

# MSBM E-NEWS

## Mona School of Business and Management

Newsletter July 2017 | Issue 5 Vol. 2



### Upcoming Events

#### MSBM Outreach Day 2017

July 7, 2017

#### MSBM MBA Orientation – WJC

July 23, 2017

#### MSBM Public Forum – “Construction as Driver for Economic Growth”

July 25, 2017

#### DBA Oral Examination: Steve Whyte

July 26, 2017

#### MSBM MBA Orientation – Mona

July 26, 2017

#### 3<sup>rd</sup> MSBM Business and Management Conference

November 8-10, 2017

### #AnMSBMMoment



MSBM Management team and staff at the Montego Bay Chamber of Commerce & Industry's "Invest Mobay Forum & Luncheon" held at the Montego Bay Convention Centre on April 7, 2017

Welcome to Mona School of Business and Management's eNewsletter.

In this issue we highlight the activities of the School during the period April - June 2017. During this period, the School made significant strides through a range of initiatives and programmes. As you read through this interactive issue of MSBM eNews, click the links for more information.

## News Highlights



### Construction firms urged to tap stock market to raise capital – MSBM Business Roundtable 2017

Players in the construction industry are being encouraged to leverage the stock market to raise capital. This follows findings from a recent research conducted by the Mona School of Business and Management (MSBM) at the University of the West Indies, which shows financial hardships and government policy as the major deterrents to growth in the industry. Findings of the research, which was led by Dr. Cecil White and Dr. William Lawrence, were revealed at the MSBM Roundtable CEO Breakfast Forum on Wednesday June 28, 2017 under the theme, "Construction as Driver for Economic Growth."

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MASTERS  
RANKING — 2017  
The best Masters and MBAs worldwide

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### MSBM selected among the top 1000 best Business Schools 2016/17

The 2016/17 Eduniversal Ranking for the 4000 Best Masters and MBAs in 32 fields of study worldwide was published in April 2017. Mona School of Business and Management was selected as the only institution in Jamaica among the top 1000 best Business Schools in 154 countries. Five Mona School of Business and Management Graduate programmes received significant rankings including: Master of Science in Accounting, Master in Business Management, Master of Science in Computer Based Management Information Systems (CBMIS), Master of Business Administration (Full Time) and Master of Science in Enterprise Risk Management.

## Partnerships



MSBM Celebrating Administrative Professionals! – April 27, 2017



MSBM recruiting at the Billy Craig Insurance Brokers Limited BPIAJ Wellness Fair held at the Montego Bay Freezone on April 28, 2017

## MSBM Undergraduate Programmes:

- Accounting
- Banking and Finance
- Chemistry and Management
- Entrepreneurship
- General Management
- Human Resource Management
- Management Information Systems
- Marketing
- Operations Management
- Tourism Management

## MSBM Post Graduate Programmes:

- Master in Business Administration
- Master in Business Management (MBM)
- Diploma in Business Administration
- Doctorate in Business Administration
- MSc. Accounting



## JIFS-MSBM Bourse Game Treasury Management Simulation Workshop

The Jamaica Institute of Financial Services (JIFS) in collaboration with Mona School of Business and Management (MSBM) successfully staged a Bourse Game Treasury Management Simulation Workshop from May 10-11, 2017 at the Faculty of Social Sciences, The University of the West Indies, Mona. The Bourse Game is a competitive foreign Exchange and Money Markets trading simulation. The two-day intensive simulation saw participants learning how basic treasury concepts are applied and how products are structured in professional markets, through a combination of lectures and an automated dealing system. Facilitators were, Ed Chin, Founder and Principal partner of Logos Consulting Services and Janet G. Wilson, Founder and Executive Managing Director of Exchange Trading Simulations, Inc.

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## MSBM shows Presentation of "A Talk with Edie Weiner"

On March 20, 2017, the Jamaica Chapter of



## JEF Convention 2017

Mona School of Business and Management (MSBM) participated as an associate sponsor of the JEF Convention 2017 held in Montego Bay from May 4-6. The annual event themed "People, Purpose, Growth... The Pathway to Prosperity" saw MSBM engaging with members of the public and the business community showcasing its academic programmes and professional services. The School also sponsored the session "New Tax & Customs Laws: Getting Up to Speed" presented by Dionnie Headley, Managing Director of Sygnus Tax Advisory Limited, Founder of TaxTech Institute and an International Tax Specialist. The Convention featured presenters with global reach and regional and local and international impact who shared their innovative blend of current workplace solutions of global trends to enlighten and to inspire.

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## PitchIT Challenge 2017

Kraasimages, an up-and-coming Jamaican stock imagery company, was named one of

- MSc. Computer Based Management Information Systems
- MSc. Enterprise Risk Management
- MSc. National Security & Strategic Studies
- MSc. Taxation

**New:**

- [MSc. Corporate Finance](#)
- [MSc. Logistics and Supply Chain Management](#)
- [MSc. Marketing and Data Analytics](#)
- [MSc. Procurement Management](#)
- [MSc. Services and Retail Management](#)

the International Women’s Forum (IWF) in partnership with United Way of Jamaica hosted the visit of Edie Weiner, CEO of the Future Hunters, one of the world’s foremost futurists who did a presentation to senior business leaders. Through collaboration with the Jamaica Chapter of the IWF, Mona School of Business and Management (MSBM) had the opportunity to show a recording of Weiner’s presentation on June 7, 2017 to staff, students, and alumni. The presentation was well received by attendees, with the programme being hosted by Mrs. Vanda Levy-McMillan, Teaching Fellow & Academic Advisor, MSBM and the discussion moderated by Mrs. Lisa Soares Lewis, CEO, Great People Solutions and member of the Jamaica Chapter of the IWF.

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five winners from the 2017 PitchIT Caribbean Challenge, held June 13 – 17, 2017 in St Kitts. The five companies were selected from a field of 25 finalists over two days of rigorous pitching to two panels and an audience of regional and global investors. The other winners were: SENSI (Grenada); Nestd (Trinidad & Tobago); Isle & Dine (Barbados); and The Local App (Antigua & Barbuda). Each received US\$5,000 as seed money to further fund their business, as well as spots in PitchIT Caribbean business accelerators across the region. The project, which is part of the Entrepreneurship Programme for Innovation in the Caribbean (EPIC), was executed by the CMIP Consortium of which Mona School of Business and Management is a member represented by Craig Perue, Project Manager, Training and Dr. Maurice McNaughton, Director, Centre of Excellence.

**MSBM Professional Services:**

- Contract Research
- Executive Education
- Management Consulting

**MSBM Executive Education Courses:**

- Project Management Suite
- Executive/ Senior Management Courses
- Financial Management
- Human Resources Management
- Business Communication
- Marketing & Sales Suite

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**Initiatives**



**Tour Guides trained under IDRC Project “Harnessing open data to achieve development results in the Caribbean”**

Mona School of Business and Management (MSBM) has been engaged with an open data strategic initiative in August Town to build community tourism. This project has been funded by the International Development Research Centre, Canada for the project “Harnessing open data to achieve development results in the Caribbean” under the OD4D programme. As a follow up to the development of a tour product (Moblie App) using open geoData and the soft launch of The August Town Tour on August 31,

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## Staff Updates

The following persons will be on sabbatical for 1 year beginning August 1, 2017:

- **Dr. Delroy Chevers**,  
*Lecturer - Decision Sciences & Information Systems*
- **Dr. Trevor Smith**,  
*Unit Head and Lecturer - Marketing, International Business, Entrepreneurship & Strategy*

### MSBM CONGRATULATES:

**Dr. Andrew Spencer**, Director, Centre for Hospitality and Tourism Management, Bahamas, on his secondment to the Tourism Product Development Co (TPDco), Ministry of Tourism, where he will serve as Executive Director, effective April 20, 2017.

**Dr. Michelle McLeod**, Lecturer - Marketing, International Business, Entrepreneurship & Strategy on her secondment to the Centre for Hospitality and Tourism Management, Bahamas, where she will serve as Director, effective April 20, 2017.

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## Calling All MSBM Alumni!



Click the link to find out more or Contact us:

### Mona Campus

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Tel: 977-3775  
Fax: 977-3829

2016, eleven (11) persons including three from MSBM/Mona Social Services were trained and certified by the Tourism Product Development Company on May 5, 2017. The training was conducted by Mr. O'Neil Thomas, Executive Training Manager – Agency for International Development and Empowerment (Jamaica). A key goal of the project was to demonstrate the value of open geoData generated by the community, in enabling the creation of derivative products and services and providing a means of community engagement and empowerment, especially in relation to youth in the community. In that regard, the August Town Tour pilot product, the “Virtual tour companion” mobile App, trained community mappers and certified tour guides, are all important value-adding outcomes.

## Advocacy & Outreach



### MSBM/Spur Tree Spices Public Advocacy Series: “Public Private Partnerships”

On Wednesday, June 21, 2017, Mona School of Business and Management (MSBM) in collaboration with the Mona School of Engineering hosted another in the MSBM/Spur Tree Spices Public Advocacy Series under the theme "Public Private Partnerships: A Development Tool for Jamaica." The event was chaired by Mr. James Moss Solomon, Executive in Residence at MSBM and the specially invited speakers were: Professor Archibald McDonald, Pro Vice Chancellor & Principal, UWI Mona, Dr. Paul Aiken, Director, Mona School of Engineering, Mr. Kamau Chionesu, Lecturer, Economics and Business Research, MSBM and Mrs. Nicola Russell, Manager, Public-Private Partnerships & Privatization Division, Development Bank of Jamaica. The forum generated discussions pertaining to the benefits, challenges, obligations, and risks surrounding the use of such partnerships for the development of Jamaica.

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## Student News

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msbm



## Connect with MSBM



### The Winning Formula: MSBM's MBA Students impress Scoops Unlimited Limited

As part of their International Business Management course, finalizing MBA students (Cohort 19) were tasked with undertaking a strategic assessment of the ice cream company Scoops Unlimited Limited, popularly known as Devon House I Scream. The group with the most outstanding project was afforded the privilege of presenting this project to the company's Chief Executive Officer, Mrs. Clarke-Webster at the company's Headquarters in New Kingston.



### MSBM Students Successfully Defend Doctoral Theses

Three Mona School of Business and Management students successfully defended their doctoral proposals and theses. MSBM extends heartiest congratulations to students Suzanne Wynter and Karlene Bailey who successfully completed their oral examinations on May 8<sup>th</sup> and June 5<sup>th</sup> respectively; and Tamara Silvera who was successful in her proposal defence on May 26, 2017.

## Alumni News



### MSBM Alumni Making Their Mark: Andre Pryce

Mona School of Business and Management alumnus Andre Pryce - 2011 MBA graduate - was recently seconded to British American Tobacco Central America and Caribbean Area Office in Costa Rica. He joined the company in August 2014 and was appointed Route to Market Manager, and is credited for the successful evolution of Bike Sales Reps into Carreras' Route to Market model. In



### MSBM Alumni Making Their Mark: Rohan Campbell

Rohan Campbell completed his MBA at Mona School of Business and Management in 2009. He was recently seconded to the British American Tobacco Central America and Caribbean (BATCCA) Area Office in Costa Rica. Previously serving as Project Coordinator at Carreras, Rohan redesigned the route to market structure leading to a significant reduction in distribution costs of

August 2015, Andre was promoted to Trade Marketing & Distribution Manager for British American Tobacco Caribbean Markets, with responsibility for developing and executing the company's trade marketing and distribution strategy across 22 Caribbean Markets. Continue to make us proud!

over US\$2m annually. Continue to make us proud!



### **The JBDC's Althea West-Myers tells why she loves her job**

Mona School of Business and Management MBA alum Althea West-Myers, Business Advisory Services Manager at the Jamaica Business Development Corporation (JBDC) was recently featured in The Jamaica Observer as an exemplary employee who is committed to the development of entrepreneurs in Jamaica.



### **MSBM/Scotia Alumni Networking Mixer**

Scotia Investments, Scotia Insurance and Mona School of Business and Management (MSBM) partnered to deliver an Alumni Networking Mixer themed "Investing in You: Opportunities for your Future" on Tuesday, June 27, 2017 at The University of the West Indies, Mona. The event was chaired by Dr. Lawrence Nicholson, Deputy Executive Director, MSc, MBM and Undergraduate Provisions, MSBM, and the guest speakers were: Mr. Lissant Mitchell, CEO of Scotia Investments and Dr. Adrian Stokes, President of Scotia Insurance. The event provided a platform for the provision of useful information about investment and insurance and provided opportunities for alumni to gain information on the offerings of Scotiabank as well as to reconnect and network.

## **Staff Happenings**



## MSBM Observes World Autism Awareness Day

Mona School of Business and Management (MSBM) observed World Autism Awareness Day (April 2nd) on Monday, April 3rd. Along with the creation of a display in the MSBM Documentation Centre focused on increasing awareness about people, especially children, with Autism; staff showed solidarity by wearing the colour blue.

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## MSBM Breakfast Potluck

Continuing to engender the spirit of family and as part of the School's Oneness Initiative, Mona School of Business and Management (MSBM) staff and faculty engaged in their very first Breakfast Potluck on April 28, 2017. This saw employees coming together for a hearty Jamaican-style breakfast and a morning of fellowship. The planning committee was chaired by MSBM Programme Coordinator, Vanessa Thompson.

## Faculty Outreach

## National Workshop on Effective Management of Intellectual Property Assets for SMEs

Dr. William Lawrence, Director, Professional Services Unit, MSBM was a presenter at the National Workshop on Effective Management of Intellectual Property Assets for SMEs, held June 13 – 15, 2017. The workshop was hosted by the Jamaica Business Development Corporation (JBDC) in collaboration with the World Intellectual Property Organization (WIPO) and the Jamaica Intellectual Property Office (JIPO),

## Seminar on the Impact of Cybercrime on Businesses and the Benefits of Cybersecurity

Dr. Maurice McNaughton, Director, Centre of Excellence, MSBM was a presenter at a Seminar on The Impact of Cybercrime on Businesses and the Benefits of Cybersecurity, held April 22, 2017. The workshop was hosted by Institute of Chartered Accountants of Jamaica, at the Knutsford Court Hotel, Kingston. The seminar featured presentations from speakers covering areas including: Overview

at the JBDC's Incubator and Resource Centre, Marcus Garvey Drive. The three-day workshop featured presentations from a host of international and local speakers and the aim was to assist participants in grasping the complex topic of IP, equipping them with the latest methods and developments in IP management and the advantages to be derived by their businesses.

on Cybercrime Issue in Jamaica, Safeguarding IT Systems against Cyberattacks, Cybercrime Act, Cybercrime in Jamaica and Mobile Wallet.

## Faculty Research



### MSBM launches Research Insights eNewsletter

Mona School of Business and Management in June 2017 launched its Research Newsletter – “MSBM Research Insights: Creating Business Value through Applied Research”. The newsletter will be disseminated to members of the UWI community, the Business community and other stakeholders. Click read more to access our first issue.



### Research on Caribbean MSMEs

Dr. Lawrence Nicholson's new book "Understanding the Caribbean Enterprise: Insights from MSMEs and Family-Owned Businesses", was featured in the Jamaica Observer in April 2017. Micro, Small, and Medium Enterprises (MSMEs), especially family-owned businesses (FOBs), account for about 70 per cent of private sector employment in the Caribbean. However, very little research exists about this sector in the region, leaving a wide vacuum for data needed to sustain the growth and development of the sector, which is so critical to the success of these Caribbean economies. Co-authored with Jonathan G. Lashley, and published by Palgrave Pivot last July, this book sheds some light on this previously unexplored area within the Caribbean.

