The Master of Business Management programme emphasizes both core business concepts and practical dimensions of business management. It is specially designed to deliver value to the candidate through an experiential learning approach anchored in a sound academic base with an option for either an entrepreneurship or an internship track.

**Programme Objectives**

The Programme caters to two groups of students. The first group represents those students who want to pursue a Master’s degree but have little work experience and want to gain some directed experience by participating in an Internship programme. The second group represents those students who are interested in entrepreneurship activities.

**Programme Structure**

The MBM has an annual intake every September, and will be offered full-time over 16 months. Participants are required to attain 51 credits for completion, which is to be accomplished through the successful completion of three distinct yet complementary components:

<table>
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<th>COMPONENT 1</th>
<th>Foundation Module</th>
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<tr>
<td>COMPONENT 2</td>
<td>MSBM Management Core</td>
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<tr>
<td>COMPONENT 3</td>
<td>Entrepreneurship / Internship Track</td>
</tr>
</tbody>
</table>
Component 1: The Foundation Module

The foundation module is comprised of four non-credit courses designed to prepare the candidate with the foundation academic skills to successfully complete the MBM programme.

SBCO6000: Foundation Skills for Graduate Management Education

The rationale for this course is that students must have a secure foundation in the skills and attitudes required for successful completion of their programme. The course covers tools and techniques for gathering information combined with the application of reasoning, logic and argument to the handling of intellectual problems and management thinking. Proficiency in critical thinking and all aspects of communication in written and oral formats will be developed.

SBCO6030: Graduate Mathematics for Management Education

This course deals with some of the basic mathematical problems that students have and minimizes the fear of doing mathematics. It deals with typical mathematical shortcomings of MBM students and re-orient them to various mathematical concepts related to the disciplines they will cover in the MBM programme.

Learning Strategies

This course provides a brief overview of the requirements and challenges involved in pursuing graduate studies. It equips students with an understanding of learning principles, strategies and styles to which they will be exposed. Emphasis will be placed on integrating learning styles with methods usually employed at the graduate level.

Computer Business Applications

All students in the EMBA, MBA and MBM programmes are expected to make considerable use of computers during their programme of study. It is for this reason that the possession of a laptop is considered essential for participation in and out of class. This course will provide students with an introduction to the major software applications that are used in business and which they will be expected to use during the programme. Included will be applications such as Excel, PowerPoint and Word. Students will also be exposed to guidelines on document preparation and use of Internet sources in research.
Component 2: MSBM Management Core

The MSBM Core is comprised of a series of 14 management courses and a Personal Development Elective designed to equip the MBM candidate with a solid foundation in the key functional areas of the management of the enterprise.

SBCO6040: Business Research (3 credits)

This course provides an introduction to the concepts, language, techniques and methodologies employed in business research. It will examine the basics of social scientific enquiry, the logic of inference, the nature, sources and analysis of data, as well as the impact of data on inference. The course is intended to prepare managers to engage and converse with specialist researchers, to articulate business requirements of
commissioned research as well as to interpret, evaluate and apply research output to the solution of business problems.

**SBC06070: Marketing For Managers (3 credits)**

This course introduces participants to the theoretical and conceptual underpinnings of marketing. The course goes beyond marketing theories and concepts to show how the application of marketing principles can assist decision makers in public and private sector organizations in Jamaica and the Caribbean to develop and implement marketing strategies that will enhance their competitive positions in the global economy.

**SBC06090: Legal and Regulatory Framework for Business (3 credits)**

This course explores the legal and social responsibilities of business along with the norms and values developed by firms to meet the challenges of government regulations, community pressures and public demand for accountability. Participants in this course develop an understanding of the legal issues in the business environment and are prepared for managing within the regulatory framework in which business is conducted.

**SBC06110: Financial and Managerial Accounting (3 credits)**

This course examines the internal accounting systems and current practices of businesses to develop an understanding of the uses and limitations of accounting information in planning, control, decision-making, performance evaluation and external reporting processes. It offers a balanced coverage of the concepts, methods and uses of financial and managerial accounting information with a strong emphasis on analysis and reporting.

**SBC06130: Economics for Managers (3 credits)**

This course introduces students to the economic approach to social analysis and the economic fundamentals of enterprise. Principles and analysis not solutions, are emphasized to develop economic thinking. The course explores five basic themes: market allocation, transaction costs, strategic behaviour, economic development and economic policy.

**SBC06140: Financial Management (3 credits)**

The main objective of this course is to provide an understanding of financial decision-making and financial theory from the point of view of corporate financial managers in competitive financial fields. The course
explores various financial theories and their application to real life situations.

**SBCO6190: New Ventures and Entrepreneurship (3 credits)**

This course is designed to give participants practical skills and methodology for identifying, analyzing and developing new business concepts and writing business plans. It gives an understanding of the process of new business creation and entrepreneurial behaviour and the entrepreneurial process, including the issues that affect family businesses. It also analyses the concept of intrapreneurship, which deals with application of entrepreneurial thinking within the framework of being employed in an organization.

**SBCO6200: Business Policy and Strategy (3 credits)**

This course is designed to improve the participant’s ability to integrate knowledge of functional disciplines into a general management perspective and evaluate internal and external conditions and forces that have impacted on business organizations.

**SBCO6160: Operations Management (3 credits)**

This course introduces students to the strategic and operational issues and decisions involved in managing the operations of a firm. The transformation of raw materials (labour, energy, etc.) into goods and services is influenced by decisions such as the choice of technologies, the design of the facilities, the processes involved and the effectiveness of the production plans.

**SBCO6100: Transformational Leadership and Management (3 credits)**

This course is designed to create awareness of individual behaviour and collective organizational behaviour within an organization as well as awareness of the ways in which management and leadership can influence and shape these behaviours. Additionally, it is designed to influence the views and behaviours of participants in relation to leadership for transformation. It focuses on principle-centred behaviour, the ability to inspire self and others’, creative thinking, and problem solving as the driving forces for influencing and managing change in an organizational environment.

**SBCO6340: Business in a Global Environment (3 credits)**

This course examines the critical aspects of the global business environment that influence a firm’s decisions and behaviour. It focuses on the macroeconomic, institutional and technological factors at both international
and national levels that shape the environment in which firms compete.

**SBC06370: Management Information Systems** *(3 credits)*

This course is designed to provide a fairly detailed introduction to the key managerial issues involved in the development, acquisition and use of information technology resources in organizations.

**SBC06520: Quantitative and Statistical Techniques** *(3 credits)*

This course is concerned with the use of quantitative and statistical techniques to assist in rational decision-making. The emphasis is not on the techniques themselves, but rather on how they can contribute to better decisions. The approach is to present real business situations in which quantitative and statistical techniques have been applied successfully and to show how managers can use the methods to make better decisions.

**Personal Development Electives** *(non-credit)*

The Personal Development Electives (PDE’s) will provide students with the opportunity to participate in diverse learning experiences during their programme. By virtue of their involvement in their chosen electives, students will acquire specific personal skills by engaging in seminars, workshops, special assignments or projects. The School will vary the electives offered each year according to emerging needs. Electives to be offered to students may include those indicated below in Table 1.

**SBC06081: Social and Business Etiquette**

Etiquette, the customary code of polite behaviour in a society, has become increasingly important in today’s global business environment where organisations compete on the basis of service delivery. Manners are more than niceties. They are among the crucial business skills required for personal and organisational success since many business activities take place in social settings. The seminar will cover the dos and don’ts in the various social settings that students will face as they graduate and move through the corporate world or the public sector.

**SBC06082- Career Development**

This course will seek to help students to better identify their interests, abilities and values and relate them to their job search and professional objectives; to further develop the tools of job search and the skills for interfacing with the job market.
SBCO6083-Ethics in Business

This seminar will introduce participants to the nature of ethics in business and the questions concerning the possibility of such a task. It will present an overview of selected ethical theories and identify and outline approaches to resolving dilemmas which arise in the conduct of business. It will take special account of the Jamaican/Caribbean context and issues that arise in the conduct of business in that arena.

SBCO6084-Public Speaking

This seminar was designed to ensure that students develop one of the most important skills that organisations have identified – Public Speaking. This course along with all the other presentations that are done throughout the other courses of the programme ensures that the student is well rounded and comfortable in speech making and public speaking.

For each of the PDEs to be offered during a given period, the specific target groups, objectives, content, assessment and methodology will be provided in the PDE course outline. Each student will be required to complete two PDE’s to earn the two credits which are essential for programme completion.

The School will vary the electives offered each year according to emerging needs. Electives to be offered to students may include those indicated below in Table 1:

Table 1

<table>
<thead>
<tr>
<th>PERSONAL DEVELOPMENT ELECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social &amp; Business Etiquette SBC06081</td>
</tr>
<tr>
<td>Career Development SBC06082</td>
</tr>
<tr>
<td>Ethics in Business SBC06083</td>
</tr>
<tr>
<td>Public Speaking SBC06084</td>
</tr>
</tbody>
</table>

Eligibility for each elective will be determined by student demand, fulfillment of pre-requisites and availability of opportunities to participate in those electives that require involvement outside of the School.

Entrepreneurship Track

SBBM6010: Experiences In Entrepreneurship (E2) (4 credits)

This course aims to bring the student entrepreneur into intimate contact with the multi-dimensional world of entrepreneurship and the entrepreneur through an experiential learning approach. The student will choose two E2 assignment options to work on over the two semesters. All cohort members will form a business
management team at the beginning of Semester 1 to host an annual one-day MSBM Entrepreneurship Seminar held at the end of Semester 2.

The School will vary the electives offered each year according to emerging needs. Electives to be offered to students may include those indicated in Table 1

**SBBM6020: Current Issues in Caribbean Entrepreneurship (4 credits)**

This specialist course aims to explore other important issues in entrepreneurship that are of particular relevance to the Caribbean entrepreneur. The structure of this course is meant to be dynamic as modules may be changed from time to time to reflect the current issues that impact the Caribbean entrepreneur.

**SBBM6030: Entrepreneurial Resources (4 credits)**

Entrepreneurial Resources is an in depth entrepreneurial course specifically intended to provide participants with an entrepreneurial advantage by addressing an area of Caribbean entrepreneurship that is critical to new business start up and growth. The course explores the entrepreneurial approach to resources framed in a national and regional context, taking a look at both financial and non-financial resources for the venture.

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**Master of Business Management Internship Programme**

- The MBM Internship programme is designed to provide an opportunity for students to gain pre-employment experience in a business organization before graduation from the programme by putting into practice the principles that have been studied in the core of the MBM programme.

- The internship is a directed, ‘project-based apprenticeship’ in a private firm or government agency or NGO.

- MSBM will work in collaboration with several organizations in order to place students in such a programme for the duration of six to eight months. Where possible, students will be placed in organizations where they can pursue opportunities that are in keeping with their specific interests; however, they will be carried out in cooperation with the sponsoring organization that has a specific business need. MSBM and the sponsoring organization will jointly manage the experimental and the educational objectives of the assignment.

- The terms of engagement will be agreed between MSBM, the hosting organization and the student. At
the outset, a Faculty advisor will be assigned to each student candidate and the advisor in collaboration with a representative from the sponsoring organization, will be responsible for scoping and managing the project.

Following the internship, students will prepare a report describing his/her internship activities and will make a presentation before a committee including the Faculty Advisor and a representative of the sponsoring organization.

Application Process

INSTRUCTIONS for APPLYING ONLINE

Your application form is a vital part of your University record and should be completed accurately. All applications must be completed on-line.

Outlined below is a navigational guide for successfully completing your e-application:

- Go to Internet Explorer.
- Type in http://mona.uwi.edu
- Click on Student Administration System (SAS).
- Click on Apply to a postgraduate Programme.
- Creat an account by filling out information on left side of the screen New Applicants
- Check your e-mail that was used to create account for a message from Office of Graduate Studies & Research containing instructions for the application process.
• Click on link in message.
• Create your new password and confirm password (set password).
• Login to Return Applicant box and login to your Account

Please note:

If you get a warning: “Stop running this script”? “A script on this page is causing Internet Explorer to run slowly. If it continues to run, your computer may become unresponsive”. Click NO

Do not include hyphens (-) or slashes (/) when entering numbers such as your TRN number and/or telephone numbers, unless instructed to do so.

• Complete all required fields in Sections A-G.
• On page 2, Section A - Fee Responsibility, select undeclared from the drop down menu.
• Click continue to move from one section to the other.
• If you do not click continue, all your information will not be saved.

• Go to Section C - Choice of Campus & Programme, click on the section entitled Status and select the delivery option from the section entitled Programme.
• Go to Academic Record - on completing the entry of academic information, click continue to save, then click Main Menu to continue.
  • 2 Referees Reports
  • Copy of Birth Certificate (if you are not a UWI graduate)
  • Copy of Marriage Certificate/Deed Polls
  • Copy of Birth Certificate (If You are not a graduate of UWI Mona)
  • Transcript (if you are not a UWI graduate)
  • Copy of Professional Certificates/Diplomas
• Go to Employment Record – click add record to enter each additional record.
• Please upload your resume before submitting the application
• Click submit application, when all pages are complete.
• Note that tracking information is available below the submission button.
Please Note:

Your **e-mail address** is your **tracking number** (the e-mail address you used to create the account).

**Required Documents:**

The following documents must be submitted in hard copy to the Mona School of Business & Management:

Please note that the original documents (which will be returned to you) should be submitted with copies for verification.

An application will not be considered complete until the documents mentioned above are submitted.

All applicants are encouraged to apply on-line early.

**Deadline for submission of on-line applications is December 31st.**

**Interviews**

As part of the selection process, MSBM reserves the right to interview applicants for further exploration of their qualifications and experience. You may be called for an interview, possibly at short notice, in order to expedite the process.

**Acknowledgement**

Once your online application has been processed and you are successful, you will receive an offer on-line, via your e-mail address from the Office of Graduate Studies and Research.

**Confirmation of Acceptance**

Applicants who have been offered a place in the programme on-line must **confirm their acceptance on-line by the date specified in the offer.**

**NB.** If you are offered a place and you are unable to take up the offer, you will be required to defer or reject the offer on-line.

**General Tips**

**Preparation to begin a Programme of Study at MSBM**

As soon as you make a firm decision to apply for one of our programmes, you should begin to make preparation. We strongly recommend the following preparatory activities:
• Discuss the scheduling options with your employer and your significant others who will have to play a supportive role. Include implications for them, in your decision-making process. If you are employed and you plan to come in full-time or to the EMBA which has a full-time requirement component, ensure that you begin making arrangements for being on leave.

• Identify sources of funding and begin preliminary arrangements. Frequently, students decline offers because they started to mobilize funds too late.

• Become increasingly involved in discussions, reading and other activities which will prepare you to participate meaningfully in class discussions.

• Read textbooks and other academic material that will re-awaken your intellectual powers. Visit websites that provide assistance in Mathematics, English Grammar, Time Management and Research and do exercises that will help you to assess and increase your readiness to resume studies.

• If you have particular difficulties in Mathematics or English, get a tutor now and get ahead of the game. While our foundation module will strengthen skills in these areas, prospective students who have serious needs in these areas will have to seek additional individual help and now is the time to start.