

Masters of Business Administration with specialisation in Marketing - LM501 (Part-Time)

1. Context and Objectives

This programme addresses the design and implementation of the best combination of marketing efforts to carry out a firm's strategy in its target markets. Specifically, this programme seeks to develop the student's (1) understanding of how the firm can benefit by creating and delivering value to its customers, and stakeholders, and (2) skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion.

The objectives of the MBA Programme are as follows to:

- (i) impart professional education and training in Modern Management Techniques for handling Marketing Operations in a highly dynamic and competitive environment;
- (ii) prepare Managers to assume key positions of responsibility and perform a wide variety of specific assignments in Marketing Operations;
- (iii) build leadership qualities and analytical skills and enhance the capacity for decision making and problem solving through creativity and innovation; and
- (iv) enhance professionalism in *Managerial* practice through:
 - understanding the implications of an increasingly global economy and the changing legal, ethical, cultural and political environments of business;
 - acquiring knowledge of management techniques and applying them to practical situations;
 - developing the ability to identify problems and foster the skills to find solutions;
 - developing the ability to integrate knowledge acquired across functional areas and disciplines;
 - managing human and material resources in a culturally diverse and rapidly changing technological world; and
 - fostering the spirit of creativity and entrepreneurship required to cope with complex situations in a rapidly changing environment.

The MBA Marketing Programme prepares the students to lead, build and manage enterprises that create value, while exposed to a dynamic, global marketing environment.

2. Learning Outcomes

The marketing specialization is designed to prepare students who are interested in a marketing and/or marketing management career.

While gaining an understanding of the business environment, the programme provides an overview of social, political, legal, technological, economic, behavioral, ethical and international aspects of marketing. Successful graduates of the marketing specialization will be able to:

- Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behavior; of product, distribution, promotion and pricing decisions.
- Evaluate the role of marketing as a fundamental policy process and marketing implementation strategies.
- Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces
- Apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing digital and global context.
- Formulate and assess strategic, operational and tactical marketing decisions

3. Teaching and Learning Methods

Teaching methods throughout the programme are student-centred, typically within a lecture/seminar or longer workshop format. Students will have to further develop a range of interpersonal skills including skills in managing research projects, oral presentations, problem-solving, organising group-work and critiquing literature.

Various teaching and learning methods are used for the MBA programme to provide students with a learner-centered experience, these include: Direct instruction, Flipped classroom, Game-based learning, Inquiry-based learning, Expeditionary Learning.

Modules shall be taught over 10 weeks. 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 Requirements*

Successful completion of an undergraduate degree with

- at least a Second Class or 50%, whichever is applicable or
- a GPA not less than 2.5 out of 4 or equivalent, from a recognised higher education institution.

OR alternative qualifications acceptable to the University of Mauritius.

• *Programme Requirements*

- A Bachelor's Degree with at least Second Class
- Preference will be given to candidates with two years' relevant professional work experience

- **General And Programme Requirements – Special Cases**

The following may be deemed to have satisfied the General and Programme requirements for admission:

- (i) Applicants who do not satisfy any of the requirements as per Sections above but who submit satisfactory evidence of having passed examinations which are deemed by the Senate to be equivalent to any of those listed.
- (ii) Applicants who do not satisfy any of the requirements as per Sections above but who in the opinion of Senate submit satisfactory evidence of the capacity and attainments requisite to enable them to pursue the programme proposed.
- (iii) Applicants who hold a full practising professional qualification obtained by examination.

5. Programme Duration

	Normal (Years)	Maximum (Years)
Master's Degree:	2	4
Postgraduate Diploma:	2	4

6. LCCS Credits Required: Minimum 12 per Year

Maximum 48 LCCS credits subject to above programme duration regulation.

Minimum LCCS Credits Required For the Awards

Master's Degree: 78 LCCS credits
Postgraduate Diploma: 66 LCCS credits (without dissertation)

7. Assessment and Deadlines

7.1 Modules

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

Continuous Assessment: 40% - 50%

Assessment will be based on a written examination of 3 hour duration and continuous assessment carrying a range of 40-50% of total marks. Continuous assessment may be based on at least 2 assignment(s), tests and/or seminar presentations.

Examinations: 50% - 60%

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.

7.2 Dissertation

Dissertation will carry 12 LCCS credits and it is crucial that students attend all lectures on Business Research Methods Module to be properly equipped to produce good dissertations. Assessment will also include performance at *viva-voce*. The number of words for the dissertation will be between 12,000 and 14,000.

Submission Deadlines for Dissertation:

- First Draft: End of July in the Final Year.
- Final Copy: Last working day of August in the Final Year.

7.3 Practitioners Workshops

Practitioners Workshops shall be compulsory and will be conducted seminar style. These workshops will be non-examinable. Each practitioner workshop will be over 10 contact hours. As part of the assessment students will be required to submit a report of 2000 – 2500 words. Students will be assigned Grade “S” upon satisfactory attendance and performance in these workshops in order to be eligible for the award of the degree.

7.4 Residential Seminar

During year 2, a Residential Seminar will be organised by the Faculty. Students should compulsorily attend and actively participate in the Residential Seminar whenever organised and:

- (i) Students will be required to submit a report of not less than 1200 words to their Programme Coordinator after attendance and participation;
- (ii) Seminar attendance and the report shall be assessed by the Programme Coordinator;
- (iii) Attendance at all sessions of the Seminar is compulsory and failure to do so would entail non-award of the MBA degree; and
- (iv) Grade ‘S’ assigned upon satisfactory performance as well as attendance at all sessions of the Seminar, in order to be eligible for award of the degree.

7.5 Specific regulation regarding termination

If CPA < 40, at the end of 2 consecutive semesters, the registration of the student will be terminated.

Important Note

The rules as stipulated in this Programme Structure and Outline Syllabus will replace all other rules and regulations.

8. List of Modules

CODE	MODULE NAME	Contact Hrs	Self Study Hrs	Other Learning Hrs	LCCS Credits
	Core Modules				
DFA 6127	Business Accounting and Finance	30	60	90	6
MGT 6004	Managing Human Resources	30	60	90	6
ECON 6072	Business Economics	30	60	90	6
MGT 6005	Marketing Management	30	60	90	6
MGT 6001	Business Research Methods	30	60	90	6
MGT 6002	Corporate Ethics and Governance	30	60	90	6
MGT 6006	Managing Production & Operations	30	60	90	6
MGT 6229	Sustainability Marketing	30	60	90	6
MGT 6227	Marketing in a Global Environment	30	60	90	6
MGT 6228	Strategic Marketing	30	60	90	6
MGT 6000	Dissertation	-	-	-	12
MGT 6100	Residential Seminar	-	-	-	-
	Electives				
MGT 6230	Brand Management	30	60	90	6
MGT 6231	Entrepreneurial Marketing	30	60	90	6
MGT 6232	Internet Marketing	30	60	90	6
MGT 6234	Integrated Marketing Communications	30	60	90	6
MGT 6233	Services Marketing	30	60	90	6
	Practitioners' Workshops				
MGT 6003	Negotiation and Communication Skills for Managers	10	-	-	-
LAWS 4011	Legal Environment of Business	10	-	-	-
MGT 6243	Health and Wellness Management	10	-	-	-

NOTE:

- 1) Modules carrying 6 LCCS credits will be examined at the end of the semester they are run.
- 2) There will be 3 Practitioners' workshops, the first in *Negotiation and Communication Skills for Managers*, the second in *Legal Environment of Business* and the third in *Health and Wellness Management*. Each workshop will be run seminar style and will be non-examinable 10 hour module. Students will be required to submit a report of 2000-2500 words for assessment at the end of each workshop.
- 3) The above list of elective modules is not exhaustive.
- 4) The University may not offer any of the elective modules if a critical mass of students is not attained and may shift modules from semester 1 to semester 2 or vice versa, depending on availability of resources

9. **PROGRAMME PLAN – Masters of Business Administration with specialisation in Marketing**

YEAR 1

MODULE CODE	MODULE NAME	Contact Hrs	LCCS CREDITS
Core Modules			
DFA 6127	Business Accounting & Finance ¹	30	6
MGT 6004	Managing Human Resources ¹	30	6
ECON 6072	Business Economics ²	30	6
MGT 6005	Marketing Management ¹	30	6
MGT 6001	Business Research Methods ²	30	6
MGT 6002	Corporate Ethics and Governance ²	30	6
MGT 6006	Managing Production & Operations ²	30	6
Practitioners' Workshops			
MGT 6003	Negotiation and Communication Skills for Managers ¹	10	-
LAWS 4011	Legal Environment of Business ²	10	-
Sub Total			42

YEAR 2

Core Modules			
MGT 6229	Sustainability Marketing ¹	30	6
MGT 6227	Marketing in a Global Environment ²	30	6
MGT 6228	Strategic Marketing ²	30	6
MGT 6000	Dissertation	-	12
MGT 6100	Residential Seminar	-	-
Practitioners' Workshops			
MGT 6243	Health and Wellness Management ³	10	-
Electives (Choose Any One)			
MGT 6230	Brand Management	30	6
MGT 6231	Entrepreneurial Marketing	30	6
MGT 6232	Internet Marketing	30	6
MGT 6234	Integrated Marketing Communications	30	6
MGT 6233	Services Marketing	30	6
Sub Total			36
Grand Total			78