



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

School of Business, Management and Finance

**BSc (Hons) in Management (with
MARKETING)
PROGRAMME DOCUMENT**

VERSION 4.0
BMAMM
August 2021

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BSc(Hons) Management (with 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.

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 Marketing

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.

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.

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

The modules carry 6 credits as per the programme structure.

Exit Points:

Certificate	: 60 credits (Certificate in Management)
Diploma	: 120 credits (Diploma in Management with Marketing)
Degree	: 180 credits (BSc. (Hons.) in Management with Marketing)

Ordinary degree may be awarded as per regulations.

J. Student Progress and Assessment

For the award of the Degree all modules must be passed overall with passes in coursework and examination combined. All modules will carry 100 marks and will be assessed as follows (unless otherwise specified):

Invigilated examinations will be up to 3-hours' duration contributing to 70% of the total marks and continuous assessment will carry 30% of total marks. The University may also apply alternative mode of assessment. Continuous assessment can be based on projects, assignments, presentation and/or class tests.

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 projects, assignments, field study, workshops, surveys, practical, presentation and/or class tests.
- Modules 'Essentials of Statistics' and 'Statistics for Management', 'Business Communication' will be assessed on a 50:50 continuous assessment/exams basis. The continuous assessment must consist of at least one class test and two assignments;
- Module 'Digital Skills', E-Business, Management Information System and 'Business Research Methods I and II' will be assessed over 100% continuous assessment.

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: Ms Havisha Vaghjee (hvaghjee@umail.utm.ac.mu), Dr Diroubinee M. Narrainen (d.mnarrainen@umail.utm.ac.mu)

Part II - Programme Structure

N. BSc (Hons) Management (with 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	6	QUAN1103	Essential of Statistics	3	6	
MGMT1101	Organisation and Management	3	6	HRMT1201	Oganisational Behaviour	3	6	
ACCF1102	Financial Accounting	3	6	MKTG1107	Marketing management	3	6	
LLAW1101	Introduction to Law and Legal Methods	3	6	ACCF1104	Cost and Management Accounting	3	6	
MMIS 1202	Digital Skills		4	MGMT 1103A	Business Communication	3	6	
				CLEN 1000	CLEn		2	
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	
ECON2102	Managerial Economics	3	6	PLMT2001	Work Placement		6	
MMIS2304	E-Business	3	6	MKTG 2305	Consumer Psychology	3	6	
MKTG2106	Product Development and Brand Management	3	6	QUAN2203	Quantitative Methods for Management	3	6	
QUAN2103	Statistics for Management	3	6	MKTG 2201	Marketing and Society	3	6	
MKGT2104	Marketing Research	3	6	QUAN 2201	Business Research Methods I	3	6	
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	
MGMT2301	Strategic Management	3	6	MKTG3306	Relationship Marketing	3	6	
QUAN 3101	Business Research Methods II	3	6	SERV3202	Retail and Services Marketing	3	6	
MMIS3202	Management Information Systems	3	6	MKTG3108	Global Marketing Management	3	6	
MKTG3307	Marketing Communications	3	6	MKTG 3204	Digital Marketing and Social Media	3	6	
DISS 3000	<i>Dissertation /Project</i>							12

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	6	QUAN1103	Essential of Statistics	3	6
MGMT1101	Organisation and Management	3	6	LLAW1101	Introduction to Law & Legal Methods	3	6
ACCF1102	Financial Accounting	3	6	HRMT1201	Organisational Behaviour	3	6
MMIS 1202	Digital Skills	3	4	MGMT 1103A	Business Communication	3	6
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	6	ECON2102	Managerial Economics	3	6
ACCF1104	Cost & Management Accounting	3	6	MMIS2304	E-Business	3	6
				QUAN2103	Statistics for Management	3	6
CLEN1000	CLEn		2	MKTG2106	Product Development and Brand Management	3	6
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	6	MKTG 2201	Marketing and Society	3	6
MKGT2104	Marketing Research	3	6	PORT2003	Portfolio		6
MKTG 2305	Consumer Psychology	3	6	QUAN 2201	Business Research Methods I	3	6
				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
MGMT2301	Strategic Management	3	6	MKTG3306	Relationship Marketing	3	6
QUAN 3101	Business Research Methods II	3	6	SERV3202	Retail and Services Marketing	3	6
MMIS 3202	Management Information Systems	3	6	MKTG3108	Global Marketing Management	3	6
MKTG3307	Marketing Communications	3	6	MKTG 3204	Digital Marketing and Social Media	3	6
DISS 3000	Dissertation /Project						12

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

YEAR 1 Semester I

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. Emerging Trends.

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. Emerging Issues.

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. Emerging Issues.

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. Emerging Issues.

MMIS 1202 Digital Skills

Computers Usage in Education, basic system maintenance operations for hardware and software, basic concepts/terminology and applications of windows operating system, basic IT security measures such as security using password in documents, protecting workstation, backup and ethical use of computer; Office Applications - Word Documentation: creating, editing, saving documents in word processing, formatting, print; Spreadsheet; MS Access - design a database; MS Powerpoint; Internet Applications - Communication Tools (Google Meet, Zoom), Initiation to LMS: Login, Google Classroom, uploading of assignments; Online collaboration of using Google Docs; Web browser to navigate hypertext documents, download files; Search engines; Project Based Assessment

YEAR 1 Semester II

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. Emerging Issues.

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. Emerging Issues.

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. Emerging Issues.

MGMT 1103A Business Communication

Introduction to Communication, Defining Communication, Communication Models, Barriers to effective communication, Understanding Stereotypes, Perception & Cultural differences, Interpersonal, Intrapersonal, Verbal & Non-Verbal, Organisational Communication- Structure, networks, culture, grapevine, Understanding your audience- Report Writing/Written Communication- Business Letters, News Sheets, Memos & Formal Reports, Presentation skills- Delivery, Speech, Pronunciation, Pauses, Tone, Address, Skills and techniques, Demonstration skills and the use of visual aids, Effective meeting skills - Procedures, roles, responsibilities, documents • Group Dynamics, Group Formation • Relationship Management, Communication & Technology- Developments, influences, Intranet/Extranet, Social Media & Networking, Corporate Communications, Corporate Identity, Corporate Image & Public Relation. Academic writing, referencing, writing mails, etc. Emerging Issues.

YEAR 2 Semester I

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. Emerging Issues.

MMIS2304 E-Business

Internet Usage in Business, Impact of E-business on Society, E-Business Technologies and Infrastructure, Trends Analysis of E-business, E-Business Environment and Strategy, E-Business Applications and Management (Electronic Data Interchange, e-procurement, e-CRM, e-SCM, e-payment), E-Business Security Concerns, Implementation strategy of an E-Business Solution, M-business applications and services, Emerging Issues, Webinars/Seminars by Industry Guest Speakers, Project Based Assessment

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. Emerging Issues.

QUAN2103 Statistics for Management

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

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; digital technologies, concepts, techniques and tools used to deal with various facers of large data sets; complex ecosystem of tools and platforms; communication skills necessary to explain advanced analytics; limitations of big data analytics; qualitative/ethnographic research methods; skills needed to work in data-driven marketing environments. Emerging Issues

YEAR 2 Semester II

MKTG 2305 Consumer Psychology

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.

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.

MKTG 2201 Marketing and Society

The application of marketing principles to non-commercial marketing contexts; The purpose, scope and design of social marketing; Key theories of behaviour change; The challenges facing marketers in not-for-profit organisations; Consumer vulnerabilities and associated consumption contexts; Anti-consumption and consumer activism; 'Problematic' consumption and antisocial behaviours; Consumption ethics and sustainability

QUAN 2201 Business Research Methods I

Introduction to Research Methods; Importance of research for business organisations; Choice of Research topics; Research Ethics and Values; Research problems; Components of a Research Proposal; Planning the Research Process; Literature Review; Qualitative and Quantitative Research, Research Design; Focus Group, Interview, Observation, Handling of data and Analysis of data; Reporting of Research

YEAR 3 Semester I

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.

QUAN 3101 Business Research Methods II

Research Methodology Process; Literature Review; Qualitative and Quantitative Research; Qualitative Data Collection Methods; Quantitative Data Collection Methods; Qualitative Analysis of data; Quantitative Analysis of Data; Software for analysing qualitative and quantitative Data; Write up of Research

MMIS3202 Management Information Systems

Types of IS & Infrastructure, Digital Transformation, Data Analytics for Business, Enterprise Systems (Applications for Business & ERP), IT Project & Outsourcing, Security for IS, Cloud Computing, Mobile technologies, Block chain Technologies, Artificial Intelligence, Internet of Things, Ergonomics in IT, Legal Aspects of IS, Smart Cities, Emerging Issues, Webinars/Seminars by Industry Guest Speakers, Project Based Assessment

MKTG3307 Marketing Communications

Integrated marketing communications (IMC) and branding; Competitive Market Analysis in the Digital Age; IMC campaign planning; IMC in the digital age: practitioner's perspective; Theories of communications; Advertising; Social Media and user generated media; Search engine optimisation (SEO); Public Relations; Sponsorship; Direct marketing; Sales promotions; Media planning and evaluation

YEAR 3 Semester II

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

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.

MKTG 3204 Digital Marketing and Social Media

The theories, principles and practice of digital marketing and social media; web-psychology and viral content, the role of microblogging for launching and developing new products; the role of social networks for emotional contagion; different social media (i.e. Blogs, Twitter, Facebook, Google+, Youtube, Instagram) to reach your strategic objectives, social listening, and its importance in terms of positioning and branding.

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.

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.

DISS 3000: Dissertation/Capstone Project

- A 7000-10000 words dissertation will have to be submitted at the end of the semester.
- For problem based project the word limit will be 4000 to 5000 words
- The work submitted should conform to the Undergraduate Dissertation/Project Guidelines.