



University of Technology, Jamaica

College of Business and Management

School of Advanced Management



PROGRAMME INFORMATION

MBA PROGRAMME OVERVIEW

The Master of Business Administration degree offered at the University of Technology, Jamaica integrates theoretical knowledge and practical skills which will enable aspiring managers to develop comprehensive analytical, problem- solving and interpersonal skills that can be creatively applied in the real business environment.

The duration of the programme is twenty-four (24) months: eighteen (18) months taught modules and six (6) months to complete the consultancy project. Students may attend classes on Saturdays or Sundays.

PROGRAMME OBJECTIVES

Upon completion of the UTech, Ja. MBA Programme, graduates will:

1. Have an understanding of the core business principles and be able to apply this knowledge to global business solutions.
2. Be able to identify challenges and provide solutions based on research and management theories to organizations operating in a dynamic business environment.
3. Demonstrate effective oral and written communication skills.
4. Be able to apply strategic and innovative thinking skills to enable effective decision-making and problem- solving.
5. Possess the research skills necessary to study business problems and evaluate the impact of managerial actions.

MBA PROGRAMME DESIGN

The programme consists of eight (8) core modules and four (4) concentration/specialization modules for a total of twelve (12) modules or thirty-six (36) taught credits. Once students have completed the core course requirements, they then go on to develop expertise and specific insights in one of the following concentrations:

- Management
- Marketing
- Finance
- Entrepreneurship
- Hospitality and Tourism Management

The capstone module is a three (3) credit research consultancy project, which allows participants to apply the principles taught in determining possible solutions to problems faced by an actual company.

HOW TO APPLY

Interested persons should complete an application form available at: www.utech.edu.jm

Prospective students will be required to submit the following:

- Official transcript from previous institution
- Two (2) letters of recommendation (one from current supervisor)
- Written personal Statement of Intent
- Certified copy of birth certificate
- TRN card
- Two (2) passport-sized photographs
- Certified ¹ copies of diplomas and professional certification

ENTRY REQUIREMENTS

The minimum requirement for admission is an undergraduate degree with a GPA of 2.70, a lower second class honours or its equivalent in business or related fields.

Prospective students will be required to submit the following in order to be considered for admission to the programme:

- Official transcript from previous institution
- Two (2) letters of recommendation (one from current supervisor)
- Written personal statement of intent
- Mature applicants may satisfy Prior Learning Assessment requirements.
- Application Forms are available from the Admissions Office or online at www.utechjamaica.edu.jm

PROGRAMME CONTENT

Students may be required to complete the following courses:

- Critical Thinking and Problem Solving
- Macroeconomics or Microeconomics
- Fundamentals of Accounting
- Financial Management
- Statistics

¹ Certified by a Justice of the Peace, Minister of Religion, Medical Practitioner or Attorney-at-Law

CORE COURSE REQUIREMENT:

Core modules will be the same for all specialization options. Participants are required to complete eight (8) core modules which provide a foundation in management education. These modules build and develop key managerial skills for the private and public sectors of economy.

- Managerial Accounting
- Business and Professional Ethics
- Managerial Finance
- Economics for Strategic Decisions
- Marketing in a Dynamic Environment
- Managerial Decision Analysis
- Corporate Information Strategy and Management
- Corporate Strategy

In addition to the compulsory core modules, participants are required to complete four (4) modules (12 credit hours) in their area of specialization.

MANAGEMENT SPECIALIZATION (12 CREDITS)

Participants who select this option will be equipped with a broad range of skills that will allow them to complete and manage in a dynamic global business environment.

Modules:

- Leadership and Strategy Implementation
- Organizational Development & Change Management
- International Business
- Human Resources Management/Labour Relations

FINANCE SPECIALIZATION (12 CREDITS)

The modules in the finance degree specialization will prepare participants for both the national and international financial arenas. They are designed to build on the basic understanding of finance and include such areas as: financial analysis; financial planning and control; financial risk management; fund positioning; cash management and capital budgeting; investment management and portfolio construction; and financial decision-making.

Modules:

- Financial Markets, Instruments, and Institutions
- Financial Management of Multinational Corporations
- Investment Analysis and Portfolio Management
- Capital Budgeting and Long-Term Financing Decisions

ENTREPRENEURSHIP SPECIALIZATION (12 CREDITS)

In this specialization, participants are provided with the skills to launch a new business and function successfully in an established corporation that employs entrepreneurial management strategies. Participants are required to analyze business strategies and develop the options for securing funding, writing business plans, designing marketing strategies, and examining potential markets' readiness for an entrepreneurial enterprise. The modules offered in this degree programme provide participants with the opportunity to apply models and strategies through case-based study approaches.

Modules:

- Fundamentals of Entrepreneurship
- Organizing and Operating a Small Business
- Entrepreneurial Financial Management
- Entrepreneurial Management and Venture Capital

MARKETING SPECIALIZATION (12 CREDITS)

This concentration focuses on the various strategies, processes, and practical application in meeting market demand, and satisfying customers' needs. Participants develop skills applied in various industries from both domestic and multinational perspectives. Areas of studying and application of marketing principles include: marketing strategy; formulation and implementation issues; distribution channel management; outcome-based marketing system; customer and buyer behaviour; and integrated marketing communications.

Modules:

- Global Marketing Strategy
- Marketing Research and Analysis
- Strategic Marketing
- Service Marketing

HOSPITALITY AND TOURISM MANAGEMENT SPECIALIZATION (12 CREDITS)

The Hospitality and Tourism Management programme prepares participants to apply management theory and skills to enhance operational efficiencies and effectiveness; and improve financial outcomes of organizations in the hospitality and tourism management industry.

Modules:

- Hospitality and Tourism Management
- Marketing for Hospitality and Tourism Management
- Legal Aspect of Hospitality and Tourism
- Financial Accounting for Hospitality and Tourism

FOR ADDITIONAL INFORMATION CONTACT:

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