



# WELCOME NEW STUDENTS

## MSBM Welcomes New Students for Academic Year 2024/25

Mona School of Business and Management (MSBM) held Orientation Sessions for new students at the undergraduate and postgraduate levels for the academic year 2024/25. The Sessions took place for the MBA Programme on July 30, 2024, while sessions for Undergraduate and MSc Programmes both took place on August 27, 2024.

During the period, the new students were engaged in a range of orientation and academic advising activities. The Sessions were well attended and helped to expose new students to the School, the structure of the programmes, rules, guidelines and regulations that govern their administration. Administrators and faculty members were on hand to meet with their new cohorts and respond to their queries.

MSBM welcomes all new students and looks forward to a successful year.



 [View more photos here](#)

Enrol in one of our Executive Short Courses and boost your career with practical skills and knowledge.

### EXECUTIVE DEVELOPMENT SCHEDULE

[CLICK HERE FOR FULL SCHEDULE](#)

For more information on our Executive Education Series visit:

<https://www.mona.uwi.edu/msbm/professional-services-unit/executive-education>



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## MSBM MSc Accounting Goes To Turks & Caicos

MSBM will be offering the Master of Science in Accounting to residents of the Turks and Caicos Islands. The course will be administered virtually, as the School aims to expand its offerings, providing global knowledge and regional solutions, as of January 2025.

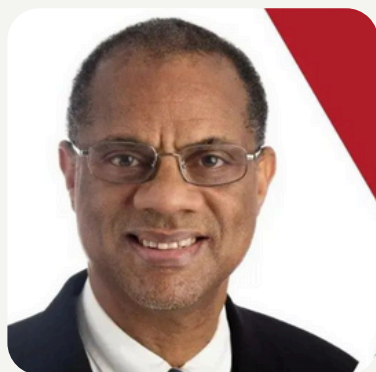
A "Masters Talk" session was held on August 7, where prospective students were able to learn more about the Programme and interact with coordinators and faculty members.

## ALUMNI HIGHLIGHTS



## Congratulations to Omolora Wilson on Being Crowned Festival Queen 2024

Mona School of Business and Management extends congratulations to Omolora Wilson on being crowned Miss Jamaica Festival Queen 2024 at the coronation show on Saturday, August 3. Ms. Wilson completed at BSc in Marketing with a minor in Tourism Management and Cultural Studies at MSBM.



## MSBM Alumni Association Gives Insights for Career Growth

The MSBM Alumni Association Professional Development Workshop was held in June to provide insights on topics such as Interview Preparation, Local and Global Job Search Strategies, Emerging Data Analytics Skills. The presenter for the session was MSBM Alumnus Lennox Parkins, former Group Controller, Atlantic Packaging Products Limited.

## STUDENT HIGHLIGHTS



## MSBM MBA Student, Natalie Fowler Clinches Top Spot in Well Cell Project of University at Buffalo's Global Leadership Programme

Congratulations to Natalie Fowler, MBA student, who was one of the five top performers in the Well Cell Project of the 2023-24 University at Buffalo's Global Leadership Programme. The top performers won prizes sponsored by Well Cell

Project of the 2023-24 University at Buffalo's Global Leadership Programme. The top performers won prizes sponsored by Well Cell Global, a pharmaceutical company based in Houston, Texas. Natalie was a member of one of the lead teams that produced the top project proposals to introduce a pharmaceutical product to their local markets.

The competition started out with 16 teams in August 2023 which included sixty five students from different parts of the world including India, South Africa, Philippines, Ghana, Kenya, Zimbabwe and Latvia. Five students from Mona School of Business and Management (MSBM) participated. The students were challenged to adopt a critical approach to course content and to recognize the opportunities available to encourage leadership in their networks both locally and globally. [Read more](#)



## STUDENT HIGHLIGHTS



### MSBM Undergraduate Students Advance to Sustainable Hospitality Challenge Finals in Dubai

A team of four undergraduate students from Mona School of Business and Management (MSBM) have qualified to advance to the Sustainable Hospitality Challenge (SHC) Finals which will be held in Dubai from September 30-October 2, 2024. The four second year students, comprising three Tourism majors and one Accounting major will give a pitch about an innovative sustainable solution for the hospitality industry before a jury of tourism industry leaders. [Read more](#)

### MSBM 10th Anniversary Scholars Awarded

As part of the commemoration of the 10th anniversary of the merger of the former Mona School of Business and the Department of Management Studies, the School offered ten scholarships (five undergraduate and five graduate) in celebration of this significant milestone. The scholarships were announced in September 2023 at the 10th anniversary Gala and Awards function. In keeping with the theme of "excellence", the scholarship criteria focused on students who demonstrate excellence in their chosen field of study.

The scholarship awardees were selected this year. Meet the lucky students.

#### UNDERGRADUATE

**Sajhee Powell**  
**Michael Campbell**  
**Dejohnae Lindsay**  
**Sashanna Smith**  
**Oncia Clahar**



#### GRADUATE

**Kristina Hill**  
**Meckala McDowall**  
**Matthew McHayle**  
**D'Andra Williams**  
**Janielle Stewart**



### Winners of the The UWI Vincent HoSang Venture Competition Travel to New York as Part of Winners Prize

The annual UWI Vincent HoSang Venture Competition has once again showcased the remarkable entrepreneurial talent within the University of the West Indies (UWI) community. The 2023/2024 edition, which concluded in January 2024, featured a diverse array of winning ventures, each addressing unique societal needs.

*(article continues on Page 4)*

## STUDENT HIGHLIGHTS

# Winners of the The UWI Vincent HoSang Venture Competition Travel to New York as Part of Winners Prize *(continued from Page 3)*



This year's victorious business was Sim's Seasonings/Sim's All-Purpose Pimento Liquid, led by sole proprietor Ms. Shanya Francis, an Human Resource Management major at MSBM. Sim's Pimentos was created to solve the common problem of accidentally biting into a pimento seed while enjoying a meal. The liquid form of pimento is more easily absorbed into foods during the cooking and seasoning process, enhancing the flavour profile. As part of the winning prize, Ms. Francis received a cash award and an all-expense paid trip to New York City, courtesy of the Vincent Hosang Family Foundation.

The prize trip proved particularly impactful, as two other teams joined Ms. Francis due to a postponement of previous winners' trips in 2022/2023. These teams were All About Scholarships and Rush Alert. All About Scholarships, is a trio consisting of

Mr. Delmar Squire and Mr. Armani Gayle, both medical students and, Ms. Keneisha Henry, a Graduate student in the Faculty of Science and Technology. Rush Alert, was represented on the tour by Mr. Odaine Williams, graduate student of MSBM, pursuing the MSc in Computer Based Management Information Systems. **Read more**



**From Left to Right:** Consular General of Jamaica to New York, Mrs. Alston Wilson; Ms. Keneisha Henry, Co-Founder – All About Scholarships; Ms. Janice Julian, Marketing-Caribbean Food Delights; Mr. Delmar Squire, Co-Founder – All About Scholarships; Ms. Shanya Francis, CEO- Sim's Seasonings; Mr. Odaine Williams, Co-Founder – Rush Alert; Mr. Armani Gayle, Chief Operations Officer – All About Scholarships; Mrs. Ashli Rose-Davis, VHEP Coordinator; Ms. Shaikra Chin – Marketing – Caribbean Food Delights.



### Have the next **BIG** Business Idea?

Enter the 2024 Vincent HoSang UWI Venture Competition

**Open to all UWI Mona Students!!**

**Application Deadline**

**FRIDAY OCT 4 2024**

**Competition Rules**

- Teams of two (2) but no more than five (5) persons are invited to enter.
- Entries must be the original work of students or independent ventures in their start-up phase.

See website for more competition rules

**Scan the QR code to apply**



**Partners:**





**2nd Prize \$300K**

**1st Prize \$400K**

**3rd Prize \$200K**

**\*Plus Sectional Prizes\***

**Contact Information**

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Vincent HoSang Entrepreneurship Programme Coordinator  
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VincentHoSangUWIVentureCompetition



## PARTNERSHIPS



### MSBM Partners with Digital Marketing Institute to offer DMI Pro Certification

The DMI Pro Certification Course is offered by Mona School of Business and Management (MSBM) in partnership with the Digital Marketing Institute (DMI), the global authority on digital marketing capability development. It is a comprehensive programme designed to provide professionals with advanced skills and knowledge in digital marketing and certified by the DMI which is globally recognized for delivering industry-relevant digital marketing education.

The first two cohorts were offered during the July-August 2024 period. This included a Saturday face-to-face cohort as well as an online cohort, held on Tuesdays and Thursdays. The feedback from members of both cohorts has been overwhelmingly positive, with participants praising the course's practical relevance, depth of content, and the expertise of the instructor Etmour Williams.

The DMI partnership has greatly enhanced MSBM's ability to offer cutting-edge digital marketing education, aligning with global standards and providing our students with the skills necessary to thrive in the digital economy. This collaboration continues to strengthen our offerings and reinforces MSBM's position as a leader in executive education in the region.

Visit [dmipro.msbm-uwi.org](https://dmipro.msbm-uwi.org) to register. The next cohorts are scheduled as follows:

DAY	DATE	TIME	MODE
Saturdays	October 12 - November 9	9:00 a.m. to 4:30 p.m.	Face-to-Face
Tuesdays & Thursdays	October 8 - November 7	6:00 p.m. to 9:00 p.m.	Online

## STAFF HIGHLIGHTS



### UWI/CETL Faculty Award Ceremony for Excellence in University Teaching

Dr. Michelle McLeod was selected for the Beryl Allen Award for Innovative Teaching. The award was named in honour of Dr. Beryl Allen, the first and founding Coordinator of the Centre of Excellence in University Teaching and Learning (CETL), acknowledged for her trailblazing work in faculty

development at UWI Mona.

Congratulations to our stellar Faculty members for achieving 4.5 and above in the UWI Course Experience Review (CER) for 2022-23.

#### FULL-TIME

Michael Roofe  
Nekeshia Gray  
Suzette Henry-Campbell  
Vanda Levy-McMillan

#### ADJUNCT

Christine Brown Dwayne Paul  
Oneil Jones Valerie Veira  
Grace Cowan-Allen Anthony Drummond  
Kerry-Ann Metcalfe-Green

## STAFF UPDATES

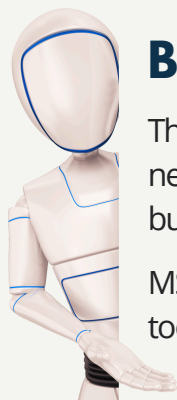
### NEW

Mr. Stephen Burton  
Mrs. Ashli Rose-Davis  
Dr. Twila Mae Logan

### DEPARTURES

Ms. Tamra Thomas  
Ms. Kamique Stewart

## INITIATIVES



### Building Trustworthy Learning with AI

The recent dramatic evolution of AI, has given rise to Generative AI and its poster child, ChatGPT. This new breed can adapt, analyze data, and create content and is rapidly becoming a game-changer for business.

MSBM hosted a series of events during the week of May 27, 2024 to help Businesses assess current tools and invest in human-AI collaboration and continuous learning. The series included three sessions.

**Read more**




Monna School of Business and Management  
**JetBlue MSBM Financial Literacy Program**

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### Over 350 Students Achieve Financial Literacy through Free Self-Paced Program

The JetBlue – MSBM Financial Literacy Program officially launched its pilot cohort on May 15, 2024, and has begun expanding with additional cohort groups since June 17, 2024.

The pilot cohort reached full capacity almost immediately and was oversubscribed following our initial registration announcement. The self-paced online program, featuring seasoned facilitators, guides participants through peer-based sessions. Students have quickly adapted to the user-friendly platform, which is effectively delivering the course content.

This charity-funded initiative, designed by the Monna School of Business and Management, aims to equip individuals with crucial financial skills to enhance their financial well-being. The program strategically targets five English-speaking islands, starting with Jamaica. Key partners include JetBlue, AFUWI, and MasterCard.

Participants in the course, "Financial Literacy and Managing Your Money," are engaging with four core modules: Money Management, Debt Management, Credit Management, and Investment and Retirement Planning. Program completers will have the opportunity to win gift prizes, including a raffled roundtrip ticket to any JetBlue destination.

To register and be considered for an upcoming cohort, **CLICK HERE** or visit

**<https://www.mona.uwi.edu/msbm/jetblue-msbm-financial-literacy-program>**