



UNIVERSITY  
of  
TECHNOLOGY,  
MAURITIUS

**School of Business Management and Finance**

**BSc (Hons) in Management (MARKETING)**

**PROGRAMME DOCUMENT**

VERSION 3.0

*CODE*

September 2014

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**University of Technology, Mauritius**

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## **A. Programme Information**

This degree is meant for those students who wish to obtain a blend of knowledge in disciplines that underline the theory and practice of both management and specialize in marketing area. It focuses on combining core and advanced business theory and practice with the essential elements of marketing, recognised as the most critical business discipline in many organisations. This course provides thus an opportunity to focus on the application of principles management in the context of business organisations. People who can combine a clear understanding of core business and management functions, good problem-solving and decision making skills, the ability to think creatively and to communicate effectively are in demand throughout the economy.

The programme offers 3 exit points at Level 1, 2 and Level 3 which would enable the students to qualify for the award of a Certificate, Diploma and Degree respectively.

## **B. Programme Aims**

The programme aims inculcating students with a knowledge and understanding of the core areas of management and also with a good understanding of the central concepts of the specialisation areas.

## **C. Programme Objectives**

The objectives of the programme are as follows:

- enable students to acquire state of the art knowledge and understanding of the field of management.
- provide an educational experience which will facilitate and promote students' intellectual development and life-long learning skills,
- promote critical awareness of the merits and complexities of management, and to inculcate an appreciation of the association between theory and practice.
- appraise students of important new developments in the field of management.
- enable students to develop appropriate practical and transferable skills.
- provide a high quality management programme.

## **PART I - Regulations**

### **D. General Entry Requirements**

As per UTM 'Admissions Regulations' and 'Admission to Programmes of Study at Degree Level'

### **E. Programme Mode and Duration**

Full Time: 3 Years

Part Time: 4 Years

Each semester will be of 13 weeks with 15 sessions of 3 hours each

### **F. 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, work placement 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. Students will also have to go on placement which will be monitored by the placement unit.

### **G. Student Support and Guidance**

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

### **H. Attendance Requirements**

As per UTM's Regulations and Policy.

### **I. Credit System**

Modules carry 4 credits as per the programme structure. Modules with 4 credits must **compulsorily** involve submission of at least 2 assignments in line with the prescription of directed study (DS)

#### **Exit Points:**

Minimum credits required for the award of a :

- Certificate 33
- Diploma 69
- Degree 106

### **J. Student Progress and Assessment**

For the award of the Degree all modules must be passed overall.

All modules will carry 100 marks and will be assessed as follows (unless otherwise specified):

Written examinations up to 3-hours' duration and continuous assessment carrying up to 30% of total marks.

Continuous assessment can be based on seminars, practical labs and/or assignments or class tests.

### **Grading**

<b>Undergraduate / Postgraduate</b>		
<b>Overall Marks</b>	<b>Grade</b>	<b>Remarks</b>
$70 \leq X < 100$	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

### **K. Evaluation of Performance**

The percentage mark at Level 1 contributes a 20% weighting towards the degree classification.

The percentage mark at Level 2 contributes a 30% weighting towards the degree classification.

The percentage mark at Level 3 contributes a 50% weighting towards the degree classification.

### **L. Award Classification**

$y \geq 70$	1st Class Honours
$60 \leq y < 70$	2 <sup>nd</sup> Class 1st Division Honours
$50 \leq y < 60$	2 <sup>nd</sup> Class 2 <sup>nd</sup> Division Honours
$45 \leq y < 50$	3rd Class Honour
$40 \leq y < 45$	Pass Degree
$y < 40$	No Award

### **M. Programme Organisation and Management<sup>1</sup>**

Programme Director and Coordinator: ...

Contact Details:

- Room:
- Telephone Number:
- Email:

## Part II - Programme Structure

### N. BSc (Hons) Management (Marketing) – Full Time

Semester 1		YEAR 1				Semester 2				
Code	Core Modules	Hrs/Wk L T DS	Credits	Code	Core Modules	Hrs/Wk L T DS	Credits			
ECON 1101	Economics	2 + 1+1	4	LLAW 1101	INTRODUCTION TO LAW AND LEGAL METHODS	2 + 1+1	4			
MGMT1101	Organisation and Management	2 + 1+1	4	HRMT 1201	ORGANISATIONAL BEHAVIOUR	2 + 1+1	4			
ACCF 1102	Financial Accounting	2 + 1+1	4	MKTG 1107	MARKETING MANAGEMENT	2 + 1+1	4			
QUAN 1102	Statistics	2 + 1+1	4	ACCF 1104	COST AND MANAGEMENT ACCOUNTING	2 + 1+1	4			
				CLEN1000	CLEN		1			
→	<i>Start of Level 1</i>				<i>Finish of Level 1</i>			→		
YEAR 2										
Semester 1		YEAR 2				Semester 2				
Code	Core Modules	Hrs/Wk L T DS	Credits	Code	Core Modules	Hrs/Wk L T DS	Credits			
MKTG2104	MARKETING RESEARCH	2 + 1+1	4	PLMT2001	Work Placement		10			
ECON 2102	MANAGERIAL ECONOMICS	2 + 1+1	4	MMIS 2304	E-BUSINESS	2 + 1+1	4			
MKTG1402	CONSUMER BEHAVIOUR	2 + 1+1	4	MKTG2106	PRODUCT DEVELOPMENT AND BRAND MANAGEMENT	2+1+1	4			
QUAN 2203	QUANTITATIVE METHODS FOR MANAGEMENT	2 + 1+1	4							
ESDV2000	EMPLOYABILITY SKILL DEVELOPMENT							2		
→	<i>Start of Level 2</i>				<i>Finish of Level 2</i>			→		

Semester 1				YEAR 3				Semester 2			
Code	Core Modules	Hrs/Wk L T DS	Credits	Code	Core Modules	Hrs/Wk L T DS	Credits				
QUAN 3401	RESEARCH METHODS	2 + 1+1	4	MKTG1402	MARKETING COMMUNICATIONS	2 + 1+1	4				
MGMT 2301	STRATEGIC MANAGEMENT	2 + 1+1	4	SERV 3202	RETAIL AND SERVICES MANAGEMENT	2 + 1+1	4				
MMIS 3202	<b>MANAGEMENT INFORMATION SYSTEM</b>	2 + 1+1	4	MKTG 3108	GLOBAL MARKETING MANAGEMENT	2 + 1+1	4				
MKTG3306	RELATIONSHIP MARKETING	2 + 1+1	4	DISS 3000	<b>Dissertation*</b>		9				
	<b>DISSERTATION</b>										
→	<i>Start of Level 3</i>			<i>Finish of Level 3</i>			→				

\*\* Dissertation starts Semester 1 of level 3 and credits will be earned at the end of Semester 2 of level 3

**P. BSc (Hons)– Part Time**

YEAR 1							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk	Credits	Code	Modules	Hrs/Wk	Credits
		L T DS				L T DS	
ECON 1101	ECONOMICS	2 + 1+1	4	QUAN 1102	STATISTICS	2 + 1+1	4
MGMT 1101	ORGANISATION AND MANAGEMENT	2 + 1+1	4	LLAW1101	INTRODUCTION TO LAW AND LEGAL METHODS	2 + 1+1	4
ACCF 1102	FINANCIAL ACCOUNTING	2 + 1+1	4	HRMT1201	ORGANISATIONAL BEHAVIOUR	2 + 1+1	4
<i>Start of Level 1Q</i>							

YEAR 2							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk	Credits	Code	Modules	Hrs/Wk	Credits
		L T DS				L T DS	
MKTG 1107	MARKETING MANAGEMENT	2 + 1+1	4	MKTG2104	MARKETING RESEARCH	2 + 1+1	4
ACCF 1104	COST AND MANAGEMENT ACCOUNTING	2 + 1+1	3	ECON2102	MANAGERIAL ECONOMICS	2 + 1+1	4
CLEN1000	CLEN		1	MKTG1402	CONSUMER BEHAVIOUR	2 + 1+1	4
				ESDV2000	EMPLOYABILITY SKILL DEVELOPMENT		2*
<i>Finish of Level 1</i>				<i>Start of level 2</i>			

YEAR 3							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk	Credits	Code	Modules	Hrs/Wk	Credits
		L T DS				L T DS	
QUAN 2203	QUANTITATIVE METHODS FOR MANAGEMENT	2 + 1+1	4	QUAN 3401	RESEARCH METHODS	2 + 1+1	4
MMIS 2304	E BUSINESS	2 + 1+1	4	MGMT2301	STRATEGIC MANAGEMENT	2 + 1+1	4
MKTG2106	PRODUCT DEVELOPMENT AND BRAND MANAGEMENT	2+1+1	4	MMIS 3202	MANAGEMENT INFORMATION SYSTEM	2 + 1+1	4
ESDV2000	EMPLOYABILITY SKILL DEVELOPMENT		2*				
PORT2003	Portfolio		10				
Finish of level 2				Start of level 3			

Note: \*ESD will be carried out during 2 semesters

YEAR 4							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk	Credits	Code	Modules	Hrs/Wk	Credits
		L T DS				L T DS	
MKTG3306	RELATIONSHIP MARKETING	2 + 1+1	4	SERV 3202	RETAIL AND SERVICES MANAGEMENT	2 + 1+1	4
MKTG1402	MARKETING COMMUNICATIONS	2 + 1+1	4	MKTG 3108	GLOBAL MARKETING MANAGEMENT	2 + 1+1	4
DISS 3000	<b>Dissertation/Project*</b>			DISS 3000	<b>Dissertation/Project*</b>		9
<i>Finish of Level 3</i>							→

## P. MODULE OUTLINE

### YEAR 1 SEMESTER 1

#### ECON 1101: ECONOMICS

The Economic Problem: Scarcity and Choice, Theory of Demand and Supply, The Price System, Costs of Production, Market Structures, National income and economic growth, Inflation and Unemployment, Banking and Monetary Policies, Taxation and Fiscal policies, International Trade

#### MGMT 1101: Organisation and Management

An introduction to Management: management processes, levels of managers, roles and skills of managers, nature of managerial work, scope of management, Role of theory and history in management. Different management perspectives, Environmental context of management, Basic elements of planning and decision making, organizing, Leadership, motivation, group dynamics and team building. Control for business performance, Corporate Social Responsibility and Good Governance, contemporary organisation.

#### ACCF 1102 FINANCIAL ACCOUNTING

Roles and Principles of Financial Accounting, Double Entry Book Keeping, Capital and Revenue Expenditure, Trial Balance, Preparation of Final Accounts for Sole Traders, Non-Profit Organisations and Companies, Cash Flow Statements, Control Accounts and Accounting for VAT, Accounting for Depreciation, Bad Debts and Provisions for Bad Debts, Fundamental Accounting Concepts and International Accounting Standards, Accounting Ratios and Interpretation, Financial Reporting and Users of Accounts.



## **QUAN 1102: STATISTICS**

Descriptive Statistics; Probability Concepts; Random Variables; Probability Distributions: Binomial, Poisson and Normal; Estimation with Confidence Intervals; Hypothesis Testing; Chi-Square Tests; Analysis of Variance; Simple Regression and Correlation Analysis; Time Series Analysis.

## **YEAR 1 SEMESTER 2**

### **LLAW 1101 INTRODUCTION TO LAW AND LEGAL METHODS**

Introduction to Law; Ideas and functions of Law; Nature of constitutional and administrative law; Constitutional foundations of the powers of the court, statutory interpretation, arbitration and the hearing tribunal, the law of contract, the law of agency; Distinction between Public and Private Law; Criminal and Civil Law; Common Law and Civil Law Systems; Case Law Techniques; Statutory Interpretation.

### **HRMT 1201 ORGANISATIONAL BEHAVIOUR**

Introduction to of Organisational Behaviour, Foundations of individual behaviour, Managing individual behaviour, Personality Theories, Job Satisfaction. Power and Politics. Foundations of Group Behaviour and Group Dynamics. Communications and Decision-making. Conflict Management. Organisational Culture. Organisational Development

### **MKTG 1107 Marketing Management**

Nature and scope of Marketing, the Marketing Environment, Marketing Research and Marketing Information Systems, Buyer Behavior - the buying behaviour of consumers and organisations, Segmentation, Targeting and positioning Framework, Marketing Mix - the 4P's, Product and Services, Place, Price, Promotion, The extended marketing mix, Services Marketing, Broadening the scope of marketing, Social Responsibility, Green Marketing, Ethics, Customer Relationship Management, Marketing Plan, Marketing Audit, Analysing Industry Attractiveness, BCG Model, Review of Marketing Mix Strategies.

### **ACCF 1104 Cost & Management Accounting**

Cost Concepts, Cost Behaviour and Cost ascertainment, Accounting for Overheads and Activity-Based Costing, Costing Systems and Costing Principles (Absorption and Marginal costing) Contribution Analysis and its application to short-term decision making; Break-even analysis. Relevant Costing, Budgeting, Standard Costing and Variance analysis; Modern trends in Cost and Management Accounting

## YEAR 2 SEMESTER 1

### **QUAN 2203 Quantitative Methods for Management**

Introduction to Quantitative Methods; Operations management, Decision Analysis: Decision-Making Environments and Decision Trees; Linear Programming: Graphical and Simplex Method, Sensitivity Analysis; Transportation Models; Assignment Models: minimization and maximization cases; Network Analysis; Inventory Models.

### **ECON 2102 Managerial Economics**

Objectives of the Firm. Demand Theory and Forecasting. Production and Cost Analysis. Transaction Costs Market Structures and Pricing Practices. Profit Strategy. Unconstrained and Constrained Optimisation. Risk Analysis. Adverse Selection and Moral Hazard. Government Intervention.

### **MKTG 1402 Consumer Behaviour**

Introduction to Consumer Behaviour; The nature of consumer behaviour; consumer behaviour and marketing strategy; consumer research; the context of consumption; consumer culture and meaning; Paradigms and models of consumer behaviour; consumers as interpreters (e.g. motivation, involvement, learning, attitudes, self-concept, personality), consumers in a social context (e.g. social class, lifestyle, groups), consumer action (e.g. innovation, satisfaction, deviance, disposition); Consumer Decision Making; The Loyalty concept; Consumer satisfaction and quality.

### **MKGT 2104 Marketing Research**

Role of marketing research; Types of marketing research; Research process; Research Process; Research problem and research objectives; primary research and secondary research; qualitative research techniques; Sampling; Ethical issues; Data analysis; Research report preparation and presentation.

## YEAR 2 SEMESTER 2

### **MMIS 2304 E-Business**

Essentials of IS for Organisations, Concepts and terminologies for Electronic Business, Electronic Data Interchange (EDI), Trends Analysis of E-business, E-Business Environment and Strategy, E-Business Technologies and Infrastructure, E-Business Applications and Management, Impact of E-business on Society, E-Business Security Concerns, Implementation strategy of an E-Business Solution, M-business applications and services, Case Studies of E-Business

## **MKTG 2106 Product Development and Brand Management**

Introduction to Product mix; formulation of product policies and the development of a marketing plan; product design, Product Line and mix analysis; principles and technique of branding, labeling, standardization, quality control; Product life cycle; New product development; Strategic brand management process; Establishing brand position and values; Choosing brand elements to built brand equity; Brand building implication; The legal protection of brands; Co-branding and brand conflict; Brand equity; Brand identity and brand image; Strategic brand concept-image management; Brand creation; Brand extensions; Brand portfolios.

### **YEAR 3 SEMESTER 1**

## **QUAN 3401 RESEARCH METHODS**

Introduction to Research Methods; Research Ethics and Values; Research problems; Components of a Research Proposal; Planning the Research Process: Qualitative and Quantitative Research, Research Design; Handling of data and Analysis of data; Reporting of Research.

## **MMIS 3202 MANAGEMENT INFORMATION SYSTEMS**

Information Systems (IS) for Competitive Advantage, Types of IS,IT Infrastructure and Services, Database Management Systems & Data protection, IS Strategy and Decision Making in Organisations, IT Applications for Business, Project management for IS , Risk management for IS, Auditing, Control and Security for IS, Outsourcing of IS services, Mobile technologies, Legal aspects of IS,IT Case Studies for Business

## **MGMT 2301 STRATEGIC MANAGEMENT**

Strategic Planning: Tools & Techniques, Managing in a business context, Stakeholder analysis. Environmental scanning : SWOT analysis, value chain, port folio analysis(BCG Matrix, GE Matrix). Strategy formulation: Ansoff Matrix, Porter's Generic Strategies( cost leadership, differentiation, focus) , identification and evaluation of strategic alternatives. Strategy implementation: framework for understanding and implementation issues. Tactical aspects of strategy implementation. Strategy evaluation & control. Integrative case analysis.

## **MKTG 3306 Relationship Management**

Nature and evolution of Public Relations, scope and objectives of Public Relations, Media relations, Employee communication, Community relations, Consumer relations, Relations with Government, the practice of PR in organisations. Evolution of Relationships with Customers;

Thinking Behind Customer Relationships; Customer Relationships; Identifying Customers; Differentiating Customers; Interacting with Customers: Customer Collaboration Strategy; Using the Tools of Interactivity to Build Learning Relationships; Privacy and Customer Feedback; Measuring the Success of Customer-Based Initiatives; Customer Analytics and the Customer Strategy Enterprise; Organizing and Managing the Profitable Customer-Strategy Enterprise.

## **YEAR 3 SEMESTER 2**

### **MKTG 3307 Marketing Communications**

The communication process; integrated marketing communication; advertising agencies, development and implementation of creative strategy; media objectives and strategy, budgeting or marketing communication; promotion mix: advertising, sales promotion, Sales force management, direct marketing, personal selling, internet and interactive media and public relations, measuring the effectiveness of promotional programs, regulation of advertising and social, ethical and economic aspects of advertising. Exhibit and displays; Selecting media; planning message; Agency and agent relationships; Market research for communications planning; ethical issues in marketing communications; Integrated marketing communications; Marketing communications in positioning.

### **SERV 3202 Retail and Services Marketing**

An introduction to retailing and the retail market, consideration of the consumer in the context retail marketing, the role of marketing in retail strategy, merchandise strategies, service strategies, retail design, communications, location and retention/loyalty, retailing research, Retailing and Wholesaling trends; factors influencing patronage patterns, Retail store image, promotion, retail pricing; Nature and characteristics of services, Organisational culture, marketing mix for services, Service design, Quality, The service encounter, The front-line service personnel, Demand and supply management, Pricing and yield management, Service productivity and performance measurement, Customer satisfaction.

### **MKTG 3108 Global Marketing Management**

The international environment; global markets and regional market characteristics; the complexity and diversity of operating internationally current issues in international marketing research; global marketing strategy: sourcing, entry and expansion in different markets; planning, development and implementation of global marketing plans; the international marketing mix, the cultural, political and economic backdrops that influence international marketing decisions, the development of international competitiveness; maximising the international value chain; issues in the market selection process; servicing international markets; international sourcing decisions; managing international networks, designing the global marketing programme, and implementing, co-ordinating and controlling the international marketing effort

## **DISS 3000 DISSERTATION**

A 10,000-12,000 words dissertation will have to be submitted at the end of the semester. The work submitted should conform to the Undergraduate Dissertation Guidelines available on the UTM website.

## **PLMT 2001 WORK PLACEMENT**

Work placement is monitored by a placement unit and is detailed in the University Workplacement guidelines

## **PORT 2003 PORTFOLIO**

Portfolio will apply for part time students in lieu of placement and is detailed in the Portfolio guidelines.

## **CLEn 1000 COMMUNITY LEARNING & ENGAGEMENT (CLEn)**

Students should seek involvement with NGOs. Student participation involves for example , contribution in publication of reports, newsletters, active collaboration on an unexhaustive choice of community development or social enterprise projects. Successfully completed placements shall be testified by NGOs at which the engagement occur. Successful completion will lead to the award of one credit. More information available in the CLEn guidelines.

## **ESDV 2000 EMPLOYABILITY SKILLS DEVELOPMENT (ESD)**

ESD aims at equipping undergraduate students with core employability and job readiness skills (including communication, simulated interviews, career choice, etc.), as well as imparting professional practice expectation and knowledge (including work environment, professionalism and ethics, job mobility locally and internationally, etc.) related to the programme of study. Successful completion will lead to the award of two credits. Detailed information is as per ESD guidelines.