

# **BSc (Hons) Management - LM320**

## **1. Objectives**

The programme is intended for persons interested to pursue a managerial career. The main objective is to equip participants with the necessary concepts, tools and techniques of management. Participants will be educated to a level that will enable them to perform adequately in any single functional area of management or one specialized area. It is also expected that participants will be able to apply in practical contexts the principles covered in the programme and to demonstrate the awareness of how organizations' overall resources are directed to meet these goals.

## **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. Programme Duration**

	<b>Normal (Years)</b>	<b>Maximum (Years)</b>
Degree:	3	5

## **5. Credits per Year**

Minimum 18 credits, Maximum 48 credits subject to Regulation 4.

## **6. Minimum Credits Required for Award of Degree: 102**

<b>Degree</b>	<b>Minimum Credits for Core Modules</b>	<b>Minimum Credits for Electives/ GEMs</b>	<b>Dissertation</b>	<b>Total</b>
3-5 Years	75	21	6	102

## **7. Assessment**

Each module will carry 100 marks and will be assessed as follows:

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

Written Examination and Continuous Assessment would each carry a weighting of 50% each for the **Module Research Methodology in Management (MGT 2117)**. Continuous Assessment would be based on writing literature review, developing research methodology and report writing.

## 8. List of Modules

### CORE MODULES

Code	Module Name	Hrs/Wk	Credits
		L+P	
MGT 1111(1)	Organisation and Management	D.E.	3
MGT 1201(1)	Organisational Behaviour	D.E.	3
DFA 1020Y(1)	Accounting and Financial Analysis	3+0	6
MGT 1226(1)	Economics for Managers	3+0	3
LAWS 1007Y(1)	Foundations of Mauritian Law	3+0	6
MGT 1203(1)	Marketing Fundamentals	3+0	3
MGT 1066(1)	Managerial Communications	D.E.	3
STAT 1010(1)	Statistics I	D.E.	3
CSE 1010e(1)	Introduction to Information Technology	O.E.	3
CSE 1021(1)	Basic Computer Applications	3+0	3
MGT 2060Y(3)	Marketing Management	3+0	6
MGT 2061Y(3)	Human Resource Management	3+0	6
MGT 2062Y(3)	Operations Management	3+0	6
MGT 2117Y(3)	Research Methodology in Management	3+0	3
MGT 3058Y(5)	Strategic Management	3+0	6
MGT 3059Y(5)	International Business and Management	3+0	6
MGT 3061Y(5)	Managing Quality	3+0	6
MGT 3002(5)	Practical Training	-	-
MGT 3000Y(5)	Dissertation	-	6

### ELECTIVE MODULES

MGT 3063Y(5)	Organisation Development and HRD	3+0	6
MGT 2067Y(3)	Business Ethics and Good Governance	3+0	6
MGT 3064Y(5)	Managing the Employment Relationship	3+0	6
MGT 2064Y(5)	Marketing Communications	3+0	6
MGT 2065Y(3)	Buyer Behaviour	3+0	6
MGT 3075Y(5)	Destination Management	3+0	6
MGT 2069Y(5)	Sustainable Tourism	3+0	6
MGT 2066Y(3)	Operations Research	3+0	6
MGT 2070Y(3)	Service Quality Management in Tourism and Leisure	3+0	6
MGT 3065Y(5)	Strategic Marketing Management	3+0	6
MGT 3066Y(5)	e-HR and Knowledge Management	3+0	6
ECON 2012Y(3)	Managerial Economics	3+0	6

### NOTES:

**Submission Deadline** for dissertation:

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

## 9. Programme Plan - BSc (Hons) 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.

All 3-credit modules are run over 15 weeks and exams are scheduled at the end of the semester in which the module is run.

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.

**D.E. modules, tutoring and exams will be on a semester basis as follows:**

### Semester 1

Organisation and Management (MGT 1111(1))

Introduction to Information Technology (CSE 1010e(1))

Statistics I (STAT 1010(1))

## 10. Programme Plan

### YEAR 1

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
MGT 1111(1)	Organisation and Management*	D.E.	3
MGT 1201(1)	Organisational Behaviour**	D.E.	3
DFA 1020Y(1)	Accounting and Financial Analysis	3+0	6
MGT 1226(1)	Economics for Managers*	3+0	3
LAWS 1007Y(1)	Foundations of Mauritian Law	3+0	6
MGT 1203(1)	Marketing Fundamentals**	3+0	3
MGT 1066 (1)	Managerial Communications*	D.E.	3
CSE 1010e(1)	Introduction to Information Technology*	O.E.	3
CSE 1021(1)	Basic Computer Applications**	3+0	3

### YEAR 2

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
MGT 2060Y(3)	Marketing Management	3+0	6
MGT 2061Y(3)	Human Resource Management	3+0	6
MGT 2062Y(3)	Operations Management	3+0	6
STAT 1010(1)	Statistics I*	D.E.	3
MGT 2117(3)	Research Methodology in Management*	3+0	3
<b>ELECTIVES</b>			
<b>CHOOSE TWO FROM</b>			
MGT 2067Y(3)	Business Ethics and Good Governance	3+0	6
MGT 3063Y(5)	Organisation Development and Human Resource Development	3+0	6
MGT 3064Y(5)	Managing the Employment Relationship	3+0	6
MGT 2064Y(3)	Marketing Communications	3+0	6
MGT 2065Y(3)	Buyer Behaviour	3+0	6

MGT 3073Y(5)	Destination Management	3+0	6
MGT 2069Y(3)	Sustainable Tourism	3+0	6
MGT 2066Y(3)	Operations Research	3+0	6
ECON 2012Y(3)	Managerial Economics	3+0	6

### YEAR 3

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
MGT 3058Y(5)	Strategic Management	3+0	6
MGT 3059Y(5)	International Business and Management	3+0	6
MGT 3061Y(5)	Managing Quality	3+0	6
MGT 3002(5)	Practical training**	-	-
MGT 3000Y(5)	Dissertation	-	6
<b>CHOOSE ONE FROM</b>			
<b>ELECTIVES</b>			
MGT 2070Y(3)	Service Quality Management in Tourism and Leisure	3+0	6
MGT 3065Y(5)	Strategic Marketing Management	3+0	6
MGT 3066Y(5)	e-HR and Knowledge Management	3+0	6

**Note : \*\* -Should earn Grade S for award of degree**

## **11. Outline Syllabus**

### **MGT 1066(1) – MANAGERIAL COMMUNICATIONS**

Thinking strategically about communication; developing writing skills; developing presentation skills within a managerial setting; giving and receiving feedback; listening skills; working effectively in teams; managing meetings; persuasion and negotiation skills; interviewing skills; cross-cultural communication; Public Relations and the media; Electronic communications.

### **CSE 1010e(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.

### **CSE 1021(1) - BASIC COMPUTER APPLICATIONS**

Introduction to Database Management Systems and User Interfaces. Electronic Mail. Practical uses of Local and Wide Area Networks. Software packages.

### **DFA 1020Y(1) - ACCOUNTING AND FINANCIAL ANALYSIS**

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 & Interpretation Techniques; Introduction to Group Accounting & related issues; Accounting for Internal Decision Making Techniques; Elements of Cost; Costing Methods & Techniques; Decision Making Techniques; Accounting for Manufacturers; Budgets. Regulatory Framework for Company Financial Reporting; Understanding Published Annual Reports; Corporate Failures Prediction; Forecasting & Valuing Businesses; Earnings Management.

### **ECON 2012Y(3) - MANAGERIAL ECONOMICS**

Objectives of the Firm. Theories of Profits. Constrained optimization for Management Decision Problems. Demand, Elasticity Concepts and practical applications. Demand Forecasting; Qualitative and Quantitative Forecasts: Survey Techniques, Trend Projection, Moving Average and Exponential Smoothing, Barometric Forecasting. Production theory, and Cost Analysis in Short Run and Long Run, Accounting v/s Economics Concept of Cost and Empirical Estimation of Cost Functions. Market Structures: Perfect Competition, Monopoly, and Imperfect Competition, and Game theory. Pricing Practices: Price discrimination, joint

products pricing, transfer pricing, cartel arrangements, and other pricing methods. Decision Making under Uncertainty and Government Regulation of business.

#### **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 1111(1) - ORGANISATION & MANAGEMENT**

Management Concepts and Functions. Development of Management Theories. The Internal and External Environments of the Organisation. Social Responsibility and Ethics in Management. Managerial Decision Making. The planning process. The nature of Organisation Structure. Organisational Control. Contemporary issues in Management. Management in Future.

#### **MGT 1201(1) - ORGANISATION BEHAVIOUR**

Introduction to Organisational Behaviour. Foundations of Individual Behaviour. Designing Motivating Jobs. Job Satisfaction. Power and Politics. Foundations of Group Behaviour. Communication and Decision Making. Conflict Management. Organisational Culture. Organisational Change and Development.

#### **MGT 1203(1) - MARKETING FUNDAMENTALS**

Origins and development of the concept of marketing. Customer satisfaction at a profit. Market structures. Marketing activities and function in industry. The bridge between production and consumption. Social, cultural, economic and political factors and their impact on marketing operations. The marketing mix. Ethics.

#### **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.

#### **MGT 2060Y(3) - MARKETING MANAGEMENT**

Nature and Scope of Marketing; The Marketing Environment; Marketing Research and Marketing Information Systems; Buyer Behaviour Segmentation, Targeting and Positioning Framework; Marketing Mix: Product and Services, Place (channel decisions and channel intermediaries), Price (pricing considerations and pricing methods), Promotion (Advertising, Personal Selling, Public Relations, Sales Promotion, Direct Marketing & Sponsorship); The extended marketing mix; Services Marketing; Broadening the Scope of marketing: Social responsibility; Ethics; Green Marketing; Customer Relationship Management; Marketing Plan; Marketing Audit, (Analysing Industry Attractiveness, BCG Model, Strategic Planning & Control, Review of Marketing Mix Strategies).

#### **MGT 2061Y(3) - HUMAN RESOURCE MANAGEMENT**

Evolution of HRM, HRM policy goals, SHRM - HRM and organisational performance, Individual performance - attitudes and behaviour, Organisational citizenship behaviour and organisational culture, Psychological contracts, Organisational justice, Job redesign and team working, Human resource planning, Recruitment and selection, Performance appraisal and management, Reward management, Training and development, Employee relations. International human resource management - management of expatriates, cross cultural management, Comparative human resource management (US, EU, Japan, Asia-Pacific, etc), Public sector HR (New public management), Criticisms of HRM, Case Study and seminars.

#### **MGT 2062Y(3) - OPERATIONS MANAGEMENT**

Introduction to Operations Management. Types and characteristics of manufacturing and service systems. Production planning and control – Forecasting, Capacity planning and operations scheduling, Inventory Management, MRP I and MRP II. Project scheduling – Network Analysis. Quality Control. Layout designs. Location selection. Work study. Just-In-Time. Supply Chain Management. People and work systems. Types of Maintenance.

#### **MGT 2064Y(3) - MARKETING COMMUNICATIONS**

Marketing Communications - an overview, Relationship Marketing and integration of Marketing Communications, Choosing Marketing Communication agencies, Creativity and creative strategies and tactics, Media and media planning, Sales promotion, Direct marketing, Public relations, Sponsorship, merchandising and the role of packaging and branding, Support media, Internet and interactive media, Regulation of Advertising and Promotion, Evaluating the social, ethical and economic aspects of Advertising and Promotion, Measuring the effectiveness of Marketing Communications program.

#### **MGT 2065Y(3) - BUYER BEHAVIOUR**

The importance of understanding customer needs, Determinants of buyer behaviour, Insights from economics, psychology and sociology and anthropology, The diffusion process, Needs satisfaction and buyer's behaviour, How buyers perceive themselves and the product, Meaning of motivation research, Stages of the buying process, Participants in the buying process, Techniques and limitations of motivation research, Market segmentation and product positioning. Introduction to business marketing. The importance of purchasing. Basic policies and procedures of purchasing. The changing role of the buyer. Business buying situations. The business buying process. Supplier evaluation. Trends in purchasing. Purchasing in government. Ethics in purchasing. The buying centre – roles, dimensions, marketing. Behaviour choice theory. Buying determinants theory. Model for determining the composition of the buying center. Environmental forces in buying decisions.

#### **MGT 2066Y(3) - OPERATIONS RESEARCH**

Problem formulation and modelling, Linear programming, Simplex methods, Sensitivity analysis, Dynamic programming, Transportation and Assignment problems, Sequencing models, Queuing Theory, Decision Theory, Game Theory, Markov analysis, Simulation, Computer Packages.

#### **MGT 2067Y(3) - BUSINESS ETHICS AND GOOD GOVERNANCE**

Compatibility between business and ethics – why moral questions arise (communitarians versus individualists) – morality and human nature – the moral law of duty – philosophies of ethics (teleology, deontology, justice theories) – Socratic ethics – Aristotle and commonsense ethics – the social contract – Marx and economic determinism – notions of absolutism versus relativism – moral relativism – cultural relativism – individual ethics versus corporate ethics – dimensions to social responsibility (economic, legal, ethical, philanthropic) – codes of ethics – ethical decision-making – stakeholder and stockholder theory – the social duty of business – profit maximisation v/s other corporate objectives – implications of Friedman's theory – personal v/s corporate ethics – whistle blowing – impact of poor governance on business – bribery in the context of business.

#### **MGT 2069Y(3) - SUSTAINABLE TOURISM**

Impacts of Tourism: Introduction to the Impacts of Tourism; Socio-Cultural Impacts of Tourism; Managing Socio-Cultural Impacts; Economic Impacts of Tourism; Managing Economic Impacts; Physical Impacts of Tourism; Managing Physical Impacts; Principles and Philosophy of Sustainable Tourism; Stakeholder Management and Sustainability; 'Types' of Sustainable Tourism (Ecotourism, Cultural Tourism, etc.).

Ecotourism: Introduction to Ecotourism; Ecology and Ecotourism; Ecotourism Design; Ecotourism Planning; Characteristics of Ecotourists; Ecotourism Marketing; Managing the Impacts of Ecotourism; National Parks and the Role of the Public Sector; Ecotourism as a Private Enterprise; Future Issues of Sustainable Tourism.

#### **MGT 2070Y(3) - SERVICE QUALITY MANAGEMENT IN TOURISM AND LEISURE**

Introduction to Quality Management in the service industries; Nature and definition of services – characteristics of services; Definition and dimensions of Service Quality; Models and measurement of Service Quality in the context of tourism and leisure organisations; Internal and External Management relationships; Role of the service encounter and service guarantee and service recovery processes; role of

empowerment in Service Quality; competitive advantage and Service Quality; Impact of Technology on Service Quality.

### **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 3000Y(5) - DISSERTATION**

### **MGT 3058Y(5) - STRATEGIC MANAGEMENT**

The international environment from 1890 to now: a critical analysis; An assessment of the evolution of the mauritian economy since 1968; History of strategy since the 19<sup>th</sup> century: from industrial capitalism to financial capitalism; Strategic segmentation: The different levels of decision making in the Strategy Management Process, SWOT analysis: The Resourced Based Theory of the Firm and the definition of competitive advantage; Clusters and the new economics of competition; Decision tools; Growth strategies, competitive strategies & functional strategies; Strategy implementation and the organisational structure; Conflict management; The benchmarking process: Implementing change & gaining commitment; Identity of the firm, The Agency Theory, Corporate Governance, Social Responsibility & Ethics, Leadership, Crisis management; Evaluation & control, Case study techniques.

### **MGT 3059Y(5) - INTERNATIONAL BUSINESS AND MANAGEMENT**

The International Business Environment - Introduction to International Business, The Emerging Global Economy, The Role of Technological Forces in the Globalisation Process, Differences in Political Economies The Concept of National Competitiveness, Emerging Markets in the Global Economy.

Cross-Border Management - The International Marketing environment as influenced by Political, Legal and Cultural dimensions. Foreign Market Analysis, Selecting and Managing Entry Modes to Foreign Markets, Assessing the Impact of Exporting, Importing and Counter-Trade. International Market Research and Multinational Marketing Information Systems. International Marketing Mix decisions Managing Diversity and Cross Cultural Differences. Current Issues in International Business and Management.

### **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 3063Y(5) - ORGANISATION DEVELOPMENT AND HRD**

Part I: Human Resource Development (HRD), HRM/HRD nexus, HRD model and HRD lattice; SHRD; Learning Organisation; Learning to learn; Managing Training and Development; Workplace learning; Performance Management; Managing Careers; Management Development; Actors in HRD; Mauritian HRD framework and Comparative National HRD frameworks. Case study and seminars.

Part II: Organisation Development (OD) Introduction to OD, History and Values of OD, Organisational Change, Models of OD; Diagnosis; Data Collection and Analysis; Individual, Team and Organisational Interventions; Power, Politics and Ethics in OD; Evaluating OD effectiveness; Trends and future directions.

### **MGT 3064Y(5) - MANAGING THE EMPLOYMENT RELATIONSHIP**

Introduction to Work Relations, Evolution and Historical Background, Environmental Factors, Unions, Role of Employers Federations, Role of State, Collective Bargaining, Arbitration, Mediation, Legal Framework, Conflicts and Strikes, Patterns of employment, Participation and Involvement of Employees, Discipline, Grievances, Health and Safety.

### **MGT 3065Y(5) - STRATEGIC MARKETING MANAGEMENT**

Unit 1: Concepts and elements of strategic marketing; Market oriented organisations; Situation analysis, understanding the marketing environment, customers and competitors; Financial analysis and forecasting

techniques; Strategic tools (BCG, Ansoff Matrix, etc.); Segmentation, targeting and positioning strategies; Portfolio analysis; Brand Management strategies (global marketing management concepts); Supply chain management; Pricing strategies; Integrated Marketing Communications; Strategy implementation and control.

Unit 2: Note: This unit of the course will focus on marketing innovations and will be conducted in a seminar format with discussions from materials compiled from various sources.

E-business information including Internet marketing; e-business strategy, web project management, content management systems; usability, eCRM and interactive TV advertising; Best practices from online marketing and e-commerce; The use of social mechanism to diffuse innovations; Customer lifetime value – its measurement and applications; Pharmaceutical promotion and marketing; Integration and use of Geographical Information Systems (GIS), Global Positioning Systems (GPS) in marketing; Professionalism and accountability in Marketing.

#### **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 3075Y(5) - DESTINATION MANAGEMENT**

Destination: a conceptual framework, Service Infrastructures, Destination, mix elements, Strategic destination development and management, The destination product, Managing destination life cycles, Destination marketing (the role of destination marketing organizations), Destination branding (the importance of destination image management), Analysing destination competitiveness (e-marketing and its relevance to destination marketing), Destination positioning, Tourism as a development tool, The role of Government in promoting and managing tourism, International and local tourism policies (WTO, SADC, MTPA, etc), Influence of political instability and terrorism on tourism (the impact of local crime level on tourism policy).

#### **STAT 1010(1) - STATISTICS 1**

Introduction to problems involved in the handling of data; Collection of data including Sample Design; Organisation and Presentation of Data; Measures of Central Tendency; Measures of Dispersion; Measures of Skewness; Introduction to Probability Theory.

*June 2012*