



**University of Technology, Jamaica**

**College of Business and Management**

**School of Business Administration**



# **PROGRAMME INFORMATION**

## ABOUT THE SCHOOL

The School of Business Administration (SOBA) is the premier provider of undergraduate business education in the English speaking Caribbean. As a School community, we endeavour to educate and stimulate our students to become professionals who are prepared for the challenges of a dynamic business environment. Our degrees are designed to ensure that our graduates are fully prepared to contribute positively to the growth and development of both the private and public sectors.

## PHILOSOPHY

The School of Business Administration envisions being the leading business school in the Caribbean region in the delivery of portable and relevant teaching outcomes to ensure a trained and productive workforce and innovative business leaders with an entrepreneurial orientation. In the process, the School aims to offer superior service to its existing and potential clients and other stakeholders in an ethical climate. In achieving these aims, the School will become a significant contributor to regional and national development. It will continue to develop its research capacity for the development of regional education market.

## COURSE RATIONALE

The Bachelor of Business Administration (BBA) course of study is intended to:

- a) Establish competency among graduates
- b) Give students knowledge in areas suitable for work and self-employment
- c) Give students skills suitable for many areas of business
- d) Encourage interdisciplinary thinking and decision making

In addition to the general course of study objectives, each major has set specific objectives for its discipline and the outcomes which are expected. Upon completion of the BBA degree, students are expected to meet the following goals:

- a) Demonstrate knowledge of key concepts in the major business disciplines
- b) Able to systematically analyze a business problem using appropriate methods. This they will demonstrate through the effective interpretation of evidence, the identification and assessment of alternative points of view and be able to formulate appropriate conclusions.
- c) Communicate effectively by both written and oral means

- d) Demonstrate reasonable and effective use of information technology and business software for modeling and decision making
- e) Demonstrate skills in data analysis to inform decision making (using both descriptive and inferential analysis)

The Bachelor of Science degrees are in the disciplines of Economics, Accounting and Administrative Management.

## **COURSE OBJECTIVES**

In pursuit of its mission and goals and in keeping with the College's Strategic Plans, the School has set the following objectives:

- a) To develop and deliver, business and management courses of study which are cost effective and of high quality.
- b) To foster applied product-oriented research as an integral part of staff responsibility.
- c) To recruit Faculty members and administrative staff of the highest calibre.
- d) To provide Faculty members with on-going training opportunities.
- e) To improve communication with our stakeholders.
- f) To maintain a positive corporate image within the university community and the wider society and region.
- g) To obtain re-accreditation of the School's courses by the relevant academic and professional bodies.
- h) To expand existing plant and other resources in ways that are conducive to the School's growth and development.
- i) To expand the use of technology in the specifics of delivery of academic instruction
- j) To pursue partnerships and collaborative arrangements with individual supporters, professional bodies, educational institutions, governments, and corporate entities.
- k) To provide opportunities for articulation with other educational institutions.
- l) To develop courses of study which contribute to the creation of social consciousness and ethical behaviour among staff and students.

## CERTIFICATION

- ✚ Bachelor of Business Administration

**Majoring in one of the following:** Accounting, Finance, General Management, Human Resource Management, Marketing and Production and Operations Management.

**And minors in one of the following area:** Accounting, Finance, Production and Operations Management, Human Resource Management, Economics, International Business, Administrative & Information Systems Management and Marketing.

- ✚ Bachelor of Science in Economics
- ✚ Bachelor of Science in Accounting
- ✚ Bachelor of Science in Administrative Management

## CAREER OPTIONS

**-BBA Graduates may be employed as:**

### ACCOUNTING MAJOR

- Financial Accountants
- Management Accountants
- Internal Auditors
- External Auditors
- Taxation Specialists

### FINANCE & BANKING MAJOR

- Banking
- Financier
- Insurance Advisor
- Loan Management
- Loans Officer
- Pension Fund Administrator
- Securities Analyst
- Stock Trader

The BBA Degree was revised in May 2013 and carries four (4) levels.

With the University now operating on a semesterized system, students may select modules on a flexible basis as long as they hold the relevant prerequisites for the modules being selected.

The degree is offered at both the Main Campus in Kingston and the Western Campus at Dome Street, Montego Bay.

The first and second levels of the programme are also offered at the following three (3) Community Colleges: Brown's Town, Knox and Montego Bay.

**GENERAL MANAGEMENT MAJOR:** Graduates will be able to lead organizations in areas such as:

- Organizational productivity
- Change Management
- Policy Development

#### **HUMAN RESOURCE MANAGEMENT MAJOR**

- Leadership Development Manager
- Training Consultant
- Executive Recruitment Specialist
- Industrial Relations Manager
- Employee Relations Manager
- Executive Director

#### **MARKETING MAJOR**

- Brand Management
- Marketing Research
- Advertising
- Public Relations
- Sales Management
- Customer Relationship Management
- Retailing

## **PRODUCTION AND OPERATIONS MANAGEMENT MAJOR**

- Logistics Manager
- Supply Chain Manager
- Production Planner
- Operations Analyst
- Project Manager
- Quality Management/Control

**-BSc Graduates may be employed as:**

### **ACCOUNTING**

- Financial Accountant
- Cost Accountant
- Internal Auditor
- External Auditor
- Taxation Specialist
- Management Accountant

### **ADMINISTRATIVE MANAGEMENT**

- Project Management
- Corporate Secretary
- Office/Administrative Services Management
- Records/Information Management
- Client Services Management
- Facilities Management
- Data Analysis
- Procurement
- Event/Meeting Management
- Business Process Management
- Corporate Services
- Protocol Officers, Archivists

### **ECONIMICS**

- Economist
- Investment Banking Analyst
- Associate - Investment Banker
- Sales Analyst

- Financial / Securities /Investments Analyst
- Operations/Data Analyst
- Business Analyst
- Market Research Analyst , Actuary

## COURSE DESIGN

The School of Business Administration (SOBA) offers the Bachelor of Business Administration and Bachelor of Science degrees using a flexible mode of delivery. The BBA course of study offers Major/Minor Specializations (courses of study) in Accounting, Administrative and Information Systems Management, Finance, Finance and Banking, Human Resources Management, Marketing, Production and Operations Management and International Business. The award of the BBA degree is currently contingent upon a student's selection of a major and a minor OR a double major.

SOBA ensures that the content and rationale of each course is determined jointly by School representatives, and industry representatives. It is believed that this collaborative effort will result in competent and capable graduates who are able to fulfill the functions required for technical, supervisory and management personnel in the workplace.

## MODULE ELECTIVES

**SOBA offers the following electives to the University:**

ADM4003 - Management of Meetings and Events

ADM4005 - Professionalism in Organizations.

However, as student who is taking the BBA Course of study, may register for any elective across the University contingent upon meeting the prerequisites

## ENTRY REQUIREMENTS

- The **minimum** requirement for entry into the courses of study offered at the School of Business Administration is passes in Five (5) CSEC/GCE O-Level subjects including Mathematics and English Language.
- Students may also gain entry and Advanced Placement based on prior tertiary qualifications.
- Mature applicants may satisfy Prior Learning Assessment requirements.
- Application Forms are available from the Admissions Office or online at [www.utechjamaica.edu.jm](http://www.utechjamaica.edu.jm)

## FOR FURTHER INFORMATION CONTACT:

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