

Master of Business Administration – Entrepreneurship (Part-time)

1. Objectives

The objectives of the MBA Programme are:

- (i) to provide advanced educational opportunities for improving the practice of management in the private and the public sectors of the economy;
- (ii) to prepare managers to assume key positions of responsibility and perform in a wide variety of specific assignments within an organisation;
- (iii) to enhance the capacity for decision making and problem-solving, innovation and creativity.

The Entrepreneurship specialisation is designed to provide young professionals with the skill sets needed to start or manage a rapidly growing company. The MBA Entrepreneurship Program develops the ability to recognize and capitalize on opportunities in small firms. This course of study is especially applicable for students who want to start or buy and subsequently operate their own companies or who plan to enter into a family business.

The skill sets acquired focuses on all aspects of organizing and operating new ventures. The skills include idea creation, opportunity recognition, feasibility studies, business plans, customer acquisition, venture finances, and operations for start-up firms. The program offers studies that lead to learning how to establish successful freestanding companies.

The Entrepreneurship Specialisation is for students who want an alternative to the traditional corporate career. The program focuses on managing small-cap, rapidly growing firms and the recognition, commercialisation, and protection of new ideas. Topics include corporate venturing, franchising, not-for-profit corporations, and venture capital.

2. General Entry Requirements

At least a Second Class Degree from a recognised University, GPA not less than 2.50, or alternative qualifications acceptable to the University of Mauritius.

3. Programme Requirements

Either

A Bachelor's Degree with at least Second Class or an acceptable equivalent, and
At least two years of relevant professional work experience.

Or

A Bachelor's Degree with a First Class, and
At least a 500 GMAT (Graduate Management Achievement Test) score.

4. 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 Regulations 2 and 3 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 Regulations 2 and 3 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. Credits per Year: Minimum 6 credits, Maximum 36 credits subject to regulation 5.

7. Minimum Credits Required for the Awards

Master's Degree: 42 credits
Postgraduate Diploma: 33 credits (without Entrepreneurial Project)

8. Assessment

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

Assessment for six credits modules will be based on a written examination of 3-hour duration and continuous assessment carrying a maximum of 40% of total marks. Continuous assessment will be based on assignment(s), and/or seminar presentations.

Assessment for three credits will be based on a written examination of 2-hour duration and continuous assessment carrying a maximum of 30% of total marks. Continuous assessment will be based on assignment(s), and/or seminar presentations.

A minimum of at least 30% should be attained in each of Continuous Assessment and Written Examination, with an overall total of 40% for a candidate to pass a module.

Each module of 45 hours carries 3 credits and each module of 90 hours carries 6 credits.

The Entrepreneurial Project will carry 9 credits. For the Entrepreneurial Project, it is recommended that students attend all lectures/seminars for the module **Research Methodology for Managers**. *No credit is awarded for this Research Methodology module, but the latter must be satisfactorily completed (Grade S) for the award of the Degree.*

Submission Deadlines for Entrepreneurial Project

First Draft: End of July in the Final Year.

Final Copy: Last working day of August in the Final Year.

9. Specific Regulations

If CPA < 40, the student will have to repeat the entire academic year, and retake the 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 are allowed to repeat only once over the entire duration of the Programme of Studies.

10. Important Note

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

11. List of Modules

<u>CORE MODULES</u>		Hrs/Yr	Credits
Code	Module Name		
MIBS 10351	Managing Service Industries, Organisation and People	45	3
MIBS 6935(Y)	Corporate Entrepreneurship and Business Plan Development	90	6
MIBS 1265(Y)	Marketing Strategies for the Growing Business	90	6
MIBS 20251	Finance for Entrepreneurs	45	3
MIBS 11961	Managing Human Resources for Small Businesses	45	3
MIBS 61361	Small Business Management	45	3
MIBS 68461	Entrepreneurship and Innovation Management	45	3
MIBS 65261	Strategic Management for Entrepreneurs	45	3
MIBS 6996(Y)	Entrepreneurial Project		9

LEARNING SUPPORT WORKSHOPS (15 HOURS) CHOOSE 2

MIBS 11651	Leadership and Team Building Skills
MIBS 11751	Communications Skills
MIBS 11851	Negotiation & Conflict Management
MIBS 14351	Production Technology

ELECTIVE MODULES CHOOSE 1

MIBS 51461	Business & Corporate Law	45	3
MIBS 10461	Organisational Development	45	3
MIBS 14461	e-Commerce Fundamentals	45	3
MIBS 14561	Strategic e-marketing for entrepreneurs	45	3
MIBS 15361	Quality Management	45	3

NOTE:

- (i) Examinations for six credits modules will be held on an annual basis
Examinations for three credits will be held on a semester basis.
- (ii) The above list of elective modules is not exhaustive.
- (iii) The University may not offer any of the elective modules if a critical mass of students is not attained.
- (iv) The module "Research Methodology for Managers –MIBS 19161" will be offered in Year 2. It is non-examinable and no credit is awarded for it, but it must be satisfactorily completed (Grade S) for the award of the Degree. The "Research Methodology for Managers – MIBS 19161" module is designed to enable students to develop the appropriate skills for the preparation of their dissertation, as well as for in-company projects.

12. Programme Plan - Master of Business Administration- Entrepreneurship

YEAR 1

Code (CORE)	Module Name	Hrs/Wk	Credits
MIBS 10351	Managing Service Industries, Organisation and People	45	3
MIBS 6935(Y)	Corporate Entrepreneurship and Business Plan Development	90	6
MIBS 1265(Y)	Marketing Strategies for the Growing Business	90	6
MIBS 20251	Finance for Entrepreneurs	45	3
COMPULSORY LEARNING SUPPORT WORKSHOPS (15 HOURS) CHOOSE 2			
MIBS 11651	Leadership and Team Building Skills		-
MIBS 11751	Communications Skills		-
MIBS 11851	Negotiation & Conflict Management		-
MIBS 14351	Production Technology		-

YEAR 2

Code(CORE)	Module Name	Hrs/Wk	Credits
MIBS 11961	Managing Human Resources for Small Businesses	45	3
MIBS 61361	Small Business Management	45	3
MIBS 68461	Entrepreneurship and Innovation Management	45	3
MIBS 65261	Strategic Management for Entrepreneurs	45	3
MIBS 6996(Y)	Entrepreneurial Project		9
ELECTIVE Elective Modules CHOOSE 1			
MIBS 51461	Business & Corporate Law	45	3
MIBS 10461	Organisational Development	45	3
MIBS 14461	e-Commerce Fundamentals	45	3
MIBS 14561	Strategic e-marketing for entrepreneurs	45	3
MIBS 15361	Quality Management	45	3

13. Outline Syllabus

MIBS 10351 MANAGING SERVICE INDUSTRIES, ORGANISATION AND PEOPLE

The unique challenges involved in marketing and managing services; Components of the "services marketing mix" (three additional P's); Key issues required in managing service quality. The role of employees in service delivery, customer satisfaction, and service recovery; Key issues in service businesses, such as managing supply and demand, the overlap in marketing/operations/human resource systems, and relationship management - corporate effectiveness and efficiency within the changing organisational environment; managing people; motivating and rewarding; managing conflict; the management of culture; change management; the design of work and decision making.

MIBS 6935(Y) CORPORATE ENTREPRENEURSHIP AND BUSINESS PLAN DEVELOPMENT

Corporate Entrepreneurship: The Nature of Entrepreneurship; Corporate Evolution and the Entrepreneurial Imperative; The Nature of Corporate Entrepreneurship; Levels of Entrepreneurship in Organizations: Entrepreneurial Intensity; Entrepreneurial Vision and Direction, Creativity and the Corporate Entrepreneur, Product Innovation, Technology, and the Corporation, Corporate Strategy and Entrepreneurship, Developing an Environment to Support, Entrepreneurship, Structuring the Company for Entrepreneurship, Control and Entrepreneurial Activity- Human Resource Management and Entrepreneurship, Developing an Entrepreneurial Culture, Entrepreneurial Orientation and the Future; Planning and Measuring the Organization's Entrepreneurial Activity, Entrepreneurship in Government Organizations, Sustaining Entrepreneurship

Business plan development: Concept and Business Model- what is a business plan,; concept statements and executive summaries; External and Competitive Landscape- marketing and competitive positioning, industry analysis, Marketing, Competition; Business plan analysis - business plan analysis, marketing section of business plans, pricing, operating and control systems, entrepreneurial strategies- developing effective entrepreneurial strategies for high growth firms; Internal Structure and Processes of the Firm management teams, organizational structure & boards Management, Organization and Boards, Management Section of Business Plans; Business plan analysis - Pricing, Operations, & Control Systems, Operations Section of Business Plans, finance and the use of funds, Financial Plans ;

MIBS 1265(Y) MARKETING STRATEGIES FOR THE GROWING BUSINESS

Overview of Marketing: The environment of marketing& How to evaluate marketing opportunities; Achieving competitive advantages by entrepreneurs, Consumer behavior & organizational buyers, the marketing mix & marketing/sales tools in entrepreneurial setting, Product planning, services management, pricing, Problems, logistics, retailing, advertising, sales promotion and publicity, Personal selling and sales management, Internet marketing; market segmentation, database marketing; Marketing strategy and management &, Major strategic constraints and issues confronted by entrepreneurs , Writing a Marketing Plan International Marketing for entrepreneurs; Importance of Marketing Research for entrepreneurs. Present and Use Market Research Findings,

MIBS 20251 FINANCE FOR ENTREPRENEURS

Accounting Concepts and Preparing Final Accounts ; Provisions and Depreciation ; Capital and Revenue Expenditure, Bank Reconciliation Statement, Accounting Ratios, Costing Methods and techniques ; Budgeting ; Time-value of Money ; Risk, Return and Diversification ; Capital Structure and Cost of Capital ; Dividend Policy ; Sources of Finance ; Capital Markets ; Leasing ; Venture Capital Funds ; Mutual Guarantee Funds ; Project Finance.

MIBS 11651 LEADERSHIP AND TEAM BUILDING SKILLS

What is leadership; Important characteristics for being a leader: Emotional Self-Awareness, Accurate Self-Assessment, Self-Confidence, Self-Management, Emotional Self-Control, Transparency, Adaptability, Achievement, Initiative, Optimism, Change Catalyst, Influence, Conflict Management, Teamwork and Collaboration.

MIBS 11751 COMMUNICATIONS SKILLS

Communication theory; Theories related to interpersonal and small group communication, rhetoric, organisational communication; Practice

MIBS 11851 NEGOTIATION & CONFLICT MANAGEMENT

Négociation de Positions v/s Négociation Raisonnée; Distinction entre Individus et Problèmes; Distinction Intérêts et Positions; L'intérêt du négociateur et la relation avec l'adversaire; Le concept de Bénéfice Mutuel; La gestion des conflits ; Appréhension des sentiments et émotions ; Comment inventer des options ; L'utilisation de critères objectifs ; Le MESORE.

MIBS 14351 PRODUCTION TECHNOLOGY

The Production Cycle ; Logistics ; Managing Production Technology ; Financial Decision Making in Adopting New Technologies ; Government Support for Innovation and Modernisation of Production.

MIBS 11961 MANAGING HUMAN RESOURCES FOR SMALL BUSINESSES

History, Evolution and Development; Comparison between HRM and Personnel Management; HRM Models; Culture and Change Management in HRM; Context of HRD in SME's: Why HRD, organizational limitations, strategic HRM in SME's; Approaches to HRD in SME's; Employee-led development in SME's, practice of HRD in SME's; HRD and knowledge migration in SME's, e-learning and SME's; Application of HRD in SME's; Management development needs of owners-managers; Value of HRD in small owner-managed organizations; Role of external coaching, mentoring for export success

MIBS 61361 SMALL BUSINESS MANAGEMENT

Small business management, Orientation to small business; Issues facing small businesses in the 21st century, consulting to the small/medium size firm; Strategic planning for the SME, developing competitive survival and growth strategies for small business, hiring and firing: human resources, the role of the family in SME's, small business marketing and public relations, compensation planning and financing the SME's, financing the SME's and how to harvest or extract money from a business ,local government & the small business owner

MIBS 68461 ENTREPRENEURSHIP AND INNOVATION MANAGEMENT

Development of entrepreneurship and intrapreneurship; definition of entrepreneurship and intrapreneurship; economic and non-economic influences on entrepreneurship; the current status of entrepreneurship in selected countries; entrepreneurship models - aspiring entrepreneurs, opportunistic entrepreneurs, collaborative affiliation, venture incubator.

Start-up small business; Management techniques of small/medium business; organisational planning; consideration of legal, financial, operational and marketing aspects; human resources management for small/medium business; preparing a business plan;

Innovation Mgt: Introduction, why innovation matters; Landscape analysis; Offerings / value propositions to customers; Delivery / channels; Core processes; Business model / financing; Idea generation & screening; Project planning / Stage gate decision making framework; Profitable business models and financial plans; Organizational culture and change management

MIBS 65261 STRATEGIC MANAGEMENT FOR ENTREPRENEURS

The business environment: A framework to analyse National, Regional & International issues affecting SME's; Definition of Strategic Management: from Strategic Planning to Strategic Thinking; Fundamentals of Strategic Management: the S-C-P Paradigm and Transaction Cost Theory; The Strategy Management Process in Small Businesses; SWOT Analysis; Portfolio Analysis techniques; The Resource Based Competence Model; Competitive Analysis and Strategic Group Mapping; Building Competitive Advantage and Endogenous Growth within the Small Business; Growth Strategies for Small Businesses; The Blue Ocean Strategy; Implementation issues in Small Businesses: Structure, Culture & Leadership; Evaluation and Control; Case Studies and/or strategic audits.

MIBS 51461 BUSINESS & CORPORATE LAW

Origins and Sources of Business Law; Growth of International Commercial Law and Emergence of Transactional Commercial Law; Essential Elements of Conflict of Laws; Major Legal Families and Traditions. Law of Contract; Sales Contract; International Sales Contract Company Law; Essential Features with Focus on Formation of Domestic Companies and Duties of Directors and Meetings; Offshore Companies; Formation; Key Features; Use of Offshore Companies; Other Offshore Vehicles – e.g. Trusts, Sociétés, Banks, etc; Dispute Resolution; Letters of Credit and Charges; Regulatory Framework of International Trade Treaties; GATT/WTO, SADC, COMESA, etc.

MIBS 10461 ORGANISATIONAL DEVELOPMENT

Organisational Change in Public and Private Sectors; Teamwork, Managing Conflict; Managing Change; Achieving Commitment; Research in Organisation; Interventions; Power and Politics in OD; Assessing Effectiveness of OD.

MIBS 14461 E-COMMERCE FUNDAMENTALS

Introduction: Le Commerce électronique et son impact sur le développement économique de PVD et Pays en transition; Evolution du système commercial de 1890 à nos jours; Le commerce électronique catalyseur de la mondialisation; La Spécificité des opérations de commerce international et l'impact du commerce électronique sur l'efficacité des opérations; L'échange international et les avantages comparatifs du commerce électronique; Les clefs du commerce électronique; l'entreprise face à l'ouverture internationale; Les voies de réponse de l'entreprise; La dynamique sectorielle internationale; Les déterminants de la dynamique d'internationalisation; La gestion des risques financiers liés au commerce électronique; Etude de Cas.

MIBS 14561 STRATEGIC E-MARKETING FOR ENTREPRENEURS

Marketing on the internet; internet overview; constructing effective websites for entrepreneurs; internet user characteristics and behaviour; marketing knowledge; product and pricing on the net; targeting market segments and positioning on the net; the net as a distribution channel; e-marketing communications-Customer Relationship Management, the e-marketing plan for entrepreneurs; net ethics and law; online resources for internet marketing; cyber-advertising agencies

MIBS 15361 QUALITY MANAGEMENT

An Introduction to Different Quality Approaches; Concepts, Principles and Techniques of TQM and Other Total Quality Approaches; Business Improvement Goals; Quality Systems; Process Performance Measurement; Cost of Quality Measurement; Statistical Process Control; Process Improvement Methodology; Detailed Process Analysis Techniques; Problem Solving Tools; (Pareto charts, cause and effect diagrams, force field analysis, etc.); Task Teams and Improvement Groups; Quality Circles.

MIBS 6996(Y) ENTREPRENEURIAL PROJECT

The entrepreneurial project will create both a marketing and a funding plan for an entrepreneurial venture. Students will select an entrepreneurial venture; preferably one that they would consider actually implementing and draft components of their plans. Their main purpose is to give students feedback on their creative ideas and, ultimately, help them to develop the best plan they can.