



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

School of Business, Management and Finance

**Master of Business Administration
(Marketing Management)**

PROGRAMME DOCUMENT

VERSION 2.0

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University of Technology, Mauritius

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Master of Business Administration (Marketing Management)

A. PROGRAMME INFORMATION

The MBA is the best known management qualification in the world. It can accelerate your career, prepare you for promotion and, help you change direction or offer a complete career change. This Master of Business Administration is not just a postgraduate experience; it is a life experience. It will change you and your outlook, and it will certainly stretch you with its intensity and diversity. By studying a broad range of subjects you will learn to see management processes from a number of different perspectives, not least the international dimension that influences the very concept of today's business and organisations.

The world of marketing operates within an increasingly dynamic, international arena where competition has intensified and customer needs and wants change by the day. Change occurs in every aspect of the marketing environment; social, economic, political and especially technological with digital developments. Marketing has focused on satisfying customer needs profitability but achieving 'customer delight' seems necessary now for commercial success. This programme provides the necessary knowledge and skills to operate effectively in today's turbulent and competitive local and international marketing environment.

B. PROGRAMME AIMS

The programme aims to equip students with the necessary tools and techniques to be effective as managers in the field of marketing as a key management function to ensure the growth and survival of organizations.

C. PROGRAMME OBJECTIVES

The part-time MBA programme aims and objectives are to provide:

The overall aim of this programme is to enable you, through the development of your managerial and leadership capabilities:

- To assist or direct your organisations to become more effective and efficient in a rapidly changing, complex and knowledge based economy.
- You will acquire skills in diagnosing problems, research and retrieving of information and apply insights from powerful conceptual models to develop and evaluate solutions.
- By end of the programme, you will become a reflective and strategic thinker with an international outlook and a body of contemporary knowledge in skills relating to business and organisations, organizational research and change management.
- It also aims to provide a course of study that will enable students to develop intellectual and analytical skills related to the field of Marketing.
- Students would develop their ability further to apply marketing knowledge and analysis to practical situations.
- The course of study strives to cultivate a student's interpersonal and transferable skills can lead to opportunities for professional development.
- Professional and personal growth of the student in a challenging and friendly atmosphere;

- The opportunity for course members to study a series of self-contained intensive modules and to learn through action taking and through teamwork;

PART I REGULATIONS

D. GENERAL ENTRY REQUIREMENTS

As per UTM'S Admission Regulations, and 'Admission to Programmes of Study at Masters Degree Level'.

E. PROGRAMME REQUIREMENTS

Admission decisions will be made by the School of Business Management and Law on a case to case basis.

Candidates must either be:

Graduates of a recognised university or other institutions of higher education with at least a lower second class honours degree or holders of an approved professional qualification deemed equivalent to an honours degree.

Or

A recognized Diploma in the relevant field with at least 5 years of work experience.

Or

An approved professional qualification recognized as being equivalent to an honours degree

Or

Other honours graduates or holders of an equivalent qualification may be admitted if they produce evidence which satisfies the School Board of their competence to pursue the programme;

Or

Other qualifications and/or experience which demonstrate that a candidate possesses appropriate knowledge and skills at standard acceptable by the Academic Council.

Overseas Candidates

Overseas candidates whose first language is not English and who do not hold a degree or equivalent professional qualification taught in English will be required to produce evidence of their competence in English.

F. PROGRAMME MODE DURATION

Part Time: 2 years, comprising 4 Semesters

G. TEACHING AND LEARNING STRATEGIES

The programme will employ a wide variety of teaching methods, including lectures, individual or group projects, presentations, workshops, case studies, field visits and talks by guest speakers. Self-learning will be the key feature of the programme, enabling students to explore, investigate and research into the various topics, interact with practitioners, and work in teams on projects.

H. STUDENT SUPPORT AND GUIDANCE

In addition to traditional lectures, group tutorials or individual tutorials may be arranged for students.

I. ATTENDANCE REQUIREMENTS

As per UTM's Regulations and Policy.

J. CREDITSYSTEM

1 module = 3 credits as indicated in programme document (Each 3 credit module is taught over 15 weeks or equivalent block teaching)

Project / Dissertation = 9 credits

Post-Graduate Certificate: 18-21 credits

Post-Graduate Diploma (in area of registration): 30-33 credits

Master: 42-45 credits (inclusive of project/dissertation)

K. STUDENT PROGRESS AND ASSESSMENT

- Written examination shall be of duration of 3 hours for modules except where the paper is assessed by 100% Coursework.
- All modules are normally assessed over 100 marks, except for project/dissertation which will carry 300 marks.
- The overall pass mark for a module shall be 40%.
- All modules must be passed in the examinations, coursework and other forms of assessment (unless assessed 100% by coursework).
- The modules assessed by exams will be assessed as follows: (unless otherwise specified):
 - written examinations contributing to 70% of the total marks
 - Continuous assessment carrying 30% of total marks. Continuous assessment can be based on seminars and/or assignments or class tests.
- Where a module is assessed by both, coursework and exams, a minimum of 40% should be attained in
 - a) Coursework, and
 - b) Examination

Grading

Undergraduate / Postgraduate		
Overall Marks	Grade	Remarks
$70 \leq X \leq 100$	A	Excellent
$60 \leq X < 70$	B	Very Good
$50 \leq X < 60$	C	Good
$40 \leq X < 50$	D	Satisfactory
$X < 40$	F	Referred

L. EVALUATION OF PERFORMANCE

All modules carry equal weight, except for dissertation which counts for the equivalent of 3 modules at level M.

Note: APPLIED PROJECT/DISSERTATION

Candidates should compulsorily submit a business related project at the end of the final semester of the programme or a dissertation. The scope of the research will be assessed and approved through a project proposal that will be due after completion of Business Research Methods module. The project will mainly involve real business problems solving situation or will be on business administration themes as approved by the post graduate dissertation committee. The project should be around 15000-20000 words and may have to be defended in a viva-voce as may be decided by the Post-Graduate Dissertation Committee but for which no specific mark is allocated.

M. AWARD CLASSIFICATION

Overall weighted mark y (%)	Classification
$y \geq 70$	MBA with Distinction
$60 \leq y < 70$	MBA with Merit
$40 \leq y < 60$	MBA
$y < 40$	No Award

Part II – PROGRAMME STRUCTURE AND PLAN

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N. PROGRAMME STRUCTURE

Semester 1			
Code	Modules	Hrs/Wk	Credits
ECON5101	Economics for Managers	2 + 1	3
ACCF5101	Financial & Managerial Accounting	2 + 1	3
MGMT5214	Operations Research	2 + 1	3
MMIS5208	Business Information Technology	2 + 1	3

Specialisation Modules:

Semester 2			
Code	Modules	Hrs/Wk	Credits
HRMT5207	Organisation Behaviour & Human Resources Management	2 + 1	3
MKTG5117	Marketing in Context	2 + 1	3
MKTG5405	Consumer Behaviour	2 + 1	3
MKTG5406	Marketing Research & Analysis	2 + 1	3

Semester 3			
Code	Modules	Hrs/Wk	Credits
MMIS5307	E- Marketing	2 + 1	3
MKTG5310	Marketing Communication and Negotiation	2 + 1	3
MKTG5118	International Marketing and Strategy	2 + 1	3
QUAN5413	Business Research Methods	2 + 1	3

Semester 4			
Code	Modules	Hrs/Wk	Credits
DISS5000	Applied Project / Dissertation		9
	Workshops/Seminars		