



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

School of Business, Management And Management

BSc. (Hons) MANAGEMENT WITH MARKETING

September 2009

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.

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

B. PROGRAMME AIM

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 1 - REGULATIONS

D. GENERAL ENTRY REQUIREMENTS

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

E. PROGRAMME ENTRY REQUIREMENTS

Either

(i) Cambridge School Certificate, with credits in 5 subjects including English and Mathematics and at least 3 years relevant work experience in the industry.

And / Or

(ii) Cambridge Higher School Certificate with at least 2 'A' level subject

F. PROGRAMME MODE AND DURATION

Full Time: 3 years
Part Time: 4 1/2 years

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, 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.

H. STUDENT SUPPORT AND GUIDANCE

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

I. ATTENDANCE REQUIREMENTS

As per UTM's Regulations and Policy.

J. CREDIT SYSTEM

Modules can carry 3 or 4 credits as per the programme structure. Irrespective of the number of credits allocated each and every module will be assessed on 100 marks. Modules with 4 credits must compulsorily involve submission of at least 2 assignments. The dissertation will carry 9 credits.

The programme consists of only core modules in Level 1, whereas in Level 2 and Level 3 there is a combination of core and elective modules as per the given programme structure.

Please note that the modules will only be offered if there is a minimum of 10 students

Exit points :

Minimum credits required for the award of a :

■ Certificate = 32

■ Diploma = 68

■ Degree = 105

K. STUDENT PROGRESS AND ASSESSMENT

For the award of the Diploma/Degree, all modules must be passed overall with passes in the examinations, coursework and other forms of assessment.

All modules will carry 100 marks and 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.

Grading

Grade	Marks x (%)
A	$x \geq 70$
A-	$65 \leq x < 70$
B	$60 \leq x < 65$
B-	$55 \leq x < 60$
C	$50 \leq x < 55$
C-	$45 \leq x < 50$
D	$40 \leq x < 45$
F	$x < 40$
A-D	Pass
F	Fail

L. EVALUATION OF PERFORMANCE

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

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

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

M. AWARD CLASSIFICATION

Overall weighted mark y (%)

$y \geq 70$
$60 \leq y < 70$
$50 \leq y < 60$
$45 \leq y < 50$
$40 \leq y < 45$
$y < 40$

Classification

1st Class Honours
2nd Class 1st Division Honours
2nd Class 2 nd Division Honours
3rd Class Honours
Pass Degree
No Award

N. PROGRAMME ORGANISATION AND MANAGEMENT

Programme Director/ Programme Coordinator: Mrs Kiran Odit-Dookhan

Contact Details :

Room: D1.07

Telephone Number: 234-7624 (Ext. 230)

Email: koditdookhan@umail.utm.ac.mu



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

BSc (Hons) Management with Marketing

PROGRAMME STRUCTURE AND PLAN - FULL TIME

YEAR 1							
Semester 1				Semester 2			
Code	Core Modules	Hrs/Wk	Credits	Code	Core Modules	Hrs/Wk	Credits
		L P				L P	
MMIS 1206	ICT in Organisations	2 + 1	3	LLAW 1101	Introduction To Law And Legal Methods	2 + 1	3
ECON 1101	Economics	2 + 1	3	QUAN 1102	Statistics	2 + 1	3
MGMT 1103	Business Communication	2 + 1	3	MKTG1107	Marketing Management	2 + 2	4
ACCF 1201	Principles of Finance	2 + 1	3	ACCF1104	Cost and Management Accounting	2 + 2	4
ACCF 1101	Accounting for Decision Making	2 + 1	3	MGMT1120	Business And Society	2 + 1	3
→ Start of Level 1				Finish of Level 1 →			
YEAR 2							
Semester 1				Semester 2			
Code	Core Modules	Hrs/Wk	Credits	Code	Core Modules	Hrs/Wk	Credits
		L P				L P	
MGMT 2117	Organisations and People Management	2 + 2	4	MMIS 2304	E-Business	2 + 2	4
QUAN 2203	Quantitative Methods For Management	2 + 2	4	MGMT 2301	Strategic Management	2 + 2	4
ECON 2102	Managerial Economics	2 + 2	4	HRMT 2103	Teambuilding and Leadership	2 + 2	4
MKTG 1402	Consumer Behaviour	2 + 2	4	MKTG 2106	Product Development and Brand Management	2 + 2	4
MKTG 2104	Marketing Research	2 + 2	4				
↻ Start of Level 2				Finish of Level 2 →			

YEAR 3							
Semester 1				Semester 2			
Code	Core Modules	Hrs/W k L P	Credits	Code	Core Modules	Hrs/W k L P	Credits
MGMT 3207	Operations Management	2 + 2	4	MKTG 3307	Marketing Communications	2 + 2	4
QUAN 3401	Research Methods	2 + 2	4	SERV 3202	Retail And Services Marketing	2 + 2	4
MMIS 3202	Management Information System	2 + 2	4	MKTG 3108	Global Marketing Management	2 + 2	4
MKTG 3306	Relationship Marketing	2 + 2	4	DISS 3000	Dissertation		9
	*Dissertation						
γ ₀	Start of Level 3			Finish of Level 3			γ ₀

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

BSc (Hons) Management with Marketing

PROGRAMME STRUCTURE AND PLAN - PART TIME

YEAR 1									
Semester 1				Semester 2					
Code	Modules	Hrs/Wk		Credits	Code	Modules	Hrs/Wk		Credits
		L	P				L	P	
MMIS 1206	ICT In Organisations	1	2	3	LLAW 1101	Introduction To Law And Legal Methods	2	1	3
ECON 1101	Economics	2	1	3	ACCF 1201	Principles of Finance	2	1	3
MGMT 1103	Business Communication	2	1	3	MKTG 1107	Marketing Management	2	2	4
ACCF 1101	Accounting for Decision Making	2	1	3					
<i>Start of Level 1</i>									
YEAR 2									
Semester 1				Semester 2					
Code	Modules	Hrs/Wk		Credits	Code	Modules	Hrs/Wk		Credits
		L	P				L	P	
QUAN 1102	Statistics	2	1	3	MGMT 2117	Organisations and People Management	2	2	4
MGMT 1120	Business And Society	2	1	3	QUAN 2203	Quantitative Methods For Management	2	2	4
ACCF 1104	Cost and Management Accounting	2	2	4	ECON 2102	Managerial Economics	2	2	4
<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	P				L	P	
MGMT 2301	Strategic Management	2	2	4	HRMT2103	Teambuilding and Leadership	2	2	4
MKTG 1402	Consumer Behaviour	2	2	4	MMIS 2304	E Business	2	2	4
MKTG 2104	Marketing Research	2	2	4	MKTG 2106	Product Development and Brand Management	2	2	4
<i>Finish of Level 2</i>								<i>10</i>	

YEAR 4							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L P	Credits	Code	Modules	Hrs/Wk L P	Credits
MMIS 3202	Management Information System	2 + 2	4	MGMT 3207	Operations Management	2 + 2	4
QUAN 3401	Research Methods	2 + 2	4	MKTG 3307	Marketing Communications	2 + 2	4
MKTG 3306	Relationship Marketing	2 + 2	4	SERV 3202	Retail And Services Marketing	2 + 2	4
				DISS 3000	Dissertation		
3 rd Start of Level 3							

Semester 1 Year 5			
Code	Modules	Hrs/Wk L P	Credits
MKTG 3108	Global Marketing Management	2 + 2	4
DISS 3000	Dissertation		9
Finish level 3 rd			

MODULE OUTLINE

YEAR 1, SEMESTER 1

MMIS 1206 ICT in Organisations

Introduce the use of IT and computers in business today; spreadsheet modeling; use of ICT tools; hands on competence in the use of spreadsheet; ability to conduct research into business and management issues, either individually or as part of a team, including a familiarity with a range of business data and research resources and appropriate methodologies. Business computing. PCs. Internet. Hardware and software. Spreadsheets. Health & safety. Systems implementation. Security

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 1103 Business Communication

The benefits of effective business communication, internal and external communication, verbal and non-verbal communication, the process of communication, communication barriers, intercultural communication, teamwork, conflict and communication, writing and presenting business documents, oral presentations, electronic communication, preparing for interviews, customer care and communication.

ACCF 1201 Principles of Finance

Present Value Calculation; Time Value for Money; Annuities; IRR; Sources of Finance; Short and Long Term Financing; Valuation of Bonds and other Securities; Definition of Financial Risk; Risk and Return Analysis; Diversification Principles, Capital Asset Pricing Model; Stock Market; Forms of Market Efficiency.

ACCF 1101 Accounting for Decision Making

The need and different roles of accounting information, The basic framework. Accounting concepts and users of accounts, Recording and summarizing transactions, Preparing final accounts, Adjustments to final accounts. Capital and revenue distinction, Bank reconciliation statement and control accounts, Accounting ratios and interpretations, Accounting for internal decision making, Accounting for materials and valuation of stock, Decision Making techniques

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.

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.

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.

MGMT 1120 Business and Society

Corporate social responsibility; ethics in the organization; unemployment; types of employment; organization of work; Society and Business Interaction

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

MGMT 2117 Organisations & People management

Scope of and approaches to the management of people, recruiting , selecting, rewarding & maintaining staff (motivation, training), performance management, teams, people behaviour in organisations: personality, conflicts, group dynamics, managing diversity.

QUAN 2203 Quantitative Methods for Management

Introduction to Quantitative Methods; 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

Methodology for trend analysis and evaluation; macro and micro economic effects of e-business; e-business strategy framework: gaining competitive advantage through IT; market opportunity analysis; e-business business models; managing the customer interface; customer decision support systems; communications and branding; e-business transformation implementation and delivery systems; e-benefits management; e-business applications.

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.

HRMT 2103 Team building and Leadership

Definition of teams; Importance of Teambuilding; Process & issues of teambuilding; Team members- roles & definition; attributes of a good team leader; the process of leadership; Leadership theories & styles; empowering team members; team motivation.

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

MGMT 3207 Operations Management

Introduction to Operations Management; Service Operations; Operations Strategy; Forecasting in Operations; Scheduling; Capacity Planning; Layout and flow; Technology in Operations; Process design; Job Design; Network Design; Materials Requirement Planning; Enterprise Resource Planning; Just-in-Time; Supply Chain Management

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

Definition of systems. Organization and Management from systems perspectives. Key aspects of systems. Input stability, Continuity, Change, Feedback & Feed-forward. Designing and operating an effective and efficient management system. The role of information within organisations. Architecture of Information systems. Key hardware & software components. The people technology interface. IT Project Management. Systems Development Life Cycle; Audit & Control of Information Systems; Risks assessment and data-protection. Case Studies on the Business Information Systems

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 for 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 of 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.