

Abstract

The title of this research paper is, “An investigation to determine whether non-Agribusiness Management students have negative perceptions of the BSc. Agribusiness Management degree programme that is currently being offered by the University of the West Indies” and it was done by Chevon Knott, student identification number 05745706 of the Faculty of Science and Agriculture, School of Agriculture at the St. Augustine campus of the University of the West Indies. The main objective of this research study is to undergo an investigation to determine whether non-Agribusiness Management students within the university have negative perceptions of or about the BSc. Agribusiness Management degree programme that is being offered by the University of the West Indies currently. It will also give some insight into the public awareness of the BSc. Agribusiness Management Degree programme offered by the University of the West Indies. The study will also aim at analyzing the structure and roles and functions of the degree programme and at the same time improve the reputation and rapport of the programme.

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