

# **BSc (Hons) International Business Management – LM307**

## **1 Context and Objectives**

The integration of markets urges organisations to work beyond their national boundaries and compete in diverse global environments. Therefore, to be effective in business and management in such a complex and challenging environment, leaders and managers need an understanding of the global context (cultural, economic, political, legal and social) in which organisations operate, both within and across national borders. The BSc (Hons) International Business Management is designed for local and international students seeking a career in the growing global economy. The objective of this programme is to help graduates develop key intellectual, analytical, employability and inter cultural skills to succeed in the global work place across different sectors. Competencies developed in the field of communication, marketing, negotiation, business planning, finance, market entry strategies and international law and regulations will allow students to work in diverse cross cultural contexts. In addition, it will provide a stepping stone to students who want to pursue higher studies in the field of international business.

In the first year of the study, students will learn the fundamentals of management and the global business environment. They will explore relevant aspects of economics, accounting, marketing and law. These core topics are further consolidated in the second and third year of the study where students will apply the learnt concepts in a global environment. In the second year, the students will also develop an understanding of the research design as well as the different statistical tools and techniques that will help them in the preparation for their final year dissertation. The core units of the second and third year include units such as international marketing, regional integration and international institutions, international finance, supply chain management, communication, strategy, operations management and corporate entrepreneurship among others. In the final year, students will have opportunity to apply their research skills to answer research questions pertaining to a topic (preferably in the field of international business) which stimulates their interest the most.

The objectives of the BSc (Hons) International Business Management programme achieved through the module content, choice and delivery are to:

- prepare graduates to be employable and succeed as a manager or leader, in many careers across different sectors both locally and internationally
- generate enthusiastic graduates who may consider further studies such as MSc and MPhil/PhD degrees to build higher capacity

## **2 Learning Outcomes**

After completing the programme, students should be able to:

- Determine the feasibility of international markets by assessing potential risks against potential gains.
- Develop international business plan and assist in its implementation.
- Select the optimal international market entry strategy.
- Devise effective international marketing strategies that fit the needs and interests of an international target market.
- Apply management practices essential for developing and sustaining competitive global advantages.
- Make ethical decisions and recommendations in international trade activities.

### 3 Teaching and Learning Methods

Students will learn through a combination of lectures, case studies, simulations, role play, tutorials exercises, group discussions, self-study, video sessions, guest lectures, seminars and social media. This mix method aims at better enhancing students' ability to integrate theories and practices as well as to develop their ability to work as a team. Students are also expected to spend time as independent learners.

Modules shall be taught over 10 weeks and shall include 3 hours of contact per week, involve 6 hours of self-study per week and 9 hours of other learning activities per week for each semester. The 30 hours of contact shall include class hours and tutorials. A 6 LCCS credits module represent 180 notional learning hours broken down as follows: 30 contact hours (lectures and tutorials), 60 hours of self-study and 90 hours of other learning hours.

### 4 Entry Requirements

- *General*

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

- *Programme Requirements*

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

### 5 Programme Duration

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

### 6 Minimum LCCS credits Required

*For Degree Award: 208*

*For each Academic Year*

**Minimum 36 LCCS credits, Maximum 96 LCCS credits**

#### **Termination of Registration**

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

Exit points for Certificate or Diploma will be determined as stipulated by UoM General Regulations.

## **7 Assessment and Deadlines**

Each module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Continuous Assessments 40%-50% and Examinations 50%-60%

Assessment method and duration for final exams will be as follows: a written examination of 2 hours (for a semester module - a 6 LCCS credit module) or 3 hours (for a yearly module - a 12 LCCS credit module).

For a module carrying 12 LCCS credits, the continuous assessment (CA) must compulsorily include 2 class-tests and 2 assignments in addition to others as deemed relevant. For a 6 LCCS credit module, the CA would include at least 2 assessments including one class test in addition to others as deemed relevant.

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 threshold 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. For such modules, there are continuous assessments over the period of two semesters and the written examination is at the end of the second semester only. Some modules in the structure are semester modules. The assessment of such modules will consist of continuous assessment during the relevant semester and the written examination is at the end of the relevant semester only.

### **Practical Training**

Students have to complete a total of eight (8) weeks placement in a public or private organisation and submit a Report of project/(s) undertaken at the end of the placement. The work placement will be undertaken as from Year II of the programme. The placement should have been completed by the start of the second semester of the final year and a successful completion will earn a total of 4 LCCS credits. The placement report will need to demonstrate the skills and knowledge gained, insights into the profession and personal growth achieved during the placement(s).

### **Submission Deadline for Dissertation**

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

## 8 List of modules

Module Code	Module Name	Contact Hrs	Self-Study Hrs	Other Learning Hrs	LCCS Credits
MGT 1235(1)	Managing People in Organisations	30	60	90	6
MGT 1214(1)	Marketing Essentials	30	60	90	6
LAWS 1007Y(1)	Foundations of Mauritian Law (D.E.O.L)	60	120	180	12
ILT 1010e(1)	Digital Literacy* (O.E)	10	80	90	6
ACF 1000(1)	Accounting for financial decision making	30	60	90	6
STAT 1222(1)	Statistics for International Business	30	60	90	6
MGT 1067 Y (1)	Principles and Practice of Management (D.E.O.L)	60	120	180	12
MGT 1226 (1)	Economics for Managers	30	60	90	6
MGT 2254Y(3)	Introduction to International Business and Multinational Firms	60	120	180	12
MGT 2253(3)	Business Communication and Effective Negotiation	30	60	90	6
MGT 2117(3)	Regional Integration and International Institutions	30	60	90	6
MGT 2256(3)	Operation Management and Business Process Improvement	30	60	90	6
MGT 2152 (3)	International Marketing Management	30	60	90	6
MGT 2117 (3)	Research Methodology in Management	30	60	90	6
LAWS 2000 (3)	Domestic and International Business Law	60	120	180	12
MGT 3134(5)	International Human Resource Management	30	60	90	6
MGT 3135(5)	International Business Strategy	30	60	90	6
MGT 2255Y(3)	Supply Chain and Logistics Management	60	120	180	12
MGT 3136 Y(5)	Corporate Entrepreneurship and MNEs	60	120	180	12
MGT 3028 (5)	Corporate Ethics and Governance	30	60	90	6
DFA 3051Y(5)	Accounting and Finance for International Business	60	120	180	12
MGT 3000Y(5)	Dissertation	-	-	-	12
MGT 3002	Practical Training	-	-	-	4
DFA 3052Y(5)	International Trade Financing and International Banking	60	120	180	12
MGT 3074Y(5)	International Tourism & Cultural Dynamics	60	120	180	12
MGT 3066Y(5)	eHR and Knowledge Management	60	120	180	12
MGT 3061Y(5)	Managing Quality	60	120	180	12
MGT2083Y(3)	Brand Management	60	120	180	12

## 9 Programme Plan

<b>YEAR 1</b>			
<b>Module Code</b>	<b>Module Name</b>	<b>Contact Hrs</b>	<b>LCCS Credits</b>
<b>Core Modules</b>			
ILT1010e(1)	Digital Literacy*	OE	6
STAT 1222(1)	Statistics for International Business*	30	6
MGT 1226 (1)	Economics for Managers*	30	6
LAWS 1007Y(1)	Foundations of Mauritian Law	60	12
MGT 1067Y(1)	Principles and Practice of Management	60	12
ACF 1000(1)	Accounting for Financial Decision Making**	30	6
MGT 1214(1)	Marketing Essentials**	30	6
MGT 1235(1)	Managing People in Organisations**	30	6
<b>Sub Total</b>			<b>60</b>
<b>YEAR 2</b>			
<b>Core Modules</b>			
		30	6
MGT 2117(3)	Regional Integration and International Institutions*		
MGT 2117(3)	Research Methodology in Management*	30	6
MGT 2152 (3)	International Marketing Management*	30	6
MGT 2253(3)	Business Communication and Effective Negotiation**	30	6
MGT 2254Y(3)	Introduction to International Business and Multinational Firms	60	12
MGT 2255Y(3)	Supply Chain and Logistics Management	60	12
MGT 2256(3)	Operation Management and Business Process Improvement**	30	6
LAWS 2000 (3)	Domestic and International Business Law**	60	12
<b>Sub Total</b>			<b>66</b>
<b>YEAR 3</b>			
<b>Core Modules</b>			
MGT 3134(5)	International Human Resource Management*	30	6
MGT 3135(5)	International Business Strategy*	30	6
MGT 3028 (5)	Corporate Ethics and Governance*	30	6
MGT 3136 Y(5)	Corporate Entrepreneurship and MNEs	60	12
DFA 3051Y(5)	Accounting and Finance for International Business	60	12
MGT 3000Y(5)	Dissertation	-	12
MGT 3002	Practical Training	-	4

**Electives (Choose Two From)**

DFA 3052Y(5)	International Trade Financing and International Banking	60	12
MGT 3074Y(5)	International Tourism & Cultural Dynamics	60	12
MGT 3066Y(5)	eHR and Knowledge Management	60	12
MGT 3061Y(5) MGT 2083Y(3)	Managing Quality Brand Management	60 60	12 12

**Sub Total (Including 2 Electives & Practical Training)      82**  
**Grand Total      208**

Modules carrying asterisk(s):

\* These are 6-LCCS credits modules, which will be run and examined at the end of the first semester.

\*\* These are 6-LCCS credits modules, which will be run and examined at the end of the second semester.