

BSc (Hons) Management (Specialisation: Entrepreneurship) - LCLM 401

1. Objective

Being given the growing importance of Entrepreneurship, both as a full-fledged academic discipline in itself and as a driver of economic growth and democratisation, UoM has started offering programmes in Entrepreneurship.

The aim of this programme is to impart entrepreneurial culture, knowledge and skills to prospective entrepreneurs wishing to start or improve their own businesses *as well as* to current employees of existing firms who will be able to take intrapreneurial initiatives on behalf of their organisations so as to enhance competitiveness.

2. General Entry Requirements

In accordance with General Entry Requirements for Admission to the University for undergraduate degrees.

3. Programme Requirements

- i) Credit in five (5) subjects at 'O' Level including Mathematics
- ii) 2 GCE 'A' Level passes.
- iii) Holder of a Diploma in Management Studies or other related fields.
- iv) Preference will be given to applicants with relevant experience and each case will be considered on its own merit.

4. Programme Duration

	Normal	Maximum (under flexible)
Degree (Part-Time):	2 Years (4 Semesters)	4 Years (8 Semesters)

5. **Credits per Semester:** Minimum 6 credits, Maximum, 12 credits subject to regulation 5.

6. Minimum Credits Required for the Award of Degree: 108

For the award of the BSc (Hons) Management, the student must obtain 108 credits.

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 or 3-hour duration as specified) and continuous assessment carrying 20 to 30% of total marks (*or as specified below for LLC 4116*). Continuous assessment will be based on assignments (*individual and team*) and should include at least 1 class test.

For a student to pass a module, an overall total of 40% for Continuous Assessment and Written Examination components would be required without the minimum thresholds within the individual Continuous Assessment and Written Examination.

LLC 3115 (Business Plan Development) will be assessed by a case study and the examination will be of 3-hour duration.

Adequate training and simulation for Business Plan Development, analysis and presentation will be provided in LLC 3115 and throughout the other entrepreneurship modules.

LLC 4116 (Entrepreneurial Skills) is a skills-based module and will be delivered through workshops, role play, team-based exercises, simulations etc. in addition to tutorials. The module will be assessed on a 50:50 basis for written examinations and coursework.

LLC 4000Y: A Business Plan will have to be submitted in lieu of Dissertation. The marking will carry 60%:40% sharing between assessment of written work and presentation (followed by oral examination) in front of a panel.

All modules carry equal weighting, i.e. of 3 credits.

Breakdown as follows

	CREDITS FROM:	
	Core taught modules	Project
Degree	39	6

8. Submission Deadline for Dissertation/Business Project

Final copy: To be finalised 3 months after final exams (Level II, semester II). Date to be finalised

9. Termination of Registration

If the CPA of the student is <40 for two consecutive semesters, then the registration will be terminated.

10. List of Modules

<u>CORE MODULES</u>			
Code	Module Name	Hrs/Wk	Credits
LLC 3112	Managing Transition and Change	DE	3
LLC 3113	Services Management	DE	3
LLC 3114	Research Methods	DE	3
LLC 3115	Business Plan Development	DE	3
LLC 3212	Strategic Management	DE	3
LLC 3213	Operations Management	DE	3
LLC 3214	Knowledge Management Foundation	ODE	3
LLC 3215	Management Information System	DE	3
LLC 4116	Entrepreneurial Skills	DE	3

LLC 4117	Creativity, Innovation and Entrepreneurship	DE	3
LLC 4118	Enterprise Support Schemes and Growth	DE	3
LLC 4219	Legal Aspects of Entrepreneurship	DE/L	3
LLC 4220	Entrepreneurial Culture	DE	3
LLC 4000Y	Dissertation/ Business Project		6

Important Note:

1. Modules will be offered subject to availability of resources. If critical mass of students is not attained, some modules may not be offered.
2. DE= Distance Education; ODE= Blended/online; DE/L= support materials and lecture

**11. Programme Plan – BSc (Hons) Management (Specialisation: Entrepreneurship
Top-up Programme - (2010-2012)**

LEVEL 1							
Semester 1				Semester 2			
Code	Module	Hrs /Wk	Credits	Code	Module	Hrs/Wk	Credits
CORE				CORE			
LLC 3112	Managing Transition and Change	DE	3	LLC 3212	Strategic Management	DE	3
LLC 3113	Services Management	DE	3	LLC 3213	Operations Management	DE	3
LLC 3114	Research Methods	DE	3	LLC 3214	Knowledge Management Foundation	ODE	3
				LLC 3215	Management Information System	DE	3

Semester 1				Semester 2			
Code	Module	Hrs/Wk	Credits	Code	Module	Hrs/Wk	Credits
CORE				CORE			
LLC 3115	Business Plan Development	DE	3	LLC4219	Legal Aspects of Entrepreneurship	DE/L	3
LLC 4117	Creativity , Innovation and Entrepreneurship	DE	3	LLC 4220	Entrepreneurial Culture	DE	3
LLC 4118	Enterprise Support Schemes and Growth	DE	3	LLC 4116	Entrepreneurial Skills	DE	3
LLC 4000Y	Dissertation		-	LLC 4000Y	Dissertation		6

11. Outline Syllabus

LLC 3115 - BUSINESS PLAN DEVELOPMENT

Testing a business concept in the marketplace, Creating a company: Planning and starting a new business, Vision and ethics, Human Resource issues, Marketing issues: Distribution, selling and promoting, Financial issues :P&L, Balance Sheet, cash flow analysis, Forecasts, Sources of funds, Feasibility Analysis, Licensing and Permits, Contract issues pertaining to small businesses, Risk analysis. Implementing the concept, Developing a business plan.

LLC 4117 - CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

Understanding creativity; the creative thinking process; the importance of creativity in organizations; Creating a creative team- creative culture; creativity development activities; the challenge of innovation; Innovation at national and organisational levels; making innovation happen; e-Business, Knowledge management for creativity and innovation. The link between creativity, innovation and entrepreneurship. Skills practice.

LLC 4220 - ENTREPRENEURIAL CULTURE

Definition of culture; Entrepreneurial culture, the cultural environment; Components of entrepreneurial culture; cultural values in entrepreneurship; Family business. Entrepreneurship: Cultural values in other countries; Entrepreneurship culture: The status in Mauritius: Promoting an entrepreneurship culture; Poverty and entrepreneurship; regional entrepreneurship models and underlying values; Socio-cultural norms acting as deterrent to entrepreneurship initiatives.

LLC 4116 - ENTREPRENEURSHIP SKILLS

Entrepreneurial reasoning, Communication skills, Negotiation skills, Leadership skills, Values based leadership, Game theory, Creativity techniques: brainstorming, quality circles, focus groups, Competitor analysis. Team building. Techniques for enhancing profitability.

LLC 4118 - ENTERPRISE SUPPORT SCHEMES AND GROWTH

Enterprise support schemes. Financial support. Non financial support. Rationale for intervention. To grow or not to grow. Preparing for growth. Phases of company growth. Evaluating the challenges of growth. Growth avenues and options. Assessment of opportunities. Intrapreneurship and corporate venturing. Strategies for firm growth. Franchising. International expansion.

LLC 3214 - KNOWLEDGE MANAGEMENT FOUNDATION

Evolution of knowledge management, KM maturity, Intellectual capital; Business strategy - a resource based view of KM, KM metrics; KM strategy - codification and personalisation; KM Processes – GODD and knowledge transfer; KM infrastructure - KM unit, roles and responsibilities; People – HRM and KM link; Knowledge sharing culture; KM enabling technologies - conventional and AI-based; implementing KM - lessons from successes and failures.

LLC 4219 - LEGAL ASPECTS OF ENTREPRENEURSHIP

Company Law & Societies, The company as a legal person. Types of Companies, Corporate personality, Constitution, Corporate Finance: Shares and Debentures. Management and Control of Companies. Board of Directors. Director's duties. Minority shareholders. Company Meetings. Public offer of Shares. Types of Societies. Formation, Conversion, Merger, Scission and Dissolution of Societies. Gerants. Societe en nom collectif. Legal Aspects of Income Tax The Taxation of Employment and Business Income. Allowable Expenditures. Capital Allowances. PAYE, CPS. Returns, Collection and Payment. International Aspect of Income Tax. Tax Planning and Tax Avoidance. International Trade Law. International trade contracts: CIF, FOB. International trade finance: Documentary Credits. Resolution of Disputes. Regulation of International Trade: WTO, COMESA,SADC. World Bank , IMF Intellectual Property Rights, Copyrights, Patents, Trademarks, Confidential Information, Geographical Indication, Designs. Unfair Competition, Settlement of Disputes, Basic principle of dispute settlements: Negotiation, Litigation and ADR. Comparative advantages and disadvantages. Main Types of ADR: Mediation, Arbitration

LLC 3215 - MANAGEMENT INFORMATION SYSTEM

Fundamentals of Information Systems, Information systems for Business Operations, Types of Information Systems, MIS for Decision Making, Information Systems for Strategic Advantage, Managing Information Technology, Change Management, Business Process Reengineering, Enterprise Systems, Outsourcing, Information System Security and Control, Software Development Life Cycle, Database trends, System Development Methodologies, Quality Assurance, Internet, E-business, E-commerce.

LLC 3112 - MANAGING TRANSITION AND CHANGE

Forces calling for organisational change; Planned change; Leading and managing change; resistance to change; the process of organization development; human process interventions; restructuring; employee involvement; work design; HR interventions; Organisational transformation; building a learning organization through change interventions.

LLC 3213 - OPERATIONS MANAGEMENT

Introduction to Operations Management (OM); OM strategy; Project Management; Inventory Management; Statistical Process Control/ Quality Control/Quality Management; Scheduling. An overview of Logistics management

LLC 3114 - RESEARCH METHODS

The Research Process; The need for information; Problem definition; Establishing research objectives; Research design; Causal research; Experimental design; Information types and sources; Data collection methods; Data collection forms; Measurement and scaling; Sampling; Data coding, editing and analysis; Qualitative and quantitative analysis, Writing of report.15-hour practical session on SPSS (inputting variables and data, descriptive, inferential, differences, associative and predictive analysis; multivariate techniques).

LLC 3113 - SERVICES MANAGEMENT

Macroeconomics, trends and opportunities, distinctive marketing challenges posed by services, Managing and understanding the service experience, Marketing mix for services, Key steps in service planning, Designing customer service processes, Service blueprint, Designing the Service Environment - The Services cape model, Engineering customer service experiences, Service guarantees. Managing People for Service Advantage, Employee empowerment programmes, Complaints management, Customer Feedback and Service Recovery, Improving Service Quality and Productivity, Technology and digital impacts of using the Web for services.

LLC 3212 - STRATEGIC MANAGEMENT

Competitive advantage: distinction between long term and short term; growth strategies; competitiveness and functional strategies; the Blue Ocean Strategy; Issues in implementation: the Resourced Based Theory of Competitive Advantage, managing intangible assets; Corporate culture; governance and agency theory; evaluation and control.

DISSERTATION/BUSINESS PROJECT (Semester I and II = 6 credits) (LLC 4000Y)

Business plan development + Presentation