

2018/ 2019

Brochure

The Professional Institute of Marketing
and Business Studies Ltd. (PIMBS)

662 (PIMS)/ 662- 7467

#1 Harris Street Curepe, Trinidad, West Indies



The Professional Institute of Marketing and Business Studies
Limited (PIMBS)



(Left to right) Student,
Director Deborah Maharaj-
Newling and Phillip Kotler,
Marketing Guru.

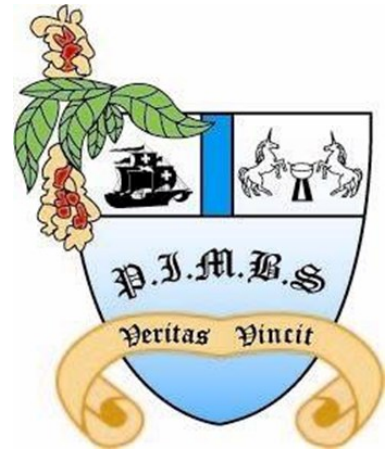


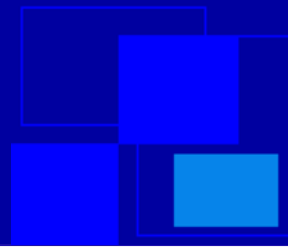
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About PIMBS Ltd.



Objectives

The Professional Institute of Marketing and Business Studies Ltd. has been established to provide training to two categories of students:

A' level/C.A.P.E. graduates OR HIGHER and Mature working persons

The most important pre-requisite is that the students are willing to learn and upgrade their qualifications.

The Professional Institute of Marketing and Business Studies (PIMBS Ltd.) has been established to:

“provide business people with professional qualifications and consultancy services in the areas of Marketing, Business and Environmental Studies”.

The Institute will do more than just teach.

It will give its subscribers practical experience in the handling and management of work related matters in the business place, while a candidate may sign up for assisted revision courses for particular examinations.

Aims of PIMBS Ltd.

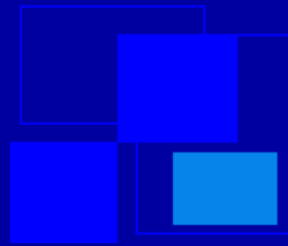
- ◇ To provide relevant work related tuition in the area of Marketing, Business Studies and Environmental Sciences.
- ◇ To ensure an adequate amount of field experience which is relevant to the present work environment
- ◇ To assist in the placement of graduates into jobs suitable to their expertise
- ◇ To provide this education at a reasonable cost.

Quality

Guidance

Tuition

About PIMBS Ltd. (continued)



Long Range Institutional Plan

"To offer affordable education and training courses to its membership ensuring that all activities are applicable to the local and international work requirements."

PIMBS Ltd. was born out of the need for relevant education for our Nation's youth and current workforce. The emphasis is on **QUALITY, GUIDANCE, TUITION** and the availability of tools in Information Technology to bring the world of learning to the student.

Mission of PIMBS Ltd.

"To provide the highest quality of Marketing, Business and Environmental training to members of the institute by ensuring that the training is relevant, up to date and accepted locally and Internationally."

Providing Business Experience

Part of the general requirements of being a member of PIMBS Ltd. is the pursuit of some work related project. For the unemployed, the institute provides access to a work center.

The projects may be to implement a project and interact with the human resource; write a report on the issues encountered... or it may involve the development of an information base or conducting market research.

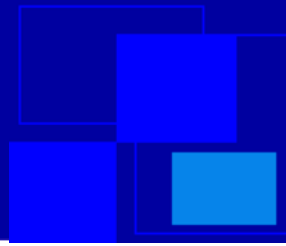
While these projects are not for the particular examination for which you may be reading, it will provide invaluable experience upon which you can reference at your next job interview.

Providing Corporate Enterprise with Consultancy

Members of the Corporate enterprises can sample the free of charge consultancy services that is otherwise worth a value of \$1500.00TT - the equivalent of 2-1/2 hours of consultancy or one 45-minute presentation.

The overwhelming factor for the success of PIMBS Ltd. is its emphasis on student-centered learning and tutorial care.

About PIMBS Ltd. (continued)



This service is offered to encourage businesses to utilize the latest information and technologies available and to update their operations or information bases as identified by the consultants.

Topic areas of Expertise include:

- ◇ Marketing , Business Studies and Environmental Sciences
- ◇ Digital Marketing
- ◇ Market Research
- ◇ Product Development
- ◇ Marketing Plan Development
- ◇ Business Plan Development
- ◇ Strategic Decision Making, a look at the new options in the year 2017 and beyond.

CORPORATE SERVICES FOR SMALL TO MEDIUM SIZED BUSINESSES

BE ACCESSIBLE TO LOCAL AND FOREIGN MARKETS

DESIGN YOUR OWN COMPANY WEB PAGE!!!

Let us take away the stress of hiring a web designer and let us help your Company build a site that reflects your company's personality. This we can offer for a fraction of the cost of most designers.

A WHOLE NEW WORLD OF POSSIBILITIES CAN OPEN UP TO YOU AND YOUR BUSINESS LOCALLY AND OVERSEAS.

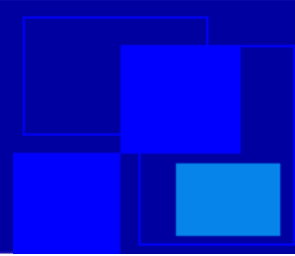
We will even coach you as to how you could create content to get your site higher up on the search rankings - after all, Digital Marketing is one of our many strengths.

LET US DESIGN YOUR WEB PAGE AND PUT YOU ON THE MAP!!!

TEACHING, CONSULTING, DESIGNING...

*Create a space for yourself in this world
with the help of PIMBS Ltd. membership*

About PIMBS Ltd. (continued)



Laurels

Much has been written about PIMBS Ltd. in the newspapers and the Institute has the following laurels:

- ◇ Patron Mrs Noor Hassanali (Former First Lady of the Republic of Trinidad and Tobago)
- ◇ Accredited by the British Accreditation Council (BAC) for Further and Higher Education as an International Centre
- ◇ Won the European Award for Best Practice in the "Gold" category for its Quality Management System, presented in Brussels, Belgium, by the European Society of Quality Research
- ◇ Was named "Best Institute" in the region from the Socrates Awards Committee, Oxford UK.
- ◇ Registered by the Ministry of Education
- ◇ Accredited center for the Association of Business Executives (ABE)
- ◇ In the Caribbean region, it was the only accredited centre that carried all levels of Chartered Institute of Marketing (CIM) for the past 20 years and was a study school center for CIMA
- ◇ Only institute in Trinidad that secured a course credit transfer agreement with a US College (until 2009 thereby allowing students to spend two years in Trinidad and one final year in the US)
- ◇ PIMBS Ltd. was selected by BSI/CEEM to host Management Systems training such as ISO 9000 & ISO 14000
- ◇ Member of the Association of Caribbean Tertiary Institutions (ACTI)
- ◇ The first and only Institute to become a Cambridge International Associate Partner in Trinidad and Tobago



Professional Courses

Computer courses

All students today need a strong foundation in Computer Skills.

The Professional Institute of Marketing and Business Studies Ltd. offers a wide range of computer courses. These courses would help you to apply yourself better in the work place.

Computer Literacy:

- History of the Computer
- Parts of computer and their functions
- Using commands to perform functions
- About viruses and anti-viruses, electrical hazards and safety measures.
- Introduction to Microsoft Excel. Microsoft Word, Microsoft PowerPoint, Windows

Computer Touch Typing

- Learning about the different parts of the computer
- Learning about the different parts of the keyboard.
- Achieving a speed of 25 words per minute (wpm) (introductory level); 50 wpm (intermediate level); 75 wpm (advanced level).

Computer Skills for the Office Suite

This course is an intensive programme, which includes:

- Computer Literacy
- Word Processing
- Spreadsheet
- Database
- Presentation Production

Word Processing:

Performs the operation of a typewriter and more.

E.g. bold, italics, changing the size and appearance of words, erasing mistakes, moving and copying text etc.

Allows automatic page numbering, line spacing, margin setting, tab setting, placing footnotes, endnotes, headers and footnotes, endnotes, headers and footnotes.

Capability to spell-check, search and replace words, view documents, work with multiple documents, change programs.

Assists in creating reports, memos, resumes, certificates etc. with ready-made templates.

Allows the use of short cut menus.

Allows the opportunity of inserting pictures, 10 graphic images.

Capable of automation e.g. hyphenation, capital letters, spelling errors etc.

Computer Courses



Spreadsheet:

Enables one to create payrolls, stock sheets, petty cash etc. using special columns and rows
One can also widen, decrease, insert, delete, freeze lock these columns and rows for ease of managing a large worksheet
Figures can be enhanced in size and appearance using special features
Values and formula can be copied or moved to another part of the work sheet
Graphs and pie charts can be created and modified
Data lists and database can be created and updated using Table wizards.
Data can be exchanged with other applications.

Presentation Production

Allows the creation of Overhead Transparency, On Screen Presentation, Photoprints and Slides
Enables the use of Templates and Masters
Objects can be added to PowerPoint Slides
Inserting Cliparts, Pictures and other Medias
Linking to insert Word Tables, Organisational Charts and Excel Worksheets
Manipulating inserted Objects
Using Grid and Snap Features
Printing and Presenting your Slide show.

Database:

Planning and Designing your Database
Backing Up, Converting, Encrypting, Securing and Repairing your Database
Creating Tables and Form
Querying Databases
Creating Reports.

The Internet

This course is tailored to help students understand and learn about the Internet.

Course content

Introduction to the Internet
Connection to the Net
Surfing with Netscape Navigator and Microsoft Internet Explorer
Using the E-mail service
Creating a Web page.

Web Page Design

Course content:

Introduction to HTML
The HTML Language
Formatting Tags
Structure and Attributes of Web page Design.
Creating web pages with a web builder

Computer Courses

QuickBooks

Course content:

- Book-keeping
- Invoicing
- Using QuickBook Navigator
- Creating Progress Billing Invoices
- Tracking Accounts Receivable
- Making Cheque book Adjustments
- Balance Sheets
- Budgeting

Graphic Arts

ADOBE ILLUSTRATOR

Course content:

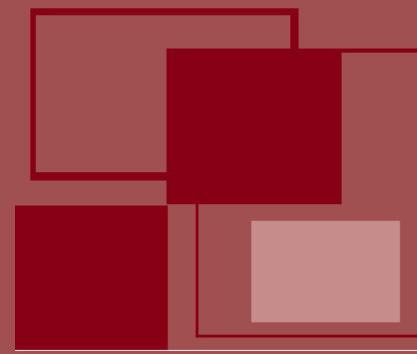
- Introduction
- Using toolbox functions
- Using menu functions
- Using panel functions
- Design flyers
- Create label design
- Create CD cover
- Design logo and call cards

ADOBE PHOTOSHOP

Course content:

- Introduction
- Using toolbox functions
- Using menu functions
- Using panel functions
- Creating paths
- Design car advertisement
- Design Billboard/Dangler Ads
- Design food advertisement with intro Ad

Three Month Professional Certificates (Available from January 2019)



Marketing

For Whom:

Marketing personnel, Sales persons, Customer Service Representatives, Managers, Persons desirous of entering the field of marketing.

Objective:

To create an understanding of the marketing concept which is to deliver customer satisfaction at a profit.

Course Content:

Principles of Marketing
Define the role and value of marketing in today's increasingly competitive and dynamic environment
Define the management of marketing situations
Apply marketing mix
Ethics in marketing
Apply marketing principles to the analysis, planning, implementation and control of policies designed to achieve marketing and corporate objectives in both profit and non-profit organizations
Superior customer service
Market research

Travel And Tourism

For Whom:

Persons who are interested in developing a full or part time career in the travel and tourism industry.

Objective:

To encourage candidates to take the first step towards an exciting career in the Travel and Tourism industry.

Course Content:

Understanding the concept of the relationship between leisure, recreation and tourism
Stress inter-relationship between component parts of tourism
Understand the main and total components of transport activities
Be aware of the different administrative organizations for tourism in the public sector
Identify the main sectors of the tourism industry and be aware of their operating characteristics

Three Month Professional Certificates (Available from January 2019)



Selling and Sales Management

For Whom:

Sales Persons, Telemarketers, Persons interested in enhancing their negotiation skills.

Objective:

To equip the candidate with the skills necessary to close a sale and to generate future sales leads

Course Content:

- Fundamentals of Selling
- Psychoanalysing the sales force
- Role of the sales force
- Characteristics of sales people
- Creating sales opportunity
- Dealing with objections
- Negotiation techniques
- Ensuring customer satisfaction

International Business Management

For Whom:

Managers working with multi national companies, persons whose job requires traveling or dealing with foreign clients.

Objective:

To develop skills necessary to working as a manager in an international setting.

Course Content:

- The International Business environment
- The idea of trade, barriers of trade
- Negotiation skills
- Business communication
- Business French
- Business Spanish
- International Marketing
- The business plan
- Leadership

Three Month Professional Certificates (Available from January 2019)



International Marketing

For Whom:

Brand Managers, Marketing Personnel, Sales Persons, Telemarketers and persons dealing with international market.

Objective:

To arm the student with specialist skills as which relates to building and maintaining relationships in international markets.

Course Content:

The International Environment
Global Markets
International Marketing Decisions
Modes of entry into overseas markets
Organising International marketing
International Marketing mix
Standardisation and Adaptation
International Trade

Human Resource Management

For Whom:

Secretaries, Human Resource Assistants, CSRs.

Objectives:

To look at the process of HRM giving the candidate an overview of all the main functions.
To train the candidate to effectively administer HR issues in their area of work.

Course Content:

Fundamentals of organization behaviour
Introduction to HRM
Selecting, Recruiting, Motivation
Employee Turnover
International Human Resources
Leadership and Supervision
Group Dynamics
Job Enrichment and Empowerment

Three Month Professional Certificates (Available from January 2019)

Project Management

For Whom:

Those who interface with a project team, persons interested in gaining knowledge of this highly specialised field.

Objective:

To assist in meeting industry need for Project Management practitioners.

Course Content:

- The nature and Context of Project Management
- Project Life Cycle
- Roles, Interfaces and systems
- Project Planning
- Team and Organization

Marketing Communication

For Whom:

Sales Personnel, Marketing personnel.

Objective:

To create an understanding of marketing and to enable the student to develop an effective communications plan.

Course Content:

- Marketing Communication Strategy
- The Marketing Mix
- Consumer response to persuasive communication
- The influence of the social and cultural environment
- To communicate a global message
- The role of the International Advertising Agency
- Financial Implications
- Long term effectiveness of Branding
- The development of the electronic media (Internet) in communications

Three Month Professional Certificates (Available from January 2019)

Environmental Sciences

For Whom:

Science students, persons who share concern for the environment.

Objectives:

To create an appreciation for the field.

To fulfill environmental sustainable development.

Course Content:

Introduction to ecology

Air Pollution

Noise Pollution

Water Quality

Solid Waste

Agricultural pollution

Environmental impact assessment

Environmental modeling

Laboratory Experiments and Field Trips

Effective Management

For Whom:

Managers, Supervisors, Persons whose interest it is to successfully manage a team.

Objective:

To create an understanding of the gap which exists between Line officer- Supervisor- Manager, and to produce a smooth transition through same.

Course Content:

Nature of Management

Business Cycle

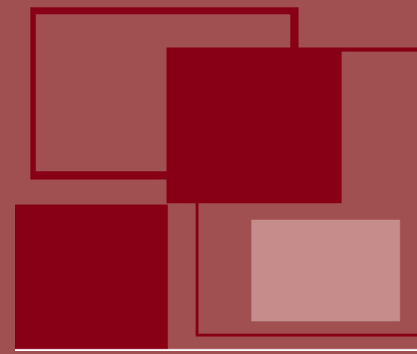
Different levels of Management

Human Resource Management

Business Process Reengineering

Describing an organization

Three Month Professional Certificates (Available from January 2019)



Effective Customer Service

For Whom:

Front Line Staff, Customer Service Representatives, Sales Staff, Secretaries, Receptionists, Administrative Assistants.

Objective:

To give staff the edge in providing quality service by improving business etiquette, communication and human relation skills.

Course Content:

General Grooming, Body Language
First Impressions and Empathy
Understanding the role of the supervisor/manager
Leadership and morale
Time budgeting and planning
Business Etiquette
Human Relations, Speech and Communication.
Telephone Etiquette

Negotiation and Mediation

For Whom:

Persons who negotiate and deal with disputes, managers, HR professionals, business people, consultants, team leaders, educators.

Objectives:

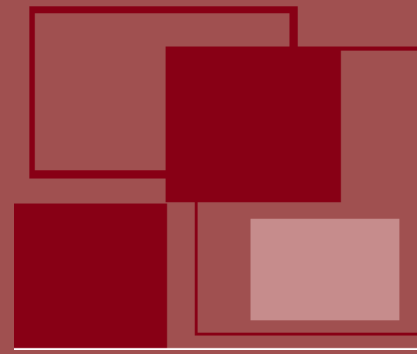
To develop an understanding of the context in which particular negotiation and mediation strategies and tactics are successfully employed.

To develop proficiency in negotiation and mediation, both from planning and behavioral perspectives.

Course Content:

The 7 elements of Principled Negotiation
The process of mediation: stages and techniques
Handle difficult issues
Deal with emotional people

Three Month Professional Certificates (Available from January 2019)



Resolve difficult problems
Negotiate your way out of thorny situations
Resolve disputes while preserving relationships

Advertising

For Whom:

Graphic artists, Account coordinators, Persons interested in joining the field.

Objective:

To prepare candidates for an exciting new career by teaching them valuable advertising skills, and about the various roles in an Advertising agency.

Course Content:

The role of Advertising in Marketing and Business
The Advertising Department
The Advertising Agency
Advertising Media: Above the Line
Advertising Media: Below the Line
Copywriting
Layout and typography
Advertising Research
Law and ethics of advertising
Planning and Executing the advertising campaign

Business Writing and Communication

For Whom:

Persons who are desirous of obtaining effective communication skills.

Objectives:

To enhance business communication by effecting change by way of adding professionalism to the way daily communication is conducted.

Three Month Professional Certificates (Available from January 2019)

Course content:

- The process of Communication
- Principles of effective Communication
- Written Communication
- Writing Business letters
- Memoranda
- Using e-mail
- Using and Designing Forms
- Writing Notices
- Writing to persuade
- Internal Company Documents
- Oral and Non-Oral Communication
- Technology and Communications
- Visual Communication
- Communication in Organizations

Events Management

For Whom:

Event Planners, Persons desirous of entering the field.

Objective:

To train persons in an overall method of managing an event that can be utilized in every area of event planning and adapted it to a specific event.

Course Content:

- Identifying event stakeholders
- Defining the parameters of the event
- Creating event concepts
- Evaluating and briefing the event concept
- Creating vision and mission statements
- Identifying event objectives
- Using Schedules, Action sheets, and Gantt charts
- Creating the 'look' of the event
- Venue selection and design
- Staffing the event
- Running the event
- Evaluating the effectiveness of the event

Three Month Professional Certificates (Available from January 2019)



Psychology

For Whom:

Persons desirous of enhancing their knowledge of child development, adult behavior, social forms and patterns and individual differences.

Objectives:

To create a captivating understanding of the science of the human mind.

To elicit a better understanding of human behavior in the workplace and in everyday life and in so doing, provides the candidate with skills needed in order to better deal with conflicts.

Course Content:

- Biopsychology
- Developmental psychology
- Social psychology
- Cognitive psychology
- Individual differences

Public Speaking and Presentation Techniques

For Whom:

Persons desirous of improving their presentation skills and persons who need to gain confidence in the public speaking arena.

Objectives:

To offer a different way to approach learning which would allow the candidate to bridge the gap between secondary school education and a tertiary level education.

To enhance candidates' development and equip them with skills to be used in everyday operations.

Course Content:

- Effective Public speaking
- Overcoming barriers
- Oral and Visual Presentations
- Becoming a winning presenter
- Team and individual presentations
- Includes taped sessions

Three Month Professional Certificates (Available from January 2019)

Secretarial Skills

For Whom:

Persons in the field of office assistance and secretarial services wanting to obtain formal qualification

Objectives:

To understand the roles and functions of secretarial duties.

To enhance knowledge and understanding of effective and professional customer service.

To learn appropriate office procedures including filing, receiving and dispatching correspondence, and telephone etiquette.

To understand the importance of accurately and effectively communicating with customers using appropriate techniques.

To understand the correct format for the production of business documents including letters, memoranda, manuscripts, reports and tables.

Course Content:

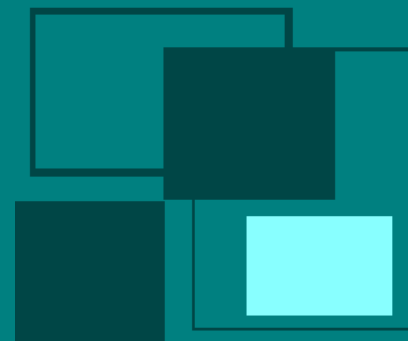
Office Procedures

Communication and Task Management

Computer Text Processing



Information Technology



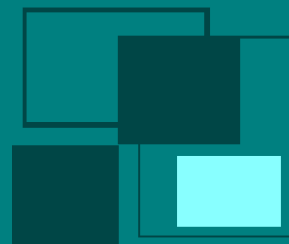
IT Short Courses – 6 to 8 Weeks

<u>Course</u>	<u>Cost \$</u>	<u>Registration \$</u>
Computer Literacy	750	200
Word Processing	900	200
Spread Sheet	900	200
Presentation Production	900	200
Database	900	200
Office Suite	3500	200
Internet	900	200
Computer Touch Typing- Beginners 25 WPM	250	75
Computer Touch Typing- Intermediate 55 WPM	450	100
Computer Touch Typing- Advanced 75 WPM	600	200
Graphic Design- Adobe Illustrator & Photoshop	2500	200

Also Available- Desktop Publishing 1&2 and Web Page Design

***N.B Days, Times and Costs are Subject to change
All prices are quoted in TT\$***

Three Month Short Courses

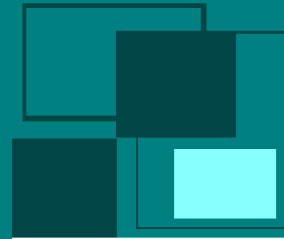


Three Month Short Courses

Courses	Day	Time	Cost
Certificate in Marketing	Saturday	1.00 pm to 2.30pm	\$2,000
Certificate in Marketing Communications	Saturday	11.00 am to 12.30 pm	\$2,000
Certificate in Event Management	Saturday	8.00am to 9.30 am	\$2,000
Certificate in International Marketing	Tuesday	5.00 pm to 6.00pm	\$2,000
Certificate in Travel and Tourism	Saturday	11.00am to 12.30pm	\$2,000
Certificate in Selling and Sales Management	Wednesday	6.30 pm to 8.00pm	\$2,000
Certificate in Advertising	Wednesday	6.30pm to 8.00pm	\$2,000
Certificate in Effective Management	Saturday	8.00am to 9.30am	\$2,000
Certificate in Psychology	Monday	5.00pm to 6.30pm	\$2,000
Certificate in Human Resource Management	Monday	6.30pm to 8.00pm	\$2,000
Certificate in Project Management	Monday	6.30pm to 8.00pm	\$4,500
Certificate in Environmental Sciences	Saturday	9.00am to 11.00am	\$2,000
Certificate in Negotiation & Mediation	Monday	6.30pm to 8.00pm	\$2,000
Certificate in Effective Customer Service	Wednesday	5.00pm to 6.30pm	\$2,000
Certificate in Public Speaking and Presentation Techniques	Thursday	6.30pm to 8.00pm	\$2,000

***N.B Days, Times and Costs are Subject to change
All prices are quoted in TT\$***

Three Month Short Courses



Certificate in Business Writing & Communications	Saturday	9.30pm to 11.00pm	\$2,000
Certificate in Graphic Arts (Illustrator & Photoshop CS2)	Tuesday	5.00pm to 8.00pm (36 Contact Hours)	\$2,500
Certificate in Computer Literacy	As Per Request	(12 Contact Hours)	\$750.00
Certificate in Microsoft Word	As Per Request	(22 Contact Hours)	\$1000.00
Certificate in Microsoft Excel	As Per Request	(22 Contact Hours)	\$1000.00
Certificate in Microsoft Access	As Per Request	(22 Contact Hours)	\$1000.00
Certificate in Microsoft PowerPoint	As Per Request	(22 Contact Hours)	\$1000.00
Certificate in Microsoft Office Suite	As Per Request	(100 Contact Hours)	\$4000.00

***N.B Days, Times and Costs are Subject to change
All prices are quoted in TT\$***

Association of Business Executives (ABE) U.K



"Association of Business Executive programmes are taught at institutions worldwide, and such institutions are given approval to run ABE only after they have submitted full details of their prospectus, teaching staff and site facilities which must meet the criteria set by the ABE Education Committee."

PIMBS Ltd. can boast of having an ABE Academic Fellow in Trinidad & Tobago as a member of staff. The institute is proud to announce receiving a world prize (Top Paper) award in 2017 for Level 6 Contemporary Hospitality Management.

Business Skills for the Entrepreneur

Today's competitive business world requires a skilled and knowledgeable work force. Many are attracted to the fact that they can control their finances by operating their own business.

Level 2 Award in Employability Skills: Making the Move to Work

This is assessed by assignment. The certification provides awareness of what employers require and look for. It improves the chances for employment.

Business Start Up

Level 2 Award in Setting Up Your Own Business - This is geared to successfully set up your own small enterprise. It is assessed by one assignment.

Level 3 Certificate in Business Start Up - This enables entrepreneurs to successfully launch a new business and is assessed by one assignment.

Level 3 Award in Digital Marketing Essentials for Small Businesses – Provides entrepreneurs to design a digital marketing plan and to utilise technology to improve business performance. The certificate is assessed by assignment.



Association of Business Executives (ABE) U.K



Business Management

Level 3 Certificate in Business Essentials –Candidates will gain an introductory understanding of how businesses are run and develop contemporary workplace skills which will enable the candidate to add value to their organisation or future employer. It is assessed by an examination.

Level 4 Foundation Diploma in Business Management - Comprises of four (4) compulsory units and is assessed by examination and assignment. This is equivalent to the first year of a Bachelor's Degree.

Compulsory Units	Examination	Assignment
▪ Dynamic Business Environments		
▪ Enterprising Organisations		
▪ Employability and Self-Development		
▪ Finance for Managers		

Level 4 Diploma in Business Management - Comprises of eight (8) compulsory units and is assessed by examination and assignment. This is equivalent to the first year of a Bachelor's Degree.

Compulsory Units	Examination	Assignment
▪ Dynamic Business Environments		
▪ Enterprising Organisations		
▪ Employability and Self-Development		
▪ Finance for Managers		
▪ Introduction to Entrepreneurship		
▪ Introduction to Quantitative Methods		
▪ Project Management		
▪ Dynamic and Collaborative Teams		

Association of Business Executives (ABE) U.K



Level 5 Diploma in Business Management – Comprises of six (6) units: four (4) compulsory and two (2) optional units and is assessed by examination and assignment. This is equivalent to the second year of a Bachelor's Degree.

Compulsory Units	Examination	Assignment
▪ Managing Agile Organisations and People		
▪ Innovation and Business Performance		
▪ Effective Financial Management		
▪ International Business Economics and Markets		
Optional Units		
▪ Operations Management		
▪ Analytical Decision-Making		
▪ Managing Stakeholder Relationships		

Level 6 Diploma in Business Management – Comprises of six (6) units: four (4) compulsory and two (2) optional units and is assessed by examination and assignment. This is equivalent to the final year of a Bachelor's Degree.

Compulsory Units	Examination	Assignment
Leading Strategic Change		
Business Strategy and Decision-Making		
Developing International Markets		
Business Ethics and Sustainability		
Optional Units		
Strategic Stakeholder Relationships		
Corporate Finance		
Advanced Project Management		

Association of Business Executives (ABE) U.K



Business Management and Human Resources

Level 4 Diploma in Business Management and Human Resources - Comprises of eight (8) compulsory units and is assessed by examination and assignment. This is equivalent to the first year of a Bachelor's Degree.

Compulsory Units	Examination	Assignment
▪ Dynamic Business Environments		
▪ Enterprising Organisations		
▪ Employability and Self-Development		
▪ Finance for Managers		
▪ Introduction to Entrepreneurship		
▪ Introduction to Quantitative Methods		
▪ Project Management		
▪ Principles of Human Resource		

Level 5 Diploma in Business Management and Human Resources – Comprises of six (6) units: four (4) compulsory and two (2) optional units and is assessed by examination and assignment. This is equivalent to the second year of a Bachelor's Degree.

Compulsory Units	Examination	Assignment
▪ Managing Agile Organisations and People		
▪ Innovation and Business Performance		
▪ Effective Financial Management		
▪ International Business Economics and Markets		
Optional Units		
▪ Human Resource Management		
▪ Employee Engagement		
▪ The HR Professional		

Level 6 Diploma in Business Management and Human Resources – Comprises of six (6) units: four (4) compulsory and two (2) optional units and is assessed by examination and assignment. This is equivalent to the final year of a Bachelor's Degree.

Compulsory Units	Examination	Assignment
Leading Strategic Change		
Business Strategy and Decision-Making		
Developing International Markets		
Business Ethics and Sustainability		
Optional Units		
Strategic Human Resource Management		
Organisational Design, Development and Performance		
Contemporary Developments in Global HRM		

Association of Business Executives (ABE) U.K



Business Management and Marketing

Level 4 Diploma in Business Management and Marketing - Comprises of eight (8) compulsory units and is assessed by examination and assignment. This is equivalent to the first year of a Bachelor's Degree.

Compulsory Units	Examination	Assignment
▪ Dynamic Business Environments		
▪ Enterprising Organisations		
▪ Employability and Self-Development		
▪ Finance for Managers		
▪ Introduction to Entrepreneurship		
▪ Introduction to Quantitative Methods		
▪ Project Management		
▪ Principles of Marketing Practice		

Level 5 Diploma in Business Management and Marketing – Comprises of six (6) units: four (4) compulsory and two (2) optional units and is assessed by examination and assignment. This is equivalent to the second year of a Bachelor's Degree.

Compulsory Units	Examination	Assignment
▪ Managing Agile Organisations and People		
▪ Innovation and Business Performance		
▪ Effective Financial Management		
▪ International Business Economics and Markets		
Optional Units		
▪ Integrated Marketing Communications		
▪ Buyer and Consumer Behaviour		
▪ Societal and Social Marketing		

Level 6 Diploma in Business Management and Marketing – Comprises of six (6) units: four (4) compulsory and two (2) optional units and is assessed by examination and assignment. This is equivalent to the final year of a Bachelor's Degree.

Compulsory Units	Examination	Assignment
▪ Leading Strategic Change		
▪ Business Strategy and Decision-Making		
▪ Developing International Markets		
▪ Business Ethics and Sustainability		
Optional Units		
▪ Strategic Marketing		
▪ Strategic Marketing Relationships		
▪ Digital Marketing Strategy		

Chartered Institute of Marketing (CIM)



The Chartered Institute of Marketing (C.I.M.) is Europe's largest professional body for marketing and sales practitioners.

Established for over 80 years, the Chartered Institute of Marketing (C.I.M.) is an international membership organization for marketing professionals.

The module syllabus:

Foundation Certificate in Marketing, Certificate in Professional Marketing, Diploma in Professional Marketing; Post Graduate Diploma in Marketing; Chartered Post Graduate Diploma in Marketing.

The structure of the modules in each level allows for closer tailoring of the programmes to individual experience/ knowledge and existing qualifications.

NOTE: These courses are only available outside of Trinidad and Tobago. These courses are operated by AIMT&CE and are offered via distance learning only.

Foundation Certificate in Marketing **Compulsory Module**

Marketing Principles

Elective module (choose 1)

Customer Experience

Digital Marketing

Entry Requirements:

Open Entry Qualifications

Certificate in Professional Marketing **Mandatory Modules:**

Marketing

Integrated Communications

Choice of elective module:

Digital Marketing

Customer Experience

Chartered Institute of Marketing (CIM)



Entry requirements:

Two A level s/CAPE or General B.Sc OR Masters Degree (non Marketing related) **or**
Holds a CIM Introductory Certificate in Marketing **or**
NVQ or SVQ Level 3 in Marketing **or**
NVQ or SVQ Level 4 in any other subject (UK-equivalent to NQF Level 4 and above) **or**
Hold an International Baccalaureate (equivalent to NQF Level 3 and above)
Business or Marketing Experience would be of an advantage

Diploma in Professional Marketing

Mandatory modules

Strategic Marketing

Mastering Metrics

Elective module (choose 1)

Driving Innovation

Digital Strategy

Entry Requirements:

Experience in Marketing Management in a Marketing Management role that has provided you with the ability to be able to demonstrate that you can meet the learning outcomes of the CIM Professional Certificate in Marketing if required to do so, and is sufficient to pass the CIM diagnostic entry test to Level 6 **or**

C.I.M. Professional Certificate in Marketing **or**

Any Business or Marketing Bachelors or Masters Degree (or an equivalent qualification) where a minimum of one third of credits come from Marketing (120 credits in Bachelor's Degrees or 60 Credits in Masters Degrees)

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Chartered Institute of Marketing (CIM)



Professional Postgraduate Diploma in Marketing

Stage 1

Four Compulsory modules:

- Emerging Themes
- Analysis and Decision
- Marketing Leadership and Planning
- Managing Corporate Reputation

Chartered Postgraduate Diploma in Marketing

Stage 2

Mandatory module:

- Leading Marketing

Entry Requirements:

A range of experience working at senior marketing management level that has provided you with the ability to evidence that you can meet the learning outcomes of the CIM Professional Diploma in Marketing if required to do so and is sufficient to pass the CIM diagnostic entry test to this Qualification, and CIM Professional Diploma in Marketing (either 2003 or 2009 syllabus) or C.I.M. Professional Diploma in Marketing or C.I.M. Advanced Certificate in Marketing or A Business or Marketing Bachelors or Masters Degree (or an equivalent qualification) where a minimum of half or the credits come from Marketing (therefore 180 credits in Bachelors degrees and 90 credits in Masters Degrees

NOTE: These courses are only available outside of Trinidad and Tobago. These courses are operated by AIMT&CE and are offered via distance learning only.

ONE OF OUR STUDENTS
HAVING FUN ON A FIELD
TRIP



MRS. DEBORAH MAHARAJ-
NEWLING AND MRS.
HASSANALI AT GRADUATION



MRS. HASSANALI'S
GRADUATION SPEECH



THE DISTRIBUTION OF
CERTIFICATES



MRS. HASSANALI AND A
PIMBS LTD. GRADUATE



MRS. DEBORAH- MAHARAJ
NEWLING'S SPEECH



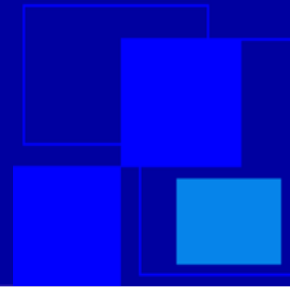
PIMBS LTD
GRADUATING CLASS



STUDENTS OF PIMBS LTD.
(OUR LADY OF FATIMA HIGH SCHOOL)



Bachelor of Arts Degree in Management



Bachelor of Arts Degree in Management

{Note: All Associate, Bachelors' and Masters Degrees are only available outside of Trinidad and Tobago. These courses are operated by AIMT&CE and are offered via distance learning only.}

For a Bachelor of Arts you need to accumulate a total of 120 points.

All undergraduate foundation courses are currently rated as 20 points and your degree can be made of any combination of courses.

We need to see the details before we can decide the exact credit rating.

At the end of all undergraduate courses and before getting your degree you sit two final examinations, administered by an approved proctor.

Entry requirements:

Mature candidates with relevant work experience or
18 years and over with English, Maths and 1 other CXC / GCE or equivalent or
Acceptance based on Availability of a place in your chosen course or
A.B.E. Diploma 2 or
A.B.E. Advanced Diploma.

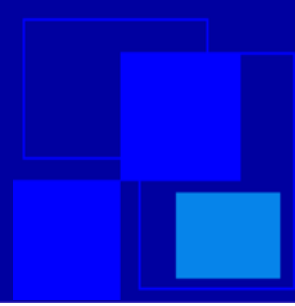
EXEMPTIONS:

A.B.E. Diploma 2 gets exempted from 40 credits
A.B.E. Advanced Diploma gets exempted from 80 credits

The undergraduate foundation courses are:

Tourism
Music
Management
Marketing
Strategic Planning
Human Resource Management
Information Technology
Psychology
Economics
Sociology
Mathematics
Diet and Nutrition

Bachelor of Arts Degree in Management



Each of the foundation courses consists of 5 sections as follows:

Music

- Introduction to music
- The European Music Heritage 1
- The European Music Heritage 2
- Music Appreciation
- Tonal Harmony.

Management

- The basis of Global Management
- Planning
- Business Organization
- Human Resource Management
- Control Techniques.

Marketing

- The Marketing Environment
- Target Market
- The Product - The Price
- Distribution - Promotion
- Managing a Marketing Program.

Strategic Planning

- Introduction to Strategic Management
- Environmental Analysis, Mission & Objectives
- Strategy Alternatives
- Organization & The Planning System
- Implementation: Evaluation & Control.

Human Resources

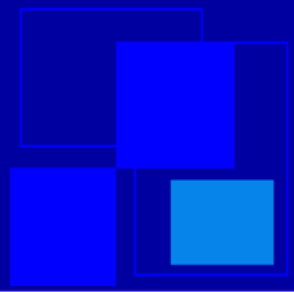
- Fundamentals of Organizational Behavior
- Individual Behavior
- Groups Motivation & Reward System
- Leadership & Supervision
- Organizational Behavior in Perspective.

Information Technology

- Introduction Information Technology
- Software: The Intellectual Interface
- Organizing Information
- New life: Communications & Connectivity
- The Road to Success and the Future.

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Bachelor of Arts Degree in Management



Tourism

Fundamentals of Tourism
Marketing of Tourism I
Marketing of Tourism II
Tourism Geography
Tourism Economics.

Psychology

Introduction to Psychology
Biological Foundations of Behaviors
Motivation, Emotion and sexuality
Developmental Psychology and personality
Social Psychology.

Economics

Introduction to Economics
Microeconomics 1
Macroeconomics 1
Microeconomics 2
Macroeconomics 2.

Sociology

The Sociological Perspective
The Individual and Society
Inequality and Power
Challenges and Social change.

Mathematics

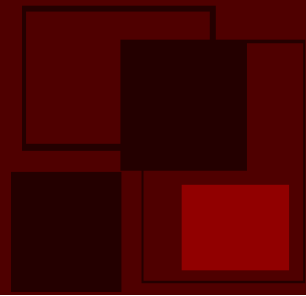
Calculus 1
Algebra 1
Calculus 2
Algebra 2
Calculus 3

Diet & Nutrition

Utilization of Foods
The Food Elements
Nutrition in Health
Nutrition in Disease
Role of Nutrition in Modern Life

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Occupation Safety and Health Standards (OSHA)



Occupation Safety and Health Standards (OSHA)

Course Titles:

10 Hr. General Industry
30 Hr. General Industry 29 CFR Part 1910

Duration:

10 Hr. General Industry- 1mth
30 Hrs General Industry – 3mths

Dates and Times: To be determined.

Course Content for Both 10 hr and 30 hr:

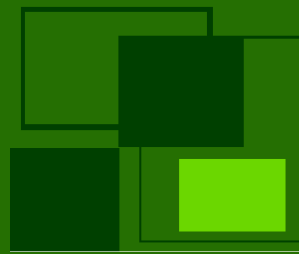
Introduction to OSHA
Hazard Communication
Egress and Fire Protection (Exits Routes, Emergency, Action Plans, Fire Prevention Plan and Fire Protection)
Electrical and Lockout/ Tagout
Flammable and Combustible Liquids
Blood Borne
Personal Protective Equipment
Machine Guarding
S&H Programmes
Walking and Working Surfaces

N.B. The 30 Hr. Course Content has greater Details

OSHA Training for the Construction Industry is also available

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Environmental Science



The Environmental Science Programme

The Professional Institute of Marketing and Business Studies Limited is the only institute in The Caribbean to offer all four levels of Environmental Science in one institute: Certificate, Diploma, Bachelors (Top up) and Masters.

The Certificate Course Content:

Introduction to Ecology
Air Pollution
Noise Pollution
Water Quality
Solid Waste
Agricultural Management
Laboratory Experiments

Duration: 3 Months

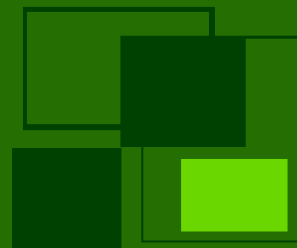
Diploma Course Content:

1. Quantitative Methods for Health Policy (QM)
2. Energy
3. Energy & Fuel in Society
4. Environmental Chemistry Laboratory 1
5. Introduction to Global Sustainability
6. Natural Resource Management
7. Sustainable Water Management
8. Sustainable Oceans and Coastal Zones
9. Law, Politics and the Environment
10. Global Warming
11. Geology
12. Project (over a 4 month period)

Duration: One Year (1) Four Months

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Environmental Science



Bachelor's Degree Content: {Note: All Associate, Bachelors' and Masters Degrees are only available outside of Trinidad and Tobago. These courses are operated by AIMT&CE and are offered via distance learning only.}

Compulsory Courses:

- Advanced Quantitative Methods for Health Policy (QM11)
- Chemistry and Physics of Atmospheric Pollution
- Environmental Chemistry Laboratory II
- Chemistry and Issues in the Environment
- Final Project (4 months)
- Field Trip

If specializing in Environmental Sciences, students are required to do the following modules:

- Ecology and Human Affairs
- Environmental Impact Assessment (EIA II)
- Topics in Environmental Science Today

If specializing in Occupational Health and Safety, students are required to do the following modules:

- OSHA 30 Hr General Industry
- OSHA 30 Hr Construction Industry
- Programme in Safety Management
- Bloodborne Pathogens
- First Aid and C.P.R

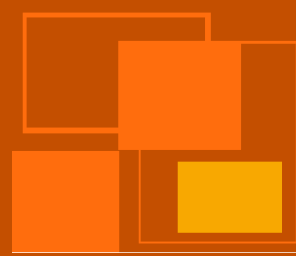
Duration: One Year (1)

M.Sc Course Content:

- Critical Issues about the Environment
- Earth as a system
- Life and the Environment
- Sustainable Living Resources
- Energy
- Water Environment
- Air Environment
- Environment and Society
- Global Warming

Duration: Two Years (2)

Office Administration



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Office Administration

Associate Degree

Business Organisation & Management
Computer essentials
Front desk management
English 101
Mathematics for Business
Financial Accounting
Word for Business Applications
Psychology
English Composition II
Office Administration
Economics
English Composition III
Text Processing
Effective Customer Service
Spreadsheets and Database Management Applications
Communication & Task Management
Graphical Business Presentations & Integration
Public Speaking & Presentation skills
Principles of Marketing
Organizing Meetings and Events

N.B: Candidates must successfully complete the Associates Degree before pursuing the Bachelor's Degree (BSc.)

Business Management Bachelors Degree (Final Year)

International Marketing Strategy

Planning and Control

Analysis and Performance

Case Study

Choice of Elective: Financial Management

Decision Management

Risk

Strategic Management

Office Administration



Choice of Elective: Human Resource Management

Human Resource Management

Choice of Elective: Project Management

Project Risks

Project Team Management

Planning Projects

Organizing Projects

Budgeting

Assessing Project Resources

Microsoft Project 11

Choice of Elective: Management of the Performing Arts

Marketing in Practice for Performing Arts

Networking and Emarketing of Performing Arts

Contract Law

Research techniques for Performing Arts

Arts in the Community

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Project Management



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Project Management

Associate Degree

Introduction to Project Management

Introduction to Microsoft Project
Project manager role-responsibilities, skills
Defining and Characterizing Projects
Producing Outcome Statements
Defining Project Objectives

Intermediate Level in Project Management

Project Risks
Project Team Management
Planning Projects
Organizing Projects
Budgeting
Assessing Projects Resources
Microsoft Project II

Advanced Level in Project Management

Practical Project Management
Advanced Microsoft Project
Project Handover
Advanced Project Tools
Projects Health and Safety

N.B: Candidates must successfully complete the Associates Degree before pursuing the Bachelors Degree (BSc.)

Bachelors Degree

Organizational Behavior
Public Speaking and Presentation Skills
Business Law
Organizing Meetings and Events
Financial Management
Case Studies in Project Management
Two Free Electives

Our Lady of Fatima High School/ PIMBS

OUR LADY OF FATIMA High School Secondary School

Our Lady of Fatima High School/PIMBS offers secondary tuition from Form 1 to Form 6. The small class sizes allow for individual attention and high pass rates.

"More than just a school. There is never a dull moment."



Strong academics and fair play



Form 1—3

Form 1 – 3

Subjects offered to Form 1-3 students include the following subjects:

Mathematics
English Language
Social Studies
Spanish
English Literature
Information Technology
Visual and Performing Arts
Integrated Science
Physical Education
Religious Education

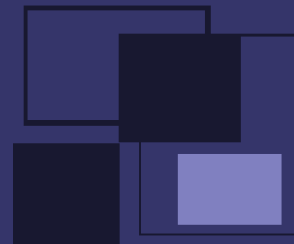
***“... the quality of education is
exceptional...”***

-Student review

Before you start:

Ensure you provide your last report card.





Caribbean Examinations Council (CSEC) (Forms 4 and 5)

English CXC

"I was very satisfied with this course. My teacher was very nice and cared about the success of each student."

CXC English is a passport to jobs and further education and an enjoyable subject in its own right. This course comes complete with a range of reading, writing, speaking and listening activities to help you develop your awareness of English.

Many different types of communication are covered, including report writing, essays, newsletters and letters. This course now includes a School Based Assessment (SBA).

The study topics include:

Writing and comprehension skills
Using language
Imaginative writing.

Before you start:

You should have a good command of Basic English.

This course will help you to:

Improve your writing, communication and language skills
Make effective use of libraries and reference books
Gain CXC English
Progress to A' level English literature or English language and Literature

Mathematics CXC (& S.A.T)

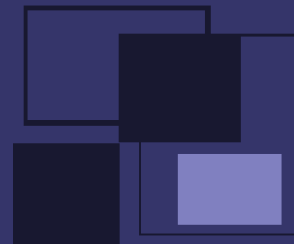
CXC: GENERAL

This course uses an updated method to cover the exam syllabus, which has proven to achieve great results. It starts with some simple exercises to get you going - all multiple choice and all on a single topic.

This helps you to concentrate on one topic at a time and many students have found it useful to read for Scholastic Aptitude Test Examinations at the same time. These activities give a thorough foundation in the manner in which all the key mathematical principles work.

The study topics include:

Number theory
Algebra
Geometry
Problem solving

**Before you start:**

You will need some basic arithmetic skills for this course.

This course will help you to:

Acquire a good basic understanding of mathematics
Acquire qualifications essential to pursue a number of jobs.

Biology CXC

"It is relevant to everyday life. The lecturer helped me to prepare for examinations"

This popular course offers a fascinating opportunity to find out how life functions, from the level of a single cell, to the most complex organisms.

You will develop your understanding of the processes of life with each assignment and the course as a whole includes a number of simple experiments, which you can carry out at home to consolidate your learning.

The study topics include:

Nutrition
Respiration
Growth and movement
Reproduction and genetics
Osmoregulation
Sensitivity

Before you start:

No previous knowledge is required.

This course will help you to:

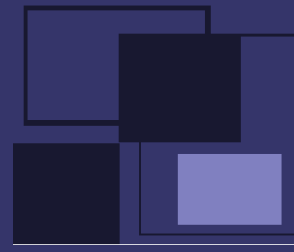
Develop your knowledge of basic Biology
Gain a pass in CXC in Biology
Progress to A' Level or CAPE Biology

Spanish CXC/ Spanish Extended

'This course is specially designed for CXC students. It helped me to obtain an A grade in my exam.'

P.I.M.B.S offers two separate Spanish courses. If you are a beginner, Spanish General enables you to achieve CXC.

If you already have some basic knowledge, however, Spanish Extended enables you to gain CXC marks up to grade A.

**The study topics include:**

Speaking about yourself and others
Your daily routine
Shopping, Cuisine, tickets and travel.
Spanish and Venezuelan Culture.

Before you start

No previous knowledge is required for Spanish General, but you will need a working knowledge of basic Spanish for Extended courses.

Principles of Accounting CXC

'Before this course I was always afraid of numbers. I am very comfortable with accounting. I even got a B in my exam!'

Understanding the ideas and methods behind accounting is a valuable asset for a wide range of careers.

This course introduces you to all the key tools of the Accountants' trade, and includes a range of enjoyable activities to help you prepare for CXC and beyond.

The study topics include:

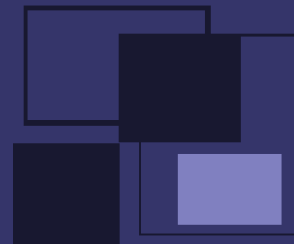
The ledger
The balance sheet
Profit and loss
Double-entry book-keeping.

Before you start:

You will need some basic mathematic skills for this course.

This course will help you to:

Develop your knowledge of accounting procedures
Gain a CXC in accounting
Progress to an advanced level study of Accounting or Business Studies.



Principle of Business CXC

Business skills are essential for a range of careers, and this course will introduce you to many of the key methods companies rely on in today's business world. The course includes a wide range of stimulating activities based around a fictional company. This enables you to follow the company's development right from its earliest days and fully cover all areas of the CXC exam.

The study topics include:

- The business environment
- People and business
- Money and banking
- Structure and organization.

Office Administration CXC

"I have learnt enough in this course to assist me in performing well in the Office when I find a job."

This course is essential for any potential Secretary or office Manager in providing knowledge about the office environment and ergonomics.

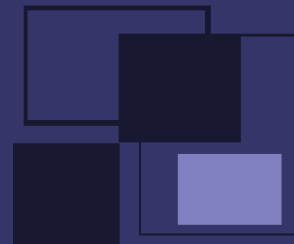
This course includes:

- Written Communication
- Oral Communication
- Sending electronic mail
- Filing
- Establishing a Database
- Conducting and Management of Meetings.

Additional Mathematics CXC

"A very challenging subject for those who wish to be challenged in Maths."

Additional Mathematics is useful for those persons who have intentions to study Further Mathematics, Engineering, Science, Abstraction, Statistics etc.

**This course includes:**

- Loci
- Imaginary numbers
- Differentiation and Integration
- Advanced Calculus.

Course requirement:

This course requires that students are already proficient in Mathematics at CXC at a General Level and in fact, the teacher will require students to present their grades in Mathematics before they are allowed entry into this course. Mathematics Grades should be B and above.

Chemistry CXC

"I was very satisfied with the large number of experimental analysis effectuated in the lab."

This course uses up-to-date methods and experimental techniques to cover the Chemistry CXC syllabus.

The course is structured to draw attention on new areas such as the need for recycling and conservation. Some economic considerations in the Chemical Industry and the importance of Chemical Industry in everyday life are also addressed.

The study topics include:

- Atoms, Elements and Compounds
- Stoichiometry and mole concept
- Energy Changes
- Chemical Reactions
- Organic Chemistry.

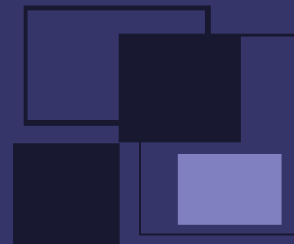
Social Studies CXC

"The good thing about it is that it gives you a greater awareness of society. This has inspired me to continue with a similar subject at A' Levels – Sociology."

It is intended that the skills learnt from this program should be put into practice. It is hoped that the awareness gained will develop a sense of morality and dedication by each student in their social, personal and professional lives.

The study topics include:

- Individual Interaction
- Resources
- Regional Integration
- Communication
- Consumer Affairs
- Tourism



Geography CXC

"The teaching here at PIMBS is completely different from any other school. Teachers here take a lot of interest in their students and are concerned with your knowledge of the subject and your enjoyment of it."

"Due to the fact that I am a surfer, Geography is very helpful to me, because, I could look at the coast formation, the reefs and the weather to be able to judge the waves size, if they would break on the left or the right and which wave would give me a better ride. This makes me interested in Geography at a higher level."

The study topics include:

- Weather- Climatic patterns
- Soils
- Vegetation types
- Population Migration
- Map Reading
- Pollution
- Human Systems
- Natural Disasters

History CXC

Among other objectives, the syllabus aims to bring about in students a knowledge and understanding of the common experiences of the peoples of the Caribbean; tolerance of the viewpoints, beliefs and ways of the life of other peoples.

The study topics include:

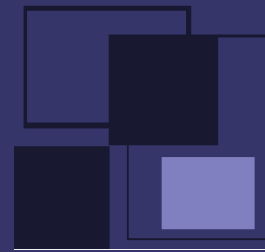
- Social Life, 1838-1962
- Movements towards Independence and Regional Integration up to 1985
- The US in the Caribbean, 1776-1985
- Movements towards emancipation

Physics CXC

This course holds the students' interest by developing an understanding of physics in every day life. Physics is a vital foundation for individuals wanting to go onto C.A.P.E. and beyond.

The study topics include:

- Electricity and Magnetism
- Forces
- Light and Waves
- Measurements
- Radioactivity



Thermal Forces

Practical assignments and experimental techniques

Information Technology CXC

"IT is a very helpful subject in the world today because most of the companies are using more technology as more tasks are becoming computer based, making it a very applicable course in today's environment."

This course prepares candidates to meet the demand of an increasing need for highly computer literate graduates who can confidently work with their IT colleagues and understand the potential for networking and the Internet.

Electronic Document Preparation and Management (EDPM)

The Electronic Document Preparation and Management Syllabus is designed to equip students with knowledge and skills for jobs such as clerical assistants, administrative assistants and receptionists. The knowledge gained from this syllabus will foster personal growth and development. Further, it will enhance decision-making capabilities of students and cultivate a disciplined and ethical workforce.

The syllabus is arranged in nine modules, sub-divided into specific objectives and corresponding content.

Module I - Keyboarding Mastery

Module II- File Management

Module III- Selection and Use of Stationery

Module IV- Production - Principles

Module V - Business Correspondence

Module VI- Production - Display

Module VII- Production - Tabulations and Presentations

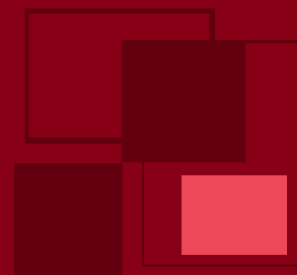
Module VIII- Production - Forms

Module IX- Planning and Organisation

The syllabus replaces CSEC Typewriting and uses the computer instead of the typewriter.

Unlike the CSEC Information Technology Syllabus, CSEC EDPM emphasises computer applications related to the production, filing and retrieval of documents, skills that are crucial in today's office environment.

Caribbean Advanced Proficiency Examinations (CAPE)



The Caribbean Advanced Proficiency Examination (CAPE)

The Caribbean Advanced Proficiency Examinations (CAPE) are designed to provide certification of the academic, vocational and technical achievement of students in the Caribbean who, having completed a minimum of five years of secondary education, wish to further their studies.

Law

Law is an essential tool for ensuring relative stability, peace and order in society, for regulating interpersonal behavior and expectations and for defining public and private rights. This course at the CAPE level provides the basis and scope for promoting a sound knowledge and understanding of legal principles and the role of law in the society.

Study topics include:

- Caribbean Legal Studies
- Principles of Public Law
- Criminal Law
- Private Law – Tort, Law of Contract, Real Property

Before you start:

A general education up to CXC level or equivalent is useful for this course.

This course will help you to:

Broaden your understanding of the Caribbean legal system

Accounting

Accounting is the financial information system that provides relevant information to anyone who owns, manages or uses economic resources or engages in economic activity. The purpose of this advanced course in Accounting is to provide a good foundation for further study of Accounting at pre-professional and professional levels.

The study topics include:

- Accounting Theory, Recording and Control Systems
- Preparation of Financial Statements
- Financial Reporting
- Costing Principles
- Costing Systems
- Planning and Decision Making

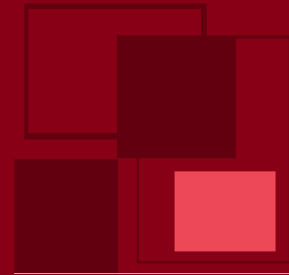
Before you start:

Accounting and Mathematics at CXC or equivalent would be essential for this subject.

This course will help you to:

Develop an understanding and appreciation of the principles and concepts of Financial Accounting.

Caribbean Advanced Proficiency Examinations (CAPE)



Management of Business (M.O.B)

The uncertainties and the dynamic environment within which businesses operate today present serious challenges for business leaders.

As students proceed beyond the CSEC level, preparing to pursue their career goals, they must be cognizant of the changing socio-economic climate within which modern business operate. The CAPE Management of Business syllabus provides opportunities for students to develop the required knowledge and understanding of management principles and practices.

The study topics include:

- Business and its Environment
- The Management of People
- Business Finance and Accounting
- Production and Operations Management
- Fundamentals of Marketing
- Small Business Management

Before you start:

A general education up to CXC level is useful for this course and specifically a pass in Principles of Accounts.

This course will help you to:

- Develop an understanding of the integrated nature of business organizations and the environment in which they operate; and
- Develop critical thinking skills that involve analysis, evaluation, decision making and problem solving.

Sociology

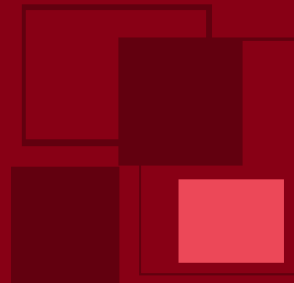
How does living in our society affect the way we behave? And why?

This course in Sociology at CAPE level aims to provide students with the necessary skills for an understanding of the structures, organization and development of societies particularly those in the Caribbean.

The study topics include:

- Sociological Concepts, Perspectives and Methods
- Social Institutions: Family, Religion and Education
- Social stratification
- Population and Development
- Crime and Deviance
- Caribbean Social Issues: Poverty, Health and Environment

Caribbean Advanced Proficiency Examinations (CAPE)



Before you start:

It will help to have a CXC or equivalent in English, History or a Social Science.

This course will help you to:

Understand the fundamental concepts in Sociology as a discipline; and
Appreciate the cultural diversity of the Caribbean.

Biology

Science plays a major role in the evolution of knowledge. The diverse forms of life, investigated and recorded by human society, have led to the development of a discipline known as Biology. This biology course at CAPE level is designed to provide a coherent course of study which redresses, in addition to a specific knowledge base, the development of related skills and attitudes.

The study topics include:

Cell and Molecular Biology
Genetics, Variation and Natural Selection
Reproductive Biology
Bioenergetics
Biosystems Maintenance
Applications of Biology

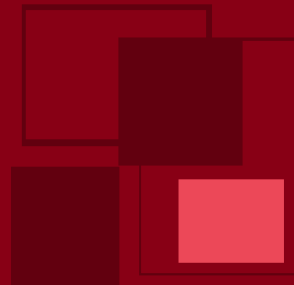
Before you start:

Biology or Chemistry at CSEC level or equivalent.

This course will help you to:

Acquire a body of knowledge and develop an understanding of biological concepts and Principles;
Recognize the scope of Biology from the molecular level to that of entire ecosystems; and
Develop an ability to apply biological knowledge and skills to relevant Caribbean situations and issues.

Caribbean Advanced Proficiency Examinations (CAPE)



Chemistry

Chemistry principles are currently applied to societal concerns such as communicable diseases, environmental pollution and depletion of natural resources. As such, Chemistry is a major area of scientific study, which impinges on and influences every aspect of our daily lives. This Chemistry course at CAPE level is designed to provide a coherent course of study, which addresses in addition to a specific knowledge base, the development of related skills and attitudes.

The study topics include:

Fundamentals in Chemistry
Kinetics and Equilibria
Chemistry of the Elements
The Chemistry of Carbon Compounds
Analytical Methods and Separation Techniques
Industry and the Environment

Before you start:

Chemistry and Mathematics at CSEC level or equivalent

This course will help you to:

Appreciate, understand and use scientific method in the solving of problems;
Recognize the power, impact and influence which Chemistry has in a modern scientist world; and
Contribute to making the Caribbean scientifically literate and numerate.

Physics

Physics is generally regarded as the most fundamental scientific discipline. The study of physics is necessary to explain our physical environment. In fact, this is the role of the laws and theories of Physics that influence every element of our physical existence.

This Physics course at CAPE level is designed to provide a coherent course of study which addresses, in addition to a specific knowledge base, the development of related skills and attitudes.

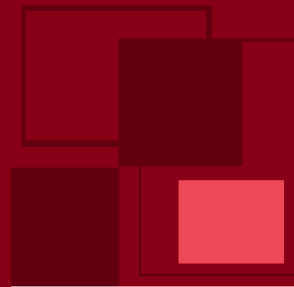
The study topics include:

Mechanics
Oscillations and Waves
Thermal and Mechanical Properties of Matter
Electricity and Magnetism
A.C. Theory and Electronics
Atomic and Nuclear Physics

Before you start:

Physics and Mathematics at CSEC level or equivalent

Caribbean Advanced Proficiency Examinations (CAPE)



This course will help you to:

Develop an understanding of the scientific process and recognize its usefulness and its Limitations;
Develop critical thinking, analytical and inquiry skills; and
Gain appropriate scientific training for the purposes of employment, further studies and personal enhancement.

Spanish

Through the study of the Spanish Language at CAPE, students develop a deeper understanding of themselves as members of the Caribbean community, which is multilingual, and multi-cultural.

The study topics include:

El individuo, la familia y la vida diaria
La sociedad y los asuntos sociales
El medio ambiente
Las actualidades
La ciencia y la tecnología
La industria y los asuntos económicos

Before you start:

Spanish at CSEC or equivalent

This course will help you to:

Acquire the necessary skills for collection, analysis and exchange of information, ideas and opinions in Spanish; and
Communicate clearly and appropriately in Spanish with an educated native speaker.

French

Through the study of the French Language at CAPE students develop a deeper understanding of themselves as members of the Caribbean community, which is multilingual, and multi-cultural.

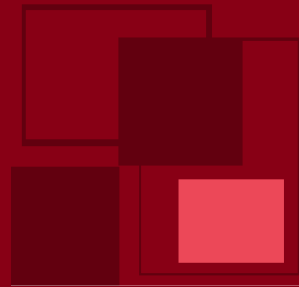
The study topics include:

L'individu, la famille et la vie journalière
La société et les affaires sociales
L'environnement
L'actualité
La science et la technologie
L'industrie et l'économie

Before you start:

French at CSEC level or equivalent

Caribbean Advanced Proficiency Examinations (CAPE)

**This course will help you to:**

Acquire the necessary skills for collection, analysis and exchange of information, ideas and Opinions in French.

Communicate clearly and appropriately in French with an educated native speaker

Pure Mathematics

Mathematics is one of the oldest and most universal means of creating, communicating, connecting and applying structural and quantitative ideas. The discipline of mathematics allows for the formulation and solution of real-world problems as well as the creation of new mathematical ideas, both as an intellectual end in itself, but also as a means to Increase the success and generality of mathematical applications.

This pure mathematics course at Advanced proficiency will provide students with more advanced mathematical ideas, skills and techniques and also encourage them to understand the concepts involved, why and how they 'work' and how they are interconnected.

The study topics include:

- Basic Algebra and Functions
- Trigonometry, Geometry and Vectors
- Calculus I
- Complex numbers and Calculus II
- Sequences, Series and Approximations
- Counting, Matrices and Equations

Before you start.

You will need a reasonable standard of CESC or O'Level Maths, (Additional Mathematics will be an asset):

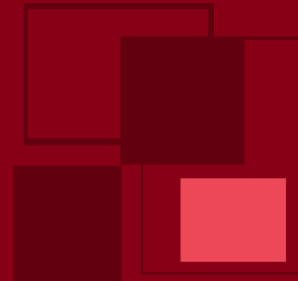
This course will help you to:

- Develop mathematical thinking, understanding and creativity;
- Develop the ability to use mathematics to model and solve real world problems; and
- Gain access to mathematics programmes at tertiary institutions.

Economics

As well as being an enjoyable and often thought-provoking subject in its own right, A' level Economics is a popular qualification both for higher education and with many employers. You will have the opportunity to learn about the latest economic theories and practices, and address many of the issues that feature in today's news – such as the pressures on government borrowing, the causes of unemployment, and tackling Third World debt.

Caribbean Advanced Proficiency Examinations (CAPE)

**The study topics include:**

- Methodology: Demand and Supply
- Market Structure, Market Failure and Intervention
- Distribution Theory
- Models of the Macroeconomy
- Macroeconomic Problems and Policies
- Growth, Sustainable Development and Global Relations

Before you start:

No previous knowledge of Economics is required, but it would be helpful to have studied Maths up to GCE/CXC level or equivalent. You will also need some basic essay-writing skills.

This course will help you to:

- Understand economic concept
- Assess the impact of economic policies on our daily lives

Psychology (Cambridge)

This new course brings a fresh approach to the study of psychology. You will learn about the science of the mind from a wide range of viewpoints, including child development, adult behavior, social forms and patterns, and individual differences.

The study topics include:

- Cognitive psychology
- Social psychology
- Developmental psychology
- Physiological psychology
- The psychology of individual differences

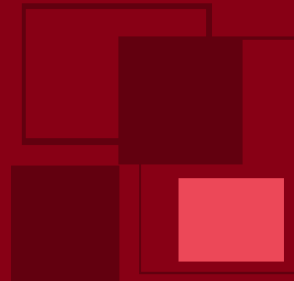
Before you start:

A general education up to CSEC level or equivalent

This course will help you to:

- Learn more about human behavior and how the mind works;
- Use evidence to make objective assessments; and
- Gain a Psychology A'Level.

Caribbean Advanced Proficiency Examinations (CAPE)



Caribbean Studies

This interdisciplinary subject provides students with the opportunity to study issues relevant to the distinctive physical, political and socio-economic challenges facing the small states which comprise the region.

Such study integrates perspectives from various disciplines including, sociology, history, international relations, government and politics, physical and human ecology, cultural studies and ethics as a tool for understanding Caribbean society and culture.

The study topics include:

- Caribbean Society and Culture
- Issues in Caribbean Development
- Investigating Issues in the Caribbean

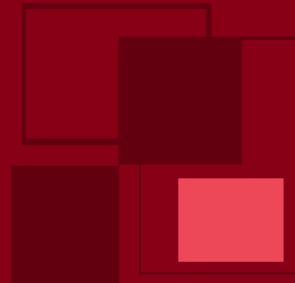
Before you start:

No previous knowledge of Caribbean Studies is required, but it would be helpful to have studied English and Social Studies up to CXC level or equivalent. You will also need some basic essay-writing skills.

This course will help you to:

- Develop an understanding of the factors which influence the evolution of Caribbean society and Culture;
- Develop an awareness of how current global trends affect, and are affected by, the Caribbean region;
- Analyze issues which are important to the development of the Caribbean region;
- Encourage reflection on how factors which have shaped the Caribbean region have influenced their own lives and the lives of their communities;
- Develop a respect for other cultures and for their contribution to the region's development;
- Develop an appreciation of the importance of dealing justly and equitably with other groups and individuals;
- Develop the capability to investigate and report on issues which provide a better understanding of the Caribbean region; and
- Develop the ability to apply acquired skills and abilities in making decisions and responding to challenges in their personal lives.

Caribbean Advanced Proficiency Examinations (CAPE)



Communication Studies

The ability to communicate thoughts, emotions, ideas and attitudes is a critical factor in our management of the physical and social environment. Communications Studies provides students with the opportunity to respond creatively to the implied challenges, through the development of their communicative awareness and abilities.

The study topics include:

- Gathering and Processing Information
- Language and Community
- Speaking and Writing

Before you start:

No previous knowledge of Communications Studies is required, but it would be helpful to have studied English up to CXC level or equivalent. You will also need some basic essay-writing skills.

This course will help you to:

- Develop an understanding of the nature of language and its various functions in social, aesthetic, work-related and other contexts;
- Develop an appreciation of speech and unifying as mental and social processes;
- Enable students to use language registers accurately, appropriately and effectively in a range of contexts as specified above;
- Provide an understanding of the use of technology and its impact on communication;
- Develop an appreciation of the role of language in shaping Caribbean cultural identity;
- Develop an appreciation of communication as a complex process within a wide range of discourse contexts; and
- Encourage students to use communication strategies appropriate to specific discourse contexts.

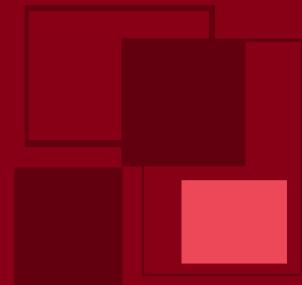
Food and Nutrition

In the light of increasing nutrition-related illnesses in the world, it is necessary to find new ways to empower individuals and communities to exercise control over their health. Proper nutrition practices hold the key to the prevention and treatment of the chronic degenerative diseases that affect families globally.

The study topics include:

- Principles of Nutrition and Health
- Food selection and Meal Planning
- Food preparation and Service
- Application of Nutritional Science in everyday life
- Non-communicable Diseases (NCDs)

Caribbean Advanced Proficiency Examinations (CAPE)



Nutrition throughout the Lifecycle
Caribbean Food Ways and Food Systems
Food Management and Technology

Before you start:

It would be helpful to have studied Food and Nutrition, or Biology, or Chemistry, or Integrated Science up to CXC level or equivalent. You will also need some basic essay-writing skills.

This course will help you to:

Promote an understanding of the cultural, environmental, socio-economic and other factors that influence Food and Nutrition practices in the Caribbean;
Develop Food and Nutrition related skills and attitudes which will enhance the quality of life of peoples in the Caribbean;
Enable the making of informed choices regarding food consumption and physical activity patterns that contribute to optimal health, and prevention of disease; and
Prepare students to take advantage of various career opportunities in the field of Food and Nutrition.

Environmental Science

The environment and natural resource base of the Caribbean are critical for the welfare of Caribbean people. Natural Resource and environmental management and conservation are pre-requisites for sustainable development in the region. Achieving sustainable development requires an appreciation of the value of natural resources and the environment, and the development of the knowledge base and skills required for effective management. A firm grounding in these skills, knowledge and attitudes is provided through a study of Environmental Science.

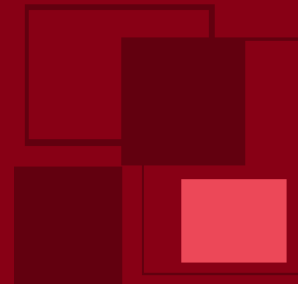
The study topics include:

Fundamental Ecological Principles
Human Population and the Environment
Sustainable use of Natural Resources
Agriculture and the Environment
Energy and the Environment
Pollution of the Environment

Before you start:

It would be helpful to have studied Agricultural Science or Biology or Chemistry or Physics or Integrated Science up to CXC level or equivalent. You will also need some basic essay-writing skills.

Caribbean Advanced Proficiency Examinations (CAPE)



This course will help you to:

- Stimulate interest in the environment;
- Develop an understanding of the interdisciplinary and holistic nature of the environment;
- Develop knowledge and understanding of environmental issues and principles and the ability to apply these to environmental management, particularly in a Caribbean context;
- Develop the ability to collect, collate, analyze and interpret environmental data;
- Develop the ability to communicate environmental information and ideas logically and concisely in a variety of forms;
- Provide an understanding of interactions between people and the environment;
- Recognize and evaluate the socio-economic, political and ethical issues in Environmental Science;
- Foster positive attitudes, values and commitment to identifying, solving and preventing environmental problems; and
- Develop an understanding of how natural resources and the environment affect quality of life and the quest for sustainable development in the Caribbean.

Literatures in English

The vast cultural heritage and diversity gained through the Caribbean experience has contributed to rich and varied literature, which adds to the global family of works. This course exposes students to regional and global literature in English, from 1370 to present.

The study topics include

- Shakespeare plays
- Caribbean literature
- Poetry
- Prose fiction

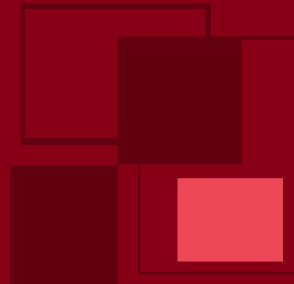
Before you start

It would be helpful to have studied English Language and English Literature up to CXC level or equivalent. You will also need some basic essay-writing skills.

This course will help you to

- Develop an appreciation and understanding of the nature and function of literature and the methods of literary study
- Understand and appropriately utilize the vocabulary of literary criticism
- Develop informed and holistic responses to the complex portrayals of human nature in literature works

Caribbean Advanced Proficiency Examinations (CAPE)



History

History provides a comprehensive view of events which have taken place over time which are important to people on a local and global scale. This subject enables students to have a holistic vision of Caribbean and Atlantic regions and understand the how the modern world has been established.

The study topics include

Indigenous Societies

Slave Systems: Character and Dismantlement

Freedom in Action

Atlantic World: Interactions

Atlantic Development: Identity and Industry

International Relations: Conflict and Liberation

Before you start

It would be helpful to have studied History up to CXC level or equivalent and basic essay-writing skills.

This course will help you to

Gain an understanding of the historical and contemporary relationships among the peoples on the Atlantic shores

Acquire and practise the skills of a historian

Performing Arts

Performing arts is key in the formation of cultural identity in the Caribbean. This subject encourages growth in all spheres of artistic endeavour through skills gained.

The study topics include

Business Feasibility

Business Development and Planning

Project Planning For the Arts

Before you start

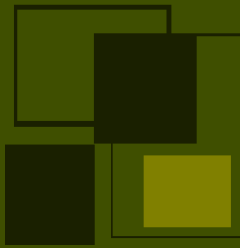
Knowledge of Principles of Business or equivalent and having talent beyond grade 5 is expected.

This course will help you to

Acquire skills in financing, marketing, research, design, production and performance

Apply artistic and technical theories and skills acquired in preparation for the world of work

Scholastic Aptitude Test (SAT)



Scholastic Aptitude Test (SAT)

SAT is a scholastic aptitude test for students wanting to enter the US college/university system. SAT scores must be sent to the colleges/ universities of choice by January of the same year they wish to enter higher education.

The “New” SAT is almost an hour longer, requires you to write an essay, and tests mental mathematics as well as problem solving involving calculators.

The New SAT consists of:

One **Reading** section consisting of 52 questions from 5 reading passages, including one paired passage– 65 minutes

One **Writing and Language** section consisting 44 questions from 4 passages—35 minutes

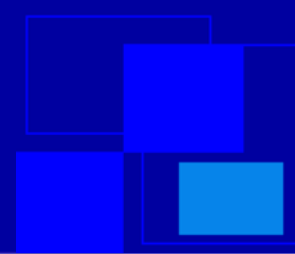
One **Mathematics** no calculator section comprising of 20 questions (15 multiple choice and 5 grid in)- 25 minutes

One **Mathematics with calculator** section consisting of 38 questions (30 multiple choice and 8 grid in)- 55 minutes

One optional Essay analyzing how the author of a given passage has made his or her argument– 50 minutes

PIMBS Ltd. offers a course to fully prepare students for success in this examination. The institute assists students in choosing a college/university and applying for scholarships.

Tertiary Passport



Tertiary Passport

Essay Writing

"This course was easy to follow and gave me the confidence that I needed to write my project." Essay-writing is an essential skill for many subjects, but also one that a lot of people find difficult. Essay-writing will help you write more confidently, and covers all the steps from planning and making notes to writing the finished piece.

You will discover how to use simple organizational techniques and how to present information. Additionally you will learn how to structure your essay and formulate convincing conclusions. The skills you learn will benefit you in all your future studies, from GCE and CXC to CAPE. and beyond.

This course will help you to:

- Develop your essay and general writing skills;
- Build your command of English;
- Achieve a range of study goals; and
- Become a confident and competent essay-writer.



Studying Skills

How to Study Effectively

Do you find learning hard? Or worry that you're 'not clever enough'? You don't need to! Improving how you approach learning often makes all the difference.

How to study effectively shows you how to organize your work, so you can learn more easily and get better results. This course covers all the study skills – reading, writing, making notes and producing finished work – providing a practical and comprehensive guide to improving your learning.

This course will help you to:

- Plan and organize your work;
- Get the most from your learning; and
- Develop good study skills

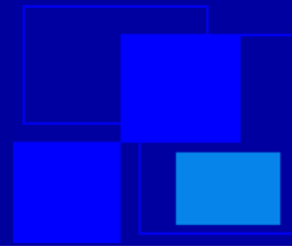
3 tutor-marked assignments and there are 3 computer-marked assignments.

Logical Thinking

It is not unusual for adults and/or mature working individuals to feel overwhelmed when they begin to study once again. This course is therefore very helpful to students to structure their thinking.

Have you ever thought about telling your colleague something?
Perhaps about work or about an occasion?

Tertiary Passport



Has it come out jumbled and distorted – making you spend a lot of time explaining what you really meant?

If the answer is YES, you can learn to communicate simply and effectively and **Logical Thinking** can help. This course enables you to try out ideas for a variety of situations, and introduces some techniques to help you structure your arguments.

This course will help you to:

- Organize and structure your ideas;
- Construct your own arguments; and
- Express yourself clearly and persuasively.

The course is conducted in small groups involving individual tuition with 7 marked assignments.

Thinking Skills

- Applied Arithmetic
- Communication
- Assessing Arguments.

Consumer Mathematics

This course will help you become more familiar with numbers and calculations that are used in everyday situations such as: Interest Rate calculations for the bank; Rate of Pay; Income Tax and more....

You will also be involved in problem solving techniques, and the use of mathematical mechanisms such as adding, subtracting, multiplying, dividing, fractions and decimals, all using a step-by-step, easy-to- follow approach.

This course will help you to:

- Become more familiar with numbers and mathematical skills;
- Improve your knowledge of consumer mathematics; and
- Apply these skills to a range of familiar tasks.

8 marked assignments will be given.



Doing more for students today



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