



UWI

ST. AUGUSTINE
CAMPUS

FACULTY OF
SOCIAL SCIENCES

FACULTY OF SOCIAL SCIENCES

Business Development Unit



Providing Personalized Learning Pathways

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WHO WE ARE

The Business Development Unit at the Faculty of Social Sciences (FSS BDU), provides educational and professional services to industry stakeholders. The Unit offers high-impact programmes and services that effectively enhance practitioners' capabilities to compete in today's challenging and dynamic environment. Our Faculty's well-respected and experienced staff play a pivotal role in providing cutting-edge solutions to the numerous and unique challenges facing organizations. Our vast expertise, state-of-the-art facilities, and forward-focused research allow us to respond to our clients' diverse needs effectively. Our services range from corporate training and professional development courses to consultancy and research services. We also offer short-term summer courses and postgraduate programmes.



WHY CHOOSE THE BDU?

What value does the BDU provide to individuals and organizations?

All of our programmes are crafted to:

- Provide transformative, innovative and solutions-oriented learning opportunities.
- Enhance practitioners' capabilities to effectively compete and maximize business potential in today's challenging and dynamic environment.
- Deliver a best-in-class customized learning experience to each individual/organization using a tailored and collaborative approach to corporate training.
- Provide completion certificates from The University of the West Indies.



**TRANSFORMATIVE
INNOVATIVE
SOLUTIONS-ORIENTED**

The Business Development Unit's Services



Professional Seminars and Workshops

Our Professional Development Seminars and Workshops help individuals improve their professional knowledge, competence, skill, and effectiveness. These sessions can be conducted in a physical or virtual active learning environment that allows participants to master specific learning objectives. These seminars and workshops cater to the needs of individuals to increase their skill level as a way to improve performance outcomes. Certificates of completion are awarded to participants.



Corporate and Customized Training

Corporate training sessions are off-the-shelf professional development seminars and workshops that we offer to organizations in both the private and public sector to provide training for their staff. Customized training seeks to support the training needs of organizations by designing and delivering programmes, seminars and workshops based on specific training needs requested. It involves a "tailor-made" approach to address an organization's exact needs and learning outcomes. Certificates of completion are awarded to participants.



Consultancy

We help organizations to solve problems, create value, optimize growth opportunities and improve overall business performance through the expert recommendations and implementation plans of our consultants. Consulting areas of specialization include but are not limited to Strategic Planning and Performance Management, Marketing, Customer Service, HR and Operations.



Market Research

We provide clients with marketing analysis or research and other market-related research services such as surveys, focus groups, experiments, product testing and competitor analysis. We are well-trained and equipped to service the clients that require this line of services.



THE BUSINESS DEVELOPMENT UNIT

OUR EXPERTISE

The FSS BDU operates within The University of the West Indies, which is presently ranked among the top 1.5% of universities in the world by Times Higher Education (THE). We are regarded as one of the fastest growing leading training providers in Trinidad and Tobago, delivering innovative, interactive, high-quality services aligned to the needs of individuals and organizations throughout the Caribbean. With over ten (10) years of unparalleled experience and a satisfaction rating of 98%, we continue to be trusted by leading organizations across the region as a partner in eLearning for career advancement and practical business solutions. Our areas of specialization lie within the discipline of Social Sciences and include but are not limited to Leadership, Data Science, Strategy and Marketing. Over the years, we have built strong relationships with key entities within the national and regional business ecosystem upon which a suite of support from industry leaders and practitioners is leveraged to progress the business aspirations of its clientele.

THE BDU LEARNING EXPERIENCE



High Engagement

To achieve high engagement among our participants, we incorporate hands-on activities and real-life scenarios rooted in high applicability.

Interactive Content

Our training materials involve a mix of videos and vivid slides to ensure active engagement and attention by participants.

Simplicity

Our facilitators are able to break down complex topics/material for all to understand.



**95% of participants
expressed satisfaction
with our services**



**99% of participants indicated
that they would recommend
us to others**

SEMINARS & WORKSHOPS 2023



**MARCH
15TH, 16TH, 22ND & 23RD
PRICE: TTD2800 (USD400)**

EMOTIONAL INTELLIGENCE/TEAMWORK SEMINAR

The Powerful Synergy of Emotional Intelligence and Teamwork

This seminar will offer participants the opportunity to learn how to improve their ability to connect positively with others and both understand and manage their own emotions. Participants will also be enlightened by the strategies for successful self and relationship management to aid in improving workplace relations and defusing conflict.



**APRIL
19TH, 20TH, 26TH & 27TH
PRICE: TTD2800 (USD400)**

PREDICTIVE ANALYTICS SEMINAR

Predictive Analytics for Strategic Decision Making in Business

This seminar will allow participants to explore, analyze, and integrate techniques of data science to give insight into new ways of extracting value from data. It will assist professionals in decision-making and using predictive models to optimize outcomes from projects and future business decisions.

***PLEASE NOTE THAT ANY CHANGES TO DATES WILL BE COMMUNICATED TO INTERESTED PARTNERS IN ADVANCE**

CLICK BELOW TO PRE-REGISTER FOR SEMINARS AND WORKSHOPS

Pre-register Now!

SEMINARS & WORKSHOPS 2023



**MAY
10TH & 11TH**
PRICE: TTD1400 (USD200)

PROFESSIONAL WRITING WORKSHOP

Powerful techniques for Precision and Influence in Professional Writing

This workshop provides participants with an avenue to finesse professional writing skills and enhance general communication skills by using the 5 Cs of business writing to produce high-quality output. Participants will be able to explore the various techniques which will lead to precision, influence, and motivation in professional writing.



**MAY
24TH & 25TH**
PRICE: TTD1400 (USD200)

PEOPLE SKILLS WORKSHOP

Dealing with Difficult Co-workers for Collaborative Success

This workshop aims to equip participants with the knowledge and skills to effectively deal with the different personalities of individuals in the workplace to improve team dynamics. The workshop will provide practical strategies to reduce conflict and encourage workplace collaboration for finding solutions to organizational challenges.

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SEMINARS & WORKSHOPS 2023



JUNE
21ST, 22ND, 28TH & 29TH
PRICE: TTD2800 (USD400)

PROJECT MANAGEMENT SEMINAR

*Resource Optimization for Achieving
SMART Project Goals*

This seminar gives an overview of the strategies to successfully manage the planning, executing and monitoring process of a project. Participants will learn about the tools required to strategically optimize resources such as time, money and human capital to deliver a high-quality project in the most efficient and effective manner.



JULY
19TH & 20TH
PRICE: TTD1400 (USD200)

LEADERSHIP WORKSHOP

*Facilitative Leadership for Fostering High
Performing Teams*

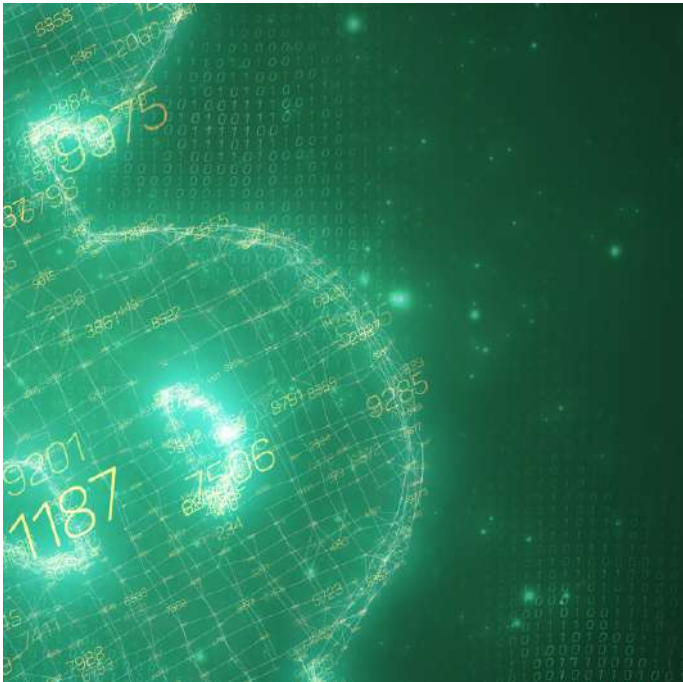
This workshop seeks to deconstruct the traditional concept of leadership and expose participants to the power of an influential and empowering work environment through a facilitative leadership style. Participants will discover how to develop and maintain a high performing unit using this leadership style to inspire and motivate their teams.

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SEMINARS & WORKSHOPS 2023



AUGUST
16TH, 17TH, 23RD & 24TH
PRICE: TTD2800 (USD400)

FINTECH SEMINAR

Reimagining B2C Transactions in the 21st Century

This seminar connects participants to a deeper understanding of the world of financial technology to better manage the financial operations and processes of a business. Participants will learn to modernize and simplify financial transactions for the dynamic evolution of their current business model.



SEPTEMBER
20TH, 21ST, 27TH, & 28TH
PRICE: TTD2800 (USD400)

CYBER SECURITY SEMINAR

Cyber Security amidst Rapid Digital Transformation

This seminar is designed to teach participants the fundamentals for protecting businesses from cyber threats in the digital space. Participants will learn to protect their digital property from the dangers of cyber-attacks, hacking and unauthorized persons gaining access to private and confidential information.

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CLICK BELOW TO PRE-REGISTER FOR SEMINARS AND WORKSHOPS

Pre-register Now!

SEMINARS & WORKSHOPS 2023



**OCTOBER 18TH, 19TH, 25TH &
26TH**

PRICE: TTD2800 (USD400)

CONSUMER BEHAVIOUR SEMINAR

Strategic Connections to Drive Dynamic Consumer Engagement

This seminar is crafted to enhance participants' knowledge of consumers and their decision-making process. Participants will gain a deeper understanding of the role psychology plays in the marketing environment and the ways in which they can make more impactful connections with consumers to increase brand engagement, consumer satisfaction and ultimately business revenues.



**NOVEMBER 15TH, 16TH, 22ND &
23RD**

E-COMMERCE SEMINAR

Maximizing the Digital Landscape for Business Expansion

This seminar seeks to provide participants with the blueprint for creating lucrative business opportunities by extending their reach in new markets by gaining a comprehensive understanding of e-commerce tools and effectively using the digital platform to maximize online retail sales.

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Pre-register Now!

Customized Training

The Business Development Unit has been actively engaged in delivering corporate and customized training to clients within various sectors including but not limited to the Financial Services sector, the Creative Industries sector and the Public Service.

Our customized training programmes can be fully customized and therefore designed to address a specific problem or issue facing the organization or an off-the-shelf programme from our suite of offerings which we can tailor to our clients' requirements and environment.

Our desire to cater to the particular needs of each client extends beyond the training content, so we partner with our clients to offer flexibility with respect to the mode of delivery, scheduling of sessions, price and the length of the training.

Central to our methodology is an initial meeting with the client to assess the existing gaps in order to develop the learning objectives to deliver a programme that effectively meets these goals. Therefore, a huge part of our approach is being outcome-based since we understand the importance of return on investment (ROI) and place significant focus on measuring results. Our carefully designed instrument for pre and post testing allows us to measure learning and behavioural changes that would assist the client to assess the extent to which the training gaps have been closed.

If you are ready to target your business challenges by training your talent pool to transform your organization's performance, then we are ready to partner with you!





Here's what some of our customers had to say

The program was a great introduction to Data analytics and how this can be used in driving better decisions in organizations. Looking forward to further development and deployment of these methodologies. Thanks again for the offering and the hard work involved in organizing and delivering great content.

Reyaid Kimkeran
Finance Manager
Bryden Stokes Ltd (Barbados)

I thoroughly enjoyed this seminar series as it gave valuable insight into thriving amid Covid-19. The facilitator was very knowledgeable with a wealth of experience which she was able to share with the group. I appreciated the diversity in the group and could see how the knowledge and experience shared could be used in all areas of business to achieve great success.

Ornella Mohan-Ragnauth
HR Associate
Unit Trust Corporation

*At TTMF,
participants are able to
employ the skills and
tips learnt as we
continue to face the
challenges presented by
the global pandemic.*

I, along with members of TTMF's Management Team, had the pleasure of attending the Leadership Agility - Transforming to Thrive seminar over the period November to December 2020. The experience was indeed a memorable one as it allowed for practical discussions with attendees from various sectors and countries. At TTMF, participants are able to employ the skills and tips learnt as we continue to face the challenges presented by the global pandemic. The experience with the FSS BDU and facilitator was professional and people-focused and it created an atmosphere to discuss issues openly and honestly which was really appreciated. The content, presentations and e-book was of good quality with lots of opportunity to participate during the sessions. Well done, FSS BDU!

Robert C. Green
Managing Director/Chief Executive Officer
The Trinidad and Tobago Mortgage Finance Company Ltd. (TTMF)

MEET THE BDU TEAM

DR. PAUL BALWANT

DEPUTY DEAN – PLANNING AND PROGRAMMING UNIT

Dr. Balwant has delegated responsibility for overseeing the business and revenue-generating services of the Faculty. Paul is primarily responsible for strategic oversight over the Unit. Paul is a Lecturer in the Department of Management Studies and a member of Trinidad and Tobago's Industrial Relations Advisory Committee. Paul lectures in the areas of organizational behavior and leadership.

DR. CHERISSE PERMELL-HUTTON

BUSINESS DEVELOPMENT COORDINATOR

Dr. Permell-Hutton is engaged in the required planning, execution and evaluation of the BDU's initiatives. Cherisse is a Marketing Professional who holds a PhD in Business Administration with a specialization in Marketing from The University of the West Indies St. Augustine. She also completed her BSc and MSc in Management Studies with First Class Honours and Distinction respectively.

MRS. VIDIYA MAHABIR-RAMLAKHAN

SENIOR SECRETARY-PLANNING AND PROGRAMMING UNIT

Vidiya supports the Unit's outreach initiatives, including customer relationship and sales service activities. Vidiya is a very structured and highly competent person. She is well-organised, process-driven, and has experience in planning, developing, and managing academic programmes. She has 29 years of experience at the UWI and knows how to get initiatives started.

MS. DALAIAH GUEVARA

OUTREACH ACTIVITIES OFFICER

Dalaiah assists in managing the Unit's outreach activities, Dalaiah is currently pursuing a master's degree in Management Studies specializing in Marketing at The University of the West Indies (St. Augustine Campus). She has a background in Customer Service, Marketing and Business Management.

ABOUT THE UWI

The UWI is internationally recognized as a centre of excellence in research, knowledge creation and innovation on matters related to the Caribbean and small island states. We aim to provide a high quality teaching and learning environment, facilitate critical thinking, and produce graduates who are equipped to innovate regionally and impact globally. The UWI's faculty and students come from more than 40 countries and The University has collaborative links with over 160 universities globally.

The UWI St. Augustine campus is situated 15km from the bustling capital of one of the Caribbean's most rapidly developing island states, Trinidad and Tobago. With its focus on research and innovation, fully accredited programmes across seven faculties, and a cosmopolitan campus community, St. Augustine is a true representation of an innovative, internationally competitive, contemporary university deeply rooted in the Caribbean.

UWI St. Augustine is a fully accredited higher education institution whose graduates continue to be at the forefront of Caribbean and global thought, imagination and action. The UWI is proud of its network of over 120,000 alumni represented at the highest level of government, corporate and professional life.



CONTACT INFORMATION



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