

Master in Business Administration (Specialisation: Marketing)

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.

1. OBJECTIVES

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.

The programme uses lectures and case discussions, case write-ups, student presentations, and a comprehensive 3-hour final examination to achieve these objectives.

2. GENERAL ENTRY 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.

3. PROGRAMME REQUIREMENTS

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

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:	36 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 range of 30 - 40% of total marks. Continuous assessment will be based on at least 2 assignment(s), and/or seminar presentations per module per year.

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.

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

(1) Business Research Methods Module

The module **MGT 6001 Business Research Methods** will be assessed as follows:

- (i) Continuous assessment is 50% broken down as follows:
 - Literature review: 10%
 - Statistical Analysis: 15%
 - Research proposal: 25%
- (ii) Final written examination: 50%

(2) Practitioners Workshops

Practitioners Workshops shall be compulsory and will be conducted seminar style. These workshops will be non-examinable 1 credit 15 hrs modules. 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.**

(3) Residential Seminar

During year 2, a Residential Seminar **will be** organised by the Faculty s. 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.

9. DISSERTATION

Dissertation will carry 6 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*.

Submission Deadlines for Dissertation

First Draft: End of July in the Final Year.

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

10. SPECIFIC REGULATIONS

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

11. IMPORTANT NOTE

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

12. List of Modules

CODE	MODULE NAME	HRS/WK L+P	CREDITS
<u>CORE MODULES</u>			
DFA 6127	Business Accounting and Finance	3+0	3
MGT 6008	Business Economics	3+0	3
MGT 6002	Corporate Ethics and Governance	3+0	3
MGT 6004	Managing Human Resources	3+0	3
MGT 6227	Marketing in a Global Environment	3+0	3
MGT 6005	Marketing Management	3+0	3
MGT 6006	Managing Production & Operations	3+0	3
MGT 6228	Strategic Marketing	3+0	3
MGT 6229	Sustainability Marketing	3+0	3
MGT 6000	Dissertation	-	6
MGT 6100	Residential Seminar	-	-
<u>ELECTIVES</u>			
MGT 6230	Brand Management	3+0	3
MGT 6231	Entrepreneurial Marketing	3+0	3
MGT 6232	Internet Marketing	3+0	3
MGT 6234	Integrated Marketing Communications	3+0	3
MGT 6233	Services Marketing	3+0	3
<u>PRACTITIONERS' WORKSHOPS</u>			
MGT 6003	Negotiation and Communication Skills for Managers	-	1
MGT 6243	Health and Wellness Management	-	1
LAWS 4011	Legal Environment of Business	-	1

NOTE:

- 1) Modules carrying 3 credits will be examined at the end of the semester they are run.
- 2) The module Business Research Methods is an *examinable* module which carries 3 credits. The examination will account for 50% of total marks and continuous assessments will account for the remaining 50% distributed as per regulation 8 above.
- 3) 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 1-credit 15-hour module. Students will be required to submit a report of 2000-2500 words for assessment at the end of each workshop.
- 4) The above list of elective modules is not exhaustive.
- 5) 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

13. PROGRAMME PLAN – MBA WITH SPECIALISATION IN MARKETING

YEAR 1			
CODE	MODULE NAME	HRS/WK	CREDITS
<u>CORE</u>			
DFA 6127	Business Accounting & Finance ¹	3 + 0	3
MGT 6004	Managing Human Resources ¹	3+0	3
MGT 6008	Business Economics ²	3+0	3
MGT 6005	Marketing Management ¹	3 + 0	3
MGT 6001	Business Research Methods ²	3 + 0	3
MGT 6002	Corporate Ethics and Governance ²	3 + 0	3
MGT 6006	Managing Production & Operations ²	3 + 0	3
<u>PRACTITIONERS' WORKSHOPS</u>			
MGT 6003	Negotiation and Communication Skills for Managers ¹	-	1
LAWS 4011	Legal Environment of Business ²	-	1
YEAR 2			
CODE	MODULE NAME	HRS/WK	CREDITS
<u>CORE</u>			
MGT 6229	Sustainability Marketing ¹	3 + 0	3
MGT 6227	Marketing in a Global Environment ²	3 + 0	3
MGT 6228	Strategic Marketing ²	3 + 0	3
MGT 6000	Dissertation	-	6
MGT 6100	Residential Seminar	-	-
<u>PRACTITIONERS' WORKSHOP</u>			
MGT 6243	Health and Wellness Management ³	-	1
<u>ELECTIVES</u> CHOOSE ANY ONE			
MGT 6230	Brand Management	3 + 0	3
MGT 6231	Entrepreneurial Marketing	3 + 0	3
MGT 6232	Internet Marketing	3 + 0	3
MGT 6234	Integrated Marketing Communications	3 + 0	3
MGT 6233	Services Marketing	3 + 0	3

NOTE:

- 1) ¹ – Module normally run in Semester 1, subject to availability of resources
- 2) ² – Module normally run in Semester 2, subject to availability of resources
- 3) ³ – Module normally run in Year 2 Semester 1, subject to availability of resources
- 4) Modules carrying 3 credits will be examined at the end of respective semesters they are run.
- 5) Practitioners' Workshops are compulsory and non-examinable.
- 6) The above list of elective modules is not exhaustive.
- 7) 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