

Abstract

The title of this research paper is, “An investigation to determine the perception of non-Agribusiness Management students towards the BSc. Agribusiness Management degree programme that is currently being offered by the University of the West Indies” and it was done by Ronalene Cigi Gordon, student identification number 05720293 of the Faculty of Science and Agriculture, at the St. Augustine campus of the University of the West Indies. The main objective of this research study is to determine the perception of non-Agribusiness Management students within the St. Augustine campus of the University of the West Indies about the BSc. Agribusiness Management degree programme that is being offered currently. It will also give some insight into the public awareness of the BSc. Agribusiness Management Degree programme and an analysis into the structure, roles and functions of it and at the same time aim to improve the reputation and rapport of the programme.