



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

School of Business, Management and Finance

BSc (Hons) in Management (MARKETING)
PROGRAMME DOCUMENT

VERSION 3.1
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University of Technology, Mauritius

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BSc(Hons) in Management (Marketing)

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

B. Programme Aims

The programme aims at 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's Admissions Regulations, and 'Admission to Programmes of Study at Degree Level' or APL / APEL requirements.

Note: Exemptions as per UTM regulations.

E. Programme Mode and Duration

Full -Time: 3 Years, Maximum Duration 6 Years

Part-Time: 4 Years, Maximum Duration 7 Years

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.

G. Student Support and Guidance

Each cohort of the programme is allocated a Programme coordinator who acts as a liaison between the students and school management and provides support for academic management of the programme.

H. Attendance Requirements

As per UTM's Regulations and Policy.

I. Credit System

1 credit = 15 contact hours

The modules carry 4 credits as per the programme structure.

Exit Points:

Certificate : 33 credits

Diploma : 69 credits

Degree : 105 credits

Ordinary degree as per regulations.

J. Student Progress and Assessment

The programme is delivered mainly through lectures, tutorials, and practical sessions. Students are expected to be as autonomous as possible and activities may include reading research articles, delivering presentations, taking part in quizzes, case-studying, amongst others.

Each module carries 100 marks and unless otherwise specified will be assessed as follows:

- Continuous assessment carry 30% of the total marks. Continuous assessment can be based on a combination of assignments, field study, workshops, surveys, practical and class tests.
- Module 'Research Methods' will be assessed over 100% coursework.
- Modules 'Essentials of Statistics' and 'Statistics for Management' will be assessed on a 50:50 coursework/exams basis. The coursework must consist of at least one class test and two assignments.
- Module 'Life Skills and Good Practices' will be assessed over 100% coursework by the resource person(s) conducting the component.

Module Grading Structure

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

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

M. Programme Organisation and Management

Programme Committee: Mr Needesh Ramphul (needesh.R@umail.utm.ac.mu), Dr Hemant Chittoo (CMILT) (hchitto@umail.utm.ac.mu), Dr Nirmala Loung Poorunder (n.l.poorunder@umail.utm.ac.mu), Dr Diroubinee M. Narrainen (d.mnarrainen@umail.utm.ac.mu).

Part II - Programme Structure

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

YEAR 1 (Level 1)								
Semester 1				Semester 2				
Code	Modules	Hrs/Wk L+T/P	Credits	Code	Modules	Hrs/Wk L+T/P	Credits	
ECON1101	Economics	3+2	4	QUAN1103	Essential of Statistics	3+2	4	
MGMT1101	Organisation and Management	3+2	4	HRMT1201	Oganisational Behaviour	3+2	4	
ACCF1102	Financial Accounting	3+2	4	MKTG1107	Marketing management	3+2	4	
LLAW1101	Introduction to Law and Legal Methods	3+2	4	ACCF1104	Cost and Management Accounting	3+2	4	
				CLEN 1000	CLEn		1	
Certificate Level exit point								
YEAR 2 (Level 2)								
Semester 1				Semester 2				
Code	Modules	Hrs/Wk L+T/P	Credits	Code	Modules	Hrs/Wk L+T/P	Credits	
MKTG1402	Consumer Behaviour	3+2	4	PLMT2001	Work Placement		4	
ECON2102	Managerial Economics	3+2	4	MKTG2106	Product Development and Brand Management	3+2	4	
MMIS2304	E-Business	3+2	4	QUAN2203	Quantitative Methods for Management	3+2	4	
UTM 2101C	Life Skills and Good Practices		4					
QUAN2103	Statistics for Management	3+2	4					
MKGT2104	Marketing Research	3+2	4					
Diploma Level exit point								
YEAR 3 (Level 3)								
Semester 1				Semester 2				
Code	Modules	Hrs/Wk L+T/P	Credits	Code	Modules	Hrs/Wk L+T/P	Credits	
QUAN3401	Research Methods	3+2	4	MKTG3307	Marketing Communications	3+2	4	
MGMT2301	Strategic Management	3+2	4	SERV3202	Retail and Services Marketing	3+2	4	
MMIS3202	Management Information Systems	3+2	4	MKTG3108	Global Marketing Management	3+2	4	
MKTG3306	Relationship Marketing	3+2	4					
DISS 3000	Dissertation							8

P. BSc (Hons) Management with Marketing– Part Time

YEAR 1 (Level 1)							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L+T/P	Credits	Code	Modules	Hrs/ Wk L+T/P	Credits
ECON1101	Economics	3+2	4	QUAN1103	Essential of Statistics	3+2	4
MGMT1101	Organisation and Management	3+2	4	LLAW1101	Introduction to Law & Legal Methods	3+2	4
ACCF1102	Financial Accounting	3+2	4	HRMT1201	Organisational Behaviour	3+2	4
YEAR 2 (Level 1)				YEAR 2 (Level 2)			
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L+T/P	Credits	Code	Modules	Hrs/ Wk L+T/P	Credits
MKTG1107	Marketing Management	3+2	4	ECON2102	Managerial Economics	3+2	4
ACCF1104	Cost & Management Accounting	3+2	4	MMIS2304	E-Business	3+2	4
				QUAN2103	Statistics for Management	3+2	4
				MKTG1402	Consumer Behaviour	3+2	4
CLEN1000	CLEn		1				
Certificate Level exit point							
YEAR 3 (Level 2)							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L+T/P	Credits	Code	Modules	Hrs/ Wk L+T/P	Credits
QUAN2203	Quantitative Methods for Management	3+2	4	MKTG2106	Product Development and Brand Management	3+2	4
MKGT2104	Marketing Research	3+2	4	PORT2003	Portfolio		4
UTM 2101C	Life Skills and Good Practices		4				
				Diploma Level exit point			
YEAR 4 (Level 3)							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L+T/P	Credits	Code	Modules	Hrs/ Wk L+T/P	Credits
QUAN3401	Research Methods	3+2	4	MKTG3307	Marketing Communications	3+2	4
MGMT2301	Strategic Management	3+2	4	SERV3202	Retail and Services Marketing	3+2	4
MMIS 3202	Management Information Systems	3+2	4	MKTG3108	Global Marketing Management	3+2	4
MKTG3306	Relationship Marketing	3+2	4				
DISS 3000	Dissertation						8

P. MODULE OUTLINE (*This syllabus is non-prescriptive*)

YEAR 1 SEMESTER 1

ECON1101 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

MGMT1101 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.

ACCF1102 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.

LLAW1101 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.

YEAR 1 SEMESTER 2

QUAN1103 Essential of Statistics

Introduction to Statistics; Type of data; Measurement and scaling techniques; Data collection and data preparation; Graphical representation of data; Measures of location and dispersion; Basic probability; Distribution of random variables: Binominal and Normal distribution; sampling distribution and estimation interval estimation.

HRMT1201 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; Work Teams; Communications and Decision-making; Conflict Management and negotiation; Organisational Culture; Organisational Development and Change.

MKTG1107 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.

ACCF1104 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

MKTG1402 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.

ECON2102 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.

MKGT2104 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.

QUAN2103 Statistics for Management

Probability distributions (discrete and continuous data), Estimation by confidence interval, Hypothesis Testing, Regression analysis, Correlation, Elementary times series data, Forecasting

MMIS2304 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

YEAR 2 SEMESTER 2

MKTG2106 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.

QUAN2203 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.

YEAR 3 SEMESTER 1

QUAN3401 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.

MGMT2301 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.

MMIS3202 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

MKTG3306 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 CustomerStrategy Enterprise; Organizing and Managing the Profitable Customer-Strategy Enterprise.

YEAR 3 SEMESTER 2

MKTG3307 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.

SERV3202 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.

MKTG3108 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.

COMMUNITY AND EMPLOYABILITY SKILLS

CLEN1000: COMMUNITY LEARNING & ENGAGEMENT

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.

CODE UTM 2101C: LIFE SKILLS and GOOD PRACTICES

This credit based component aims at preparing graduates for lifelong learning, good practices and increasing their employability skills based on modern workplace practices, requirements, standards as well as expectations. It will include: Employability Skills Development, Prevention of Corruption (The anti-corruption legal framework in Mauritius. The cost of corruption - corruption indicators. Whistleblowing and the role of the media in reporting corruption. Some international legislations and conventions. Effectiveness of local, regional and international strategies – Role and responsibilities of stakeholders. Corruption, money laundering and asset recovery. Regional and international cooperation in the fight against corruption – Emerging trends in the fight against corruption. Corruption as an ethical issue. Integrity in Public life. Principles of good governance as antidote to corruption and Corruption risk management.), Good Governance, Personal Development Skills, Coping Skills, addressing Societal Challenges including Substance Abuse, Poverty, Climate Change, Social Media and Family problems. This component shall include workshops, seminars, discussion forums, guest lectures from professionals in different fields, debates, projects, skills portfolios or any other activity deemed necessary to enhance the employability skills of students. On the completion of the component, students shall be awarded **FOUR CREDITS** as specified in the programme document. More information will be available in the Lifeskills and Good Practices Guidelines.

PLMT2001: WORKPLACEMENT

Workplacement is monitored by a placement unit and is detailed in the University Workplacement Guidelines.

PORT2003: PORTFOLIO

Part time students who are in employment will have to submit a portfolio. The portfolio will have to follow the University work placement guidelines. Part time students, who are unemployed, will have to request for a work placement. They will then submit the portfolio as per University work placement guidelines. Assessment in both cases will be as per guidelines for assessment of work placement/portfolio.