



UNIVERSITY  
of  
TECHNOLOGY,  
MAURITIUS

**School of Sustainable Development And Tourism**

**BSc (Hons) Services Management and Marketing**

PROGRAMME DOCUMENT

VERSION 4.0  
*BSMM 4.0*  
August 2021

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**University of Technology, 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 of Key Performance Indicators that drives this dynamic sector. 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**

None

## **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 face-to-face, blended or online lectures, individual or group projects, presentations, workshops, case studies, field visits, talks by guest speakers, Lifelong 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. Working students will be required to submit a portfolio.

One Module will carry 150 hours of learning comprising of 45 contact hours of delivery which could be any combination of face to face, blended, and online. The remaining 105 hours will cover self-learning. 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 as and when required.

## **I. ATTENDANCE REQUIREMENTS**

As per UTM's Regulations and Policy.

## **J. CREDIT SYSTEM**

This programme is aligned with the European Credit and Transfer System (ECTS):

All the modules will carry 6 credits as per the programme structure.

Work placement/ Portfolio - 6 credits

Dissertation – 12 credits

For the award of a Certificate, 60 credits are required

For the award of a Diploma, 120 credits are required

For the award of a Degree, 180 credits are required

## **K. STUDENT PROGRESS AND ASSESSMENT**

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

The programme will be assessed as follows:

1. Unless otherwise specified, written examinations shall be of duration of 2 hours 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 document.
2. The module '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 modules listed below will be assessed based on 100% coursework and are 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
- Lifelong Skills and Good Practices will be assessed as per UTM *Lifelong Skills and Good Practices* Guidelines.
- Full-time students will be assessed for the Work Placement in Year 2 Semester 2 as per the Work Placement Guidelines and Policy. 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.
- Working 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. Ramseok-Munhurrin, Dr P. Naidoo, Ms N.V. Seebaluck, Mrs T. Makoondlall- Chadee, Assoc Prof (Dr) C. Bokhoree, Dr S.D. Lukea-Bhiwajee, and Dr V. Coolen

## Part II - PROGRAMME STRUCTURE

### O. BSc (Hons) Services Marketing and Management – Full Time (Version 4.0)

YEAR 1							
Code	Modules	Hrs/Wk L + SL	Credits	Code	Modules	Hrs/Wk L + SL	Credits
SMKG1101B	Marketing	3 + 7	6	HMG1201B	Hospitality Management	3 + 7	6
MBUS1102B	Principles and Practices of Management	3 + 7	6	SERV1101B	Services Marketing	3 + 7	6
COMM1101B	Business Communication	3 + 7	6	STAT1104B	Essentials of Statistics	3 + 7	6
SMKG1401B	Consumer Behaviour	3 + 7	6	COMM2411B	Public Relations	3 + 7	6
ACCF1101	Accounting for Decision Making	3 + 7	6	SSDV1102B	Principles of Sustainability	3 + 7	6
→ Start of Level 1				Finish of Level 1 →			
YEAR 2							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + SL	Credits	Code	Modules	Hrs/Wk L + SL	Credits
SMKG1507B	Graphic Design for Marketing	3 + 7	6	LWS2302B	Business Law	3 + 7	6
MGPL2103B	Management of Human Resources	3 + 7	6	SMKG2501B	Digital Marketing	3 + 7	6
SERV2202B	Retail Environment and Management	3 + 7	6	OPS2605B	Strategic Management Science	3 + 7	6
SERV2106B	Managing Innovation and Creativity	3 + 7	6	WPL2000B	Work Placement		6
SERV2203B	Service Supply Management	3 + 7	6				
LSGP2000B	Lifelong Skills and Good Practices		6				
→ Start of Level 2				Finish of Level 2 →			
YEAR 3							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + SL	Credits	Code	Modules	Hrs/Wk L + SL	Credits
SERV2105B	Service Development and Management	3 + 7	6	OPS3111B	Service Operations Management	3 + 7	6
OPS3308B	Quality Management	3 + 7	6	SMKG3408B	Customer Relationship Management	3 + 7	6
SMKG3301B	Marketing Research	3 + 7	6	SMKG3508B	Marketing Communication	3 + 7	6
SSDV3503B	Entrepreneurship	3 + 7	6				
OPS3205B	Project Management	3 + 7	6				
DISS3000B	Dissertation			DISS3000B	Dissertation		12
→ Start of Level 3				Finish of Level 3 →			

TOTAL NUMBER OF CREDITS: 180

**P. BSc (HONS) SERVICES MANAGEMENT AND MARKETING – PART-TIME (version 4.0)**

YEAR 1							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + SL	Credits	Code	Modules	Hrs/Wk L + SL	Credits
SMKG1101B	Marketing	3 + 7	6	ACCF 1101	Accounting for Decision Making	3 + 7	6
MBUS1102B	Principles and Practices of Management	3 + 7	6	HMGT 1201B	Hospitality Management	3 + 7	6
COMM1101B	Business Communication	3 + 7	6	SERV 1101B	Services Marketing	3 + 7	6
SMKG 1401B	Consumer Behaviour	3 + 7	6				
→ Start of Level 1							
YEAR 2							
Semester 3				Semester 1			
Code	Modules	Hrs/Wk L + SL	Credits	Code	Modules	Hrs/Wk L + SL	Credits
STAT 1104B	Essentials of Statistics	3 + 7	6	SMKG 1507B	Graphic Design for Marketing	3 + 7	6
COMM 2411B	Public Relations	3 + 7	6	MGPL 2103B	Management of Human Resources	3 + 7	6
SSDV 1102B	Principles of Sustainability	3 + 7	6	SERV 2202B	Retail Environment and Management	3 + 7	6
				SERV 2106B	Managing Innovation and Creativity	3 + 7	6
→ End of Level 1				→ Start of Level 2			
YEAR 3							
Semester 2				Semester 3			
Code	Modules	Hrs/Wk L + SL	Credits	Code	Modules	Hrs/Wk L + SL	Credits
SERV 2203B	Service Supply Management	3 + 7	6	SMKG 2501B	Digital Marketing	3 + 7	6
LSGP2000B	Lifelong Skills and Good Practices		6	OPS 2605B	Strategic Management Science	3 + 7	6
LWS 2302B	Business Law	3 + 7	6	PORT2000B	Portfolio		6
→ End of Level 2							
YEAR 4							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + SL	Credits	Code	Modules	Hrs/Wk L + SL	Credits
SERV 2105B	Service Development and Management	3 + 7	6	OPS 3111B	Service Operations Management	3 + 7	6
OPS 3308B	Quality Management	3 + 7	6	SMKG 3408B	Customer Relationship Management	3 + 7	6
SMKG 3301B	Marketing Research	3 + 7	6	SMKG 3508B	Marketing Communication	3 + 7	6
SSDV 3503B	Entrepreneurship	3 + 7	6				
OPS 3205B	Project Management	3 + 7	6				
DISS 3000B	Dissertation			DISS 3000B	Dissertation		12
→ Start of Level 3				→ End of Level 3			

TOTAL NUMBER OF CREDITS: 180