

B.Sc. MANAGEMENT STUDIES (General) Option

This programme offers students a broad-based education in a number of core areas which are critical to the successful management and operation of private and public sector enterprises.

LEVEL I

EC10C (ECON1001): INTRODUCTION TO MICROECONOMICS

This course seeks to give students a basic understanding of how prices are formed in markets. To this end, the basic tools of microeconomic analysis will be developed and, wherever possible, applied to economic issues facing Jamaica and other market-oriented Caribbean economies. This course will explore how individual consumers and firms behave and how they interact with each other. Another issue will be how governmental policies can have a deep impact on these issues faced by consumers and firms and will affect them in one way or another. Finally, students will get a basic introduction to the theory of international trade.

EC10E (ECON1002): INTRODUCTION TO MACROECONOMICS

This is an introductory course in macroeconomics designed to provide students with an understanding of the basic tools and methods of macroeconomics. The course begins with conceptual and methodological questions including a definition of macroeconomics. It then deals with the principles of measurement, performance and prediction of the behaviour of the 'typical' Caribbean economy at the aggregative or macro level. The course also covers monetary and fiscal policy, as well as problems of growth, inflation, unemployment, exchange rate instability, and public/private and internal/external indebtedness. The basic tools of macro-economic analysis will be developed and applied to economic issues facing Jamaica and other market-oriented economies.

EC14C (EC1003): MATHEMATICS FOR THE SOCIAL SCIENCES

The course is designed to review students' knowledge of elementary mathematics and to expose them to some of the mathematical concepts and techniques that are required to study mathematical models in economics and the management sciences. Emphasis will be placed on the understanding of important concepts and developing analytical skills rather than just computational skills, the use of algorithms and the manipulation of formulae.

OR

EC18A (ECON1006): CALCULUS I FOR BUSINESS AND SOCIAL SCIENCES

This course will cover Limits; Continuity; Trigonometric Functions; Differentiation of Single Variable Functions; Integration and Applications; Partial Differentiation; Applications of Partial Differentiation; Introduction to Differential and Difference Equations.

EC16A (ECON1005): INTRODUCTORY STATISTICS

This course is designed to teach students various concepts in descriptive and inferential statistics, such as measures of central tendency, measures of variability and probability distributions. It is also designed to give students an introduction to research methods through an overview of the research process, general principles of sample design, methods of data collection and questionnaire design and administration.

MS15B (ACCT1003): INTRODUCTION TO COST & MANAGEMENT ACCOUNTING

This course sensitizes students to cost and management accounting theory and practice. Emphasis is placed on the concepts and procedures of product costing, as well as strategies that help the manager to perform the functions of planning and decision making. The course makes use of some simple mathematical concepts that should have been grasped at the primary and secondary levels. These include the basic mathematical operations, solving simple linear equations and graphing linear functions.

MS15D (ACCT1005): FINANCIAL ACCOUNTING

This course introduces students to the fundamental accounting principles, practices and procedures necessary for the recording and reporting of financial data within a business entity. It also examines how the reported results of the entity are analyzed. The main objectives are to: acquaint students with the main principles and concepts underlying the recording and reporting of financial data; introduce the procedures and techniques involved in the recording and reporting of financial data; and explain the procedures and techniques involved in the analysis of the financial accounts of a business entity.

SY14G (SOC1002): SOCIOLOGY FOR THE CARIBBEAN

This course seeks to expose students to the basic concepts of Sociology applied in the context of a developing country. The works of the classical theorists Durkheim, Marx and Weber are explored in providing an understanding of different models of society. The course also focuses on issues of culture, class, race, social stratification, family and gender as they relate to Caribbean Societies.

Note: Students are also required to take three University Foundation Courses:

- FD10A (FOUN1001) – English for Academic Purposes
- OR** FD14A (FOUN1401) – Writing in the Disciplines
- FD11A (FOUN1101) – Caribbean Civilization
- FD12A (FOUN1201) – Science, Medicine and Technology in Society

LEVEL II**MS20A (MKTG2001): PRINCIPLES OF MARKETING**

This course is designed to expose students to modern concepts and tools for marketing. The focus will be on fundamentals of marketing such as consumer behaviour, the environment of marketing, marketing information systems, and how managers use the marketing mix strategies to achieve organizational goals.

MS21C (MGMT2005): COMPUTER APPLICATIONS

This is an introductory course on the use of Information Technology (IT) in organizations. The course aims to expose students to some of the current issues facing organizations in their use of IT. Use of IT is viewed from an objective of improving the efficiency and effectiveness of organizational systems and processes in order to gain a competitive advantage. The primary goal is to give a good understanding of how the manager can use information in the problem solving and decision-making processes. It is assumed that students will be preparing either for a career in computing or management.

MS22A (MGMT2008): ORGANIZATIONAL BEHAVIOUR

This course exposes students to the various ways in which individuals and organizations interact to create goods and services in a competitive and dynamic environment. The course begins with a broad overview of the nature and structure of organizations and in particular of Caribbean organizations. The focus then narrows to examine the ways in which individuals and groups behave within the context of the organization. Topics to be examined include power, leadership, groups, teams, conflict and individual behaviour.

MS22C (MGMT2029): MANAGERIAL COMMUNICATION

This course is designed to help students develop effective communication and presentation skills. It offers a practical and analytical approach to the development of content and style in business communication with an emphasis on the relationship between creative and independent and logical thinking and the solution of business problems.

MS23C (MGMT2012): INTRODUCTION TO QUANTITATIVE METHODS

This course is an introductory level survey of quantitative techniques, and is intended to provide an overview of commonly used mathematical models and statistical analyses to aid in making business decisions. These techniques include linear programming, decision theory and simulation. The primary emphasis is to prepare students to become intelligent users of those techniques. An understanding of the assumptions and limitations of the techniques; and also, how these techniques might be used outside the classroom environment are of particular importance.

MS25H (ACCT2019): FINANCIAL ACCOUNTING FOR MANAGERS

This course looks at accounting theory and practice from the perspective of both the users and the preparers. The course develops the student's technical and problem-solving ability involved in the accounting process and the preparation of and analysis of financial statements.

MS27B (MGMT2021): BUSINESS LAW

This course will cover the General Principles of Law including the system of courts, doctrine of precedent, case law and statute law, and tort, contract and crime. It will also cover the General Principles of Law of Contract including the formation of contract, offer and acceptance, consideration, terms of contracts, conditions of warranties, implied terms, exclusion clauses, mistakes, misrepresentation, undue influence and illegality, assignment and negotiability, and agreement (including notice), frustration, performance and breach.

MS28D (MGMT2023): FINANCIAL MANAGEMENT I

This course seeks to provide the foundation of financial management. It will introduce some of the basic concepts used by financial managers in the decision making process, including risk and return, time value of money, financial statement analysis, capital budgeting, and asset valuation models. The course provides a theoretical framework within which these concepts are applicable. The course will also draw on real-world situations to highlight the importance of both the theory and practice of finance.

MS29P (MGMT2026): PRODUCTION AND OPERATIONS MANAGEMENT

This course will examine the methods used for efficiently managing the operating divisions of manufacturing and service based firms. The topics to be covered will include process analysis, design and layout, forecasting, capacity planning, production planning, inventory control, scheduling, project management and quality control. An introduction is also provided to new production control techniques such as just-in time systems and group technology. Throughout the course, special emphasis will be placed on the use of mathematical and statistical techniques for decision making by operating managers.

LEVEL III

MS33D (MGMT3031): BUSINESS STRATEGY AND POLICY

This course is designed to provide students with an instructive framework within which business policies and strategies will be formulated and developed. It covers the analysis and evaluation of corporate strategies.

MS33E (MGMT3033): BUSINESS, GOVERNMENT AND SOCIETY

This survey course attempts to prepare students for a better understanding of the relationships between business executives and other elements in the West Indian environment. It involves eight modules: Business Environment; Regulation; History of Economic Thought; Criticisms of Business; Business Responsibility, International Trade and Consumerism.

OR

MS34B (MGMT3037): INTERNATIONAL BUSINESS MANAGEMENT

The purpose of the course is to familiarize students with the globally applicable theories of international business in the context of the practice of management in a small open developing environment. The course builds upon the unassailable conclusion that the development of Jamaica and other countries in the Caribbean region will rest upon the ability of firms within the region to engage profitably in international business activities. To this end, the conceptual theme that will drive the course is the relationship between the processes of economic development and national competitiveness on the one hand, and the theory and practice of international business on the other. The course is divided into two modules. The first is “international business theories, systems and institutions” in which the focus is on understanding the theories and concepts of international business and in identifying the principal institutions that comprise the framework for international business. The second is “managing the international operations of firms in developing countries,” in which the focus is on the response of firms in developing countries to the current imperatives of international business and development.

MS32D (MGMT3065): MANAGEMENT OF CHANGE

The aim of this course is to provide students with a thorough grounding in the major issues involved in managing change within contemporary organizational settings. Additionally, the course aims to assist students to develop the necessary practical skills and intervention strategies, which are required to manage change effectively at the individual, group, and organizational levels, in order to assist an organization to achieve its desired corporate objectives.

OR

MS34A (MGMT3036): ENTREPRENEURSHIP AND NEW VENTURE CREATION

This course deals with one of the most challenging issues confronting developing countries. It focuses on understanding and appreciating the entrepreneurial mindset in relation to the ability to create new ventures successfully. The course also focuses on “intrapreneurship” or in the reinvigoration of existing enterprises with an attitude of innovation, responsiveness and receptivity to change, and it considers entrepreneurship in an international context.

MS39H (MGMT3057): PRODUCTIVITY AND QUALITY MANAGEMENT

The course provides an in-depth coverage of productivity and quality management in the service and other industries. Emphasis is placed on the practical application of quality principles through the interpretation, understanding and use of these principles and concepts throughout the

problem-solving process. Areas covered include Quality and Continuous Improvement, Process Control, Productivity and Measurement, Reliability and Bench-marking and Auditing.

Note:

In addition to the core courses, there are a number of electives of interest available to persons studying B.Sc. Management Studies (General) Option. Students are required to take one Level II free elective and six Level III free electives.

Please Note:

- This document is provided for information purposes only, and is subject to revision.
- Each Faculty of Social Sciences course is normally 3 credits.
- Students are required to do a minimum of 30 credits at Level I and 60 credits at Levels II and III.
- Where the core courses in the programme outline account for less than 60 credits at Levels II and III, students will be required to take additional electives.

Faculty of Social Sciences
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