was that I could do the current role on a freelance or self-employed basis for two days per week, and that would provide me with three days during the week to self-generate other new business.

He accepted the offer and ThinkEngine was born! After spending my first couple of days cold-calling prospects, I found opportunities coming along which then allowed me to grow my digital marketing business. Since that day, the business has gone from strength to strength, working with a fantastic range of clients from a wide range of industry sectors.

Tell us about what you are doing now and what it involves – a typical working day.

As a commercial digital marketing agency, we are looking to grow our presence nationally and internationally. My role is to oversee day-to-day management of the business. My typical day can vary, but mainly it will consist of client account management, financial planning and/or attending client meetings. However, working in a small business means you always have to have an element of flexibility – things can change in an instant – and you have to be ready for that change regardless.

What's your career highlight so far?

I would say that I have three key highlights, and achieving a first-class business management degree is definitely one of those. To work alongside my fantastic group of friends made the journey even better, and the results for everyone made the whole journey worthwhile.

Another key highlight would be being selected as a finalist for the Best of Britain Awards 2017. ThinkEngine was shortlisted in the final four against an extremely competitive pool of 650+ UK companies.

“University prepares you in a way you will probably never know: new academic skills, life lessons and opportunities for personal development.”



What tips would you give to someone wanting a career in your industry?

Do what you say, and say what you do – you will quickly gain the respect of your clients and build long-term business relationships.

No one knows everything, so there is no harm in asking for help. No entrepreneur built a business without experts in their respective business fields supporting them.

Make yourself different – have a unique selling point. Why should a prospective client come to you over the thousands of other options in your market?

Learn from your mistakes – everyone in business will make a mistake at some point. Taking the time to sit back and understand what you could have done differently next time will be a great lesson, and will make you more insightful moving forward.



ANNA GREENSLADE

BA (Hons) Business Management, 2016

How did university prepare you for your career?

By offering the opportunity to complete a three-month internship, this gave me the chance to experience a real-life business environment, which improved my confidence drastically. As the course is so generic, it allows you to explore many aspects of business, which prepares you for when you are working.

Favourite Solent memory?

Presenting to the CEO of Marwell Zoo – exhilarating, nerve-wracking, and a huge learning curve.

Tell us a little about your career story so far.

I started my career in human resources in May 2016 as an HR and payroll assistant. I am currently studying for a PgD in personnel and development at Solent while achieving my Level 7 CIPD. Within a year I have been promoted to HR executive, which has given me more responsibility with the strategic side of HR, as well as some new projects within the company.

Studying for my PgD and CIPD is helping me immensely alongside work. I started just over a year ago knowing very little about HR, and now, a year on, I feel confident in many aspects of HR and am excited about where my career is going to take me. When I first started university I didn't know what I wanted to specialise in – however, with all of the challenges that I had to face in my degree, this has helped me grow into the person I am now.



Tell us about what you are doing now and what it involves – a typical working day.

I work for Hi-Tech Mouldings, which is an independent plastic mouldings manufacturing company. We have 140 permanent employees in the company and my day-to-day work can involve disciplinaries, absence management, managing our temporary workforce, grievances, weekly payroll, tribunal cases, strategic HR, implementing new benefits, employee engagement, recruitment, onboarding, employment law, and lots more. I never know what I am coming into every day, which is so motivating.

What's been your career highlight so far?

Being in an interview on the Tuesday, then being offered the job and interviewing someone on the other side of the table on the Wednesday!

What tips would you give to someone wanting a career in your industry?

Go for it. Don't be shy. The manufacturing industry is by no means glamorous, but it certainly gives you the most incredible amount of exposure and a lot of people problems – I love it! I would recommend such a generic role for someone graduating and wishing to specialise in HR.

"As shipping accounts for 90–95 per cent of total global trade, it is one of the most important industries in today's society, driving financial markets, globalisation and development. In other words, if you want to contribute to enhanced global trade, this is the right course for you."



HENRIK SOLLIE KLOKK

BSc (Hons) Maritime Business, 2017

How did university prepare you for your career?

The course consists of a comprehensive collection of units, introducing you to most segments of this wide industry. From weather routing to financial analysis, you are provided with crucial knowledge from various aspects, which you can build upon. The University creates assignments similar to real industry situations and challenges, giving you a 'hands-on' experience within your studies, which definitely prepares you for a career within the maritime industry.

What is your favourite Solent memory?

One of my best Solent memories is our trip to Antwerp and Rotterdam, where we were able to visit the immensely large port facilities, which unveiled the importance of seaborne trade. The trip also strengthened the relationships within our class, which may be something that you benefit from significantly further down the road in your career. Being awarded the degree classification I aimed for is also one of my greatest Solent memories.

Tell us about your career story.

Along with my studies, trying to get as much and as diverse industry insight as possible was my top priority. This allowed me to complete four internships in three years within various industry segments in countries such as Hong Kong, Cyprus and Norway. These internships not only provided me with knowledge and insight, but also enabled my CV to reflect that I was a young and eager student who demonstrated great interest in the industry. I do not believe I would have been called to interview at many of the companies I applied for if it was not for my internships and extracurricular activities at the University, such as the Solent Maritime Society. I believe all the above, combined with my academic background, is why I am employed by one of the largest dry bulk and tanker owners in the world.

I am currently employed as a trainee for a company called D/S NORDEN AS, located in Copenhagen. I work in the dry bulk department, but the company also operates tankers, resulting in a total fleet of about 270 ships. Being a trainee, I will be rotated around the various departments within the company. By doing so, one really learns how a shipping company is built from the inside. In addition to working full-time at NORDEN, we are put through a commercial shipping course established by the Danish Shipowners' Association, with modules provided by organisations such as BIMCO. The working days are quite hectic, full of knowledge and learning. You are given a lot of responsibility, which makes you feel that the company really believes in you – something I greatly appreciate.

Tell us about your career highlight.

I think it is hard to find a particular career highlight, but if I have to choose, I would say that receiving a job offer from my current employer is my highlight so far. It is a company with a great history and a formidable reputation, and being able to get a position there straight after graduation was beyond my expectations.

What tips would you give to someone wanting to start a career in your industry?

My top tip is to be hungry and show great motivation, while remaining humble. Show employers that you are willing and flexible – something that this industry greatly values due to its international nature. Continuously ask yourself 'Why should they hire me?' – then act in a way that can answer this question. On a final note, there is a saying that I think particularly applies to shipping, which one should always keep in mind: 'Be kind to the people you meet on your way up, because you will meet them on the way down.'



JO HOWARTH

Management assistant,
YM&U Group

BA (Hons) Music Management*, 2018

*Our music courses have
recently been redeveloped
– see BA (Hons) Music Business.



Hi Jo, tell us a bit about your career journey so far.

My first full-time role was at TaP Music, which looks after Dua Lipa, Lana Del Rey and Ellie Goulding, among many others. They took me on before I'd graduated, and I spent 18 months there, putting the skills I'd learnt at uni into practice with artists such as Rat Boy, Chelcee Grimes and DJ Shadow. My first opportunity to step up came when I was offered a short-term contract working with Liam Payne in the run-up to a big single release.

I now work at YM&U Group assisting two directors in the music team. I work across a small artist roster including Take That, James Arthur and Emily Burns, among others, and also across the company's impressive team of producers and songwriters. The company has a very extensive roster across sports, entertainment and music, and it's very much an exciting new venture for me.

What do you enjoy most about your role, and what are the biggest challenges?

The thing that drew me to artist management is the people side of what I do. I love the bigger picture – you're the only person on the team thinking about the artist as a business, a public figure and, crucially, a person. I love being part of building a career for a new artist, and of course it's really rewarding to play a part in keeping that momentum going as their career evolves.

The biggest challenge is often the sheer amount of plate-spinning – the management team is the people pinning the operation together and it's a lot of moving parts to stay on top of.

What's been your greatest achievement in your career so far?

I was really honoured to be given an Outstanding Music Graduate award by UK Music in 2019. You can be nominated for the award up to three years after graduating, so to be recognised in this way less than a year after graduating was lovely.

How do you feel your studies at Solent have helped you to progress in your career?

For me, it was about the confidence I gained while at Solent. I left sixth form feeling a bit lost. I knew I wanted to work in music but – completely erroneously – thought that it wasn't an option for a woman. I discovered Solent's course, and it just fit like a glove. It gave me a little support network in which to build my knowledge and skills before stepping out into real-world industry.

What advice would you give to those wanting to break into this industry?

My advice for someone wanting to break into the music industry would be to try out a few different sectors and work out what it is that you enjoy most. For me, I love artist management as it's the more nurturing role. Others might find that they enjoy more of a marketing role – statistics and sales – and that a record label is the right place for them. Some might find that new music is the thing they care about, so publishing or A&R might be the right thing for them. And some might love the live side of the industry – touring and festivals. If you've tried a fair few of these through work experience while you're at uni, you'll come out of it knowing exactly what it is that you want, and you'll have enough experience to land the role.



RÉMI RANSFORD MCDONALD

BA (Hons) Accountancy and Finance, 2016

How did university prepare you for your career?

We learnt real-world skills that aren't usually taught in the classroom, which prepares you for situations when finding employment after graduation.

Favourite Solent memory?

Getting the job I wanted, after my tutor helped a great deal.

Tell us a little about your career story so far.

I am learning a lot of technical skills to complete audit fieldwork. I have completed several audits with different teams and enjoy the unpredictability and variety of the different clients.

Tell us about what you are doing now and what it involves – a typical working day.

There isn't really a typical day. However, we do have a busy season where we perform the fieldwork and do long hours. Audit is fairly unpredictable – you could be sent to a different country, visit clients' sites or do research. You can gain a lot of exposure to different types of work.

What's been your career highlight so far?

Achieving an above-average rating – at PwC there is a rating system where anyone can give you feedback. It is not only encouraged, it is enforced – so it is a pretty big deal.

In one sentence, what is your area of study?

The management of assets.

What tips would you give to someone wanting a career in your industry?

Don't forget about the British Islands! They are 'tax-neutral', and there are plenty of opportunities in big firms that look for talent in the UK, rather than recruiting locally.

"This course is for you if your aim is to become a qualified accountant. We learnt real-world skills that aren't usually taught in the classroom."



SAVVAS EVANGELOU

BA (Hons) International Business Management, 2017

Describe a typical day on your course.

A typical day included going to classes and enjoying being with my friendly international classmates and enthusiastic professors, who made the classes interesting to attend and learn.

What were the best bits of your course?

Very good lecturers, a practical course, interesting classes, very good information and exceptional learning. It also opened up a lot of future career prospects (international business, management, marketing, accounting, HR, and so on).

What surprised you about the course?

I was surprised at how practical the course was. The assignments required you to critically incorporate theories in specific situations, rather than just memorising theories and repeating them on a piece of paper in exams.

How did Solent help you prepare for a career?

Solent equipped me with valuable knowledge and understanding of major business, economic and political matters. I have been involved in a work placement to gain practical experience. I've also met a lot of people and made connections, becoming more mature and able to handle my life through being independent at university.

"Solent equipped me with valuable knowledge and understanding of major business, economic and political matters."





ATEF ABOU MERHI

Co-founder and MD, Pelagic Partners

BSc (Hons) Ship and Port Management, 2010

Why did you pick Solent?

The strong, diverse maritime programme that the University offered. I came from abroad after finishing high school, and I had already made up my mind to study shipping in the UK – therefore Solent was a top choice. The cherry on top was the location in Southampton, which by itself brings such a strong maritime heritage.

What were your studies like?

The lecturers brought everything along with them that students might need when it comes to a specialised industry and course. With a very high-paced environment, you could easily get stuck in the past; however the lecturers were always up to date in topic discussions.

I remember picking a few topics out of the *Lloyd's List* daily newspaper that would turn into a long discussion, with a lot of whys and ifs. People's backgrounds were very diverse, ranging from finance, environmental organisations and ex-seafarers, to logistics and operations.

What made the difference was practice versus theory. Back in our day, we had a Navigation and Meteorology module, and the facilities allowed us to use real tools when applying navigation, voyage planning, weather forecasting, and so on. We also had days where we went out to sea on the Solent, to give us hands-on experience.

Similarly, the live simulations of ship loading helped us learn about stability and other critical items through actual practice. With Solent's recent upgrades and new simulation centres, the course will offer some of the best facilities in the region for students – if not the very best.

What did you learn or study which has stuck with you over the years?


What stuck with me are all the practical things we studied: navigation, creating routes on real maps, longitude/latitude – and applying them in reality – are things I keep on remembering. In fact, it encouraged me to take further skipper and yachting lessons afterwards!

Other memorable aspects include the visits we had – for example to DP World Southampton. The company was taking over the port at that time, and being able to visit the facilities and see how huge the operations were still stays with me.

What did you like best about living and studying in Southampton?

Southampton is a city that revolves around its students. The number of students in the city makes it a perfect place to live for studying. It has the calm atmosphere yet boiling spirit of students everywhere. You could see this during the weekend or nights out. The neighbourhood was always comforting and the size of the city was ideal.

On the other hand, the location and history of Southampton city help in adding value to studying maritime. The international culture and the University's location at the heart of the city give you the best of both worlds.



"Maritime is the lifeblood of trade, connecting the world together. It's an industry that creates opportunities and offers daily challenges... it's an exciting rollercoaster!"

What did you like best about being a Solent student?

For me, it is no secret that joining Solent was first and foremost due to its strong maritime programme. All my expectations towards learning resources were met, and along with this came the support of the faculty and course leaders. Even after graduation, you could always reach out for support.

What did you take away from your time at Solent University?

Friends and connections – whether fellow students, alumni of the programme or lecturers – are what you get out of it most. I still have solid connections with fellow students, some of which have actually developed into mutual business interests as well. In fact, right before answering these questions I was on the phone with one of my 2010 Solent classmates!

Tell us a little about your career so far.

Like many students in maritime, I came from a shipping background. So after graduation, and after a bit of training, it was obvious that I should join the family business. With all its ups and downs, it was definitely a steep learning curve over the past 10 years, which led to interesting new projects and opportunities.

What were the challenges, starting out?

We are the class of 2010, so basically the class that graduated right into the aftermath of the 2008 global financial crisis. It was challenging in all aspects – even joining the family business – focusing on how to sustain, rather than developing proper growth. However, I believe that starting out during this phase made us all stronger.

What do you wish you'd known then that you know now?

Don't ever take anything for granted. Learn to keep an open mind on change. And it's your mindset during the tough times that counts.

What are you working on at the moment?

Alongside the family business – which is a ship owner mainly specialising in car carriers and cruise vessels – in 2020 I started up a regulated private equity fund (Pelagic Partners) that focuses on investments in maritime assets and technologies.

The fund – which is basically a ship-owning fund – has teamed up with reputable ship owners and raised equity, mainly from the Middle Eastern market/high net-worth individuals. This venture is quite exciting, as you create your track record and credibility as you go.

There isn't one specific duty to focus on during the day, but it's a matter of allocating time smartly among various tasks – organisation, investors, operations, new projects, and so on. Alongside investing in steel, the plan is to have green initiatives investing in technologies that will help towards the path of de-carbonisation.



LIAM SAUNDERS

MSc Project Management, 2016

BA (Hons) Business Management, 2015



“Knowledge has empowered me to take informed business decisions and grow my business based upon established and proven business principles.”

How did university prepare you for your career?

University was critical preparation for my career. At Solent I was able to develop my academic knowledge of business through a comprehensive degree programme, learning about everything from the marketing mix to contract law. This has proved to be truly invaluable in setting up and running my business, VIP IT. Being able to draw upon this knowledge has empowered me to take informed business decisions and grow my business based upon established and proven business principles.

Alongside this, I was also able to gain valuable practical business experience through an exciting live client marketing brief from Ahmad Tea during the first year of my course, and an interesting business project in my third year. From these practical experiences, I was able to learn how to communicate and pitch to businesses with confidence. These skills are essential to my chosen career path, as I'm required to draw upon them on a regular basis within my business.

Favourite Solent memory?

Attending the opening of Boux Avenue at Westquay – after winning a Solent Business School competition – where I met and interviewed Theo Paphitis, ex-Dragon and owner of Boux Avenue, and now Solent University's Chancellor!

Tell us a little about your career story so far.

Since leaving Solent, I have been focused on building my business, VIP IT. In two years, the business has grown to serve clients across a range of sectors including law, property, hospitality, marketing, technology, beauty, automotive, music and home care.

During the first year of my business, I returned to Solent University to complete a master's degree in project management and professional practitioner-level qualifications in PRINCE2 and AgilePM. Studying project management has further enhanced my professional skillset and provided me with a unique edge in marketing. I now offer digital marketing solutions that are grounded in project management best practice.

Tell us about what you are doing now.

I'm now working full-time on managing and running my digital marketing business, VIP IT. A typical working day starts at 8am with a communications catch-up, which involves checking and responding to any client communications that have been received. Once I have caught up with client communications, I check the marketing platforms that I use to analyse data and gain insights from recent campaign activity. I then make adjustments to active campaigns.

By 10am I have usually finished reviewing client communications and analysing data from marketing platforms. This leaves me with a few hours to work on launching new campaigns and managing existing ones, whether that is an SEO and PPC campaign or a new client website.

I stop for lunch at 12 noon, usually for around 30 minutes. This gives me an opportunity to take a brief break from work and prepare for the afternoon. In the afternoon, I either continue working on the campaign work that I started in the morning or attend meetings with my clients. Then I continue working on campaign work until the end of the day. Most of the time my working day ends at 6pm. However, it can extend beyond that if the current campaign work requires it to.

What's been your career highlight so far?

Delivering a 100 per cent increase in bookings for a hospitality client following a six-month SEO campaign.

In one sentence, what is your area of study to you?

Business is the activity of engaging in selling products or services with a view to generating a profit. Management is the process of controlling and managing business activity.

What tips would you give to someone wanting a career in your industry?

Gain professional industry qualifications – the marketing sector as a whole is becoming ever more professional, and now more than ever, businesses expect marketing professionals to have relevant industry qualifications.

Seek out work experience or an internship within the business environment – the knowledge and experience that you will gain in a practical setting are invaluable.

Learn about analytics and big data, as many forms of marketing – including digital marketing – are focusing on measuring campaign results and providing visibility of marketing activity.

COURSE LIST

COURSE	UCAS TARIFF POINTS	WORK PLACEMENT OPPORTUNITY	FOUNDATION YEAR AVAILABLE
BSc (Hons) Accountancy and Finance	104–120	Y	Y
BSc (Hons) Business Management	104–120	Y	Y
BSc (Hons) Business Management with Digital Technologies	104–120	Y	Y
BSc (Hons) Business Management with Finance	104–120	Y	Y
BSc (Hons) Business Management with Marketing	104–120	Y	Y
BSc (Hons) International Business Management	104–120	Y	Y
BSc (Hons) Maritime Business	104–120	Y	Y
BA (Hons) Music Business	96–112	Y	-
BSc (Hons) Shipping and Port Management	104–120	Y	Y
BSc (Hons) Sport Management	104–120	Y	Y

HOW TO APPLY

Solent University code name: **SOLNT**
Solent University UCAS code: **S30**
www.ucas.com

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September – January

CHECK UCAS TRACK

This is where you'll see if you have an unconditional offer (the place is yours) or a conditional offer (based on exam results or other evidence), or if your application has been unsuccessful.

FIND OUT IF YOU'VE GOT YOUR PLACE

You'll see in UCAS TRACK if your place is confirmed. BTEC results are published from July onwards and A-level results will be published in mid-August.

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March – September

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