

## ABSTRACT

This project is entitled “An investigation to the determine the perception of the Bsc. Agribusiness Management Degree offered by the University of the West Indies by non Agribusiness Management students”. It was completed by Keisha Collette Thomas, student number 05768596, a student of the Faculty of Science and Agriculture, pursuing the degree under investigation in this project. This research project was designed to determine how non Agribusiness Management students, within the university view of the Agribusiness Management degree and establish the level of the public awareness of the degree programme as well. The aim of the study is simultaneously to analyse the degree in detail and as such hopefully improve the general outlook of the degree.