

BSc (Hons) Management (Minor: Business Informatics) – LME432

1. Objectives

The Programme is intended for persons willing to embark on a career in management within an e-Environment. The main objectives are to equip participants with the necessary concepts, tools and techniques of management and to expose them to information systems relevant to functional areas of management.

Participants will be expected to apply, in the business context, the managerial principles and software packages covered in the Programme. To facilitate the interaction with the business environment, participants will undertake an internship programme.

2. General Entry Requirements

As per General Entry Requirements for admission to the University for Undergraduate Degrees.

3. Programme Requirement

As per general entry requirements.

4. Programme Duration

	Normal (Years)	Maximum (Years)
Degree:	3½ -year sandwich	5½ -year sandwich

5. Credits per Year

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

6. Minimum Credits Required for Award of Undergraduate Degree: 105 (including 6 credits for practicums).

Breakdown as follows:

Degree	Core Taught Modules	Elective Taught (Min) Modules (including one GEM)	Dissertation	Practicums	Total
Credits	84	9	6	6	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 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. Practicums

The 3½-year degree Programme includes a minimum of 6 months gaining practical experience outside the university at the end of Year 2. It will normally involve working as a management trainee in industry. The advantages of taking such a “sandwich” course are that it will improve students’ maturity and skills base and will give the opportunity to students to “test” in real-life situations what they have learnt in theory. It will also enhance students’ employability skills.

Practicums will be monitored by the Department. Two reports must be produced at the end of the training period: one by the student and one by the supervisor in the workplace. Practicums of at least 6 months’ duration, accounting for 6 credits, must be satisfactorily completed for the award of the degree.

9. List of Modules – BSc (Hons) Management (Minor: Business Informatics)

CORE MODULES

Code	Module Name	Hrs/Wk L+P	Credits
DFA 1020Y(1)	Accounting and Financial Analysis	3+0	6
CSE 1146(1)	Introduction to Information Systems	2+2	3
CSE 1240(1)	Database Systems	2+2	3
LAWS 2100Y(3)	Foundations of Information Technology Law	3+0	6
MGT 1226(1)	Economics for Managers	3+0	3
MGT 1111(1)	Organisation & Management	D.E.	3
MGT 1201(1)	Organisation Behaviour	D.E.	3
MGT 1203(1)	Marketing Fundamentals	3+0	3
CSE 2112(3)	Business Intelligence Tools and Techniques	3+0	3
CSE 2217(3)	Information System Development	2+2	3
CSE 2216(3)	e-Business and the Web	2+2	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
STAT 1010(1)	Statistics I	D.E.	3
MGT 2117(3)	Research Methodology in Management	3+0	3
MGT 3099(5)	Practicums	6 mths	6
CSE 3110(5)	Information Technology and Strategy	3+0	3
CSE 3220(5)	Business Information Systems	3+0	3
MGT 3058Y(5)	Strategic Management	3+0	6
MGT 3059Y(5)	International Business and Management	3+0	6
MGT 3245(3)	Corporate Governance	3+0	3
MGT 3000Y(5)	Dissertation	-	6

ELECTIVE MODULES

CSE 3216(5)	Information Systems Security	3+0	3
MGT 2115(3)	Business Ethics	3+0	3
MGT 3244(3)	e-HR	3+0	3
MGT 3144(3)	Internet Marketing Applications	3+0	3

CSE 3225(5)	Knowledge Management Systems	3+0	3
MGT 3145(3)	Knowledge Management	3+0	3
MGT 3107(5)	Total Quality Management	3+0	3
MGT 3146(3)	Customer Relationship Management and Applications	3+0	3

10. Programme Plan - BSc (Hons) Management (Minor: Business Informatics)

YEAR 1

Code	Module Name	Hrs/Wk L+P	Credits
CORE			
DFA 1020Y(1)	Accounting and Financial Analysis	3+0	6
CSE 1146(1)	Introduction to Information Systems*	2+2	3
MGT 1111(1)	Organisation & Management*	D.E.	3
MGT 1201(1)	Organisation Behaviour**	D.E.	3
STAT 1010(1)	Statistics I*	D.E.	3
MGT 1226(1)	Economics for Managers*	3+0	3
MGT 1203(1)	Marketing Fundamentals**	3+0	3
CSE 1240(1)	Database Systems**	2+2	3

YEAR 2

Code	Module Name	Hrs/Wk L+P	Credits
CORE			
CSE 2112(3)	Business Intelligence Tools and Techniques*	3+0	3
CSE 2217(3)	Information System Development*	2+2	3
CSE 2216(3)	e-Business and the Web*	2+2	3
LAWS 2100Y(3)	Foundations of Information Technology Law	3+0	6
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 2117(3)	Research Methodology in Management**	3+0	3

YEAR 3

Code	Module Name		Credits
CORE			
MGT 3099(5)	Practicums	6 mths	6

YEAR 3 + YEAR 4

Code	Module Name	Hrs/Wk L+P	Credits
MGT 3058Y(5)	Strategic Management	3+0	6
CSE 3110(5)	Information Technology and Strategy*	3+0	3
CSE 3220(5)	Business Information Systems**	3+0	3
MGT 3245(3)	Corporate Governance	3+0	3
MGT 3059Y(5)	International Business and Management	3+0	6
MGT 3000Y(5)	Dissertation	-	6

ELECTIVES
1st SEMESTER

CHOOSE ONE FROM

CSE 3216(3)	Information Systems Security	3+0	3
MGT 2115(3)	Business Ethics	3+0	3
MGT 3244(3)	e-HR	3+0	3
MGT 3146(3)	Customer Relationship Management and Applications	3+0	3

ELECTIVES
2nd SEMESTER

CHOOSE ONE FROM

CSE 3225(3)	Knowledge Management Systems	3+0	3
MGT 3144(3)	Internet Marketing Applications	3+0	3
MGT 3145(3)	Knowledge Management	3+0	3
MGT 3107(5)	Total Quality Management	3+0	3

NOTES:

Submission Deadline for dissertation:

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

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.

One General Education Module (GEM), 3 credits-module, to be completed over the duration of the programme.

11. Outline Syllabus

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.

LAWS 2100Y(3) - FOUNDATIONS OF INFORMATION TECHNOLOGY LAW

Introduction to Law: Mauritian Legal Framework. Overview of the law regulating the Internet. Hardware and software contracts. Electronic Evidence. Digital Signatures. Intellectual Property Rights. Electronic transactions and online payments. Cyber crimes. Electronic commerce and WTO.

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. 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

Introduces the foundation of marketing and its key concepts: the Marketing Concept, Customer Satisfaction and Customer Value. Topics covered will include: evolution in Marketing Management philosophy; the marketing environment (Internal and External environment); the marketing research process; Consumer and Organisational buying behaviour; Market segmentation, positioning and targeting; The Marketing mix: product, price, promotion and distribution strategy of firms; Social Responsibility and green marketing.

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 – the buying behaviour of consumers and organizations, Segmentation, Targeting and Positioning Framework, Marketing Mix – the 4P's, 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, Green Marketing, Ethics, 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 organizational 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 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 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 19th 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.

STAT 1010(1) - STATISTICS I

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 2115(3) - BUSINESS ETHICS

Ethics Concept; Ethics in Practice; The Social Responsibility of Business; Individual v/s Corporate Responsibility; Applying Moral Philosophies to Business Ethics; Social Responsibility in Practice; Understanding Ethical Decision Making (EDM) in Business; Organisational Culture and EDM

MGT 3245(3) - CORPORATE GOVERNANCE

Corporate Governance; Understanding Corruption and Governance Issues; Governance Issues in Charitable Organisations; Governance Issues Pertaining to Individuals; Corruption in Business; Governance Issues in Academia; Corruption in Government

MGT 3146(3) - CUSTOMER RELATIONSHIP MANAGEMENT AND APPLICATIONS

The module explores the dynamics of Customer Relationship Management and makes the connection between business strategy and the customer strategy. Topics covered will include: Basic CRM Concepts and Theories, The Soft Part of CRM, Employee Behaviour, Internal Marketing and CRM, The Strategic Framework for CRM, Operational, Analytical and Collaborative CRM, Organising for CRM Success, Planning CRM Program, Choosing a CRM Solution, Challenges Around CRM Implementation, CRM Performance Measurement

MGT 3144(3) - INTERNET MARKETING APPLICATIONS

The module explores the theory and practice of marketing on the Internet and focuses on role of Internet in the marketing strategy. Topics covered will include: The New Marketing Dynamism and The Internet, Understanding Consumer Behaviour and Internet in the 21st Century, Designing and Implementing an E-Marketing Plan, Seven Elements of Customer Interface and Effective Websites, Managing Online Customer Experience, CRM and Internet Marketing, E-Referral Programs, Search Engine Optimisation, Effectiveness of Viral Marketing, Ethical and Legal Issues in E-Marketing.

MGT 3244(3)- e-HR

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.

MGT 3145(3)- KNOWLEDGE MANAGEMENT

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 3107(5) - TOTAL QUALITY MANAGEMENT

Quality definitions and history. Business Excellence Model – MBNQA. Total Quality Management. Quality Leadership. Quality Standards: ISO 9000. Organising for TQM. Quality Planning and Error Prevention. Team building and quality. Training for quality. Quality improvement and communication. Quality tools and techniques. Cost of Quality. Benchmarking.

CSE 1146(1) - INTRODUCTION TO INFORMATION SYSTEMS (L/P - 3)

Information Systems in Business, Basic IS Concepts, Types of IS, Components of IS, Ethical Issues for IS, IS Networks and the Internet, IS Data Management, Group Collaboration, Business Operations, Management Decision Making, Electronic Commerce and Strategic Impact of Information Systems, Information Systems Development, Managing IS and Technology, Controlling and Securing Information Systems.

CSE 1240- DATABASE SYSTEMS (L/P - 3)

Introduction to DBMS, Database Environment, Data Models, Database Analysis, ERD, Database Design, Relational Model, Normalization, Query Language (SQL) and QBE, Database Application Development, Client/Server Database Environment, Internet Database Environment, Business Intelligence, Data Warehousing.

CSE 2112(3) – BUSINESS INTELLIGENCE TOOLS AND TECHNIQUES (L - 3)

Business Intelligence, Concepts, Modeling and Analysis, Decision Support Systems, Data Warehousing, Business Analytics, OLAP, Data and Web Mining, Business Performance Management, Real time BI, Collaborative Computing-Supported Technologies, Business Intelligence and the Web

CSE 2217 – INFORMATION SYSTEM DEVELOPMENT (L/P - 3)

Foundations of System Development , Project Life Cycle and Management, Software Process Models, Data Gathering techniques, PERT techniques, VB.NET, VB.Net Controls, Operators, Statements, Functions, Arrays and Enumerations, Database Programming, Error Handling.

CSE 2216 –EBUSINESS & THE WEB (L/P - 3)

Architectures for Web Applications, E-commerce and Online Payment, Cyber laws, Technologies and tools for Internet Marketing and eCRM, Internet and the WWW, Web Servers (Apache, IIS), HTML and DHTML, Cascaded Style Sheets, Client-side Programming, Server-side Programming, Connecting to Databases, Google Analytics.

CSE 3110(5) - INFORMATION TECHNOLOGY AND STRATEGY (L - 3)

IT Infrastructure and Emerging Technologies, Application of IT in business of various types, Software outsourcing, Ethical and Social Issues Involved with IT, Strategic Information Systems, Awareness of the nature of the changing business environment, Strategic development process, Key tools and techniques to strategy formulation, Global business, Change Management Strategy, Business Strategy Decision, E-commerce & Internet as a Strategic Potential, Information System Strategy and Organization.

CSE 3220(5) – BUSINESS INFORMATION SYSTEMS (L - 3)

Information systems concepts, Electronic commerce, Impact of E-commerce on Consumer Retailing and B2B Transactions, transaction processing systems, Enterprise Applications, Enterprise resource planning systems, Knowledge Management systems, Management information systems, Use of IS to Enhance Decision Making in Businesses, Decision support systems, Specialised information systems such as artificial intelligence, expert systems, virtual reality and special-purpose systems, Managing Global Systems.

CSE 3216 –INFORMATION SYSTEMS SECURITY (L – 3)

Information Security Principles of Success, Security Management, Security Architecture and Models, Business Continuity Planning and Disaster Recovery Planning, Law and Ethics, Analysis of Security Threats, Physical Security Control, Operations Security, Access Control Systems and Methodology, Authentication , Cryptography, Network and Internet Security, Design Issues of Security Systems, Implementation of Security Systems.

CSE 3225 –KNOWLEDGE MANAGEMENT SYSTEMS (L – 3)

Understanding Knowledge, Knowledge Management Life Cycles, Knowledge Capture, Knowledge Acquisition Techniques, Knowledge Development, Taxonomy, Knowledge Codification- Knowledge Maps, Decision Tables, System Testing and Deployment, Knowledge Sharing, Knowledge Networking, Social Network Analysis, Knowledge Utilization, Knowledge Transfer in E-World, Learning from Data, KM Tools and Knowledge Portals.

MGT 3000Y(5) - DISSERTATION

The dissertation will allow in depth exploration of an area or an issue related to the student's particular interests, as well as relevant to the programme. It will be grounded in the concepts and techniques introduced during the taught part of the course and will seek to combine the theory and practice of management and/or business informatics through the completion of a substantial and relevant in-depth piece of work. The dissertation should be between 8,000 - 12,000 words and students should abide with the University regulations concerning dissertation found in Chapter 7 - Regulations for final year projects/dissertations.

July 2012