

BSc (Hons) Management (Minor: Entrepreneurship) – LM323

1. Objectives

The aim of the programme is to offer comprehensive knowledge and skills in Management Theory and Practice in addition to expertise in the area of ‘entrepreneurship’. Students will be equipped to take on management roles in a range of organisations. The course also aims at developing the wider enterprising proficiency of learners and they will understand the dynamics of the ‘entrepreneurial process’. They will gain competency to assess appropriately the risk inherent in new ventures (start up, family businesses) and gain pre start-up knowledge of the small and micro business environments.

2. General Entry Requirements

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

3. Programme Requirement

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

4. Programme Duration

	Normal (Years)	Maximum (Years)
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: 105 credits.

Breakdown as follows:

Degree	Core taught modules	Business Plan	Elective modules	General Education Module	Practicums	Total
Credits	90	6	6	3	n/a	105

Core and Elective Structure	Credits
Management	45
Entrepreneurship	30
Finance and Accounting	12
Computer Science and Engineering	3
Law	6
GEM	3
Electives	6
Total	105

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 Examinations and Continuous Assessment would each carry a weighting of 50% each for the Module Research Methodology in Management (MGT 2117).

Students of the BSc (Hons) Management (minor Entrepreneurship) are not allowed to choose GEM Entrepreneurship/Innovation/Leadership MGT 2251Y as elective.

Submission Deadline Business Plan:

Final copy: End March in the final year of the programme.

Assessment: The word limit for the Business Plan is 12 000 words.

The University reserves the right not to offer a given elective module if the critical number of students is not attained and/or for reasons of resource constraints.

8. **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.

8. **List of Modules**

CORE MODULES

Code	Module Name	Hrs/Wk L+P	Credits
DFA 1020Y(1)	Accounting and Financial Analysis	3+0	6
MGT 1067Y(1)	Principles and Practice of Management	3+0	6
MGT 1226(1)	Economics for Managers	3+0	3
MGT 2086(3)	Marketing in Practice	3+0	3
CSE 1010e(1)	Introduction to Information Technology	O.E.	3
STAT 1223(1)	Statistics I for Entrepreneurs	3+0	3
MGT 1235 (1)	Managing People in Organisations	3+0	3
MGT 3111(3)	Operations Management	3+0	3
MGT 2123	Health, Safety and Welfare Management	3+0	3
MGT 2117(3)	Research Methodology in Management	3+0	3
MGT 3087Y(5)	Strategic Management and Entrepreneurial Strategies	3+0	6
LAWS 1100Y(1)	Business Law for Entrepreneurs	3+0	6
MGT 2059Y(3)	Entrepreneurial Marketing	3+0	6
MGT 3059Y(5)	International Business Management	3+0	6
MGT 1102(1)	Fundamentals of Entrepreneurship	3+0	3
MGT 2088(3)	Business Planning and Development	3+0	3
DFA 2135 (3)	Business Finance	3+0	3
DFA 3105(5)	Performance Measurement and Control	3+0	3
MGT 3089(5)	Entrepreneurial Leadership	3+0	3
MGT 2251(3)	Introduction to Small and Medium Enterprise Management	3+0	3
MGT 2254Y(3)	Creativity and Innovation in Business	2+1	3
MGT 2253Y(3)	Business Communication and Effective Negotiation	3+0	3
MGT 2087(3)	Corporate Ethics and Good Governance	3+0	3
MGT 2252(3)	Culture Entrepreneuriale	3+0	3
MGT 3500Y(5)	Business Plan	-	6
<u>ELECTIVE MODULES</u>			
MGT 3061Y(5)	Managing Quality	3+0	6
MGT 3129Y(5)	Corporate Social Responsibility	3+0	6
MGT 3091Y(5)	Technological Innovation and Entrepreneurship	3+0	6
MGT 3090Y(5)	Family Business Management	3+0	6
MGT 3092Y(5)	Corporate Entrepreneurship	3+0	6

9. Programme Plan – BSc (Hons) Management (Minor: Entrepreneurship)

Modules with * will be run in Semester 1 and with ** will be run in Semester 2.

<u>YEAR 1</u>			
Code	Module Name	Hrs/Wk L+P	Credits
CORE			
DFA 1020Y(1)	Accounting and Financial Analysis	3+0	6
LAWS 1100Y(1)	Business Law for Entrepreneurs	3+0	6
MGT 1067Y(1)	Principles and Practice of Management	3+0	6
MGT 1226(1)	Economics for Managers**	3+0	3
MGT 2086 (3)	Marketing in Practice*	3+0	3
CSE 1010e(1)	Introduction to Information Technology*	O.E.	3
MGT 1102 (1)	Fundamentals of Entrepreneurship*	3+0	3
STAT 1223(1)	Statistics for Entrepreneurs**	3+0	3
<u>YEAR 2</u>			
Code	Module Name	Hrs/Wk L+P	Credits
CORE			
MGT 2088(3)	Business Planning and Development**	3+0	3
MGT 2059Y(3)	Entrepreneurial Marketing	3+0	6
MGT 1235 (1)	Managing People in Organisations *	3+0	3
MGT 3111(3)	Operations Management *	3+0	3
MGT 2123	Health, Safety and Welfare Management*	3+0	3
MGT 2117(3)	Research Methodology in Management**	3+0	3
DFA 2135 (3)	Business Finance **	3+0	3
MGT 2251(3)	Introduction to Small and Medium Enterprise Management*	3+0	3
MGT 2253Y(3)	Business Communication and Effective Negotiation*	3+0	3
MGT 2252(3)	Culture Entrepreneuriale**	3+0	3
MGT 2254Y(3)	Creativity and Innovation in Business**	2+1	3
<u>YEAR 3</u>			
Code	Module Name	Hrs/Wk L+P	Credits
CORE			
MGT 3059Y(5)	International Business and Management	3+0	6
DFA 3105(5)	Performance Measurement and Control*	3+0	3
MGT 3089(5)	Entrepreneurial Leadership*	3+0	3
MGT 3087Y(5)	Strategic Management and Entrepreneurial Strategies	3+0	6
MGT 2087(3)	Corporate Ethics and Good Governance**	3+0	3
MGT 3500Y(5)	Business Plan	-	6
ELECTIVES	CHOOSE ONE FROM		
MGT 3129Y(5)	Corporate Social Responsibility	3+0	6
MGT 3061Y(5)	Managing Quality	3+0	6
MGT 3090Y(5)	Family Business Management	3+0	6
MGT 3091Y(5)	Technological Innovation and Entrepreneurship	3+0	6
MGT 3092Y(5)	Corporate Entrepreneurship	3+0	6

10. Outline Syllabus

CORE MODULES:

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.

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.

DFA 2135 (3) - BUSINESS FINANCE

Financial Management Objectives; Time Value of Money Mathematics; Nature, Purpose and Scope of Financial Management in profit making organisations; Financial Management Environment; Sources of finance (equity, debt, near-debt and financing of SMEs) and relative costs; introduction to risk management; Capital Structure Planning and Policy including application of Modigliani and Miller propositions; Analysis of Capital Budgeting Decisions - Identifying Free Cash Flows and Appraisal of capital investment opportunities (DCF and Non-DCF Techniques) inclusive of effects of taxation, inflation, risk and uncertainty; leasing v/s buying with borrowed funds decision; Credit analysis and management; working capital management (stocks, debtors, cash); drivers of business and shareholder value.

DFA 3105(5) - PERFORMANCE MEASUREMENT AND CONTROL

Performance Measurement Models -, Financial v/s Non Financial performance indicators, conventional profit related measures of performance v/s value based measures; multi-dimensional performance measurement: Balanced Scorecard; Benchmarking; Non Profit Organisations; Planning & Control - Strategic Management Accounting: goals, appraising the environment, position appraisal, strategy evaluation; Short run Decision-making techniques; traditional costing v/s activity based costing; divisional performance; contemporary issues in measuring performance; Pricing Policies; Relevant Costs; Budgeting & Budgetary Control; Evaluation of Fixed/Flexible, Zero Based, Incremental, Periodic, Continuous and Activity Based budgetary systems; Budget Review; Costing Techniques; Absorption, Marginal and Opportunity Cost Approaches for Specific Orders/Operations; Life Cycle Costing; Target Costing

LAW 1100Y (1) - BUSINESS LAW FOR ENTREPRENEURS

Study business law, particularly as it pertains to new businesses, relationships between employees and employers, ways to make sure your business is above-board and possible legal ramifications of misguided business ventures.

MGT 2253Y(3) - BUSINESS COMMUNICATION AND NEGOTIATION SKILLS

Overview of Communication in business communication and organizational business 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 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, reengineering, downsizing; new structural forms of Communications, Careers, Change; Diversity; Knowledge Management.

MGT 1102 (1) - FUNDAMENTALS OF ENTREPRENEURSHIP

Concept of Entrepreneurship, Historical Evolution of Entrepreneurship, Overview of organizing, creating, developing and managing your own business, The Entrepreneurial Process, Definition of the Entrepreneur, Entrepreneurial traits, Entrepreneurship and SME, Entrepreneurships and large organizations, Challenges of Entrepreneurship

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 2123 - HEALTH, SAFETY AND WELFARE MANAGEMENT

Basic Principles and Accident Prevention. Safety Management. Medical and Health Surveillance Systems. Psychological Aspects of Safety Performance. Industrial Hygiene. Health and Safety Legislations. Waste Management.

MGT 3111(5) - 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.

MGT2251(3) - INTRODUCTION TO SME MANAGEMENT

Definition of Small Business; Small Business and Challenges; the Small Business manager; multiple roles of the Small Business Manager; Starting a small business/enterprise. Organising the small enterprise: marketing, financial, production and operations management, administrative and financial controls. Financial planning, product strategies, market strategies, pricing, credit policing, inventory control and capital budgeting as applied to small organizations.

MGT 2254Y(3) - CREATIVITY AND INNOVATION IN BUSINESS

Factors which drive behaviour in organizations; critical thinking skills and strategies; role of teams in idea generation and creation; decision making environment and strategies; creative thinking in business; observation and analysis; awareness of one's own learning process; business environment and learning; Innovation; link among creativity, innovation and entrepreneurship. 30 Hours traditional face to face and 15 hours 'creativity' workshop.

STAT 1223(1)- STATISTICS FOR ENTREPRENEURS

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.

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 2252 (3) - CULTURE ENTREPRENEURIALE

La culture D'entreprise-definitions et dimensions, Entrepreneuriat et Culture, L'Education et la culture entrepreneuriale, Aspects culturels du business familial, L'Entrepreneuriat feminin-caracteristiques culturelles, La culture d'intrapreneuriat au sein de L'entreprise, L'Entrepreneuriat social, Culture entrepreneuriale et pauvrete La societe entrepreneuriale-la culture entrepreneuriale au niveau national, Comparaisons internationales.

MGT 2086 (3) - MARKETING IN PRACTICE

Marketing concepts and practices; Introduction to the 7Ps of Marketing; Changing marketing environment; Marketing research methods; importance and relevance of STP; product and the PLC; Consumerism and Customer Relationship Marketing; Social Responsibility and Green Marketing; Issues related to Global Marketing Management; Emergence of Internet Marketing; Lectures will be supplemented with mini case studies, seminar related to the business sector.

MGT 2117(3) - RESEARCH METHODOLOGY IN MANAGEMENT

The Research Process – The need for information – Problem definition – Establishing research objectives – Research design – Causal Research – Experimental design – Information types and sources – Data collection methods - Data collection forms – Measurement and scaling – Sampling – Data coding – Editing and analysis – Hands-on with SPSS –Writing of report

MGT 3087Y(5) - STRATEGIC MANAGEMENT AND ENTREPRENEURIAL STRATEGIES

The international environment: An SME perspective, Driving forces for integration; An assessment of the evolution of the Mauritian economy since 1968; History of strategy since the 19th century; Strategic Management Process; Mission and Vision for SMEs; Resource based theory and the entrepreneurial firm, Value chain analysis, Benchmarking; SWOT, Environmental scanning, 5 Forces Model; Clusters and the new economics of competition; Decision tools; Competitive strategies; Entrepreneurial strategy framework, Growth and development strategies for SMEs, Entry mode choice into corporate entrepreneurship, International entrepreneurship; Networks and Alliances and Entrepreneurship, Strategic networking; Strategy implementation, Entrepreneurial strategic leadership and Growth; Innovation; Conflict management, Implementing change and gaining commitment, Crisis management, Social responsibility & Ethics; Evaluation & control, Case study techniques.

MGT 3089(5) - ENTREPRENEURIAL LEADERSHIP

Leaders and vision and mission; Leading the Entrepreneurial Team; Communication; setting policies and Culture Creation; Spiritual Leadership: physical, emotional, intellectual and spiritual values; Signals of weak entrepreneurial leadership; Leadership and Innovation; case studies of successful ventures and business failures.

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 2088(3) --BUSINESS PLANNING AND DEVELOPMENT

Based on fundamentals of entrepreneurship and other management skills acquired in year 1, students will be expected to design and develop a business plan; Business Planning Process; Elements and Design of a Business Plan; Synthesis of functions of the business (marketing, finance, accounting, legal etc) in a coherent format; Reflect on and apply the entrepreneurial process; team and networking strategies; personal development and self-directed learning; primary and secondary research; communication skills. The plan drawn can be for start up ventures or new projects launch within an existing business. This module will include 35 hours traditional face to face lecture and 10 hours practitioners' workshop.

MGT 2059Y(3)- ENTREPRENEURIAL MARKETING

The nature of entrepreneurial marketing; The Marketing and Entrepreneurship Interface; Identifying market opportunities; Positioning, targeting and segmentation for entrepreneurs; Selecting, developing and evaluating new products and services; Entrepreneurial pricing decisions; Entrepreneurial distribution strategy; Entrepreneurial promotion strategy and viral marketing; Marketing in the Context of SMEs; The Entrepreneurial Marketing Plan.

MGT 2087 (3)- CORPORATE ETHICS AND GOOD 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 3500Y(5)- BUSINESS PLAN

Students will be expected to build up a real business concept and develop a business plan. The Plan will incorporate: the IP position, a marketing analysis, producing a business strategy and a financial analysis. Business Plan template will be provided in the module ‘Business Planning and Development’, though students are expected to be innovative.

ELECTIVES

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 3091Y(5) -TECHNOLOGICAL INNOVATION AND ENTREPRENEURSHIP

The Innovation process, technology appropriateness, Intellectual property rights, Patenting, Intellectual property development, Importance of technology transfer, Technology Transfer strategies, Types of Innovation, Stakeholders in the Innovation process.

MGT 3129Y(5) - CORPORATE SOCIAL RESPONSIBILITY

Perspectives of Corporate Social Responsibility (CSR); individual vs organisational ethical/social responsibilities; Factors which contribute to good CSR practices nationally and internationally; CSR and ethical/societal agendas; CSR strategies; Managing CSR within various settings (private sector, public sector, NGOs); Corporate Social Reporting; CSR and Governance; Concept of social entrepreneurship; Social entrepreneurship and economic development; Case Studies in Social Entrepreneurship.

MGT 3090Y(5) - FAMILY BUSINESS MANAGEMENT

Definition and types of family organisations; Role of family businesses in the Mauritan Economy and globally; Family firms and Entrepreneurship skills and talent; sustainability of family businesses across generations; management succession issues; Agency Theory; RBV of the family firm; economic vs non-economic goals of owners; ownership/governance structures of family firms.

MGT 3092Y(5) - CORPORATE ENTREPRENEURSHIP

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

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