

ABSTRACT

The University of the West Indies is shaped and patterned by the characteristics of the Caribbean with a vow to bring excellent training to Caribbean citizens. The St. Augustine, Trinidad campus of this University commenced a BSc. Agribusiness Management degree in the academic year 1991/1992. Many alterations have since been precipitated. However, considering the diverse transformations the Caribbean countries and more specifically Trinidad have undergone, it is interesting to note whether this degree is suitable to firms in Trinidad

Quota sampling was utilized to select thirty firms between Trincity and Barataria (along the East west Corridor). This was the representative sample. Employees were asked to share their opinion on the relevance of the degree in the world of work and areas where the degree is suitable to meet requirements of employers. This was deduced through use of a questionnaire.

The results were designed to meet stated objectives and supported theories put forth in the review of literature and statement of the problem. The majority of employees were unaware of the degree, but once their interest and awareness was aroused and peaked, they acknowledged that the degree was suitable for firms in Trinidad and the area needed greater concentration.

Consequently, the exact conclusion that the Agribusiness Management degree is an excellent degree, however, it is not properly marketed and acknowledged by owners and managers of firms in Trinidad was drawn and recommendations put forward in the past by other intellectuals and researchers were referred to.