

BACHELOR OF SCIENCE ENTREPRENEURSHIP



OVERVIEW

The Entrepreneurship major is offered in the Faculty of Social Sciences, at Mona School of Business and Management and is designed to educate students on the theories, principles and practices of Entrepreneurship. Students who take this major are qualified to commence a professional career in Entrepreneurship on graduation.

Courses in this major include: Introduction to Entrepreneurship, Strategic Planning for Entrepreneurship, Principles of Marketing, International Entrepreneurship, New Venture Management and Entrepreneurial Finance.

ENTRY REQUIREMENTS

Five (5) CXC/CSEC (General Proficiency Grades I-III) or GCE/ BGCSE O'Level (Grades A-C) with compulsory subjects Mathematics and English Language **in addition to** two (2) CAPE subjects either at Unit 1 or 2 (Grade 1-4) and current registration for either Unit 1 or 2 or GCE/BGCSE A' Level passes in a minimum of two (2) subjects;

OR

An Associate degree, Diploma and/or Certificate from other approved tertiary institutions having attained a B+ average or a minimum GPA of 2.5;

OR

High School (Grade 12) transcript with a minimum GPA of 3.0 and a minimum SAT I score of 1200 plus a minimum of two (2) SAT II subjects at a score of 500 or above or successful completion of Advanced Placement Courses or the International Baccalaureate programme.

WHAT IS

ENTREPRENEURSHIP?

Entrepreneurship is the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit.

The degree is suited for at least five groups of participants:

- Those who are planning to establish their own business ventures.
- Those who have existing businesses, but wish to equip themselves with the 'cutting edge techniques' for operating in situations of innovation, change and uncertainty.
- Those who wish to work in existing organizations, but hope to drive innovation and change in these entities.
- Individuals in other areas of study who wish to equip themselves with the best practices in entrepreneurship.
- Those who want to pursue further studies in entrepreneurship at the graduate level.

SKILLS NEEDED

Intellectual

- The ability to understand, apply, analyse and evaluate data.
- The ability to identify problems and know what knowledge is required to solve problems.

Professional

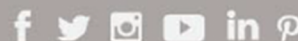
- Good ethical values
- Ability to work effectively as a member of a team
- Preparation of reports
- Attention to detail
- Commitment to lifelong learning

What can I do with a Degree in Entrepreneurship?

- With an Entrepreneurship degree, graduates often pursue a professional career in starting their own business. Entrepreneurship will expose students to entrepreneurial scholarship, engage them in entrepreneurial thinking and involve them in the best available practices with respect to entrepreneurship and business innovation.
- Graduates may work in the private sector.
- Graduates can also work in a Government Agency or Central Government in the public sector.
- Opportunities are also available in non-profit organizations for graduates.

CAREER OPTIONS

- Business Consultant
- Franchise Manager
- Hotel Manager
- Marketing Manager
- New Venture Developer
- Retail Manager
- Sales Manager
- Sales Representative
- Small Business Owner



Mona Campus:

Telephone: (876)-977-6035, (876)-977-7174,
(876)-977-4649, (876)-977-3808, (876)-977-3775

Western Jamaica Campus:

Telephone: (876)-940-5561



msbm@uwimona.edu.jm



www.msbm.mona.uwi.edu/msbm

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