



University of Technology, Jamaica

College of Business and Management

**Joan Duncan School of Entrepreneurship, Ethics
and Leadership**



PROGRAMME INFORMATION

ABOUT THE SCHOOL

The entrepreneurial spirit is permeating the academic environment of the University of Technology, Jamaica and is a core element of our mission. We are the first School of Entrepreneurship, Ethics and Leadership in Jamaica and the Caribbean to deliver an innovative curriculum, engage in relevant research, expand learning and open new and exciting opportunities for students and communities.

- Over 20,000 UTech Jamaica students were exposed to principles of Entrepreneurship.
- 140 Graduates in BSc. in Entrepreneurship Programme refer to appendix
- G Producers of the Global Entrepreneurship Monitor (GEM) Jamaica Report 2013, 2016/17 and 2021/22 – (over 2300 persons surveyed) major document were used in the formation of Government policies around Entrepreneurship in Jamaica.
- Since 2018 -38 JDSEEL student groups (typical 3 per group) have registered businesses and start having sales before they graduate as part of a deliberate focus on ensuring that all JDSEEL students graduate having a registered innovative business.

Technology Innovation Centre

This is the first business incubator in the English-speaking Caribbean.

- 286 Registered Business Impacted since 2002 (128 virtual clients and 158 Residential Clients).
- In the last three years TIC Clients have received grants or equity of over \$45 million Ja.

PHILOSOPHY

The Joan Duncan School of Entrepreneurship, Ethics and Leadership provides distinct advantages for both local and international students. The courses offered are focused and practical in nature; designed to appeal to individuals who see their future as creators of new business ventures as well as intrapreneurs who need the skills to successfully mobilize new innovation within existing organizations. These courses are so designed as to allow students to launch their own businesses and upon completion, leave with concrete and workable business ideas. The BSc. in Entrepreneurship is one of the courses of study being offered by the School whose strength is built around a solid technology base and influential links to industry and field projects.

COURSE RATIONALE

The Bachelor of Science Degree in Entrepreneurship prepares graduates to meet the growing need for the creation of new exciting ventures, diversification of economic activities and the improvement in attitudes of individuals toward their own business ventures. Additionally, the course will create a wider awareness in the society by equipping graduates with the necessary tools to play a more positive role in wealth creation and management.

The BSc. in Entrepreneurship provides the best possible integration of theory and practice-based entrepreneurship principles targeted at those individuals who are bright, ambitious, creative and innovative team players and who demonstrate that they have what it takes to excel as an entrepreneur/ small business owner or entrepreneurs.

The BSc. in Entrepreneurship is a four-year degree programme which requires the completion of one hundred and twenty two (122) credits.

COURSE OBJECTIVES

- To prepare entrepreneurs to create, start and grow new innovative entrepreneurial ventures.
- To produce entrepreneurs who can generate new innovations within existing businesses.

CERTIFICATION

On successful completion of the course of study, the graduate receives the UTech Bachelor of Science Degree in Entrepreneurship.

CAREER OPTIONS

The BSc. in Entrepreneurship provides excellent opportunities for employment creation, innovation and entrepreneurial skills both locally and internationally.

- Graduates of the course should be able to function in any of the following careers:
- Entrepreneur
- Business Owner/ Manager

- Venture Coach /Business Consultant
- Entrepreneurship Teacher/Lecturer
- Business Incubator Manager
- Entrepreneurship Researcher
- Market Analyst
- Product Developer
- Corporate Manager
- Marketing Manager

The faculty, staff, mentors, and support team assist students in this journey of discovery and share with them conceptual and applied tools to act upon opportunities.

COURSE DESIGN

- The curriculum is designed to reflect module types as follows:
- Cornerstone Courses
- Foundation/Introductory
- Opportunity Recognition/Idea Generation
- Core Content
- Experiential
 - Functional Area
 - Practical Hands-on
- Capstone
 - Business Model/Business Plan

The overall learning objectives are based on the assessment of new venture creation and opportunity identification, planning and managing the growth of businesses, integrating interdisciplinary approaches and applying innovative solutions. The curriculum is, therefore, designed to provide participants with complex principles, practices, knowledge and attitudes to enable them to perform duties of starting, managing and guiding micro, small and medium enterprises.

MODULE ELECTIVES

Semester 2- Year 3

- Family Business & Entrepreneurship
- Human Resource Management for Small Businesses
- Global Marketing

Semester 1- Year 4

- Micro Financing & Venture Feasibility

Semester 2- Year 4

- Evaluating Franchising Opportunities

ENTRY REQUIREMENTS

- Five (5) CSEC subjects (General Proficiency Level) with Grades 1, 2 or 3 as of June 1998 or GCE O 'Level with Grades A, B, or C, which must include Mathematics, English Language and three other approved subjects.
- Mature applicants may satisfy Prior Learning Assessment requirements.
- Application Forms are available from the Admissions Office or online at www.utechjamaica.edu.jm

FOR FURTHER INFORMATION CONTACT:

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