

Undergraduate Course Description Information

NOTE: Each course has a weighting of 3 credits unless otherwise specified.

ACCT1003: INTRODUCTION TO COST & MANAGEMENT ACCOUNTING

This course sensitizes students to cost and management accounting theory and practice. With emphasis on the concepts and procedures of product costing and strategies that help the manager to perform the functions of planning and decision-making.

ACCT1005: FINANCIAL ACCOUNTING

This course introduces students to the fundamental accounting principles, practices and procedures necessary for the recording and reporting of financial data within a business entity. It also examines how the reported results of the entity are analyzed.

Objectives:

- i. To acquaint students with the main principles and concepts underlying the recording and reporting of financial data
- ii. To introduce the procedures and techniques involved in the recording and reporting of financial data
- iii. To explain the procedures and techniques involved in the analysis of the financial accounts of a business entity.

ACCT2014: FINANCIAL ACCOUNTING I

This course involves the study of accounting theory and practice from the perspective of both preparers and users. It develops the student's technical and problem-solving ability which are required in the accounting process and the preparation and analysis of financial statements. Emphases are on the basics of accounting and on accounting for most assets.

Objectives:

- i. To enable students to comprehend and evaluate the conceptual framework which underlies accounting methods and reports
- ii. To provide students with the knowledge of accounting practice
- iii. To discuss the disclosure of financial accounting information for reporting purposes.

ACCT2015: FINANCIAL ACCOUNTING II

A continuation of Intermediate Accounting I, the course further develops the student's technical and problem-solving ability which are required in the accounting process and the preparation and analysis of financial statements. Emphases are on accounting for equity and other dimensions of accounting and financial reporting including emerging issues and future directions.

Objectives:

- i. To further enhance the student's ability to comprehend and evaluate the conceptual framework which underlies accounting methods and reports
- ii. To provide students with a more complete understanding and knowledge of current accounting practice
- iii. To discuss current issues and future directions related to the disclosure of financial accounting information for reporting purposes.

ACCT2017: MANAGEMENT ACCOUNTING I

This is the first of a two-semester programme in management accounting. This course seeks to provide an in-depth understanding of:

- (a) the conceptual issues and techniques used in the design of cost accounting information systems
- (b) the use of costing information for managerial decision-making and business strategy in both manufacturing and service firms.

An important feature of the course is its emphasis on cost analysis and the preparation of managerial reports.

The topics include:

- Review of cost concepts and manufacturing accounts;
- Cost accounting information systems;
- Absorption and direct costing;
- Actual, normal and standard costing;
- Job order costing for manufacturing and services;
- Process costing;
- Accounting for spoilage and rework;
- Joint and by-product costing;
- Cost allocation; Operations and back-flush costing;
- Cost estimation;
- Cost-Volume-Profit Analysis.

ACCT2019: FINANCIAL ACCOUNTING FOR MANAGERS

This course looks at accounting theory and practice from the perspective of the users and the preparers. The course develops student's technical and problem-solving abilities with regards to the accounting process and the preparation and analysis of financial statements.

ACCT3039: MANAGEMENT ACCOUNTING II

Cost management concepts, models and strategies. This is the second of a two-semester programme in management accounting. This course seeks to provide further analysis of the critical role of management accounting concepts, models and information systems in the development and implementation of competitive strategy. The course will examine:

- i. costing models for pricing,

- ii. managerial costing systems, including budgeting and performance measurement
- iii. reporting systems and profitability analysis of customers and strategic business segments.

The course will make extensive use of readings and cases, including:

- Strategic Management Accounting and Competitive Strategy in a Dynamic, Global Business Environment
- Value Chain Analysis and Process Value Analysis
- Activity Based Costing
- Accounting for Quality Costs and Life Cycle Costing
- Cost Management Strategies
- Pricing Management Control Systems
- Organization Culture and Organization Learning
- Traditional Budgeting Systems and Practices including Management and Budgeting
- Responsibility Accounting, Performance Measurement and Reporting Systems, including Productivity Measurement
- Transfer Pricing.

ACCT3041: ADVANCED FINANCIAL ACCOUNTING

This course deals with advanced accounting concepts, practices and procedures. It targets primarily persons pursuing professional studies in accounting and prepares students for work at the most advanced level of accounting

ACCT3043: AUDITING I

This course facilitates a thorough comprehension of the methodology and techniques of modern auditing; examines the role of auditors and provides an understanding of the legal, regulatory, professional and ethical environment in which auditors operate. The auditing standards will be examined with applications of Jamaican cases to demonstrate relevant principles and issues.

ACCT3044: AUDITING II

This course builds on the fundamentals of auditing theory and practice. It covers the management of the audit process including quality control of audits, and international standards on auditing. It focuses heavily on the application of the theory on how to conduct the audit process.

ACCT3064: FINANCIAL STATEMENT ANALYSIS

This course provides a guide to interpreting financial statements and the use of financial information. It demonstrates how to effectively and accurately evaluate a firm's financial status and thus make informed investment decisions.

communication, as well as the branding and marketing of political messages, actors, parties and/or institutions.

GOVT3205:INTERNATIONAL TRADE AND DIGITAL TECHNOLOGY

This course is designed for students to understand how technology influences international trade and the role that this relationship plays in advancing the idea of the world as a “global marketplace”. It provides a historical overview of methods of trade over the years and the means by which digitisation has revolutionized world trade in terms of adaptiveness, competitiveness, and the overall new trade regime facilitated by this shift. The course also studies what makes trade more appealing to developing countries, in this new environment.

GOVT3206: INTERNATIONAL TRADE REGULATION

The course is designed to introduce students to the legal framework underpinning the multilateral trade system, a central element of the phenomenon of globalization. The course provides an examination of the economic and legal context for international trade law and the legal rules of the World Trade Organization (WTO), the chief multilateral trade regulator. The course also examines issues in international trade law such as trade and labour migration, the environment and human rights. The course also explores the linkages to trade and investment, special topics in regional trade agreements, and issues germane to small economies such as the CARICOM States.

HOSP3034: FOOD AND BEVERAGE III

This course is designed to provide students with the practical knowledge and understanding associated with Beverage Operations. The class will include an introduction to history, and methods of production for a variety of wine, beer, spirits, and other beverages. Product knowledge, service techniques, sales and alcohol service related to the hospitality industry will also be covered. This course will be taught using a combination of interactive lectures, case studies, field trips, guest speakers, presentations, demonstrations, simulations, beer, wine tasting and mixology sessions. The content will include the history of alcoholic beverages and origins, the composition of beverages and ideal conditions for serving and pairing. Upon completion of this course students should be able to: Explain the history of wine, distilled, and brewed beverages and its impact on the hospitality industry; Describe the opening and closing procedures of a beverage operation; Discuss the beverage manager’s responsibilities and functions; Identify the different jobs in the beverage industry to include job specification and job description.

HOSP3106: ENTERTAINMENT MANAGEMENT

The entertainment business is a multi-billion dollar industry that touches people in every corner of the world. The Caribbean presents very enticing prospects for better participation in this business through better management of the entertainment industry and in particular its music products. Closely aligned to the music industry are the areas of fashion designing, cosmetology, filmmaking, choreography, management, marketing, tourism, gaming, graphic design, law and technology.

This course will introduce students to the knowledge and skills that will help them to manage the Caribbean entertainment product. Students will specifically develop an understanding of the workings of the local and international music industry, sports, and related sectors. They will be introduced to some rights and obligations, some production concerns in putting together events, festivals, films, music and other forms of entertainment.

HOTL3001: EVENT MANAGEMENT

This course offers students the opportunity to study a unique combination of business and management and to explore the specialist area of the meetings and conventions sector. It will cover many areas within this discipline including events, meetings, conventions and conferences.

MGMT1002: COMMUNICATION SKILLS FOR MANAGERS

This course introduces students to various business situations and provides opportunities to develop communication skills for a variety of work situations

/business purposes. It is a participatory course, designed to simulate actual business communication scenarios using a critical thinking approach, and targets the strategic and organisational aspects of managerial communication. The course is designed to support the achievement of the strategic aim of producing graduates who are effective communicators as well as to provide a foundation upon which students can build their communication skills in their second and third year.

MGMT2004: COMPUTER APPLICATIONS

This is an introductory course on the use of Information Technology (IT) in organizations. The course aims to expose students to some of the current issues facing organizations in their use of IT. Use of IT is viewed from an objective of improving the efficiency and effectiveness of organizational systems and processes in order to gain a competitive advantage. The primary goal is to give a good understanding of how the manager can use information in the problem solving and decision-making processes. It is assumed that students will be preparing either for a career in computing or management. The objective demands that students understand the role of

the computer as a problem-solving tool.

MGMT2008: ORGANIZATIONAL BEHAVIOUR

This course exposes students to the various ways in which individuals and organizations interact to create goods and services in a competitive and dynamic environment. The course begins with a broad overview of the nature and structure of organizations and in particular of Caribbean organizations. The focus then narrows to examine the ways in which individuals and groups behave within the context of the organization. Topics to be examined include power, leadership, groups, teams, conflict and individual behaviour.

MGMT2012: QUANTITATIVE METHODS

This course is an introductory level survey of quantitative techniques, and is intended to provide an overview of commonly used mathematical models and statistical analyses to aid in making business decisions. These techniques include linear programming, decision theory and simulation. The primary emphasis is to prepare students to become intelligent users of those techniques. An understanding of the assumptions and limitations of the techniques; and also, how these techniques might be used outside the classroom environment are of particular importance.

MGMT2020: MANAGERIAL ECONOMICS

This course is primarily concerned with the application of economic principles and methodologies to the decision-making process of the business firm operating under conditions of risk and uncertainty. It focuses on the economics of business decisions and as such, brings abstract theory into closer harmony with managerial practice. The concepts and issues are put in the context of real business decision problems in order to demonstrate methods of identifying problems and finding solutions.

MGMT2021: BUSINESS LAW I

Outline: General Principles of Law (system of courts, doctrine of precedent, case law and statute law, tort, contract and crime); and General Principles of Law of Contract (formation of contract, offer and acceptance, consideration, terms of contracts, conditions of warranties, implied terms, exclusion clauses, mistakes, misrepresentation, undue influence and illegality, assignment and negotiability, discharge, agreement (including notice), frustration, performance and breach, remedies).

MGMT2023: FINANCIAL MANAGEMENT I

The course seeks to provide the foundation of financial management. It will introduce some of the basic concepts used by financial managers in the decision-making process, including risk and return, time value of money, financial statement analysis, capital budgeting and asset valuation models. The course provides a theoretical framework within which these concepts

are applicable. The course will also draw on real-world situations to highlight the importance of both the practice and theory of finance.

MGMT2026: PRODUCTION AND OPERATIONS MANAGEMENT

This course will examine the methods used for efficiently managing the operating divisions of manufacturing and service-based firms. The topics to be covered include process analysis, design and layout, forecasting, capacity planning, production planning, inventory control, scheduling, project management and quality control. An introduction to new production control techniques such as just-in time systems and group technology is also provided. Throughout the course, special emphasis will be placed on the use of mathematical and statistical techniques for decision making by operating managers.

MGMT2029: MANAGERIAL COMMUNICATION

This course is designed to help students develop effective communication and presentation skills. It offers a practical and analytical approach to the development of content and style in business communication with an emphasis on the relationship between creative and independent and logical thinking and the solution of business problems.

MGMT2068: RISK AND TREASURY MANAGEMENT

This course introduces students to the various forms of risks affecting financial institutions – the types of risks, and ways of managing these risks.

Objectives:

- i. To acquaint students with the composition of the financial services industry
- ii. To identify the various forms of risks
- iii. To explain the international best practices of managing risks.

MGMT2224: INTRODUCTION TO ENTREPRENEURSHIP

This course is the first part of a 2nd semester course that is required for candidates reading for the *BSc. in Management Studies (Entrepreneurship)*. It can be done separately, as an elective. This component focuses on the thinking involved in converting the idea into a viable business plan and the strategies engaged in developing the product so it can be offered to the consumer. The course aims to familiarize participants with entrepreneurial thinking: the process by which entrepreneurs identify business ideas, assess and analyse their feasibility and convert them into successful business. Additionally, it will assist students in determining whether they are interested in becoming entrepreneurs or employees.

MGMT3012: SYSTEMS ANALYSIS AND DESIGN

This course covers the fundamental activities that are involved in the analysis, design and development of computer-based information systems.

Analysis is the act of understanding current information systems and developing the set of information requirements that users demand in a new or enhanced system. In the design stage, Information System personnel develop data and programming maps as to how Information Systems will meet these requirements. Actual coding and system construction occur in the development phase. Particular emphasis is placed on the analysis and design stages of the systems development cycle. Students are encouraged to pay particular attention to the structured design philosophy espoused in our approach to teaching systems development. Furthermore, special emphasis is placed on the tools such as data flow diagrams, PERT and Gantt charts, among others.

MGMT3017: HUMAN RESOURCE MANAGEMENT

This course introduces students to the organizational models and designs that will most effectively procure, integrate, develop, protect, compensate and maintain the human resources of the organization. Students will be exposed to a cross section of Caribbean cases and readings and will analyze the implications of the HR practices on the region's development.

MGMT3018: INDUSTRIAL RELATIONS

Industrial Relations is concerned with the rules, practices, outcomes and institutions emerging from the interaction between employers and employees in a formal work setting. These outcomes occur at the workplace, the sectoral and the national levels. This course provides an introduction to Industrial Relations; it focuses on the principal Industrial Relations actors (workers, management and government) and their contribution to the process of workplace governance. It is suitable for anyone who will work in any kind of workplace organization, essential for someone who will have responsibility for the management of people and absolutely critical for someone who will specialize in human resources management.

Students who take this course should acquire a sound knowledge of principles, concepts and practices of Industrial Relations and the capacity to advance his/her knowledge in the area. Among other things the student will be exposed to the institutions, concepts and outcomes arising from modern employment relationships; the implications arising from conflicts of interest between employers and employees as well as the changes taking place in the world of work. Students are encouraged to think critically about the implications for their own future as well as the future of society. In addition students will enhance their capacity for independent learning and information seeking in the field of Industrial Relations; their ability to work in group settings and their skills in evaluating and managing the kinds of conflict that emerge from the employment contract.

MGMT3019: BUSINESS NEGOTIATIONS

This course provides an introduction to the theory and practice of negotiations as applied in the context of a business. It is intended primarily for students preparing for a career in Human Resources Management, Industrial Relations or in general management. Many of the principles encountered in this course will be applicable to conflict resolution in other aspects of life.

The objective of the course is to provide insight into the theoretical and practical aspects of business negotiations. Students should benefit from an enhanced capacity to evaluate a negotiating situation, to plan the process and to execute a negotiation on their own behalf or on behalf of a client.

MGMT3021: ORGANIZATIONAL THEORY & DESIGN

This course examines the fundamentals of Organizational theory, Structure and Design, their components and the links to organizational success. We begin with an historical overview of the aforementioned, examining the pros and cons. Students who do this course will be able to make decisions about which organizational structures are more appropriate for particular kinds of product and/or services. They will also be able to identify those factors in the environment which impact and influence the organization's functioning either positively or negatively. Factors such as Organizational Culture, the Organization's History, Management Practices, and Government Policies, will be examined in the context of Caribbean organizations responding to a global environment.

MGMT3022: ORGANIZATIONAL DEVELOPMENT

Organizational Development is designed for students who have a keen interest in enhancing the performance of organizations using a behavioural perspective. In the course students will adopt the role of consultant and will be exposed to the various tools, techniques and methods of organizational intervention. Students who do this course will be expected to utilize their knowledge and skills within the context of their own research teams as well as in an organizational setting.

MGMT3031: BUSINESS STRATEGY AND POLICY

This course is designed to provide students with an instructive framework within which business policies and strategies will be formulated and developed. It covers the analysis and evaluation of corporate strategies.

MGMT3033: BUSINESS, GOVERNMENT AND SOCIETY

This survey course attempts to prepare students for a better understanding of the relationships between business executives and other elements in the West Indian environment. It involves the following modules: Business

Environment; Regulation; History of Economic Thought; Criticisms of Business; Business Responsibility; International Trade; Consumerism.

MGMT3037: INTERNATIONAL BUSINESS MANAGEMENT

The purpose of the international business management course is to familiarize students with the globally applicable theories of international business in the context of the practice of management in a small open developing environment. The course builds upon the unassailable conclusion that the development of Jamaica and other countries in the Caribbean region will rest upon the ability of firms within the region to engage profitably in international business activities. To this end, the conceptual theme that will drive the course is the relationship between the processes of economic development and national competitiveness on the one hand, and the theory and practice of international business on the other.

The course is divided into two modules:

- i. "International business theories, systems and institutions" in which the focus is on understanding the theories and concepts of international business and in identifying the principal institutions that comprise the framework for international business.
- ii. "Managing the international operations of firms in developing countries," in which the focus is on the response of firms in developing countries to the current imperatives of international business and development.

MGMT3046: COMPANY LAW

This course covers the Principles of Company Law, statutes and relevant case law, with special reference to matters of particular concern to Accountants and Auditors.

MGMT3048: FINANCIAL MANAGEMENT II

Financial Management II is an advanced managerial finance course that ties together theory and applications of financial management and covers the essential aspects of financial decisions. Financial decisions are primarily concerned with providing solutions to the following problems:

- i. What assets should the enterprise acquire? (This is the capital budgeting decision),
- ii. How should these assets be financed? (This is the capital structure decision),
- iii. How should short-term operating cash flows be managed? (This is the working capital decision).

This course focuses predominantly on learning the tools and techniques needed to analyze and evaluate financial information. This type of analysis enables the financial manager to identify and solve management problems

related to the financial operations of business corporations.

MGMT3050: INVESTMENT AND ANALYSIS

This course is designed to introduce concepts and issues in investment analysis and portfolio management. It discusses and explains the nature of the decision-making process involved in the investment function and in so doing provides a frame of reference against which students can make sound value judgement on the basis of their analysis of returns and risks of investment. In effect, the course is designed to bring the principles of investment and good theory into the practical decision-making process. It is also intended to lay the foundation for students who will be pursuing professional qualifications for example, Chartered Financial Analyst designation.

MGMT3051: TAXATION I

This course provides students with an understanding of the main principles and concepts of taxation. It investigates how tax policy is formulated and explains how such a policy is applied in practice in Jamaica. The course enables students to ascertain how the Jamaican tax liabilities of individuals and organizations are calculated. The study of Jamaican tax law and practice is further developed in the context of tax planning and ethical considerations.

MGMT3052: TAXATION II

This course builds on Taxation I and extends the measurement of taxable income to corporate entities. It introduces issues related to the taxation of distributions and benefits to principal members of a company. It covers the taxation implications of residence and domicile of incorporated bodies, including double taxation treaties. The course includes: comparative review of Commonwealth Caribbean tax regimes in the areas of income tax and capital gains tax. The course will emphasize tax planning and management.

MGMT3056: PROJECT MANAGEMENT

This course focuses on the principles and practices of project management in business and technology. It will provide the student with the necessary skills that are required in industry.

The objective of the course is to provide the students with the tools to effectively implement project management practices in the industry. The student on completion will be able to:

- i. Discuss the system principles and philosophy which guide project management theory and practice
- ii. Describe and develop the logical sequences of stages in the life of a project
- iii. Apply the methods, procedures and systems for designing, planning, scheduling, controlling and organizing project activities
- iv. Prepare project documents to assist in the implementation of the

plan and prepare project reports.

MGMT3057: PRODUCTIVITY AND QUALITY MANAGEMENT

The course provides an in-depth coverage of productivity and quality management in the service and other industries. Emphasis is placed on the practical application of quality principles through the interpretation, understanding and use of these principles and concepts throughout the problem-solving process. Areas covered include Quality and Continuous Improvement, Process Control, Productivity and Measurement, Reliability and Bench-marking and Auditing.

MGMT3058: NEW VENTURE MANAGEMENT

This course focuses on the issues relevant to the successful operations of the business organization, within the global market place. These include; other relevant plans aside from the initial business plan, the management of team, techniques for managing rapid growth and the impact of technology on entrepreneurship. The course aims to familiarise participants with entrepreneurial thinking and practice: the process by which entrepreneurs prepare for financing, marketing and operationalizing their business ideas, assess their feasibility and convert them into successful businesses through team development and adopting new technology and innovation.

MGMT3060: OPERATIONS, PLANNING AND CONTROL

This course focuses on techniques for use in the design, planning, and control of operating systems in the manufacturing and service sector. The course is designed to complement and build on topics covered in MGMT2026. A more advanced treatment is provided for decision models which are used in production planning, inventory control, scheduling, facility design and location. Case studies are drawn from operating systems in manufacturing, service and public sector organizations.

MGMT3061: TEAM BUILDING & MANAGEMENT

This course is intended to enable students to identify different types of teams and to apply team learning to at least one organization. Students will also learn how to measure the effectiveness of a team, work in a team to undertake a project and understand the team process, particularly in the Caribbean. At the end of the course they should have enhanced their skills in building and managing effective teams.

MGMT3062: COMPENSATION MANAGEMENT

This course is intended to introduce students to the principles and practice in modern compensation management. Students who take this course will:

- be able to explain the role of compensation in the management of human resources in an organization
- be able to explain the importance of compensation in achieving the strategic objectives of an organization

- be able to explain the theoretical issues that underlie the design of a compensation system, the techniques involved in designing a compensation system and the skills necessary to make sound compensation decisions in different labour market settings
- be able to describe the unique variables operating in the Caribbean context and explain in light of this, how to design an appropriate compensation system.

MGMT3063: LABOUR AND EMPLOYMENT LAW

This course is intended to introduce students to the principles and practices of Labour and Employment Law. Students who take this course will be able to:

- explain the role of law in labour and employment relations
- explain the evolution of labour and employment legislation in the region and the implications for current employment relations
- explain the social legislation governing collective bargaining
- explain the scope, nature and purpose of **protective legislation** such as those governing human rights and employment standards
- explain the major pieces of Jamaican labour legislation especially the Labour Relations and Industrial Disputes Act (LRIDA)
- explain how industrial relations practice has been changed by the passing of the LRIDA
- analyze current workplace and industrial issues, processes and outcomes from a legal perspective.

MGMT3065: MANAGEMENT OF CHANGE

The aim of this course is to provide students with a thorough grounding in the major issues involved in managing change within contemporary organizational settings. Additionally, the course aims to assist students to develop the necessary practical skills and intervention strategies, which are required to manage change effectively at the individual, group, and organizational levels, in order to assist an organization to achieve its desired corporate objectives.

MGMT3066: BUSINESS ETHICS FOR BANKERS

This course focuses on prudent behaviour and seeks to highlight issues that make behaviour prudent. The course looks at the theoretical bases of behaviour as they affect decision makers in a market driven economy. It also deals with historical propositions and modern systems used to determine ethical behaviour. International best practices for establishing ethical behaviour will also be studied.

MGMT3067: REGULATORY FRAMEWORK OF BANKING AND FINANCE

This course is designed for students at the intermediate level to familiarize themselves with the legal environment and practices which govern the

financial services industry. International best practices will also be studied and comparisons made with local law.

MGMT3069: QUALITY SERVICE MANAGEMENT

Quality service management introduces students to the strategies and techniques that will lead to effective management of services. The course is designed to be a highly experiential one in which students will study the performance of service organizations as well as their response to that performance. Students who take this course will be exposed to knowledge about the best practices of local and international service organizations, the human resource practices that will lead to effective service delivery and the design of effective service organizations.

MGMT3089: SOCIAL ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT

This course will introduce students to the concepts, practices, opportunities and challenges of social entrepreneurship within the paradigm of sustainable development. The course will provide a framework and tools that will help the participants to be more effective in this sector, and will provide an opportunity for them to practice their business skills through the development of a business plan for a socially responsive, income-earning venture. Students who participate in this course would gain a better appreciation of the issues surrounding the operations of the not-for-profit sector and its role in establishing a durable and dynamic platform for development within emerging and advanced economies.

MGMT3090: ENTREPRENEURIAL FINANCE

This course will examine approaches to valuing the financial claims of the entrepreneur and venture capital investors, and structure financial contracts in light of new venture information problems. Students will gain a better understanding of the broad range of situations and problems that they are likely to face when they become entrepreneurs or finance professionals involved in the financing of new projects. Some of the areas to be covered include:

- i. Financing and harvesting
- ii. Contracting processes
- iii. Forecasting and valuation

The course aims to provide students with the skill to seek financing for their own new business venture as well as to evaluate and explain the risks associated with financing other businesses.

MGMT3101: STRATEGIC PLANNING FOR ENTREPRENEURSHIP

The aim of this course is to introduce participants to basic techniques of planning under uncertainty, and to give them the chance to apply these techniques in developing, evaluating and synthesising robust strategic plans

for new and existing organizations. It exposes participants to the theory and practice of strategic planning as it relates to the operation of open and competitive systems. It focuses on the tools that can be used to develop strategic plans for the enterprise operating in open soft systems in the face of high risk and uncertainty.

MGMT3102: CREATIVITY AND INNOVATION MGMT FOR ENTREPRENEURSHIP

This course will introduce students to the concepts, practices, opportunities and challenges of operating under uncertainty and the role of creativity and innovation management in doing so. The course will provide a framework and tools that will help the participants to be more effective in adapting to change and innovation in the market place. Additionally, it will provide the opportunity for them to examine case studies of innovation management, and learn from the best practices employed. Students will gain a better appreciation of the issues surrounding creativity and innovation management in entrepreneurship and its role in establishing a durable and dynamic model for development especially among MSMEs. Some of the areas to be covered in the course include: Principles of Innovation, Fundamentals of innovation, Embracing uncertainty, Managing for innovation, Taking a strategic approach, Building effective implementation mechanisms, Adapting and shaping technological changes, and The role of government in innovation.

MGMT3230: CORPORATE STRATEGY

This corporate strategy course will serve as a capstone course for students in the area of management. The guiding philosophy for this course is that everything a student learns in management is relevant for the effective development of strategy in any organization. Therefore, only students in the final stages of their undergraduate degree will be eligible to take the course. The course will introduce students to core concepts in strategy, the tools that are used to monitor strategy in an organization and, the strategy development process in organizations.

Due to the increased competition that all organizations now face as world markets integrate the discipline of Strategy has gained greater recognition as an area of scholarly inquiry in the management discipline. Managers acknowledge that to effectively deal with the increased competition in their industry and to ensure the long-term viability of their firms, they will have to develop and execute effective corporate strategy in order to gain a competitive advantage. It is therefore important that all management students are exposed to the concepts and principles in corporate strategy to operate effectively in this increasingly competitive global marketplace.

MGMT3231: INTERNATIONAL ENTREPRENEURSHIP

The International Entrepreneurship course will examine how individuals can create and manage entrepreneurial ventures in an international context. With the rapid integration of markets, entrepreneurial ventures are forced to become international from inception and as such poses new management challenges for their owners. This course will help owners/managers of these ventures to better manage their operations in an international context. The course is grounded in themes in the area of entrepreneurship and international business which are fused to provide a holistic understanding of how small firms do business internationally. It will give students an idea of how to mobilize resources for international operations, the best strategy to employ as a small firm seeking to go international, assess business opportunities internationally and, manage the venture in different cultural environments. Importantly, it also highlights how small entrepreneurial firms can raise financing for their operations in the international market.

MKTG2001: PRINCIPLES OF MARKETING

This course is designed to expose students to modern concepts and tools for marketing. The focus will be on fundamentals of marketing such as consumer behaviour, the environment of marketing, marketing information systems, and how managers use the marketing mix strategies to achieve organizational goals. Lectures will be complemented by industry guest lectures and field visits to companies operating in the Jamaican environment.

MKTG3001: INTERNATIONAL MARKETING MANAGEMENT

This course is designed to explore the scope of international marketing. The course examines the impact of the global environment on marketing decisions and strategy formulations. Through analysis of different types of markets, students will develop an understanding and appreciation of how the world is “shrinking” and the influence and impact this has on Jamaican businesses, individuals, households and institutions.

This course will acquaint students with the tools they need to understand international business practice, strategy, and positioning. Students will be introduced to the field of international business with emphasis on current issues, globalization, culture, politics, legal issue ethical issues, social responsibility issues, and negotiations. In addition, the course covers basic elements of why and how businesses decide to engage in international business, basic elements in assessing international markets and an overview of the implementation process.

MKTG3002: MARKETING RESEARCH

Marketing Research has become an important part of our lives as students,

teachers, practitioners and users. Marketing Research is an information providing activity that aids managers and consumers to make ultimately

better decisions. There are several issues that will be discussed in this class: the use of marketing research information in decision-making; examination of the techniques of marketing research; the consumption of marketing research information.

Objectives:

- i. To help students develop an understanding of the use of marketing research information in strategic decision-making
- ii. To familiarize students with the techniques of marketing research
- iii. To help students develop the skills to apply marketing research tools in real life situations.

MKTG3003: MARKETING STRATEGY

This course examines how marketing concepts, techniques and theories can be used by decision-makers to identify specific threats and marketing strategy opportunities facing their enterprise and/or organizations. Case studies and real-life projects are the principal teaching methods to be used in this course. Participants will be required to conduct a marketing audit of a selected enterprise, identify relevant threats and opportunities and prepare the appropriate marketing strategy and plan for a financial year.

MKTG3010: INTEGRATED MARKETING COMMUNICATION

This course is aimed at carrying a unified message to your target market wherever that may be. It is designed to explore in detail IMC and branding. Students will examine the role of advertising, public relations, personal selling, interactive direct and internet media within the IMC programme of an organization.

MKTG3017 DIGITAL MARKETING AND DATA ANALYTICS FUNDAMENTALS

This course is designed to provide the pedagogical support to students to develop some statistical skills and knowledge in order to apply them to social media platforms. The course introduces students to the management of processes related to copyrighting, search engine optimization, e-commerce and the analysis of data and patterns related to digital buying. Students will use platforms such as Google, Twitter, Instagram, LinkedIn and Facebook to engage in business decision-making simulations, and will apply marketing concepts derived from “Principles of Marketing”.

MKTG3070: CONSUMER BEHAVIOUR

This course is designed to explore the changing dynamics of consumer behaviour throughout the purchasing process and to provide students with the necessary skills to analyze, and shape marketing strategies which effectively meet consumer needs. The course provides a broad overview of the following: Consumer motivation, Behavioural considerations affecting consumer purchase decisions, Meeting consumer needs through selling, advertising, distribution and related activities. Special emphasis is placed on

the importance of marketing and specifically marketing strategy in producing desired purchasing behaviour.

PSYC1000: INTRODUCTION TO DEVELOPMENTAL, SOCIAL AND ABNORMAL PSYCHOLOGY

This course provides an introduction to a discipline that is growing in popularity as an increasing number of persons have become interested in gaining an understanding of human behaviour. The course will attempt to integrate observations from human and animal research and provide information on a broad range of topics that illustrate how and why we think, for a multi-disciplinary team approach and advocacy, thus insuring the best interest of the children in the school.

SOWK3030: THEORY AND PRACTICE OF SOCIAL WORK: CASE WORK

This course is designed to sharpen the students' competencies in working with individuals, and families in agencies/institutions providing counseling, treatment and/or rehabilitative services. The course will build on the theoretical and practical foundations of Levels I and II. It will focus on increasing knowledge and skills in both generalist and clinical social work practice.

TOUR1000: INTRODUCTION TO TOURISM & HOSPITALITY MANAGEMENT

This course presents a broad view of the hospitality industry. Learners will appreciate that the hospitality industry is not only about hotels, but that it also includes restaurants, private clubs, casinos and casino hotels, consulting firms, and cruise ships. Each segment of the industry offers numerous and diverse career opportunities

TOUR2002: TRANSPORT AND TRAVEL

The course will focus on the dimensions of tourism; historical, economic, social, cultural, psychological and environmental characteristics as they relate to the development of the travel and tourism industry with special emphasis on the transportation sector. Adequate transportation infrastructure and access to generating markets is one of the most important prerequisites for the development of any destination. Thus, tourism travel and transport is a very active element of the tourist product and experience.

TOUR3000: TOURISM MANAGEMENT

Tourism is a global phenomenon and in the Caribbean the tourism sector is the main stay of economic success for several Caribbean countries. This course therefore seeks to educate students on the intricacies of managing the tourism and hospitality industries. The course acknowledges the fact that tourism management is not confined simply to supervision within the tourism and hospitality setting. Instead, the course focuses on the major

functions, processes and procedures that are practiced and performed by the various areas associated with the tourism sector as a whole, as well as the management structure and functions of the tourism industry.

TOUR3001: SUSTAINABLE TOURISM

The concept of sustainable tourism will be fully explored with the use of international, regional and national case examples. The supporting policy and planning mechanisms to achieve sustainable tourism in the Caribbean will be outlined. Sustainable tourism is designed to expose the student to the principles of sustainable development within a tourism context. Many Caribbean countries are dependent on the service industries in general and

tourism in particular as a means of ensuring economic growth and development. This course will highlight the importance of tourism in providing economic, socio-cultural and environmental sustainability for Caribbean economies.

TOUR3004: DESTINATION MARKETING

As the recipient of tourism, the destination is a key element of the tourism system and provides the focal point for tourism activity and the study of tourism. Since tourism is consumed where it is produced, the destination comes under intense scrutiny and pressure from a wide range of sources, providing many challenges for all those involved in tourism in the public and private sectors. This course will examine the key issues that must be considered to effectively market the tourism destination. The course evaluates:

- i. The factors that influence tourists' destination choices,
- ii. The role that branding, destination image and promotion play in destination marketing,
- iii. The auditing and management of tourism destinations,
- iv. The growing importance of the Internet as a communications and market development tool,
- v. Marketing destinations in crisis.

TOUR3005: TOURISM PLANNING AND DEVELOPMENT

At the end of this course, learners should have a better understanding of the importance of the tourism industry to many economies, especially small economies within the Caribbean/CARICOM region. It is therefore necessary that workers and potential workers in this industry understand the planning and organization processes of the industry so as to minimize threats and maximize opportunities. With the understanding that the essence of tourism involves the travel to places and the interaction with people, this course focuses on the planning and organization of the 'People and Place' aspects of the four marketing P's and the policies and issues facing these entities.

TOUR3007: DESTINATION MANAGEMENT

The course exposes students to issues surrounding the effective management of tourism destinations. The course focuses on: Destination development, Issues surrounding destination management, Destination management policies, Tourism demand, the impacts of tourism, Destination sales and marketing issues, and Destination planning.

TOUR3009: TOURIST BEHAVIOUR

This course will be based on the already existing MGMT3070-Consumer Behaviour. The emphasis will now be on hospitality consumers in particular,

with a view to understand how consumption patterns for tourism have

changed with changing demographic factors. The changing consumer is a key area which must be understood moving forward; as there are increasing opportunities to introduce pull factors for various types of tourists. From an economic standpoint, some now view tourism as more than luxury goods which has implications for marketing efforts.

TOUR3010: CARIBBEAN TOURISM

This course explores the many aspects of tourism in a Caribbean context including the new and emerging challenges of sustaining a Caribbean tourism industry. There are broad issues that are addressed within the context of the proposed Caribbean tourism guiding policy principles for sustainability, including capacity management, marketing, economic linkages, environment, transport, and health, safety and security. Specific topics addressed include inter-island transport, multi-destination marketing and organization to manage Caribbean tourism.

TOUR3110: ECOTOURISM

This course examines the development of the concept of ecotourism regionally and internationally. It takes students through the various components of Ecotourism, highlighting in particular, the business potential of the concept. Emphasis will be placed on understanding the relationship between tourism, society and the environment, and the effects of man's action on the tourism industry. Ecotourism will be examined from the perspective of its importance as a sustainable option for tourism development.