

BSc (Hons) International Business Management –LM307

1. Objectives

The integration of markets urges organisations to work beyond their traditional regional boundaries and compete in diverse global environments. As such these organisations need leaders and managers who can work across multicultural barriers and develop effective international strategies. The BSc (Hons) International Business Management is designed for local and international students seeking a career in the growing global economy. The aim of this programme in International Business Management is to equip graduates with the knowledge, inter cultural skills and understanding to succeed in the global work place. In addition, it will provide a stepping stone to students who want to pursue higher studies in the field of international business.

2. General Entry Requirements

In accordance with General Entry Requirements for admission to the University for Undergraduate Degrees.

3. Programme Requirements

Credit in five (5) subjects at ‘O’ Level including Mathematics.
2 GCE ‘A’ Level passes

4. Minimum Requirements for Awards

(i) Degree Award

Core & Elective Structure	Credits
<i>Core Modules</i>	
Management	63
Finance and Accounting	9
Computer Science & Engineering	3
Law	12
Statistics	3
Gem	3
Electives	12
Total	105

(ii) Diploma Award

The diploma is provided as a possible exit point in the programme at the end of Year 2. A student may opt for a **Diploma in International Business Management** provided s/he satisfies the minimum requirements, as specified below.

Core & Elective Structure	Credits
<i>Core Modules</i>	
Management	36
Finance and Accounting	6
Computer Science & Engineering	3
Law	12
Statistics	3
Total	60

5. Programme Duration

	Normal (Years)	Maximum (Years)
Diploma	2 Years	4 Years
Degree:	3 -Years (6 semesters)	5 Years (10 semesters)

6. **Credits per Year:** Maximum 48 credits, Minimum 18 credits subject to Regulation 5

7. **Minimum Credits Required for Degree Award:** 105

For the award of the **BSc (Hons) International Business Management Degree**, the student must obtain at least 105 credits (see 4 above).

8. Assessment

Each module will be assessed over 100 marks (i.e. expressed as %) and will be assessed as follows:

Assessment will be based on written examination (of 2 to 3-hour duration, as specified) and continuous assessment carrying a range of 20% to 30% of total marks except for Module Research Methodology in Management.

Module	Continuous Assessment	Written Examination
MGT (2117) - Research Methodology in Management	50 % (Based on writing literature review, developing research methodology and report writing).	50%

Continuous assessment will be based on two (2) assignments and should include at least one class test per module per year.

For a student to pass a module, an overall total of 40% for combined continuous assessment and written examination components would be required without minimum thresholds within the individual continuous assessment and written examination.

Most modules in the structure are **yearly modules** which are taught over a period of two semesters but examined at the end of the second semester only. There are continuous assessments over the period of two semesters and the written examination will be of a duration of 3 hours for a yearly module of 6 credits.

Some modules in the structure are run over 15 weeks and carry 3 credits. The assessment of such modules will consist of continuous assessment and an examination of a duration of 2 hrs at the end of the semester in which the module is run.

Students should complete at least 3 months' Practical Training over the whole duration of the programme to be eligible for award of their degree. Upon successful completion of the training, Grade S will be assigned for the award of the degree.

Submission Deadline for Dissertation

Final copy: Last working day of March in the final year of the programme

9. Termination of Registration

If the CPA of a student is < 40 for an academic year, s/he will have to repeat the entire academic year, and retake modules as and when offered. However, s/he will not be required, if s/he wishes, to retake module(s) for which Grade C or above has been obtained.

Students will be allowed to repeat only once over the entire duration of the Programme of Studies.

Registration of a student will be terminated if

- i. the CPA is < 40 at the end of an academic year and the student has already repeated one year of study; or
- ii. the maximum duration allowed for completion of the Programme of Studies has been exceeded.

10. List of Modules - BSc (Hons) International Business Management

Core Modules

Code	Module Name	Hrs/Wk	Credits
		L+P	
MGT 1235(1)	Managing People in Organisations	3+0	3
MGT 1214(1)	Marketing Essentials	3+0	3
LAWS 1007Y(1)	Foundations of Mauritian Law	3+0	6
CSE1010e(1)	Introduction to Information Technology	3+0	3
ACF 1000(1)	Accounting for financial decision making	3+0	3
STAT 1222(1)	Statistics for International Business	3+0	3
MGT 1067Y(1)	Principles and Practice of Management	3+0	6
MGT 1226 (1)	Economics for Managers	3+0	3
MGT 2254Y(3)	Introduction to International Business and Multinational Firms	3+0	6
MGT 2268(3)	Business Communication and Effective Negotiation	3+0	3
MGT 2117(3)	Regional Integration and International Institutions	3+0	3
MGT 2256(3)	Operation Management and Business Process Improvement	3+0	3
MGT 2152 (3)	International Marketing Management	3+0	3
MGT 2117(3)	Research Methodology in Management	3+0	3
LAWS 2000 (3)	Domestic and International Business Law	3+0	6
MGT 3134(5)	International Human Resource Management	3+0	3
MGT 3135(5)	International Business Strategy	3+0	3

MGT 2255Y(3)	Supply Chain and Logistics Management	3+0	6
MGT 3136 Y(5)	Corporate Entrepreneurship and MNEs	3+0	6
MGT 2087 (3)	Corporate Ethics and Governance	3+0	3
DFA 3051Y(5)	Accounting and Finance for International Business	3+0	6
MGT 3000Y(5)	Dissertation	-	6
MGT 3002(5)	Practical Training	-	-

ELECTIVE MODULES

DFA 3052Y(5)	International Trade Financing and International Banking	3+0	6
MGT 3074Y(5)	International Tourism & Cultural Dynamics	3+0	6
MGT 3066Y(5)	eHR and Knowledge Management	3+0	6
MGT 3061Y(5)	Managing Quality	3+0	6
MGT 2083Y(3)	Brand Management	3+0	6

11. Programme Plan - BSc (Hons) International Business Management

Modules carrying asterisk(s):

* These are 3-credit modules, which will be run and examined at the end of the first semester.

** These are 3-credit modules, which will be run and examined at the end of the second semester

- 1 Students will have to complete one (1) General Education Modules (GEM) of three (3) credits over the 3 years of Programme of Studies. List of GEMs will be posted on Faculty Notice Boards at the start of every semester.
- 2 Students should complete at least 3 months' Practical Training over the whole duration of the programme. Upon successful completion of the training, Grade S will be assigned for the award of the degree.

Code	Module Name	Hrs/Wk L+P	Credits
<u>Year 1</u>			
CSE1010e (1)	Introduction to Information Technology*	O.E	3
STAT 1222(1)	Statistics for International Business*	D.E	3
MGT 1226 (1)	Economics for Managers*	3+0	3
LAWS 1007Y(1)	Foundations of Mauritian Law	3+0	6
MGT 1067Y(1)	Principles and Practice of Management	3+0	6
ACF 1000(1)	Accounting for financial decision making	3+0	3
MGT 1214(1)	Marketing Essentials**	3+0	3
MGT 1235(1)	Managing People in Organisations**	3+0	3
<u>Year 2</u>			
MGT 2151(3)	Regional Integration and International Institutions*	3+0	3
MGT 2117(3)	Research Methodology in Management*	3+0	3
MGT 2152(3)	International Marketing Management*	3+0	3
MGT 2268(3)	Business Communication and Effective negotiation**	3+0	3
MGT 2254Y(3)	Introduction to International Business and Multinational Firms	3+0	6
MGT 2255Y(3)	Supply Chain and Logistics Management	3+0	6
MGT 2256(3)	Operations Management and Business Process	3+0	3

Improvement**

Year 3

MGT 3134(5)	International Human Resource Management*	3+0	3
LAWS 2000 (3)	Domestic and International Business Law	3+0	6
MGT 3135(5)	International Business Strategy*	3+0	3
MGT 2087(3)	Corporate Ethics and Governance*	3+0	3
MGT 3136Y(5)	Corporate Entrepreneurship and MNEs	3+0	6
DFA 3051Y(5)	Accounting and Finance for International Business	3+0	6
MGT 3000Y(5)	Dissertation	-	6
MGT 3002(5)	Practical training		

ELECTIVE MODULES (Choose any TWO)

DFA 3052Y(5)	International Trade Financing and International Banking	3+0	6
MGT 3074Y(5)	International Tourism & Cultural Dynamics	3+0	6
MGT 3066Y(5)	eHR and Knowledge Management	3+0	6
MGT 3061Y(5)	Managing Quality	3+0	6

	CORE		ELECTIVE		GEM
	Yearly	Semester	Yearly	Semester	
Year 1	2	6	-	-	
Year 2	2	5	-	-	
Year 3	4 ¹	3	-	-	
TOTAL	8	14	2	-	1

Note: Electives are subject to: (i) Availability of resources & (ii) minimum critical mass of students for the elective

12. Outline Syllabus

CSE1010e (1) - INTRODUCTION TO INFORMATION TECHNOLOGY

IT and Computers; Stepping in the Computer; Input and Output Devices; Secondary Storage; Programming; Systems Software; Applications Software; Systems Development; Computer Networks; The Internet; Computer Security; Software Utilities; Issues and Trends in IT.

STAT 1222(1) - STATISTICS FOR INTERNATIONAL BUSINESS

Main sources of business statistics including trade data: local and international, use and interpretation, problems of coverage and comparison. Data collection: Census and sample surveys. Census of Economic Activities. Custom Statistics. Balance of trade. Sampling methods. Questionnaire administration. Longitudinal and cross-sectional surveys. Problems of collection of business data. Non-sampling errors. Design of forms and questionnaires to collect business data. Tabulation and presentation. Summarizing data. Construction and use of index numbers: CPI, PPI. Import, Export and Terms of trade indices. Elementary time series analysis of business data. Probability as a measure of uncertainty. Equally likely, mutually exclusive and independent events. Simple applications of probabilistic ideas.

¹ Including Dissertation

MGT 1226 (1) - ECONOMICS FOR MANAGERS

Basic tools of Economics; Microeconomics: Scarcity and Allocation, Demand and Supply, Elasticity, Long and short run costs, Labour & Factor Markets, Market Mechanisms, Economic Systems; Macroeconomics: Introduction and Measurement of National Income, Long run macro, short run macro, Money and Monetary Policy, Fiscal policy. International Economics; Microeconomics of Trade, Macroeconomics of Trade.

LAWS 1007Y(1) - FOUNDATIONS OF MAURITIAN LAW

The Historical Background of Mauritian Law – Impact of English Law and French Law and other Legal Systems – Features of a mixed law system. Various branches of law – Public law and Private Law and sub division thereof; Civil Process and Criminal Process; Organisation of Courts; The legal profession and Judiciary; Meaning of Law; Nature of law; Law and Social Sciences; Law and Morality and other Normative System; Sources of Law; Constitution, Legislation, Subsidiary legislation, Customs, Books of Authority, Common Law and Equity; Case-law – Interpretation of cases; Statutory interpretation; Legal Thoughts and Legal Reasoning.

Les droits subjectifs – les droits patrimoniaux et les droits extrapatrimoniaux, les sources de droits; Les personnes physiques et les personnes morales; Introduction au droit des contrats et à la responsabilité délictuelle

MGT 1067Y(1) - PRINCIPLES AND PRACTICE OF MANAGEMENT

Part 1: The study of organisations; The Environment of Organisations; Evolution of Management theory; Management concepts; The Managerial functions of Planning, Leading, Organising, Controlling; Managerial Skills.

Part 2: Managing Individuals in organisations: Managing differences; Motivation.

Part 3: Managing Groups and Teams: Group behaviour; Conflict and co-operation; Power and Politics; Leadership; Ethics and Social Responsibility.

Part 4: Managing Structure and processes: Organisational structure; Job Design; Restructuring, re-engineering, downsizing; new structural forms of Communications, Careers, Change; Diversity; Knowledge Management.

ACF 1000(1) - ACCOUNTING FOR FINANCIAL DECISION MAKING

The Role of Accounting Information; Recording and Summarising Transactions; Accounting Concepts & Preparing Final Accounts; Adjustments to Final Accounts; Capital v/s Revenue Expenditure; Bank Reconciliation Statement; Accounting Ratios; Accounting for Internal Decision, Making Techniques; Elements of Cost; Costing Methods & Techniques; Decision Making Techniques; Accounting for Manufacturers; Budgets

MGT 1214(1) - MARKETING ESSENTIALS

Introduction and nature of Marketing; Environmental Opportunities and Constraints in Marketing; Marketing Research and Information Management; Understanding Consumer and Organisational Buying Behaviour; Target Marketing, Segmentation and Positioning; Introduction to the Marketing Mix for Goods & Services. Corporate Social Responsibility and Green marketing.

MGT 1235(1) - MANAGING PEOPLE IN ORGANISATIONS

Introduction to People Management, Historical Background and Evolution of People Management, Personnel Management v/s Human Resource Management, Motivation, Leadership Styles and Traits, Commitment of Employees, Human Resource Planning, Recruitment and Selection, Training and Development, Performance Management, Employee Relations, Teamwork and Empowerment

MGT 2151(3) - REGIONAL INTEGRATION AND INTERNATIONAL INSTITUTIONS

Establishment of RTAs under Article XXIV of the WTO, Protectionism vs. Free Trade, International Relations, Level of economic integration, Economic costs and benefits of RTAs, Social costs and benefits of RTAs, Gains from trade, Regional Policy in the African region, a review of the main RTB including SADC, COMESA, EU/EPA, IOC/ IOR, ASEAN and NAFTA, History and evolution of main international institutions including the IMF, WTO, World Bank, UNCTAD and SARPP.

MGT 2117(3) - RESEARCH METHODOLOGY IN MANAGEMENT

Introduction to Social Research-Perspectives and Varieties of Social Research-Defining the Research Problem-The Research Design and Process-The Literature Review-Sampling and Scaling Techniques-Data Collection-Processing and Analysis of Data-Analysis and Interpretation- Hypothesis Testing, Chi Square Tests-Analysis of Variances- Quantitative Analysis-Report Writing-SPSS

MGT 2152(3) - INTERNATIONAL MARKETING MANAGEMENT

The Scope and Challenge of International Marketing; International Marketing Environment; Identification of Potential International Markets; Market Entry Issues; International Marketing Planning; International Product Strategies; International Marketing Communication Strategies; International Marketing Pricing Strategies; International Marketing Distribution/Channel Strategies; Market Research for International Marketing; E-marketing in the International Business Environment; Managing an International Marketing Programme.

MGT 2268(3) - BUSINESS COMMUNICATION AND EFFECTIVE NEGOTIATION

Overview of communication in business, Communication and organizational effectiveness, Formal and informal communication systems, intercultural communications, Profiles of diverse cultures, effective of business writing, Employment-Process Communication -Cover letter, resumé, follow-up, interviewing and listening skills, Art of negotiating, Preparing for a negotiation, Managing conflicts, Telephoning and Secretarial barrier, Presentation techniques, culture and negotiating skills. Using visual aids, Cross-Cultural understanding, culture and negotiation. Making meetings effective

MGT 2254Y(3) - INTRODUCTION TO INTERNATIONAL BUSINESS AND MULTINATIONAL FIRM

The historical development and the current pattern of international business, International Business environment including social, financial, economic and political systems, Importance and nature of International Business, Globalisation; International Trade Theory; International Production Theories, Portfolio Investment and Foreign Direct Investment; Modes of Entry in International Business, Strategy of International Business, trade financing, Tariff and Non Tariff barriers, New dynamics of international business, significance and impact of multinational firms (MNEs) in the world economy, Headquarters and subsidiary relations in multinationals, organizational structures of multinationals, multinationals as a source of technology spillovers and efficiency, Multinational and competition policy.

MGT 2255Y(3) - SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Introduction into supply chain management, planning, co-ordination and control of the supply chain, models of the supply chains, supply chain function, Purchasing practice in the supply chain, supply chain dynamics, managing relationship with suppliers and other partners, logistics, logistics performance measurement and benchmarking, transportation, location, materials management: inventory handling, storage and tracking, global and international dimensions, just-in-time philosophy, lean and agile management, technology and e-business in the supply chain, reverse logistics, green supply chain, International Commercial terms, International documentation, Trade facilitation.

MGT 2256(3) - OPERATIONS MANAGEMENT AND BUSINESS PROCESS IMPROVEMENT

Operations Management concepts; OM model; Productivity improvement; Planning for operations – Forecasting, Capacity Planning, Scheduling; Project management; Process charting; Business improvement tools and techniques; Statistical Process Control (SPC); Process improvement frameworks

MGT 3134(5) - INTERNATIONAL HUMAN RESOURCE MANAGEMENT

HR implications of International Management, Cross-Cultural Management- National culture v/s Corporate culture, Culture and strategy, Building a Global Workforce- International HR practices, Employee Resourcing, Recruitment & Selection, International performance management, developing the global workforce, International compensation management, Cross-Cultural Communication and Teamwork; Managing Cultural Diversity.

LAWS 2000 (3) - DOMESTIC AND INTERNATIONAL BUSINESS LAW

Company law: Incorporate procedure, Shares and Debenture, Duties of Directors, Insolvency procedure; Le droit des sociétés à Maurice: la constitution d'une société, les critères de la société, types de société; Régime général des contrats: Contrat de vente: Formation, Obligations des parties ; Contrat de bail: Formation, Obligations des parties; Legal aspects of taxation: International Tax law, Double Taxation agreements; Insurance law: Formation of international insurance contracts, Marine insurance; Intellectual property law: Trademarks, Copyrights, Patents, International protection of intellectual property rights; UN Convention on contracts for international sales of goods; International dispute resolution: The United Nations, The International Court of Justice, Arbitration, Negotiation, Mediation

MGT 3135(5) - INTERNATIONAL BUSINESS STRATEGY

Formulating and Implementing Strategy in an International Dimension. Environmental Analysis: International Industry and Market Analysis; Resource and Competence based Analysis; Critical Success Factors; Competitive Analysis: Porter's Five Forces Model, Porter's Diamond; International Strategies, Foreign Direct Investment; Implementing International Strategies: International Organisational and Cultural issues; Strategy Evaluation and Control; Introduction to tools and techniques used, Case Study.

MGT 2087(3) - CORPORATE ETHICS AND GOVERNANCE

Brief overview of ethics philosophies (teleology, deontology, justice theories, ethical relativism – what constitutes good governance in the corporate world – stakeholder and stockholder theory – the social duty versus the economic duty of business – implications of Friedman's theory – individual ethics versus corporate ethics – difference between codes of ethics and the legislation – how to distinguish between right and wrong behaviour – why moral questions arise in the business corporation – bribery in the context of business – gifts versus bribes – implications of gifts in the corporate world – why there is an ongoing debate on whether ethics can or should be taught - profit maximisation v/s other corporate objectives - personal v/s corporate ethics – whistle blowing – impact of poor governance on business.

MGT 3136Y(5) - CORPORATE ENTREPRENEURSHIP AND MNES

Concept of corporate entrepreneurship; intrapreneurship; entrepreneurship and corporate success; strategic positioning and management; internal corporate venturing; corporate entrepreneurship and organisation types; managing innovation of products, services and processes and the formation of new ventures within existing companies case studies in corporate entrepreneurship and Multinational Firms

DFA 3051Y(5) - ACCOUNTING AND FINANCE FOR INTERNATIONAL BUSINESS

The Context of International Accounting. International Accounting Harmonisation. Multinational Corporations: External Reporting and Disclosure. Setting Accounting Standards, Diversity in accounting practices; the IASB framework, Understanding financial statements prepared under IAS/IFRS: Revenue Recognition; Reporting Financial Performance; Presentation of Financial Statements: Property, plant and equipment, Investments, Inventories; Operating and Finance Leases; intangible assets; Earnings per Share.

Rationale for Group Financial Statements; Fair Values and Goodwill; Accounting for Subsidiary Undertakings; Foreign Currency Translation and Transactions; operating segments; Interpretation of financial statements of individual companies and groups.

Domestic and international financial markets; The International Monetary System; Using Balance of Payments Data; The Foreign Exchange Market; International Parity Conditions; Measuring and managing foreign exchange exposure; Internal and external techniques of exposure management; Interest rate exposure; Capital and Ownership structure; cost of capital; time value of money, risk and return; objective of the firm and agency conflicts; investment appraisal techniques and evaluating overseas investment decisions; Capital markets and other sources of funding for the global firm; Import and export Financing; contemporary issues in international finance.

MGT 3000Y(5) - DISSERTATION

The assessment of final year project will be based on the implementation of a computerised solution to a real-life or research-oriented problem and the submission of a report. The length of the report should be in the range of 10,000–12,000 words.

DFA 3052Y(5) - INTERNATIONAL TRADE FINANCING AND INTERNATIONAL BANKING

Concepts of Banking, Intermediation, Money Markets, Domestic banking v/s International Banking, History of international banking; Banking systems around the world; International Commercial Banking; International Investment banking; International Retail and Private banking; Emerging trends in global banking.

Trade financing instruments: Documentary credit, courier trade, factoring, pre-shipment financing, post-shipment financing, buyers credit, suppliers credit; Export credit insurance; export credit guarantees; the role of government in trade financing: Central Bank refinancing schemes, EXIM Bank, Export credit insurance agencies, support from trade promotion organizations, export development corporations and state owned enterprise.

MGT 3074Y(5) - INTERNATIONAL TOURISM & CULTURAL DYNAMICS

Introductory Framework for International Tourism: A Statistical Review, International/Regional Tourism Organizations (WTO, WTTC, IOR/ARC, IOC), The Host Region from an International Perspective (Attributes, Image), International Travel: Linking the Host Region to the Market, Understanding the International Tourist (Characteristics, Motivation), Cross Cultural Studies and Tourism, Host-Tourist Contact, Cross-Cultural Values in Tourism, Cross-Cultural Perceptions & Stereotyping, Modern Tourist Experiences, Commodification, Management Implications of Cultural Dynamics, Economic/Physical Impacts of International Tourism, International & Regional Tourism Policy, Future Forces and Issues in International Tourism

MGT 3066Y(5) - EHR AND KNOWLEDGE MANAGEMENT

e-HR and the eWorkplace, HRM policy goals, Evolution of HRM and IT, IT enabled HR, New HR paradigm - IT effects on HR, Virtual Organisation and remote management, HR shared services, HR Call Centre Management, Web-based HR (Recruitment and Selection, HRD, Employee Relations, etc), Criticisms of Computer mediated workplace and HR outsourcing, Case study and Seminars. Knowledge management and intellectual capital, Business strategy and KM strategy, KM infrastructure, People – HRM and KM link, Processes - GODD and knowledge transfer, Enabling technology, Sharing culture, implementing KM, Case study and seminars.

MGT 3061Y(5) - MANAGING QUALITY

Introduction to Quality. Total Quality Management concept and philosophies. Kaizen. Total Quality Culture. Leadership for Quality. Planning for Quality. Organising for Quality. Business Excellence Model – MBNQA, EFQM, Deming Prize. Quality Management Systems: ISO 9000. Quality System Audit. Quality tools and techniques for process improvement. Quality of Services. Teamwork for Quality. Communications and training for Quality. Benchmarking. Cost of Quality. Statistical Process Control. Implementing TQM.

MGT 2083Y(3) - BRAND MANAGEMENT

Introduction to branding, brand equity, customer based brand equity, identifying and establishing brand values, designing and managing brand elements, building brand image and customer loyalty, planning and implementing brand marketing programs, managing brand knowledge, measuring brand equity – qualitative and quantitative methods, brand management and new product development, the brand report card, brand architecture and extensions, branding and distribution and pricing policies, branding IMC and brand equity, measuring brand performance, brand differentiation and positioning, growing and sustaining brand equity, service branding, internet branding, global brands, managing brands overtime, brand rejuvenation – rebranding and repositioning.

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