

COURSES DESCRIPTION

AREA 1. Business Core Courses

ACC 101 Principles of Accounting: Financial (3)

This course seeks to enable students to record, report and interpret economic data for use by decision makers. The students will understand the importance and uses of accounting information to business managers and understand concepts and problems involved in accounting for business transactions and the proper accounting procedures for the preparation of financial statements.

ACC 301 Financial Management (3)

This course is designed to introduce students to the nature, role and importance of financial information in organisations. Students will have the opportunity to look at the communication and interpretation of the financial information needed to manage organisations, its regulation, structuring and use in decision making. Students will also have the opportunity to look at the principles of accounting, expected standards, and the concepts and conventions that influence the presentation of financial information.

ACC 302 Management Accounting: Costing and Budgeting (3)

This course looks at the cost information, both current and future, of businesses. It looks at how cost data is collected, compiled and analysed, and processed into information that is useful for business managers. Students will have the opportunity to apply these principles to practice. The course then deals with budgetary planning and control. It looks at how to prepare forecasts and budgets and to compare these to actual business results. Students will again have practical experience of this.

Finally, the course considers different costing and budgetary systems and the causes of resulting variances, together with the possible implications and the corrective action the business will need to take.

BA 101 Business Organisation and Environment

This course introduces the business organization and provides crucial insight to its operations, structure, working relationships, and its internal and external influences and environments.

BA 102 Effective Business Communication (3)

This course is designed to allow students an opportunity to study the process of human and technological communication from a variety of perspectives. The student will learn the fundamental concepts governing communication and ways to communicate more effectively.

BA 103 Principles of Management (3)

Principles of Management allows the student the opportunity to learn key management concepts, theories and tools, thus, enabling the student to establish the role of management and the types and sources of information used in the management process. Additionally, the student is exposed to the decision making process in organisations and to the rudiments of leadership, and to the different management styles and behaviours, and is encouraged through class assignments, various projects and case studies, to appreciate and apply similar principles in achieving success and efficiency in the overall management of self and assigned tasks.

BA 203 Principles of Human Resource Management (3)

The course Human Resources Management provides an understanding of human resource management, its development, purpose and organization and provides an understanding of the frameworks within which an organization operates, and how it affects the management of people.

BA 209 Legal and Ethical Framework of Business (3)

You will learn about the court system and their various levels and functions. Legal procedure is covered from alternative dispute resolution through the various stages of a law suit and the effect each stages has on business. Finally, the three basic torts and specific business torts will be covered. The course further looks at business ethics and social responsibilities. It looks at the various types of contracts as well as how they are constructed to become legally binding business agreement. The segment looks at advertising/sales, commercial code and product liability.

BA 210 Managing Communications at Work (3)

The student will understand the fundamental concepts governing communication and ways to communicate more effectively. The students will be engaged in considering the management of communications at work, and how it can enhance organisational activities.

BA 301 Principles of Management and Leadership (3)

Applying leadership theories and models to specific situations will enable students to assess the skills and competencies needed by a leader. The course will draw on a selection of established principles, including situational and universal theories, as well as more recent work such as charismatic and visionary leadership. This will enable students to compare and evaluate the usefulness of these theories and gain insights into specific leadership requirements in an organisation. In addition, students will develop their own management and leadership skills through assessing requirements for their current or future job roles, considering these against occupational standards and competencies. Finally, the course will enable students to research a range of management and leadership development methods and evaluate the suitability of these when facing the challenges of leadership today.

BA 302 Marketing and Customer Relations Principles (3)

The course will identify and emphasise the marketing principles and strategies that can help managers to achieve marketing and organisational goals in today's consumer driven markets, where consumer wants are the drivers of all strategic marketing decisions.

BA 304 Understanding Consumer Behaviour (3)

This course explores the influences on consumer behavior including individual factors such as motives, values and perceptions, and influences that derive from being part of a group. The focus of the course is on the consumer as an individual but comparisons will also be made with organizational buying decisions.

BA 305 Principles of Business Operations (3)

Principles of Business Operations discusses the relationship of operations management to other aspects of the organisation's operations. It explains the relationship of operations and supply management to the competitiveness of the firm; explains the particular issues surrounding operations management in services and the importance of sustainability in operations management.

BA 309 Management Activities (3)

In this course the students will consider the meaning and importance of the mission, structure and culture of organisations. This will give them the tools needed to evaluate the suitability of the organisational context for the current needs of a specific work group. The students will learn about a range of concepts, tools and models used to manage business activities. This will include customer orientation, project management techniques, business process modeling and lean management techniques.

BA 311 Managing Projects (3)

The fundamentals of managing projects, including the nature of a project and the phases of a project. Students will then consider the importance of determining success criteria. Students will study the all-important project planning methods which include the development of a project initiation document and use of project planning tools such as checklists, project work plans, Gantt charts and critical paths. They

will also learn how to assess the risks of failure, how contingency plans can be devised to ameliorate the risks, how to develop a communications plan to monitor and control activities, and maintain a sense of direction for all stakeholders. Students will go on to find out how to implement the project plan including communicating the project plan, allocating responsibilities, setting objectives and supporting team members. They will also learn about monitoring achievements against the project plan and how to modify project plans to ensure delivery is on time and as planned. The final part of the course is about post-project evaluative activities.

BA 312 Business Strategy (3)

This course seeks to build on students' existing knowledge of the basic tools of business analysis such as PESTLE and draw it together so that the students think strategically. Students will be introduced to further analysis tools needed for the process of strategic planning. They will be able to explain the significance of stakeholder analysis and carry out an environmental and organisational audit of a given organisation.

BA 313 Business Decision Making (3)

In business, good decision making requires the effective use of information. This course gives students the opportunity to examine a variety of sources and develop techniques in relation to different aspects of information: data gathering, data storage, and the tools available to create and present useful information. ICT is used in business to carry out much of this work and an appreciation and use of appropriate ICT software is central to completion of this course. Specifically, students will use spreadsheets and other software for data analysis and the preparation of information. The use of spreadsheets to manipulate numbers, and understanding how to apply the results, are seen as more important than the mathematical derivation of formulae used.

BA 314 Small Business Enterprise (3)

The course draws together many of the topics covered in other courses and allows students to practice the business skills with the aim of giving students the opportunity to focus on the processes involved, through change management, and of reviewing and improving the performance of a small business enterprise.

LAW 303 Company Law (3)

The course provides students with a knowledge and understanding of the law on companies and the skill to apply the rules particularly in business situations. In this course students develop an understanding of the different types of company, company formation and the required documentation. The course then considers capital, the creation of shares and the rights of shareholders. It also looks at directors and their powers and duties. Finally, the course examines the winding up a company.

AREA 2. General Study Courses

EC 100 Foundations of Economics

This course provides a comprehensive introduction to the fundamental of Economics that includes elasticity of supply and demand, marginal utility, costs of productions, market structure, the role of governments, national income accounting, fiscal policy, money and banking, international trade and economic development.

EC 201 Introduction to Statistics for Business and Economics (3)

An introductory course in statistics designed to provide students with the basic concepts and methods of statistical analysis and the use of statistical tools in management; how to use and interpret basic descriptive statistics, probability distributions, point and interval estimations, statistical inference, forecasting, and simple regression analysis. Application problems are borrowed from business and economics, with many exercises based on real data. Students will learn many concepts, develop numerous skills, and gain new perspectives of events, observations, and data. The techniques and

methods learned will help students in future courses, especially those in quantitative and analytical methods, and in solving real world problems.

EC 202 Business Economics (3)

The course Business Economics seeks to provide practical information that will allow students to apply economics principles to the real world of business and in their jobs. It uses economic theory and quantitative methods to analyze business enterprises and the factors contributing to the diversity of organizational structures and the relationships of firms with Labour, Capital and Product Markets.

EC 305 Research Project (3)

This course is designed to enable students to become confident using research techniques and methods. It addresses the elements that make up formal research including the proposal, a variety of research methodologies, action planning, carrying out the research itself and presenting the findings. To complete the course satisfactorily, students must also understand the theory that underpins formal research.

ENG 101 English Composition 1 (3)

English Composition 1 seeks to provide the undergraduate with a systematic approach to academic writing and to provide the basis for development of essential language skills that assist in improved writing competencies. The students will be exposed to writing workshops, lectures and discussions which allow them to discuss the results of their reading and research and to help themselves and their classmates improve drafts with suggestions for revision.

IT 101 Introduction To Information Technology (3)

This course provides an introduction to the PC and covers the essential skills and concepts that enable the student the opportunity to develop basic competencies in a variety of applications and to gain a broad, practical introduction to Information, Communication and Technology skills.

IT 206 Information Systems And Organisations (3)

This course looks at information and information systems (IS) in organisations. It explores the technological and social elements of Information System, while addressing the context and alternative perspectives on IS.

MATH 201 College Algebra (3)

College Algebra seeks to assist the students to develop critical mathematical analysis and abstract reasoning, to be able to apply algebra to solve word problems from various fields, and acquire skills and background in algebra and coordinate geometry necessary for higher level mathematics courses.

MATH 203 Advance Business Mathematics (3)

This course advances existing quantitative skills to a level in which students can formulate, use and interpret mathematical models within a business context. An appreciation of the use of computer software to support such models is also developed.

PSY 101 Principles of Psychology (3)

An introductory course which examines the history, methodology, definitions and ideas relating to such concepts as personality formation, self concept, defense mechanisms, emotions and conditioning. Emphasis is placed on the relationship of these concepts to the students understanding of self and others in every day interactions. The course also provides a disciplined approach to the observation of behavior, developed theoretical models about the mind, reasoning for behavior and purpose for action.

AREA 3. GCE A Level Specialisms

Cambridge International AS and A Levels are internationally benchmarked qualifications providing excellent preparation for university education. They are part of the Cambridge Advanced stage. They are taken in over 125 countries and offer a choice of 60 different subjects. Cambridge International A Level qualifications are widely recognised and valued by universities and employers alike. Some US universities give up to a year's credit as a result. Every year, thousands of Cambridge International A Level students gain places at good universities worldwide - including the UK, USA, Canada, New Zealand and Australia.

Accounting Specialism

The accounting specialism enables students to develop and apply their accounting knowledge and understanding in order to analyse and present information, give reasoned explanations, and make judgements and recommendations. The syllabus covers topics such as the recording of financial information, accounting principles and control systems, and the preparation of final accounts for a variety of different organisations and businesses. Learners find out about raising capital by shares and loans, ratio analysis and cost accounting, and also study the preparation of cash flow statements, cash flow analysis, the repayment of share capital, and standard costing and investment appraisal, among many other topics.

Courses include:

- ACC 100 The Accounting System (3)
- ACC 104 Financial Accounting 11 (3)
- ACC 201 Financial Reporting and Interpretation (3)
- ACC 203 Elements of Managerial Accounting (3)
- ACC 202 Advanced Accounting (3)

Airline, Travel and Tourism Specialism

The Airline, Travel and Tourism specialism encourages the students to appreciate the scale and importance of the airline, travel and tourism industry. It examines the travel and tourism industry in the world and recognise the positive and negative impacts the industry may have on people, environments and economies. Students discover that the travel and tourism industry is dynamic in nature and how the industry responds to change: for example, external factors such as changing consumer needs and expectations, developments in ICT. The specialism encourages students to develop practical and technical skills relevant to the industry, enabling them to deal with a range of complex situations and problems.

Courses covered include:

- TTM 101 The Travel, Tourism and Hospitality Sectors (3)
- TTM 103 Tour Operations Management (3)
- TTM 106 Airline Operations (3)
- TTM 110 Introduction to Cabin Crew: The Flight Attendant (3)
- TTM 205 Fundamentals of Destination Management and Marketing (3)

Computing Specialism

The computing specialism enables students to develop an understanding of how computers are used to solve a wide range of problems. Learners investigate a variety of different computers, and also look at the ways that computers are organised in terms of software, data, hardware, communications and people. Learners develop the skills necessary to apply their understanding to the development of computer-based

solutions. As they progress, they learn about the main principles of systems analysis and design, looking at different methods of problem formulation, and the planning of solutions. They also consider systematic methods of solution implementation, testing and documentation. Courses include:

- IT 104 Computer Systems, Communication and Software(3)
- IT 105 Practical Programming Techniques (3)
- IT 205 Systems Software Mechanisms and Machine Architecture (3)
- IT 206 Database Theory, Programming Paradigm, and Integrated Information Systems (3)
- IT 303 Advanced Computing (3)

Economics Specialism

The economics specialism enables students how to explain and analyse economic issues and arguments, evaluate economic information, and organise, present and communicate ideas and judgements clearly. The syllabus covers a range of basic economic ideas, including an introduction to the price system and government intervention, international trade and exchange rates, the measurement of employment and inflation, and the causes and consequences of inflation. Students also study the price system, the theory of the firm, market failure, macroeconomic theory and policy, and economic growth and development.

The specialism courses include:

- EC 101 Economics AS
- EC 102 Principles of Micro Economics
- EC 103 Principles of Macro Economics
- EC 203 Intermediate Economics
- EC 301 Advanced Economics

Law Specialism

The Law specialism is to provide learners with an introduction to the main principles of the law as it is practised in England and Wales. As a result, learners build their knowledge and understanding of the English legal system, and develop a critical awareness of its structure, personnel and operation. The syllabus also focuses on two areas of substantive law (contract and tort), and encourages learners to develop skills of analysis and problem-solving through the application of legal rules. The specialism courses include:

- LAW 102 Law Structure and Operation of the English Legal System
- LAW 103 Law of Contract
- LAW 104 Law of Tort
- LAW 201 Intermediate Law
- LAW 203 Advanced Law

Fashion Design and Textiles Specialism

A practical specialism, the course examines the scientific, creative and artistic aspects of design and textiles, with plenty of opportunities for students to apply what they have learnt by demonstrating their investigative, creative, and practical skills. Through the study of fibres and fabrics, students find out about basic design, contemporary fashion, clothing manufacture and the use of commercial patterns to make a variety of garments and go on to explore textile applications and technology, looking at issues such as fitness for purpose, creative techniques, the application of colour, and environmental impact.

They also study the making and finishing of textile products, the care of clothing, and the use and care of a sewing machine. The specialism courses include:

- FDT 101 Fibres, Fabrics and Design (3)
- FDT 102-103 Textile Applications and Textile Technology 1-11 (3-3)
- FDT 104 Advanced Design and Textiles (3)
- FDT 201 Intermediate Design and Textiles (3)

Psychology Specialism

Psychology learners develop their appreciation of the subject by exploring the ways in which psychology is conducted. As part of their studies, learners also review important research; this provides an insight into the ways in which psychology has been applied, thereby leading to a better understanding of key themes and issues. The syllabus reflects the five core areas of psychology, namely cognitive, social, physiological, developmental and the psychology of individual differences; it also relates psychology to education, health, organisations, the environment and abnormality. The specialism courses include:

- PSY 102 Approaches, Perspectives and Issues 1
- PSY 103 Approaches, Perspectives and Issues 11
- PSY 104 Approaches, Perspectives and Issues 111
- PSY 201 Intermediate Topics
- PSY 203 Advanced Topics

AREA 4. Management Major Courses

BA 401 Personal and Professional Development (3)

This course introduces students to the importance of continuous personal and professional development through self-learning and analysis. It focuses on students understanding how to enhance the skills needed for effective management to meet work and personal objectives, as well as improving their performance for future career development. Students will have the opportunity to identify their own development needs through carrying out a skills audit to inform the personal development planning process.

BA 403 Managing Recruitment, Selection and Staff Performance (3)

In this course, students will develop the skills to set detailed work objectives for staff in an organisational context, and communicate these appropriately. Students will monitor staff performance through organisational activities, and consider methods to improve the achievement of objectives. Finally, students will review work performance by undertaking formal or informal assessment processes and provide feedback and agree performance improvements with staff.

BA 406 Principles of Strategic Management (3)

This course is designed to introduce operational managers to the idea of strategic management as a tool for redirecting or repositioning the organisation in what it perceives, through analysis, to be more advantageous areas. Students will explore how this can be achieved through setting clear business objectives and priorities. Students will gain an understanding of how management needs to take a proactive rather than a reactive stance to a changing business climate.

BA 501 Developing Strategic Management and Leadership Skills (3)

This course seeks to provide the students with the methods and techniques to assess the development of their own skills to support the achievement of strategic direction. It further seeks to provide the student with an understanding of the links between strategic management, leadership and organisational direction, and the skills to be able to apply this understanding.

BA 502 Strategic Change Management (3)

This course seeks to provide the learner with the understanding and skills to support active engagement in the process of strategic change management. Students will develop an understanding of the models of strategic change and the role that stakeholders play in this process. They will then examine the need for change in a selected organisation and plan the implementation of a model for change.

BA 503 Strategic Human Resources Management (3)

Strategic human resource management is concerned with the management of human resources in ways that support an organisation's strategy and contribute to the achievement of organisational goals. It takes a long-term perspective on how human resources can be matched to organisational requirements and considers broader matters such as the quality and commitment of the human resource to an organisation.

BA 505 Strategic Marketing Management (3)

This course seeks to provide the students with the understanding and skills to support active engagement in the process of strategic marketing management and identifies strategic marketing strategies combining product development, promotion, distribution, pricing, relationship management

BA 506 Managing Financial Principles and Techniques (4)

This course will give students a foundation in financial principles and techniques relevant to the strategic management process. It encourages students to explore the nature of cost-based financial data and information, the impact of the budgeting process on the organisation, and the development of cost reduction and management procedures and processes. It also focuses on the management of these costs through the use of forecasting, appraisal and financial reporting procedures. One of the main objectives of this course is for students to develop the confidence to apply, analyse and evaluate financial and cost information.

AREA 4. Teaching Business Studies Major Courses

EDU 101 ORIENTATION: THE EXPECTANT TEACHER (1)

A programme designed for the emerging Teacher. It explores the reasons for entering the teaching profession; the differences in experiences; similarities due to humanity, societal expectation; and sexuality in the classroom; concepts related to one's development, identity and personality; self concept, self-esteem, motivation and self actualization.

EDU 102 PRINCIPLES OF EDUCATION (3)

The course Identifies and distinguishes between the different types and levels of formal education systems in Jamaica; curriculum, program upgrade, role of the Ministry of Education in implementing government policies, and in the supervision and support of education.

EDU 104 LITERACY AND INSTRUCTION IN CONTENT AREA (3)

The course analyses the factors that influence the development of reading competencies. It explores the role of technology in literacy development, and the role of language and environment in literacy development.

EDU 202 PSYCHOLOGY OF EDUCATION (3)

Addresses three principal themes; students, teaching and learning with important theories and how they apply to classroom teaching. The course emphasizes the intelligent use of theory and research practices in education.

EDU 204 TECHNIQUES OF SECONDARY SCHOOL TEACHING (3)

This course provides the Student Teachers instructions in the presentation and facilitation of lessons; provide information on effective methods of, instructing, demonstrating, supervising exercises and activities to enable active and effective learning.

EDU 206 DESIGN: PLANNING AND PREPARATION (3)

This course explores the developmental, cognitive and affective issues in the learning process. Studies the curriculum and its components; learning plans, methods, materials and programs as well as methods of obtaining information on the learner's needs.

EDU 303 TECHNOLOGY IN EDUCATION (3)

Introduces use of computer technology in education; access, legality and validity. Promotes the use of; computers in multimedia learning environments and presentation, educational software to facilitate instruction, and other technologies to conduct research and generate information.

EDU 305 ASSESSMENTS: ASSESSING PROGRESS AND ACHIEVEMENT (3)

This course exposes the Student Teachers to methods in assessing lessons and how to report outcomes. The course teaches correct methods of diagnostic assessments and methods of obtaining valid, reliable, relevant and sufficient information on learners' progress from a variety of sources.

EDU 306 EVALUATION: IMPROVING TEACHING AND LEARNING (3)

This course provides instruction to the Student Teachers on how to evaluate and make improvements to design, practice, learning methods, curriculum content or resource provision through continuous evaluation using a variety of sources.

EDU 307 TEACHING PRACTICE (5)

A minimum of 270 hours of formal practical exercise which allows the student teacher to employ theoretical knowledge gained through classes and class exercises (including 4 weeks of observations) to practice the skills of teaching in assigned classroom. The Program not only promotes practice, but also personal development through evaluation and self assessment.

EDU 309 METHODS OF TEACHING BUSINESS SUBJECTS (3)

The introduction of the philosophy of business education, learning and the concept of method, planning for instruction, methodologies, resource and technology, approaches to teaching Principles of Accounts, Office Administration and Principles of Business, lesson presentation and evaluation. Field Experience Required.