

INTRODUCTION

The year 2006 can be regarded as a pivotal year for the JIOB with the launch of the Manchester Business School Worldwide Caribbean Centre. This has now created the opportunity for growth and expansion in the region and the enhancement of the JIOB/MBS trademark. The visit of the Manager - Training and Education Services to the MBSW offices in the UK and Singapore was quite beneficial. This has allowed for closer relationships and sharing of ideas regarding the marketing activities of the MBA Programme.

In terms of the short courses, the general challenge of competition continued, however, the decision was taken to focus on the main target market of the financial services sector, as well as providing other general training for the wider business community. Emphasis was placed on the recommendations of the strategic marketing plan.

MASTERS OF BUSINESS ADMINISTRATION (MBA) PROGRAMME

Following the recommendation of the marketing plan and the subsequent discussion with Mr. Nigel Banister, CEO of Manchester Business School Worldwide, it was agreed that the Manager of the JIOB, should visit Singapore and other facilities associated with Manchester Business School in March 06. This was in order to provide the JIOB with firsthand knowledge of the operations of the Manchester Business School Worldwide centre, become familiar with the marketing practices of the School and to see how best the JIOB can upgrade its facilities and operations according to standard.

The locations visited were:

- ❖ MBSW Bangor Head Office - March 2
- ❖ Manchester Business School – Manchester - March 3
- ❖ MBSW Singapore office (S.E. Asia Centre) - March 5 – 11

NEW MARKETING THRUST

In continuation of the new marketing thrust with a view to re-positioning the Manchester Business School in Jamaica as the premier business school worldwide, the following were achieved.

- Re-furbishment of the JIOB office to create the Manchester Business School Centre
- Development of an E – Learning Centre to include computers
- Launch of partially funded scholarships for the July Semester
- Greater involvement with the Alumni Association with a view to supporting and marketing the Programme

The facilities of the JIOB were refurbished to create the Manchester Business School Worldwide Caribbean Centre. This included the addition of a training room to host workshops and tutorials, as well as an e-learning room/library. Students welcomed this added service and made extensive use of the facilities during the period of their examinations.

Official Launch of MBSW Caribbean Centre

The activities listed above climaxed with the Official Opening of the Caribbean Centre which was held on Tuesday, November 7, 2006 at 9:00a.m. The opening event was attended by VIP guests, including His Excellency, Mr. Jeremy Creswell, British High commissioner, who was the guest speaker and Nigel Banister, CEO of MBSW who gave an address. Representatives of the Bankers Association, other business associations and organizations, current MBSW students, tutors and alumni were also present to share in this memorable occasion. There were over forty (40) persons in attendance.

Promotions leading up to the event included an outside broadcast (OB) on the Power 106 Radio morning-talk show *'Independent Talk'*, with Ronnie Thwaites. This OB featured the official opening, including interviews with alumni, current students, MBSW CEO, JIOB Chair and staff and was brought live from the Caribbean Centre. This was also streamed live on the Gleaner's website (www.go-jamaica.com).

Persons were also interviewed for the programme *'On a Personal Note'* with Owen James. These, along with aspects of the opening ceremony and the information session were aired on Television Jamaica (TVJ) on two (2) consecutive Sundays (November 26 and December 2).

As a result of the marketing activities of the JIOB, a total of 93 students entered the programme during the year. This represented a 17% increase (81) over the previous year. The total number of students enrolled in the programme as at **December 2006** was **724** and the **total** number of graduates of the programme as at July 2006 was **376**.

Since the Institute commenced offering the MBA for Engineering Business Managers Programme in January 2005, the number of students enrolled on this programme has increased to twenty-eight (28).

Presentation Ceremony

The Ninth (9th) Annual Presentation of Graduates Ceremony of the MBA Programme was held on September 23, 2006 at the Jamaica Pegasus Hotel. Mr. William 'Bill' Clarke gave the keynote address. Dr. Alistair Benson, Academic Director, BME, represented the MBSW at the function. Fifty-Seven (**57**) persons were awarded degrees, during the period December 2005 and June **2006**. The award for 'Most Outstanding Student' was given to Nigel Chambers, Principal of KPMG Peat Marwick.

Jamaica Institution of Engineers (JIE)

For the year under review, the JIOB developed a relationship with the Jamaica Institution of Engineers (JIE), through President Hopeton Heron. Mr. Heron worked closely with the Institute to develop the guidelines, criteria and interviewing process for the JIE scholarship offered to an Engineering MBA student. This scholarship covered 50% of tuition fee. Stephan Rampair, an Engineer employed to West Indies Home Contractors, was awarded the scholarship for the July 06 semester.

JBA Scholarship

A fifty percent (50%) funded scholarship offered by the Jamaica Bankers Association was awarded to Sandra Parris, a Finance MBA student employed to Citigroup Jamaica.

Alumni Activities

The main event of the Manchester Business School Alumni (Caribbean Chapter) was its Christmas Luncheon held at the Terra Nova Hotel, on Friday, December 1, 2006. The Guest

Speaker was Mr. Donovan Perkins, President and CEO of Pan Caribbean Financial Services Limited. The topic was “*Building Prosperity in an Engineering Market Economy*”. The Banquet was a success, with approximately fifty (50) persons in attendance.

On Friday, October 20, 2006, the Alumni Association also hosted a Networking Social on the lawns of the JIOB. This was well attended, and important links were established among alumni.

SHORT COURSES/SEMINARS

Continuing its efforts to provide relevant training for the finance and business sector, the Institute hosted eleven (11) short courses for the year on the open market, training 193 persons from various organizations. We were happy to have been able to host some of these training programmes in our own training room.

In-house training programmes were also hosted on behalf of: Bank of St. Lucia, RBTT Bank, Pan Caribbean Merchant Bank, PricewaterhouseCoopers, Barita Investment and Digicel.

JIOB/UTECH AWARD

The Institute presented an award to Simone Brown, Best Economics Student at The University of Technology’s annual Faculty of Business & Management Awards on Saturday, April 18, 2006. This award is given annually by the JIOB.

HEART TRUST/ NTA/EBT SPECIAL INCENTIVE PROGRAMME

The Director of JIOB was asked to represent the PSOJ on the Heart Trust NTA Enterprise Based Training Special Incentive Programme Committee. This programme was established as a form of encouragement to get companies to buy in and participate in work based learning and certification which would in turn lead to increased productivity. Other representatives of this committee include Jamaica Employers Federation (JEF), Jamaica Hotel & Tourist Association (JHTA), Jamaica Manufacturers Association (JMA), Joint Confederation of Trade Union (JCTU) along with representatives of Heart Trust/NTA.

CONCLUSION

The upgrading of the facilities and the branding as the MBSW Caribbean Centre is a major milestone for the JIOB, which can only lead to greater achievements and recognition within the training and education environment. The Institute remains committed to providing training and education for the financial services sector and the wider business community.