



UWI
GLOBAL CAMPUS

SEMESTER II 2023/24 PART II COURSE SYNOPSES

April 15 to June 6, 2024



BASIC COMPUTER LITERACY

In the modern world, regardless of the career path that you take, some aspect of computing is increasingly likely to play a role in your work. The course in Basic Computer will introduce participants to an understanding of computing tools, techniques and practices across a range of application areas. This course will also allow participants to develop an understanding of the analysis, design, development, testing, and evaluation of computing systems.

BUSINESS WRITING & COMMUNICATION I

Participants will be taught how to write documents commonly used in business writing such as letters, memos, electronic messages, proposals, minutes and formal reports. Business Communication is designed to introduce participants to the foundational written communication practices characteristic of professional environments. It will familiarize participants with communication principles and contexts used in the business world, the stages of the business writing process and the mechanical elements that contribute to good business writing style.



CUSTOMER SERVICE

This short course designed to equip participants with the necessary knowledge and skills to enable them to consistently provide enhanced professional and quality experiences to customers. Participants will also recognize the growing importance of service excellence as a key business differentiator, which is critical particularly for the service sector in the Caribbean.

DEVELOPING LEADERSHIP PRESENCE

This course will expose participants to current principles and concepts of leadership. The participants will be led through a process of self-analysis and examination of their own leadership styles and the leadership roles that they play in their various positions. The participants will also examine the unique role that leaders play in developing and managing effective teams in the modern organization.

EVENTS MANAGEMENT I

Participants will gain knowledge and a better understanding of what is involved in putting on an event. They will examine the procedure of developing and planning an event from conception to execution. This includes the definition of an event and the research used in organizing, planning, implementing and evaluating an event.

PUBLIC SPEAKING & PROFESSIONAL PRESENTATION SKILLS

This course is designed to help participants improve the quality of their oral Presentations skill by allowing them to develop their proficiency in writing, practicing and performing speeches and in efficient media relations. Participants will be equipped with fundamental skills for combating nervousness, effective podium/stage use and tone management in order to ensure that they deliver powerful and engaging presentations.

SALES & MARKETING MANAGEMENT

This course covers the fundamentals of sales and marketing. It takes a fundamental view of developing roles of sales and marketing in business and explores how it can contribute to organizational success. It offers a practical approach to preparing and implementing a marketing action plan for any business or trading division within a larger organization.

STRATEGIC PLANNING & MANAGEMENT

The course will expose participants to the skills and knowledge required to function strategically in the modern management environment. The problems and issues of strategic planning and implementation cover the whole spectrum of business and management in the private, public and NGO sectors. Consequently, participants focus on the longer term ramifications of managerial decision-making. It involves long term focusing of resources and processes and considers the organization as a whole entity interacting within a dynamic social, economic, political and competitive environment.



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FURTHER INFORMATION

WEBSITE

[HTTPS://WWW.GLOBAL.UWI.EDU/DOMINICA/LOCAL-PROGRAMMES](https://www.global.uwi.edu/dominica/local-programmes)

REGISTRATION FORM

[HTTPS://FORMS.GLE/CXJJV4HYMZQB3MQ3A](https://forms.gle/cxjvv4hymzqb3mq3a)

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