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# TRANSCULTURA PROGRAMME CATALOGUE OF CAPACITY-BUILDING COURSES

*Quality training for sustainable development in the Caribbean*





# The University of the West Indies





### **EFFECTIVE BUSINESS COMMUNICATION**

#### **Dates**

Monday, March 7, 2022 - Monday April 11, 2022

#### **Modality**

Online

#### **Professor / Lecturer**

Ms. Shirley Morris

#### **Course Description**

This course is designed to provide each participant with a comprehensive view of the significance of communicating appropriately in the context of business. Various business communication media are covered such as letters, memos, reports, electronic mail and oral presentations. The importance of using Standard English in formal communication is emphasized, and participants will learn how to identify, avoid and correct common grammatical and punctuation errors.

### **EFFECTIVE MANAGEMENT AND LEADERSHIP**

#### **Dates**

Tuesday, March 8, 2022 - Wednesday, April 13, 2022

#### **Modality**

Online

#### **Professor / Lecturer**

Tuesday, March 8, 2022 - Tuesday, April 12, 2022

#### **Course Description**

The major aim of this course is to prepare participants for undertaking managerial/leadership responsibilities by evaluating their own strengths/areas for development and applying management theories to practice. This course will increase understanding and awareness of managing staff, and developing leadership skills. Areas to be covered will include theoretical underpinnings to discuss leadership and management, models of management, organizational theory, human resource management, motivation and reward, conflict resolution and managing self.



## ENTREPEURSHIP AND NEW VENTURE CREATION

### Dates

Wednesday, March 9, 2022 - Wednesday, April 13, 2022

### Modality

Online

### Professor / Lecturer

Mr. Richard Skeete

### Course Description

The course exposes participants to the world of the entrepreneur. How the entrepreneur thinks, and acts, the things that lead to success or failure in new venture; the assessment of new opportunities; and the assessment by the entrepreneur of impending trouble for the company.

## ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

### Dates

Monday, March 7, 2022 - Monday April 11, 2022

### Modality

Online

### Professor / Lecturer

Dr. Jéanelle Murray

### Course Description

The aim of the course is to provide students with the opportunity to analyse business management and entrepreneurship skills and strategies through the development of a business plan proposal. Participants shall be exposed to a variety of theoretical underpinnings that guide entrepreneurship and small business development. Through the development of a small business plan, the participant shall be provided with practical and real-life examples of small business management and entrepreneurship. The course will include advertising, marketing and promotion techniques such as segmenting your market, understanding brands and planning how to sell your products or services.



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## FINANCE FOR NON-FINANCE MANAGER

### Dates

Thursday March 10, 2022 - Thursday, April 14, 2022

### Modality

Online

### Professor / Lecturer

Dr. Robertine Chaderton

### Course Description

The primary purpose of this course is to expose participants to a variety of topics which will provide them with the basic working knowledge of financial principles along with the applications for effective decision making. This course will provide an overview of accounting and finance, and will then expose participants to topics pertaining to profit and loss, cost behaviour, investing and capital management.

## FINANCIAL MONITORING AND EVALUATION

### Dates

Monday, March 7, 2022 - Monday, April 11, 2022

### Modality

Online

### Professor / Lecturer

Mr. Curt Vidal

### Course Description

This course is designed to equip individuals with requisite skills that allow them to be able to make sound financial decisions to solve financial problems and to implement good budgetary controls while also ensuring the effective implementation of budgets. In the end, participants are expected to garner the necessary skills and knowledge that will allow them to make financial decisions using financial evaluation tools and conducting financial monitoring for corrective action through the use of variance analysis.



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### GRANT PROPOSAL WRITING

#### Dates

Tuesday, March 8, 2022 - Tuesday, April 12, 2022

#### Modality

Online

#### Professor / Lecturer

Dr. Robertine Chaderton

#### Course Description

The primary purpose of this course is to expose participants to a variety of topics which will assist them in developing the skills to write winning grant proposals for submission to financiers. It will expose them to proven techniques in developing and defining goals and objectives, preparing the cover letter, executive summary, and the statement of need as well as developing the methodology, the budget and the monitoring and evaluating strategies.

### PROJECT MANAGEMENT

#### Dates

Wednesday, March 9, 2022 - Wednesday, April 13, 2022

#### Modality

Online

#### Professor / Lecturer

Ms. Samantha Suttle

#### Course Description

This course provides the core knowledge to manage each stage of the project life cycle, from Initiation to Closure. You will learn how to manage your project within the main project constraints; manage project goals to meet the requirements of stakeholders, bring out the best in your project management team and effectively apply the most current project management theory to any project to meet your deliverables on time and within budget.



## SALES AND MARKETING MANAGEMENT

### Dates

Thursday, March 10, 2022 - Thursday, April 14, 2022

### Modality

Online

### Professor / Lecturer

Ms. Samantha Suttle

### Course Description

This course covers the fundamentals of Sales and Marketing and takes a broad view of the developing role of sales and marketing in business, and explores how it can contribute to organizational success. Participants will be exposed to the theory and practice of sales and marketing, examining areas such as the marketing role within the firm, the marketing mix, marketing strategy planning, marketing segmentation, and variables in the marketing environment.

## SMALL BUSINESS MANAGEMENT

### Dates

Wednesday, March 9, 2022 - Wednesday, April 13, 2022

### Modality

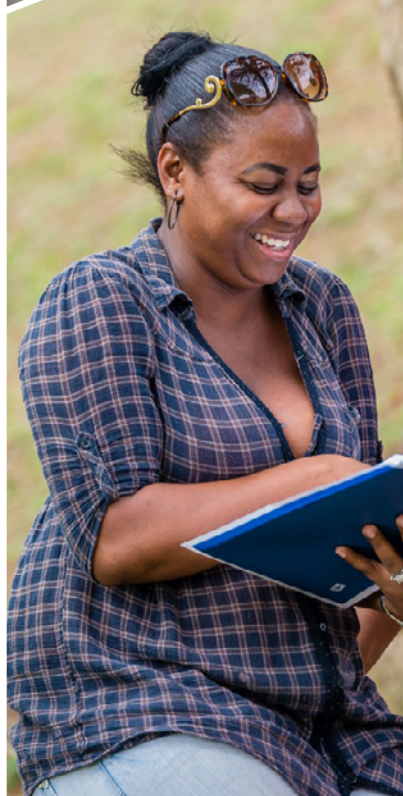
Online

### Professor / Lecturer

Ms. Marsha Jones

### Course Description

This course explores the rudiments of the small business and their management. It covers both a theoretical perspective and a practical approach the skills and techniques necessary to manage a small business. The aim of this course is to enhance the competencies of the participants in the management of small businesses and also to encourage the development of small business as a viable alternative for investing funds.



### **BRAND MANAGEMENT**

#### **Dates**

Thursday March 10, 2022 - Thursday, April 14, 2022

#### **Modality**

Online

#### **Professor / Lecturer**

Mr. Sheldon John

#### **Course Description**

The aim of the course is to train participants in how to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers. In this course, you will be exposed to a variety of topics that relate to building and managing successful brands as a key marketing value. Participants will acquire the ability to develop brand vision and insight to engage target markets. Participants will be provided with the opportunity to not only create great brand plans, but also they will learn how brand equity is built and protected.







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