



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

School of Sustainable Development And Tourism

BSc (Hons) Services Management and Marketing

PROGRAMME DOCUMENT

VERSION 3.2

BSMM 3.2

May 2017

University of Technology, Mauritius

La Tour Koenig, Pointe aux Sables, Mauritius

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BSc (Hons) Services Management and Marketing

A. PROGRAMME INFORMATION

This programme is being offered in response to the fast growing rate of the service sector. The management of services is an emerging stream as service-based industries such as retailing, hospitality, finance, health, education, telecommunications and non-profit making organisations, which are not only expanding rapidly but have also become complex and demanding business areas. The intangible nature of services makes it difficult to manage and market services effectively. There is a growing awareness that the service sector requires tailor-made sustainable management and marketing approaches to meet the increasingly competitive challenges of the service sector. This programme will focus on the interaction between service providers and customers in order to identify and understand customer needs which are of key importance in sustaining today's competitive service environment.

B. PROGRAMME AIM

This programme involves an in-depth exploration of the distinctive nature of sustainable services management and marketing. It aims to enhance an individual's management and marketing knowledge, skills and understanding to perform effectively in the service process and consumption so as to retain customers and increase profits through effective service delivery. It also includes the principles of marketing and reviews the strategies for creating, promoting and delivering services for both profit-making and public sector organisations. Students will explore strategies that are essential to gain and sustain competitive advantage in service businesses such as managing demand and supply, customer experience management, customer satisfaction and loyalty, and the overlap in marketing/operations/human resource systems. Students will present an overview of how to achieve customer satisfaction through effective management of services and use of marketing tools and strategies.

C. PROGRAMME OBJECTIVES

The objectives of the programme are to:

- understand the changing economic, political, legal, socio-cultural and competitive forces affecting the service industry
- understand the distinguishing characteristics of services marketing and their importance in managing the customer experience
- explain the interrelationships between services marketing, operations management and human resource management to allow for the successful implementation of sustainable services management
- understand the strategies used for creating, promoting and delivering services
- manage demand and supply of services
- review strategies used to create and enhance service quality, customer satisfaction and loyalty

PART I REGULATIONS

D. GENERAL ENTRY REQUIREMENTS

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

E. PROGRAMME ENTRY REQUIREMENTS

As per the UTM General Entry Requirements

F. PROGRAMME MODE AND DURATION

Full Time: Minimum 3 Years, Maximum 6 Years

Part Time: Minimum 4 Years, Maximum 7 Years

Each academic year includes two semesters.

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, talks by guest speakers, Life Skills and Good Practices and work placement. The University recognises the importance of practical experience and its value to employers. Work Placement holds a significant place in the degree as it allows full-time students to obtain first-hand exposure before taking up employment after graduation. Part-time students will be required to submit a portfolio.

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 Regulations

J. CREDIT SYSTEM

The modules carry 3 or 4 credits as per the programme structure.

Work placement (full-time mode) - 4 credits

Portfolio (part-time mode) - 4 credits

Dissertation- 9 credits

For the award of a Certificate, 36 credits are required

For the award of a Diploma, 69 credits are required

For the award of a Degree, 103 credits are required

1 credit = 15 hours of lecture

1 credit = 30 hours of practical/tutorials/seminars

1 credit = 75 hours of Work Placement

K. STUDENT PROGRESS AND ASSESSMENT

For the award of the Degree, all modules must be passed in the examinations, coursework and other forms of assessment.

The programme will be assessed as follows:

1. Unless otherwise specified, written examinations shall be of duration of 2 hours for modules carrying 3 credits and not less than 3 hours for modules carrying 4 credits contributing 70% of the total marks. The assessment weightage per examination-based module is 70% for written examinations and 30% for continuous assessment such as seminars, presentations, class tests and written assignments. All modules are normally assessed over 100 marks, except for project/dissertation where it shall be as specified in the programme.

2. The modules 'Essentials of Statistics' will be assessed through 50% coursework and 50% exams. The Coursework should include at least 2 class tests and two formal assignments.
3. The following modules will be assessed 100% coursework as follows:
 - Graphic Design for Marketing will be assessed based on a practical project applying the Graphic Design for Marketing techniques learnt
 - Marketing Research will be assessed by project based assignment involving fieldwork, report and presentation
 - Entrepreneurship will be assessed based on a Business Plan and presentation
 - Life Skills and Good Practices will be assessed as per UTM *Life Skills and Good Practices* Guidelines.
 - Full-time students will be assessed for the Work Placement in Year 2 Semester 2 which will be conducted for a total of 300 hours as per the Work Placement Guidelines and Policy. The learning objectives for the Work Placement will be specified in a learning contract between the placement supervisor and the learner. The placement supervisor will be required to fill out a feedback appraisal form pertaining to student's performance during the placement. Students must demonstrate that they have achieved the learning objectives specified in the learning contract.
 - Part-time students will be assessed for Portfolio as per the portfolio guideline.
 - The overall pass mark for a module shall be 40%

L. EVALUATION OF PERFORMANCE

Grading

Overall Marks	Grade
$70 \leq X \leq 100$	A
$60 \leq X < 70$	B
$50 \leq X < 60$	C
$40 \leq X < 50$	D
$X < 40$	F
A-D	Pass
F	Fail

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

First Class with Honours	$CPA \geq 70$
Second Class First Division with Honours	$60 \leq CPA < 70$
Second Class Second Division with Honours	$50 \leq CPA < 60$
Third Class with Honours	$45 \leq CPA < 50$
Pass	$40 \leq CPA < 45$
No Award	$CPA < 40$

N. PROGRAMME ORGANISATION AND MANAGEMENT

Programme Development Committee: Dr P. Ramseook-Munhurrun, Dr P. Naidoo, Ms N.V. Seebaluck, and Mr N. Mootien

Part II - PROGRAMME STRUCTURE

O. BSc (Hons) Services Marketing and Management – Full Time (Version 3.2)

YEAR 1							
Code	Modules	Hrs/Wk L + T	Credits	Code	Modules	Hrs/Wk L + T	Credits
SMKG1101B	Marketing	3 + 0	3	SERV 1101B	Services Marketing	3 + 0	3
MBUS1102B	Principles and Practice of Management	3 + 0	3	STAT 1104B	Essentials of Statistics	2 + 2	3
COMM1101B	Business Communication	3 + 0	3	COMM 2411B	Public Relations	3 + 0	3
SMKG 1401B	Consumer Behaviour	3 + 0	3	BECO 1103B	Business Economics	3 + 0	3
ACCF 1102A	Financial Accounting	2 + 2	3	OSHM 1110B	Workplace Safety and Health Promotion	3 + 0	3
HMG1 1201B	Hospitality Management	3 + 0	3	SSDV 1102B	Principles of Sustainability	3 + 0	3
→ Start of Level 1				Finish of Level 1 →			
YEAR 2							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T	Credits	Code	Modules	Hrs/Wk L + T	Credits
SMKG 1507B	Graphic Design for Marketing	3 + 2	4	WPL2000B	Work Placement		4
MGPL 2103B	Management of Human Resources	3 + 0	3	LWS 2302B	Business Law	3 + 0	3
SERV 2202B	Retail Environment and Management	3 + 0	3				
SERV 2106B	Managing Innovation and Creativity	3 + 0	3	SMKG 2501B	Electronic Marketing	3 + 0	3
SERV 2203B	Service Supply Management	3 + 0	3	OPS 2605B	Strategic Management Science	3 + 0	3
LSGP2000B	Life Skills and Good Practices		4				
→ Start of Level 2				Finish of Level 2 →			
YEAR 3							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T	Credits	Code	Modules	Hrs/Wk L + T	Credits
SERV 2105B	Service Development and Management	3 + 0	3	OPS 3111B	Service Operations Management	3 + 0	3
OPS 3308B	Quality Management	3 + 0	3	SMKG 3408B	Customer Relationship Management	3 + 0	3
SMKG 3301B	Marketing Research	3 + 2	4	SMKG 3508B	Marketing Communication	3 + 0	3
SSDV 3503B	Entrepreneurship	3 + 0	3				
OPS 3205B	Project Management	3 + 0	3				
DISS 3000B	Dissertation			DISS 3000B	Dissertation		9
→ Start of Level 3				Finish of Level 3 →			

TOTAL NUMBER OF CREDITS: 103

P. BSc (HONS) SERVICES MANAGEMENT AND MARKETING – PART-TIME (version 3.2)

YEAR 1							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T	Credits	Code	Modules	Hrs/Wk L + T	Credits
SMKG1101B	Marketing	3 + 0	3	ACCF 1102A	Financial Accounting	2 + 2	3
MBUS1102B	Principles and Practice of Management	3 + 0	3	HMG1 1201B	Hospitality Management	3 + 0	3
COMM1101B	Business Communication	3 + 0	3	SERV 1101B	Services Marketing	3 + 0	3
SMKG 1401B	Consumer Behaviour	3 + 0	3	STAT 1104B	Essentials of Statistics	2 + 2	3
→ Start of Level 1							
YEAR 2							
Semester 3				Semester 1			
Code	Modules	Hrs/Wk L + T	Credits	Code	Modules	Hrs/Wk L + T	Credits
COMM 2411B	Public Relations	3 + 0	3	SMKG 1507B	Graphic Design for Marketing	3 + 2	4
BECO 1103B	Business Economics	3 + 0	3	MGPL 2103B	Management of Human Resources	3 + 0	3
OSHM 1110B	Workplace Safety and Health Promotion	3 + 0	3	SERV 2202B	Retail Environment and Management	3 + 0	3
SSDV 1102B	Principles of Sustainability	3 + 0	3	SERV 2106B	Managing Innovation and Creativity	3 + 0	3
→ End of Level 1				→ Start of Level 2			
YEAR 3							
Semester 2				Semester 3			
Code	Modules	Hrs/Wk L + T	Credits	Code	Modules	Hrs/Wk L + T	Credits
SERV 2203B	Service Supply Management	3 + 0	3	LWS 2302B	Business Law	3 + 0	3
LSGP2000B	Life Skills and Good Practices		4	SMKG 2501B	Electronic Marketing	3 + 0	3
OPS 2605B	Strategic Management Science	3 + 0	3	PORT2000B	Portfolio		4
→ End of Level 2							
YEAR 4							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T	Credits	Code	Modules	Hrs/Wk L + T	Credits
SERV 2105B	Service Development and Management	3 + 0	3	OPS 3111B	Service Operations Management	3 + 0	3
OPS 3308B	Quality Management	3 + 0	3	SMKG 3408B	Customer Relationship Management	3 + 0	3
SMKG 3301B	Marketing Research	3 + 2	4	SMKG 3508B	Marketing Communication	3 + 0	3
SSDV 3503B	Entrepreneurship	3 + 0	3				
OPS 3205B	Project Management	3 + 0	3				
DISS 3000B	Dissertation			DISS 3000B	Dissertation		9
→ Start of Level 3				→ End of Level 3			

TOTAL NUMBER OF CREDITS: 103

Q. NON-PRESCRIPTIVE SYLLABUS OUTLINE

YEAR 1 SEMESTER 1

SMKG 1104B: Marketing

Definition of Marketing; Marketing Philosophies; Marketing mix: products, pricing, distribution channels, promotion, Marketing environment, Marketing and Strategic planning, Services Marketing, Consumer Behaviour, Organisational buyer behaviour, Market segmentation, targeting and positioning, Marketing research, Electronic marketing and Marketing ethics; Green Marketing

MBUS 1102B: Principles and Practice of Management

Definition, Meaning & Scope of Management; Brief overview of Management Approaches; Roles & functions of Managers; Understanding & Managing Business Environment; Decision making; Motivation; Leadership; Teams & team building; Managing for sustainability – managerial behaviour & effectiveness; Perception & communications; Values, Ethics & Professionalism; Corporate Social Responsibility; Business Plan

COMM 1101B: Business Communication

Importance of communicating effectively; Internal & external Communication; Verbal & non Verbal communication; Process of communication; Communication Barriers; Intercultural communication; Teamwork; Conflict & communication; Writing for business audiences – letters, reports, memorandums, e-communication; Interviews – preparing for job interviews, letter of application, curriculum vitae writing; Grooming; Customer Service and Communication

SMKG 1401B: Consumer Behaviour

Consumer behaviour models and theories; consumer decision-making process; market segmentation; individual and group motivation and behaviour factors, satisfaction and dissatisfaction factors, perception, learning, group influences, demographic analysis, sensory and perceptual analysis, attitude analysis, psychographics; factors that determine customer needs; application of consumer behaviour concepts in a competitive, dynamic, and global business environment.

ACCF 1102A: Financial Accounting

Roles and Principles of Financial Accounting; Double Entry Book Keeping; Capital and Revenue Expenditure; Trial Balance, Preparation of Final Account 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 its Interpretation; Financial Reporting and Users of Accounts.

HMG1 1201B: Hospitality Management

Hospitality Management: an Introduction; Hospitality Principles and Concepts; Overview of Managerial Work in Hospitality Organisations; Development and Planning ; Managerial Issues: Key players in the hospitality industry, International aspects (internationalisation and growth), the impact of market forces, performance management, responding to niche markets; Legislations (influence and impact of national and international legislation and compliance e.g. food hygiene/safety, formal and practical food safety training, The Importance of Culture in Hospitality Management; customer focus and culture, quality improvement, kite marketing, Accommodation Operations; Hospitality Business Plan; Ethics and Social Responsibility in Hospitality Management.

YEAR 1 SEMESTER 2

SERV 1104B: Services Marketing

Nature of services; Marketing mix for services; Service Encounter; Role of employees and customers in services; Service Quality; Managing Customer Relations; Customer complaints; Service failure and recovery; Service development and design; Physical evidence and servicescape; Role of intermediaries; Integrated marketing communications.

STAT 1104B: Essentials 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.

COMM 2411B: Public Relations

History of PR and the role and importance of PR in business & communication; Nature and evolution of Public Relations, scope and objectives of Public Relations, planning, implementation and evaluation; Communication / Public Relations Writing; Public Opinion, PR and The Press; Research & planning for PR campaigns; Print Media Relations / Electronic Media Relations; Employee Relations / Multicultural Community Relations; Government Relations / International Relations; Consumer Relations; Sponsorship / CSR; Integrated Marketing Communications; Crisis Management; Ethics in PR.

BECO 1103B: Business Economics

The welfare of economics of competition and monopoly; Market structure, Mergers and takeovers, Barriers to entry; Markets and Government: the rationale for state intervention, market failure and government failure; Trends in inflation and unemployment: analysis and consequences; Price discrimination; Environment and externalities.

OSHM 1110B: Workplace Safety and Health Promotion

Concepts of Safety and Health promotion; Environmental workplace hazards & Occupational Health: Ergonomics, Psycho-social diseases and wellness promotion; Workplace violence; Safety considerations in the work environment; Promotional strategies for developing safety and health culture: internal and external customer; Legislation governing Safety and Health; Role of Employer, Supervisor & Management in Safety & Health promotion; Organisation Safety & Health policy; Current issues in Safety and Health promotion

SSDV 1102B: Principles of Sustainability

Broad overview of the origins & concept of sustainability; The guiding principles for the development process; Key concepts & drivers of sustainability; Roles of stakeholders, institutions, the business community, government, consumers & NGOs; Sustainable development issues & socio-cultural sustainability; The tripple bottom line: economics, environment & equity; Resource production & consumption; Environmental impacts & environmental indicators; Climate change; Fundamental ecological concepts; Ecosystem services; Sustainable industry & business; The future of energy; Eco-efficiency & carbon trading

YEAR 2 SEMESTER 1**SMKG 1507B: Graphic Design for Marketing**

Design Skills for Marketing; Design Techniques; Design layout: Text and Images; Print media communication; Photography and image manipulation for print; Graphic Website design; Product Marketing and presentation

MGPL 2103B: Management of Human Resources

The importance of people at work; The evolution of the field of people management – Pre Scientific, Scientific, Human Relations Approach; Definition, Role, Scope of HRM; HRM functions: HRP, Recruitment, Selection, Training & Development, Performance Management; Managing Diversity and Culture; Employee Relations; Strategic HRM; Sustainable HRM; Case Studies

SERV 2201B: Retail Environment and Management

Retailing and wholesaling trends; logistics; relationships with other channel members, factors influencing patronage patterns, adapting to change in dynamic target market analysis, location analysis, merchandising, human resources, pricing and promotion. Study of the institutions of retailing, retailing research, selection of store location and layout, retail organizational structure, and merchandise planning and management. Retail store image, promotion, retail pricing, retail strategy and retail trends will be evaluated.

SERV 2106B: Managing Innovation and Creativity

Innovation and competitive advantage; the foundations of the capacity to innovate; benefits of innovation; Innovation and firm performance; Sources of creative inspirations; Value creation; The thrill of creating and the reality of implementing; Managing creativity in organisations; New venture and creativity; Creativity:

opportunities and recognition; Intellectual Property Rights and Patents; Sustaining innovation and creativity; Revenue Sustainability.

SERV 2203B: Service Supply Management

Services and Supply Chain Management: Implications for SCM, Services Supply Chain Mapping; Retail and Wholesale: Consumer Logistics, Retail Buying, Information Technology, Collaborative Planning, Forecasting and Replenishment; Services Strategy: Demand and Capacity Management, Yield Management & Interrelationship of Demand and Capacity; Outsourcing Services; Disposal and Sustainability: Disposal and Asset Recovery, Green Procurement and Green Supply Chain, Reverse Logistics

LSGP2000B: Life Skills and Good Practices

Employability Skills Development, Prevention of Corruption (as per topics proposed by ICAC and covering 24 hours of lecture), Good Governance, Personal Development Skills, Coping Skills, addressing Societal Challenges including Substance Abuse, Poverty, Climate Change, Social Media and Family problems.

YEAR 2 SEMESTER 2

LWS 2302B: Business Law

Business Organization; Sole Proprietorships; Partnerships and Special Business Forms; Limited Liability Companies and Limited Partnerships; Law for Small Businesses; Ethics and Business Decision Making; Employment Law; Making contracts; Contract validity; Bankruptcy Laws; Liability to Third Parties and Termination; Consumer; Personal Property; Real Property; Landlord-Tenant Relationships; Insurance; Trusts Law; Liabilities of Accountants and other Professionals.

OPS 2605B: Strategic Management Science

An overview of strategic management for business; Strategic planning: tools & techniques; Environmental scanning; SWOT analysis, value chain, portfolio analysis; Stages of strategic management – formulation, implementation, evaluation & control; Ansoff matrix & Porter's generic strategies; Identifying & evaluation of strategic alternatives; Strategic business units & strategic management teams; Tactical aspects of strategy implementation; Case analysis

SERV 2102B: Service Development and Management

Services and the knowledge-based economy; Analysis of market needs; Service system design; Service development process; Service design and blueprint; Elements of service-based competitive strategy; Strategies for value creation; Best practice in service innovation; Managing innovation in services development; Service evaluation; Service Portfolio management; Positioning of services; Green Service development.

SMKG 2501B: Electronic Marketing

E-marketing environment; Internet user characteristics and behaviour; Product, pricing, and distribution strategies; E-marketing communications; Customization and personalization, Database management; Customer relationship management; Business to business commerce; Technology issues including security and payment.

WPL 2000B/PORT 2000B: Work Placement/Portfolio

A work placement of 300 hours will be undertaken by full-time students.
Part-time students will have to submit a portfolio.

YEAR 3 SEMESTER 1

OPS 3308B: Quality Management

Definitions and concepts; Management Philosophies on Quality; Quality Management Systems: ISO 9000; Quality Assurance; Total Quality Management; Service Quality; Continuous improvement (CI), CI Tools and techniques; Benchmarking; Statistical Quality Control; Improvement team leadership: motivation, change and culture.

SMKG 3301B: Marketing Research

Importance of marketing research and its role in successful marketing; Types of marketing research; Marketing research process; Formulating research problem and research objectives; Primary research and secondary research; Qualitative and quantitative research techniques; Sampling; Data processing: Data entry in SPSS, Descriptive Statistics; Report preparation and presentation; Ethical issues.

SSDV 3503B: Entrepreneurship

Role and nature of entrepreneurship; Stages of the entrepreneurial process; Growth and Development; Evaluating Opportunity; New Venture and Business Planning; Financing a New Venture; The Legal Framework; Designing a Business Plan; Innovation and Technology; Entrepreneurial Marketing; Risks and returns; Entrepreneurship, Enterprise Support and Government Policy; Ethical Issues; Contemporary issues in entrepreneurship.

OPS 3205B: Project Management

Introduction, Philosophy & Concepts; Project Lifecycle; Project Selection; Planning Fundamentals; Network Scheduling; PERT & CPM; Resource Planning & Allocation; Cost Estimating & budgeting; Scope Management; Managing Risks in Projects; Project Control, Evaluation, Reporting & Termination; Project Organisation structure & Integration; Project Quality Management; Project Communication; Teams & Leadership

YEAR 3 SEMESTER 2**OPS 3111B: Service Operations Management**

Services and the Economy; Services Strategy; Green Service Delivery System; Quality Management; Competing on Service Quality; Services Facility Location and Layout, Capacity Management; Delivering EService; Managing the Service Profit Chain; Measurement of Performance; Improving Performance; Green Service Operations Management.

SMKG 3408B: Customer Relationship Management

Introduction to customer relationship management; Customer expectations, experience, satisfaction and loyalty; Customer-focused strategies and creating value for customers; Developing Marketing Strategy for CRM; Managing customer feedback & handling complaints; Roles of employees in CRM; Managing customer lifecycle: customer acquisition and loyalty; Role of information technology in developing and managing customer relations; Ethical issues arising from the acquisition, use and sharing of customer data; CRM benchmarking, planning, implementation and measurement: Framework for CRM implementation; CRM implementation failure.

SMKG 3508B: Marketing Communication

Role of advertising and marketing communications in the marketing process and branding; The communications process - theories and models of how marketing communications works; The choice and role of celebrities in advertising and marketing communications; Advertising, Public Relations, Sales Promotion and Direct Marketing and their roles in the marketing communications mix; Campaign planning; The client brief; The problems and opportunities in global advertising and marketing communications; Advertising and marketing communications and electronic, interactive and digital media; Ethics and advertising and marketing communications.

DISS 3000B: 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. Topics studied by students should be relevant to the discipline and deal with contemporary issues in the field