MATRICULATION REQUIREMENTS

The Matriculation requirements are consistent with University requirements:

Normal matriculation (Full time) 5 CXC/CSEC subjects (General Proficiency), Grades I-III or equivalent, including English Language and Mathematics, plus 2 Units of CAPE or its equivalent; an Associate Degree from a recognised institution is also applicable.

THE ICS STAFF

Director: Dr. Sonjah Stanley Niaah
Admin Staff: Mrs. Karene Bernard
Ms. Shamar Lester

Lecturers: Dr. Karen Carpenter
Mr. Robin Clarke
Dr. Dave Gosse
Dr. Stanley Griffin
Dr. Myrna Hague-Bradshaw
Mr. Jeremy Harding
Dr. Ray Hitchens
Dr. Deborah Hickling
Dr. Donna Hope
Mr. Stephen Johnson
Dr. CANDA Mitchell Hall
Dr. Shelley Morgan
Mr. Dalton Myers
Dr. Ajamu Nangwaya
Mr. Alpha Obika
Ms. Nicole Plummer
Mr. Fabian Thomas
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Contact Us

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The Institute of Caribbean Studies is a vibrant space for cutting-edge undergraduate and postgraduate programmes, which allow creative minds to take full advantage of the financial rewards available in the culture, entertainment and creative industries.

We offer a major in Entertainment and Cultural Enterprise Management. The aim of this programme is to produce graduates who will become business and industry leaders in the field. Its major focus is entrepreneurial development and innovation. Graduates of the programme will have gained a full appreciation of the convergence of media, information technology and culture within the global context.

The major consists of 42 credits of compulsory core courses (indicated in bold), 36 elective credits, 6 credits of Foundation Courses and 6 credits of English Language courses.

**LEVEL I**

 Semester 1  
 COMM1001 Communication, Culture & Caribbean Society  
 CLTR1001 Introduction to the Study of Culture  
 FOUN1012 Critical Reading and Expository Writing in the Humanities or FOUN1099 Critical Reading & Writing in the Disciplines (year long)  
 Elective  
 Elective  

 Semester 2  
 COMM1012 Understanding the Media or IMCC1010 Fundamentals of Integrated Communication Planning  
 ACCT1003 Introduction to Cost & Managerial Accounting  
 FOUN1002 Language: Argument  
 Elective  
 Elective  

**LEVEL II**

 Semester 1  
 CLTR2505 Entertainment, Media and Culture  
 CLTR2705 Music Business Management  
 FOUN1201 Elective  
 Elective  

 Semester 2  
 CLTR2605 Producing Culture: Music, Events and Festivals  
 MGMT2003 Principles of Marketing or IMCC2601 Public Relations Principles and Practice  
 FOUN1301 Law, Governance, & Society  
 Elective  
 Elective  

**LEVEL III**

 Semester 1  
 CLTR3505 The Art of Artist Management  
 MGMT3058 New Venture Management  
 Elective  
 Elective  

 Semester 2  
 LANG3101 Business Communication: Principles and Practice  
 CLTR3507 Culture, Gender & Sexuality in Caribbean Popular Music  
 CLTR3905 Caribbean Fashion: Theory, Development and Industry  
 Elective  
 Elective  

CLTR3605 ECEM Internship (Summer - end of Level 3)

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**Music**
- Shocking Vibes Productions
- Lloyd Stanbury & Co. (attorney-at-law)
- VP Records
- Headline Entertainment

**Fashion**
- Saint International
- Kulcha Vybz Clothing
- Bill Edwards Clothing
- Sun Island Jamaica Ltd.

**Events & Festivals**
- From Thought to Finish/Anamento Productions
- Phase Three Productions - Reggae Sunsplash/Sumfest
- Air Jamaica Jazz Festival
- Denbigh Agricultural Show
- Jerk & Chicken Festivals

**Heritage Tourism & Travel**
- Chukka Blue Adventure Tours
- Dunn’s River Falls & Park
- Seville Heritage Park
- Port Antonio Marina

**Visual & Performing Arts**
- Ashe Caribbean Performing Arts Ensemble & Academy
- L’Acadco Dance Company

**Public Sector**
- Ministry of Tourism and Entertainment
- Ministry of Youth and Culture
- Jamaica Intellectual Property Office (JIPO)
- Jamaica Copyright Licensing Agency (JAMCOPY)

**Amusement/Theme Parks**
- Aquasol Theme Park
- Margaritaville/Rick’s Café
- Appleton Estate
- Dolphin’s Cove

**Places where Entertainment and Cultural Enterprise Management graduates could find employment**