

# **MBA (Specialisation: Marketing) - LM501**

## **1. Objectives**

The objectives of the MBA Programme are as follows:

- (i) to impart professional education and training in Modern Management Techniques for handling Marketing Operations in a highly dynamic and competitive environment;
- (ii) to prepare Managers to assume key positions of responsibility and perform a wide variety of specific assignments in Marketing Operations;
- (iii) to build leadership qualities and analytical skills and enhance the capacity for decision making and problem solving through creativity and innovation; and
- (iv) to 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. General Entry Requirements**

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

## **3. Programme Requirements**

### **Either**

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

### **Or**

A Bachelor's Degree (Honours) 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**

	<b>Normal (Years)</b>	<b>Maximum (Years)</b>
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: 48 credits  
 Postgraduate Diploma: 42 credits (without dissertation)

**8. Assessment**

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

Assessment 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.

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.

Dissertation will carry 6 credits. For the dissertation, 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 for the award of the Degree.*

**Submission Deadlines for Dissertation**

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 modules 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

### CORE MODULES

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk</b>	<b>Credits</b>
MGT 6010Y	Managing Human Resources	3	6
MGT 6012Y	Quantitative Methods for Business Decisions	3	3
ACF 6001Y	Accounting & Finance	3	6
MGT 6034Y	Marketing Management and Customer Support Systems	3	6
MGT 6013Y	Managing Production & Operations	3	3
MGT 6035Y	Global Marketing Management	3	3
MGT 6027Y	Strategic Management and Social Responsibility	3	6
MGT 6000Y	Dissertation	-	6

### ELECTIVES

MGT 6036Y	Services Marketing	3	3
ECON 5214	Competitive Strategy and the Wealth of Nations	3	3
LAWS 6005Y	Domestic and International Business Law	3	3
MGT 6037Y	Product & Brand Management	3	3
MGT 6038Y	Consumer Behaviour for Marketing Decisions	3	3
MGT 6039Y	Integrated Marketing Communications	3	3
MGT 6016Y	Quality Management	3	3
MGT 6023Y	Strategic e-Marketing	3	3

#### **Note:**

- (i) The above list of elective modules is not exhaustive.
- (ii) The University may not offer any of the elective modules if a critical mass of students is not attained.
- (iii) Modules carrying 3 credits will be run on alternate weeks and examinations will be held at the end of the year.
- (iv) All exams will be held on an annual basis.
- (v) The module “Research Methodology for Managers – MGT 6015Y” will be offered in Year 2. It is non-examinable and no credit is awarded for it, but it must be satisfactorily completed for the award of the Degree. The “Research Methodology for Managers – MGT 6015Y” 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 – MBA with specialisation in Marketing****YEAR 1**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk</b>	<b>Credits</b>
<b>CORE</b>			
MGT 6010Y	Managing Human Resources	3	6
ACF 6001Y	Accounting & Finance	3	6
MGT 6034Y	Marketing Management and Customer Support Systems	3	6
MGT 6012Y	Quantitative Methods for Business Decisions	3	3
MGT 6013Y	Managing Production & Operations	3	3

**YEAR 2**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk</b>	<b>Credits</b>
<b>CORE</b>			
MGT 6027Y	Strategic Management and Social Responsibility	3	6
MGT 6035Y	Global Marketing Management	3	3
MGT 6000Y	Dissertation	-	6
<b>ELECTIVES CHOOSE AT LEAST THREE</b>			
MGT 6037Y	Product & Brand Management	3	3
MGT 6038Y	Consumer Behaviour for Marketing Decisions	3	3
MGT 6039Y	Integrated Marketing Communications	3	3
MGT 6016Y	Quality Management	3	3
MGT 6023Y	Strategic e-Marketing	3	3
MGT 6036Y	Services Marketing	3	3
ECON 5214	Competitive Strategy and the Wealth of Nations	3	3
LAWS 6005Y	Domestic and International Business Law	3	3

The Module “Research Methodology for Managers – MGT 6015Y” will be offered in Year 2. It is non-examinable and no credit is awarded for it, but it must be satisfactorily completed for the award of the Degree. The “Research Methodology for Managers – MGT 6015Y” module is designed to enable students to develop the appropriate skills for the preparation of their dissertation, as well as for in-company projects.

### **13. Outline Syllabus**

#### **ACF 6001Y - ACCOUNTING & FINANCE**

The Financial Accounting Section: Nature and Purpose of Accounting including Basic Concepts; Accounting Recording and systems; Preparation of Financial Statements; Reporting Financial Performance.

The Cost Accounting Section: Role of management accounting in a wide range of sectors, including manufacturing and service; Cost classification and behaviour – Materials, labour, overheads; Costing Methods – Marginal and absorption, Job and contract costing, process costing; Cost volume profit analysis and relevant costing; Introduction to Budgeting and budgetary control.

The Finance Section: Consumption, investment and capital markets; Basis of financial decision making v/s role of accounting profit; Basic valuation of equities and bonds; Time Value of Money (present values and wealth); Concept of FCFs and the cost of capital; Traditional methods of investment appraisal (NPV, IRR, Payback, ARR).

#### **ECON 5214 – COMPETITIVE STRATEGY AND THE WEALTH OF NATIONS**

Competition and Strategy: Core Concepts, Strategic Motives, Declining Industries and the Role of Strategy. Locations and Competitiveness: Comparative Advantage of Nations, Clusters and New Agendas for Institutions and Governments, Global Organisations and Global Strategies. Public Issues and Reforms: Urban and Environmental Concerns, Effective Health Care Systems and Public Private Partnerships. Case Studies.

#### **LAWS 6005Y - DOMESTIC AND INTERNATIONAL BUSINESS 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.

#### **MGT 6000Y - DISSERTATION**

The dissertation will allow the student to explore in depth an area or an issue related to particular interests. It will draw upon relevant concepts and techniques introduced during the taught part of the course and will seek to combine the theory and practice of management through the completion of a substantial and relevant in-depth piece of work. Report of approximately 15,000 words.

#### **MGT 6010Y - MANAGING HUMAN RESOURCES**

People in Organisations section: Organisations and Organisational Behaviour. The Psychological Contract, Personality, Intelligence, Values and Attitude, Perception and Communication Learning, Motivation, Groups and Team Building, Leadership and Empowerment, Power Politics and Conflicts. Ethics, Diversity and Governance. Managing Change. Organisation Culture, Organisation Development. Organisational Effectiveness.

Human Resource Management section: History, Evolution and Developments; Comparison between HRM and Personnel Management; HRM models; D. Guest, Harvard model, etc. Culture and Change Management in HRM; Strategic Human Resource Management. Tenets of HRM; Human Resource Strategy; Human Resource Planning; Recruitment and Selection. Tenets of HRM - Human Resource Development; Training and Development; Performance Management; Management development; Employee Development and self-development; Career development; Tenets of HRM; Employee Relations (ER); Perspectives in ER; Stakeholders in ER; ER practices; Reward management; International HRM and Comparative HRM; HRM and IT.

#### **MGT 6012Y - QUANTITATIVE METHODS FOR BUSINESS DECISIONS**

Basic concepts in the collection, analysis and interpretation of data. Measures of Central Tendency and Dispersion in Frequency Distributions. Estimation and Testing of Hypotheses. Chi-Square and Analysis of Variation. Simple Regression and Correlation. Multiple Regression and Modelling. Univariate Data Analysis: Parametric and Non-parametric Tests, Multivariate Analysis, Nonparametric Methods. Time Series

and Forecasting. Factor Analysis, Cluster Analysis and Conjoint Analysis – Managerial Applications, Emphasis on Applied Methods and Learning to use Statistical Software Session on SPSS.

#### **MGT 6013Y - MANAGING PRODUCTION & OPERATIONS**

Element of Business Mathematics and Statistics; Planning and Control; Quality Assurance; Statistics Quality Control; Human Factors; Machines and Maintenance; Plant Design; Research and Development; Technology; Capacity; Location and Distribution; Processes and Jobs and Facility Layout; Linear; Dynamic and Integer programming; Computer Packages; MRP; Scheduling and Loading; Queuing Problems; Decision Theory; Game Theory; Simulation; Networks; Markov Analysis; Case Studies.

#### **MGT 6015Y - RESEARCH METHODOLOGY FOR MANAGERS**

Nature of Research; Research Process; Choosing Research Topics; Developing Hypothesis and Variables; Selecting Research Methods; Quantitative Research: Surveys and Sampling - Descriptive and Inferential Statistics; Questionnaire Design, Attitude Measurement; Communication, Presenting and Writing the Research. Emphasis on Applied Methods and Learning to use Statistical Software Session on SPSS. Introduction to Multivariate Analysis; Multiple Regression, Discriminant Analysis, MANOVA, Factor Analysis, Cluster Analysis, Managerial Applications.

#### **MGT 6016Y - 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.

#### **MGT 6023Y - STRATEGIC e-MARKETING**

The module aims to develop a knowledge and understanding of the main theories relating to the use of internet for marketing and electronic commerce, and the application of these theories in the development of e-marketing strategies. Topics covered will include marketing on the internet; internet overview; the world wide web and using it for business; constructing effective websites; public relations; catalog; benefits for the organisation; how to better manage your contacts; online resources for internet marketing; powersearching the web; cyberadvertising agencies; webservices and information; expanding your internet marketing tool kit.

#### **MGT 6027Y - STRATEGIC MANAGEMENT AND SOCIAL RESPONSIBILITY**

Business Ethics and Corporate Social Responsibility section: Business as a Corporate Entity - Corporate Social Responsibility - Ethics in Corporations - Ethics and Leadership - The National Integrity System - Accounting and Corporate Governance - Multinational Corporations and Government Relationships. Board of Directors – Composition and Responsibilities – Role in Corporate Governance – Top Management Values – Objectives and Strategy – Societal Responsibilities in the Global Perspective.

Strategic Management for Executives section: Defining Strategic Management: from Strategic Planning to Strategic Management; Fundamentals of Strategic Management: the S-C-P Paradigm and Transaction Cost Theory; The Strategy Management Process; The Resource Based Competence Model; Competitive Analysis and Strategic Groups; Building Competitive Advantage and Endogenous Growth; SWOT Analysis; Portfolio Analysis techniques; Growth Strategies; Competitive and Functional Strategies; Implementing Strategy: Structure & Culture; Agency Theory & Leadership; Evaluation and Control; Case Studies and/or strategic audits.

#### **MGT 6034Y - MARKETING MANAGEMENT AND CUSTOMER SUPPORT SYSTEMS**

Marketing Management section: The module introduces the foundation of marketing management 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 Business buying behaviour; Market segmentation, positioning and targeting; The Marketing mix: product, price, promotion and distribution strategy of firms; Social Responsibility and green marketing.

Customer Relationship Management section: This module presents the fundamentals of customer relationship management. Topics covered will include: The Basic Concepts and Theory; the Key

Components of Relationships: Consumer Markets, Business Markets and Services; Customers and their Life Cycles; Tools and Techniques for CRM; The Framework for CRM Implementation; CRM Performance Measurement.

### **MGT 6035Y - GLOBAL MARKETING MANAGEMENT**

This module explains the process faced by firms that are going “international”, the driving and restraining forces affecting global marketing, and the marketing strategies adopted by successful multinational companies. Topics covered will include: the international environment; global markets and regional market characteristics; current issues in international marketing research; Global marketing strategy: sourcing, entry and expansion in different markets; planning, development and implementation of global marketing plans; the international marketing mix.

### **MGT 6036Y- SERVICES MARKETING**

This module introduces the need for a differentiated approach when marketing of services. Topics covered will include: Characteristics and Types of Service Industries; The Services Marketing Mix; Consumer Behaviour in Services; Customer expectations and the importance of customer perceptions of Service; Customer Relationship Management through Segmentation and Retention Strategies; Aligning Strategy, Service Design and Standards; Service Quality as a Profit Strategy.

### **MGT 6037Y - PRODUCT AND BRAND MANAGEMENT**

This module reviews and analyses issues involved in managing products through their life cycle. Topics covered will include: Product in Theory and Practice; Product Life Cycle in Theory and Practice; Product Portfolios; Importance, Nature and Management of the New Product Development Process; New Product Strategy; New Product Idea Generation & Screening; Concept Development and Testing; Commercialisation: Test Marketing and Launching the New Product; Managing Growth & Maturity; Controlling the Product Line: An Overview of the Deletion Decision; Nature and Role of Brands; Building and Sustaining Brands; Brand Vision, Values and Essence; Auditing Brand Profitability; Structuring to Deliver Brand Values; Implementing Brand Strategy and Evaluating Performance.

### **MGT 6038Y - CONSUMER BEHAVIOUR FOR MARKETING DECISIONS**

This module presents the major concepts underlying consumer behaviour, the decision-making process used by consumers, and marketing strategy development. Topics covered will include: Affect and Cognition; Product knowledge and Involvement; Attention and Comprehension; Attitudes and Intentions; Consumer decision making; Conditioning and Learning Processes; Cross-cultural influences in Marketing; Subculture and Social Class; Reference groups and Family; Family decision making; Market Segmentation and Product Positioning.

### **MGT 6039Y - INTEGRATED MARKETING COMMUNICATIONS**

The module describes the different elements of marketing communication and how to develop an effective and integrated marketing communications strategy. Topics covered will include: The communication process; integrated marketing communication; advertising agencies, development and implementation of creative strategy; media objectives and strategy, budgeting for marketing communication; promotion mix: advertising, sales promotion, direct marketing, personal selling, internet and interactive media and public relations, measuring the effectiveness of promotional programs, regulation of advertising and social, ethical and economic aspects of advertising.

