



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

School of Business, Management and Finance

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

PROGRAMME DOCUMENT

VERSION 3.0

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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 at equipping students with General Management knowledge and skills to operate effectively and efficiently as managers with a clear marketing orientation.

C. PROGRAMME OBJECTIVES

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

- A systematic understanding of organisations, their management, and the changing external environment in which they operate;
- A theoretical and practical grounding in the key disciplines of modern business and their application to business and management;
- And develop key cognitive, problem solving, qualitative, quantitative, computing, interpersonal, group working and research skills; A critical awareness, informed by the latest theory and practice, of business management, and the changing external environment in which they operate;

- A practical understanding of how established techniques of research and enquiry are used to enhance theory and practice in relation to the management of businesses;
- To develop critical thinking and communications skills, thereby allowing our graduates to conduct research independently and to be able to evaluate the work of others;
- Professional and personal growth of the student in a challenging yet 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 Finance 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 (Minimum Duration 2 years and Maximum Duration 4 years from date of registration)

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. Blended learning mode can also be used whereby some of the classes can be done by using online learning management systems like Zoom, Google meet and Classroom amongst others. Self-learning will be the key feature of the programme, enabling students to explore, investigate and research into various topics, interact with practitioners, and work in teams on projects. One module will carry 150 hours of learning comprising of 45 hours of delivery which could be any combination of face to face, blended, online, seminar, workshop, or joint session. The remaining 105 hours will cover self-learning, self-study, guest lecture, etc.

H. STUDENT SUPPORT AND GUIDANCE

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

I. ATTENDANCE REQUIREMENTS

As per UTM's Regulations and Policy.

J. CREDITSYSTEM

1 module = 6 credits as indicated in programme document (Each 6 credit module is taught over 15 weeks or equivalent block teaching)

Project / Dissertation = 18 credits

Post-Graduate Certificate: 30 credits

Post-Graduate Diploma (in area of registration): At least 60 credits

Master: 90 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/Continuous Assessment.
- 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%.
- The modules assessed by exams will be assessed as follows (unless otherwise specified):
 - written examinations contributing to a minimum of 50% of the total marks;
 - continuous assessment carrying to a maximum of 50% of the total marks. Continuous assessment can be based on seminars and/or assignments, presentations, online time-based assessments or class tests; and
 - In case of exceptional circumstances exceptional modes of assessment will apply.

Grading

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

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 problem solving situation or will be on business administration themes as approved by the post graduate dissertation committee. The project should be around 10000-12000 words and will have to be defended in a viva-voce. The viva voce will carry 20% of overall marks. The objective of the Viva is to give students the opportunity to defend the dissertation and to give the supervisor and the second assessor an opportunity to ensure that the work has been done by the student.

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

N. PROGRAMME ORGANISATION AND MANAGEMENT

Programme Committee: Dr H.Chittoo, Dr Needesh Ramphul, Ms Havisha Vaghjee, Dr Diroubinee M. Narrainen

Contact Details: School of Business, Management and Finance

Part II – PROGRAMME STRUCTURE AND PLAN

Master of Business Administration (Marketing Management)

O. PROGRAMME STRUCTURE

Semester 1			
Code	Modules	Hrs/Wk	Credits
ECON5101	Economics for Managers	3	6
ACCF5101	Financial & Managerial Accounting	3	6
PRSC5308	Strategic Procurement and Supply Chain Management	3	6
MMIS5208	Business Information Technology	3	6

Specialisation Modules:

Semester 2			
Code	Modules	Hrs/Wk	Credits
HRMT5207	Organisation Behaviour & Human Resources Management	3	6
MKTG5407	Strategic Marketing Management	3	6
MKTG5408	Consumer Insight	3	6
MKTG5409	New Media, Marketing and Analytics	3	6

Semester 3			
Code	Modules	Hrs/Wk	Credits
MMIS5410	Digital Marketing and Social Media	3	6
MKTG5411	Integrated Marketing Communication	3	6
MKTG5412	Global Marketing and Emerging Issues	3	6
QUAN5413	Business Research Methods	3	6

Semester 4			
Code	Modules	Hrs/Wk	Credits
DISS5000	Applied Project / Dissertation		18
	Workshops/Seminars		

P. MODULE OUTLINE

YEAR 1 SEMESTER 1

ECON5101 Economics for Managers (6 credits)

The module presents the foundation to understanding how the economy works, covering microeconomic descriptions of business applications as well as some macroeconomic issues.

Content: pricing for profit maximisation, price elasticity, market structures and modelling of businesses in varying economic climates. Demand analysis and forecasting, production and costs, cost benefit analysis. Government role in the market and business strategies. Inflation, economic growth and international trade, Fiscal policy, Monetary policy, Foreign exchange policy. Foreign exchange markets. Emerging Issues.

ACCF5101 Financial and Managerial Accounting (6 credits)

This module provides a broad view of how accounting contributes to an organisation and how managers can make the best use of accounting information, accounting records, and systems, and accountants as internal resources for the purpose of making effective financial decisions.

Accounting is the primary channel for communicating the economics of any business. Managers must understand the concepts and language of accounting in order to use this critical tool effectively for communication, monitoring, and resource allocation.

Content: Understanding Accounting processes; financial reporting requirements of an entity, Understanding Annual Reports of companies; components of financial statements including statement of cash flows; Financial Statement Analysis using accounting ratios. Costs classifications; Costs allocation; marginal costing principle; Contribution analysis for short-term decision making; relevant costing techniques; CVP analysis and Budgeting and Case study analysis. Emerging Issues.

PRSC5308 Strategic Procurement and Supply Chain Management (6 credits)

The module comprises of management subjects suitable for a masters level qualification in Purchasing and Supply Chain Management and is designed for professional Practice at middle management and higher levels of management in this area.

Content: An Overview of Supply Chain Management Purposes and Processes; Strategic Supply Chain concept, Components of a Competitive Supply Chain; Organizational Structures and the Supply Chain; Supply Chain Design ; ;Trends That Make Strategic Operations, Insourcing /Outsourcing Decisions ; Quality Programs; Relationship Analysis. Risk management in Supply Chain, Evaluating and Measuring performance in Supply Chain, Adding value, Strategic procurement management, Public procurement law, E-procurement, Sustainable procurement, Warehouse Design and operation, Demand and Inventory Planning, emerging issues.

MMIS5208 Business Information Technology (6 credits)

This module deals with the relevant issues of effective management of information services activities and highlights the application of ICT in business.

Content: Business Technology Landscape & Digital Transformation, Alignment of IT & Business Strategies, Demand & Supply of Technology Adoption, Data Usage: Data Warehouse, Data Mining, Big Data & Analytics, Business Intelligence leverage, Cloud, Mobile & Green Computing, Internet of Things, Artificial Intelligence, Machine Learning & Knowledge Management Systems, IT Project Management & Outsourcing, IT Methodologies & Frameworks, IT Governance, Audit, Risks & Security, Legal Aspects of IS & Compliance, Emerging Issues, Webinars/Seminars by Industry Guest Speakers, Project Based Assessment, Emerging issues.

YEAR 1, SEMESTER 2

HRMT5207 Organisational Behaviour & Human Resource Management (6 credits)

The objective of this subject is to familiarise the student with management concepts and behavioural processes in the organisation which lead to a better grasp of functional human resource management issues.

Content: Managerial Processes, Functions, skills, and roles in an organization - an overview. Evolution of management theories, Organization structure, Motivation, Interpersonal communication, Group Dynamics, Leadership and influence process, Conflict Management. HRM Concept and Philosophy, HRM functions, HRD Instruments, Processes and Outcomes, Human Resource Planning – Concept, Quantitative and Qualitative dimensions, HRM in the changing environment, Recruitment and Selection, Job Analysis, Induction and orientation, Training and Development, Performance and potential appraisal, Rewards Management, Industrial Relations, Collective Bargaining, Grievance and Dispute, Employee Empowerment. Emerging Issues

MKTG5407 Strategic Marketing Management (6 credits)

The module will introduce the student to the concept of the internal and external marketing environments; Competitive analysis; Segmentation, targeting and positioning; Strategy formulation and selection; CSR and ethical issues; Portfolio analysis; Marketing Mix Decisions Implementation and control; Marketing simulation game; Ethics and social responsibility

MKTG5408 Consumer Insight (6 credits)

This module will introduce to the student the concept of Customer Insight; Consumer attitudes perception, the self-motivations, personality, value and lifestyles; Consumer decision making; Social processes of consumer behavior; Culture and consumer behavior; The role of consumer research in generating consumer insights; The trends for global consumers; Social Media and consumer insight; The role of ethics in consumer behaviour. Emerging Issues

MKTG5409 New Media, Marketing and Analytics (6 credits)

This module will introduce you to the key concepts of digital analytics in the marketing discipline and how analytics can build knowledge of online customer behaviour and campaign effectiveness that can be used effectively in the business environment within which market is functioning. Emerging Issues

YEAR 2, SEMESTER 3

MKTG 5410 Digital Marketing and Social Media (6 credits)

The aim of this module is to develop students' knowledge and skills for understanding the complexity of the new digital landscape. The module provides a critical context in which to analyse the current digital developments. In particular, the module will facilitate students' learning of e-marketing models, social media and e-tailing in order to produce a coherent digital marketing strategy. Emerging Issues

MKTG 5411 Integrated Marketing Communications (6 credits)

This module will introduce to the student the main approaches to internet marketing and e-promotion; explain how to assess the effectiveness of digital marketing strategies and tools; explore the relationship between digital marketing communication strategies and successful public relations management; appraise the current digital marketing communications practices in a global organisation, and analyse current developments in new media and their potential impact on the marketing strategies of a chosen organisation. Emerging Issues

MKTG 5412 Global Marketing and Emerging Issues (6 credits)

This module will introduce to the student the factors influencing Global marketing environment; Understanding global customers and business cultures; and their impact on global marketing; Global marketing research and current challenges; Competitive strategies for Competitive advantage in Global markets; Segmentation, targeting, branding and positioning strategies for Global markets; Marketing mix for global products and services; Contemporary issues for Global marketing management; The role of sustainability in Global marketing. Emerging Issues

QUAN5413 Business Research Methods (6 credits)

The aim of this unit is to introduce students to the practical aspects of management research. It shall expose students to different analytical techniques and covers aspects such as: foundations of research, sampling, data collection, data analysis and presentation of main findings. Upon completion, students will be able to design and formulate individual project proposals that will be assessed for the approval of the Applied Project/Dissertation.

YEAR 2, SEMESTER 4

DISS5000 Dissertation/Applied Project (18 credits)

The applied project is a major piece of work required for the fulfillment of an MBA award. Students are expected to demonstrate rigorous research skills and appropriate methodologies acquired during the course. The project must involve problem solving research and more details on the structure of the project will be made available through an MBA Project Guidelines (MPG). A student is expected to submit a thesis on the key findings at the end of semester 4. Students will be to defend the work through a presentation and viva voce and will be evaluated on the work done by him/her. The credit assigned to the project work is equivalent to that of 3 modules. Students are expected to maintain individual contact with their dissertation/project supervisor.

Workshops/Seminars

Different workshops/seminars will be conducted in close collaboration with Ministries, Private Sector, NGOs and other stakeholders with a view to increase awareness on Emerging Issues. Upon completion of this unit attendees will be awarded a certificate of attendance. Seminars will be normally held on Emerging Issues