



THE UNIVERSITY OF THE WEST INDIES
MONA, JAMAICA

BACHELOR OF SCIENCE IN MANAGEMENT STUDIES

Entrepreneurship

O V E R V I E W

The programme is intended to engage students to the scholarship of entrepreneurship and involve them in the best practices in entrepreneurship and business innovation.

The Bachelor of Science in Entrepreneurship is geared towards individuals who are interested in job creation and hope to drive organizational innovative and to foster economic growth and development. The programme is intended to engage students in the scholarship and best practices and involve them in business innovation. Additionally, it is intended to bolster the capacity of graduates to establish their own ventures, adopt and/ or drive innovation and change by employing and developing appropriate strategies and 'cutting edge techniques.

The programme is designed with strong theoretic underpinnings based on research done internationally and regionally; delivered through an experiential learning methodology. Students will 'learn by doing' and also be exposed to internship opportunities to provide further practical application and broaden their experiences and skills.

The BSc. in Entrepreneurship will entail a combination of courses from several disciplines aimed at producing an outstanding graduate with management expertise, excellent analytical and creative thinking skills. The programme immerses students in areas of entrepreneurship finance, social entrepreneurship, international competitiveness, strategic planning and management, business strategy, models and frameworks for entrepreneurship sustainability, innovation management and new venture creation.

On completing this programme participants should possess a good knowledge and appreciation of the critical elements of entrepreneurship practice. In addition they should be able to apply entrepreneurial best practices in establishing businesses and analyzing business environments, revising processes and identifying solutions.



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