

# Open University of Mauritius

## **BSc (Hons) Business Management with Specialisation in Human Resources/Marketing/Tourism Management/ Financial Services/ Financial Risk Management/ Investment/Taxation/Real Estate-OUbs007**

### **1. Objective and Rationale**

The aim of this program is to enable learners to earn a high level, specialist qualification, acquiring a skill set and expertise that could benefit in any business environment. The degree program will prove invaluable to anyone wishing to succeed in the world of business, and will enable learners to look forward to a rewarding career and a challenging and interesting role with great promotional prospects. In particular, learners shall develop a strategic perspective on real-world business and general management practice using the most recent case-studies and research. The programme will enhance the ability to evaluate and analyse evidence and implement appropriate solutions in any business environment. The programme should also prepare for a career at senior management level through the development of enhanced personal and interpersonal skills.

### **2. General Entry Requirements**

- I. **EITHER** “Credit” in at least three subjects at School Certificate or General Certificate of Education O-Level or equivalent and “Pass” in at least two subjects at Higher School Certificate or General Certificate of Education Advanced Level or equivalent;
- II. **OR** An appropriate equivalent Diploma/Certificate/Foundation programme acceptable to The Open University of Mauritius.
- III. Learners who do not qualify under option I and II may register for Foundation Courses offered by The Open University of Mauritius. Those who complete the Foundation courses successfully will be eligible for registration for the relevant degree programmes.
- IV. **OR** Qualifications awarded by other universities and institutions, which are acceptable to the Open University of Mauritius as satisfying the minimum requirements for admission.
- V. Mature candidates having a strong background of work experience and uncertified learning may be assessed for entry to programmes through the Accreditation of Prior Learning (APL) and the Accreditation of Prior Experiential Learning (APEL). Please consult the General Rules and Regulations of the Open University of Mauritius for further details.

### **3. Programme Requirements**

As per general entry requirements.

#### 4. Minimum Requirements for Awards

##### (i) Degree Award

For the award of the degree, all modules of the programme, including work placement, must be completed. Except for the work placement module, every module carries 4 credits except the dissertation carries 6 credits.

##### (ii) Diploma Award

The diploma is provided as a possible exit point in the programme. A learner may opt for a Diploma in Accounting provided s/he satisfies the minimum requirements, as specified below has obtained a minimum of 60 credits.

#### 5. Programme Duration

	<b>Normal</b>	<b>Maximum</b>
Diploma:	2 years	3 years
Degree:	3 years	6 years

6. **Credits per Year:** Maximum 42 credits and minimum 18 credits.

7. **Minimum Credits Required for Degree Award:** 117

#### 8. Assessment

Each module will be assessed over 100 marks (i.e. expressed as %) with details as follows (unless otherwise specified) :

Assessment will be based on a written examination of 3 hours' duration which would account for 70% of the final module grade and continuous assessment would account for 30% of the final module grade. The continuous assessment would include a compulsory class test. For a learner to pass a module, an overall total of 40% for combined continuous assessment and written examination components would be required without minimum thresholds within the individual continuous assessment and written examination.

Written examinations for all modules, whether taught in semester 1 or in semester 2 or both, will be carried out at the end of the semester (unless otherwise stated).

Work Placement (**OUBs00300w**) of 3 months' duration must be satisfactorily completed for the award of the degree. Such requirement may be waived for part-time learners currently in employment.

#### 9. Grading

<b>Marks (x) %</b>	<b>Description</b>	<b>Grade</b>	<b>Grade Point</b>
$x \geq 70$	Excellent	A	5
$60 \leq x < 70$	Very Good	B	4
$50 \leq x < 60$	Good	C	3
$40 \leq x < 50$	Satisfactory	D	2
$x < 40$	Ungraded	U	0

## 10. Award

### **BSc (Hons) Business Management with**

1 <sup>st</sup> Class with Honours	CPA $\geq$ 70
2 <sup>nd</sup> Class 1 <sup>st</sup> Division with Honours	$60 \leq$ CPA $<$ 70
2 <sup>nd</sup> Class 2 <sup>nd</sup> Division with Honours	$50 \leq$ CPA $<$ 60
Class	$45 \leq$ CPA $<$ 50
Pass	$40 \leq$ CPA $<$ 45
No Award	CPA $<$ 40

If CPA  $<$  40, the learner 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. Learners are allowed to repeat twice once over the entire duration of the Programme of Studies. No award is made if CPA  $<$  40.

## 11. Programme Plan

### YEAR 1

#### **SEMESTER ONE**

<b>Code</b>	<b>Module Name</b>	<b>Credits</b>
OUBs007111/ ACCFUND100	Accounting Fundamentals	4
OUBs007112/ BUSECO100	Business Economics	4
OUBs007113/ FUNDFIN100	Fundamentals of Finance	4
OUBs007114/ MGTMAR100	Management and Marketing Principles	4

#### **SEMESTER TWO**

OUBs007121	Financial Accounting	4
OUBs007122/ BUSLAW100	Introduction to Business Law/Business Law	4
OUBs007123/ ORGBEV100	Organisational Behaviour and Analysis	4
OUBs007124/ BUSCOMM 100	Business Communication Skills	4
OUBs007125/ QMBUS100	Quantitative Methods for Business	4
OUBs007126/ IT100	IT Essentials	4

## YEAR 2

### **SEMESTER ONE**

<b>Code</b>	<b>Module Name</b>	<b>Credits</b>
OUBs007211/ HRM100	Human Resource Management	4
OUBs007212/ BASOLM100	Operation and Logistics Management I/Basic Operation and Logistics Management	4
OUBs007213/ MGTACC 100	Management Accounting	4
OUBs007214/ BUSIFIN 100	Business Finance	4
OUBs007215/ MIS100	Management Information System	4

### **SEMESTER TWO**

OUBs007221/ RESMETH100	Business Research Methods/ Research Methods	4
OUBs007222/ ADVOLM 100	Operation and Logistics Management II/ Advanced Operation and Logistics Management	4
OUBs007223/ MKTMGT 100	Marketing Management	4
OUBs007224	Investment Management	4
OUBs007225	Financial Statement Analysis for Business	4

## YEAR 3

### **SEMESTER ONE**

<b>Code</b>	<b>Module Name</b>	<b>Credits</b>
OUBs007311/ IBM100	International Business Management	4
OUBs007312/ INTMKT100	International Marketing	4
OUBs007313/ INTFIN100	International Finance	4
OUBs007314/ ADVQUAL100	Quality Management/ Advanced Quality Management	4
OUBs007315	Dissertation	-

### **SEMESTER TWO**

<b>Code</b>	<b>Module Name</b>	<b>Credits</b>
OUBs007321/ PROMGT100	Project Management	4
OUBs007322/ BUSTRA100	Business Strategy and Change	4
OUBs007323/ CORGOV 100	Corporate Governance and Ethics	4
OUBs007324	Dissertation	6

**Note: Work Placement (OUbs00700w) of 3 months carries a total of 3 credits.**

**Total No. of credits: 117**

Learners who opt for BSc (Hons) Business Management with Specialisation in Human Resources/ Marketing/ Tourism Management/ Financial Services/ Financial Risk Management/ Investment/Taxation/Real Estate will study for the modules given below instead of the modules OUs003312- International Marketing and OUs003313-International Finance in Semester one of year three. Their dissertation should also be in their field of specialisation.

#### **BSc (Hons) Business Management with Specialisation in Marketing**

- Strategic Marketing - OUs007316
- Relationship Marketing - OUs007317

#### **BSc (Hons) Business Management with Specialisation in Human Resources**

- Strategic HRM - OUs007318/STRAHRM 100
- Human Resource and Development - OUs007319/HRDVLP100

#### **BSc (Hons) Business Management with Specialisation in Financial Services**

- Corporate Financial Management - OUs0073110/CORPFIN100
- Financial Reporting and Analysis - OUs0073111/FINREP100

#### **BSc (Hons) Business Management with Specialisation in Tourism Management**

- International Tourism Management – OUs0073112
- Strategic Tourism Management – OUs0073113

#### **BSc (Hons) Business Management with Specialisation in Financial Risk Management**

- Financial Risk Management – OUs0073114
- Financial regulation and Law – OUs0073115

#### **BSc (Hons) Business Management with Specialisation in Investment**

- Investment Analysis I/Investment Analysis – OUs0073116/INVAN100
- Investment Analysis II – OUs0073117/INVSIS100

#### **BSc (Hons) Business Management with Specialisation in Taxation**

- Corporate Taxation – OUs0073118
- International Taxation [OUs0073119]

#### **BSc (Hons) Business Management with Specialisation in Real Estate**

- Real Estate Investment and Valuation - OUs0073120
- Real Estate Management – OUs0073121

## **12. Syllabus Outline**

### **OUs007111-Accounting Fundamentals**

Module Aim: This module is designed to introduce basic accounting concepts to learners who do not intend to major in accounting. Accounting is said to be the language of business and a basic knowledge of it will no doubt enhance learners understanding of the business world. Learners learn commonly used accounting terminology, recording financial transactions and preparing financial statements which are essential for business learners. The module also prepares learners for further accounting modules included in their programmes.

Unit 1: The Need for Accounting and the Accounting Equation

Unit 2: The Double-Entry System of Book-keeping

Unit 3: The Cash Book

Unit 4: Books of Original Entry

Unit 5: The Income Statement and Statement of Financial Position

Unit 6: Adjustments on Balance Day  
Unit 7: Accounting for Depreciation and Disposal of Non-Current Assets  
Unit 8: Introduction to Costing.

### **OUBs007112–Business Economics**

Module Aim: To provide learners with the analytical tools required to understand the micro and macro-economic environment within which businesses function; and how this environment has direct relevance to the decision-making processes of managers. Learners will also be introduced to key economic concepts and principles in the context of the business environment. This module will look at the forces that shape the external environment of the firm such as aggregate demand, fiscal and monetary policies play in the economy and their impact on the firm's operations. The emphasis will be on those topics which are of particular importance to decision makers in business.

Unit 1: Introduction to Business Economics  
Unit 2: Basic Concepts and Definition  
Unit 3: The Market  
Unit 4: Demand and Price  
Unit 5: Supply and Price  
Unit 6: Equilibrium, Price, Output Determination and Movement to New equilibriums  
Unit 7: Introduction to elasticity  
Unit 8: The short-run Production function: total, average and marginal product  
Unit 9: Costs in the short-run  
Unit 10: Production and costs in the long-run  
Unit 11: Revenue curves and firm's output  
Unit 12: Profit Maximisation  
Unit 13: The meaning of profit for businesses  
Unit 14: Alternative Market Structures and Perfect Competition  
Unit 15: Monopoly  
Unit 16: Oligopoly  
Unit 17: Economic Growth, Development and Business  
Unit 18: The Aggregate supply-aggregate demand model  
Unit 19: Monetary and fiscal and policy.

### **OUBs007113 - Fundamentals of Finance**

Module Aim: The aim of this module is to help learners appreciate the logic for making better financial decisions and hence, equip them with the basic knowledge of risk, return and investment and of the different techniques used to minimize losses.

Unit 1: Financial Statement and Planning  
Unit 2: Time Value of Money  
Unit 3: Capital Budgeting Decisions  
Unit 4: Sources of Finance  
Unit 5: Valuation of Bonds and Other Securities  
Unit 6: Risk and Return and Capital Asset Pricing Model  
Unit 7: Introduction to Stock Market  
Unit 8: Working Capital Management.

### **OUBs007114-Management and Marketing Principles**

Module Aim: This module is designed to introduce basic management and marketing principles to learners.

Unit 1: Management Concepts and Functions

Unit 2: Development and Management Theories

Unit 3: The Internal and External Environments of the Organisation

Unit 4: Social Responsibility and Ethics in Management

Unit 5: Managerial Decision Making

Unit 6: The Planning Process

Unit 7: Introduction to Marketing Concepts, the role of marketing in technology firms, and the various factors that influence marketing decision-making

Unit 8: Marketing Management Philosophies

Unit 9: Relationship Marketing

Unit 10: Business & Marketing Strategy.

### **OUBs007121- Financial Accounting**

Module Aim: To develop an understanding of accounting concepts and principles relating to financial accounting and develop technical skills leading to preparation of financial statements

Unit 1: Control Accounts

Unit 2: Value Added Tax

Unit 3: Stock Valuation Methods

Unit 4: Partnerships

Unit 5: Incomplete Record

Unit 6: Accounting for Not-for- Profit Organisations

Unit 7: Accounting Standards

Unit 8: Cash Flow Statement.

### **OUBs007122-Introduction to Business Law**

Module Aim: To provide learners with a knowledge and understanding of the principles and practices of Business law. Learners will also learn legal issues relating to running and administration of domestic as well as offshore companies.

Unit 1: Origins and Sources of Business Law

Unit 2: International Commercial Law

Unit 3: Essential Elements of Conflict of Laws

Unit 4: Law of Contract

Unit 5: Duties of Directors and Meetings

Unit 6: Offshore Companies

Unit 7: Dispute Resolution

Unit 8: Regulatory Framework of International Trade Treaties

### **OUBs007123-Organisational Behaviour and Analysis**

Module Aim: To provide learners with a knowledge and understanding of the factors influencing attitudes and behaviour within organisations. The module explores the strategies and concepts to maximise the potential and resolve problems associated with individuals, with groups within the organisation and with the organisation as a whole.

Unit 1: The Nature of Organisation Structure

Unit 2: Organisational Control

Unit 3: Contemporary Issues in Management



Unit 4: Introduction to Organisational Behaviour  
Unit 5: Foundations of Individual and Group Behaviour  
Unit 6: Designing Motivating Jobs  
Unit 7: Conflict Management  
Unit 8: Organisational Culture

### **OUBs007124-Business Communication Skills**

Module Aim: To provide learners knowledge on how to communicate effectively and how to identify the barriers to effective communication as well as developing techniques to overcome them.

Unit 1: Theories and practice of Effective Public Performance  
Unit 2: Nature and Components of the Corporate Image  
Unit 3: Marketing Communication  
Unit 4: Making Communication Effective  
Unit 5: Non-verbal Communication  
Unit 6: Business Letters  
Unit 7: Interviews & Career Seeking Communication  
Unit 8: Business Communication in the New Millennium

### **OUBs007125-Quantitative Methods for Business**

Module Aim: The objective of this module is to help learners to understand issues in the collection and analysis of quantitative data for supporting management decision making. Learners will learn how to apply a range of basic statistical methods which are relevant to managerial decisions.

Unit 1: Quantitative Methods, Numbers and Business  
Unit 2: Frequency distribution – Summary Measures. Probability & Probability Distributions  
Unit 3: Measures of Location and Spread  
Unit 4: Introduction to Statistical inference: Sampling Distributions; source, types and arrangement of data, Uses of Quantitative and Qualitative data  
Unit 5: Correlation Analysis  
Unit 6: Simple linear Regression Analysis  
Unit 7: Time Series Analysis of data.

### **OUBs007126 IT Essentials**

Module Aim: The module provides an introduction to information technology, computers, and computer networks and their application. Learners will also learn how communications systems can help boost productivity.

Unit 1: IT and Computers  
Unit 2: Stepping in the Computer  
Unit 3: Input and Output Devices  
Unit 4: Secondary Storage  
Unit 5: Systems Software  
Unit 6: Systems Development  
Unit 7: Computer Networks  
Unit 8: Issues and Trends in IT.

## **OUBS007211-Human Resource Management**

Module Aim: The objective of this module is to introduce concepts relating to the effective utilization and maximum development of human resources.

- Unit 1: Evolution of HRM
- Unit 2: Job Design and team working
- Unit 3: Organisational Culture
- Unit 4: Human Resource Planning
- Unit 5: Employee Relations
- Unit 6: Human Resource Development (HRD)
- Unit 7: Organisation Development (OD)
- Unit 8: International Human Resource Management.

## **OUBS007212-Operation and Logistics Management I**

Module Aim: To provide learners with knowledge on the theoretical framework as well as on the practical skills to cope with an increasingly complex supply chain management and logistics initiatives of international and domestic businesses.

- Unit 1: Introduction to Operation Management
- Unit 2: Operations Systems and the firm
- Unit 3: Production Planning and Control
- Unit 4: Inventory Management
- Unit 5: Production Routing and Scheduling
- Unit 6: Components and Requirements, Organization of Logistics functions
- Unit 7: Integrating Logistics Functions in overall Organization Structure
- Unit 8: Measurement of Performance of Logistics Function and Functionaries.

## **OUBS007213-Management Accounting**

Module Aim: The aim of this module is to introduce concepts related to the fundamentals of management accounting. Learners will be able to learn the different management accounting systems which are effective tools in providing information in decision making process at all levels in the organization.

- Unit 1: Introduction to Management Accounting
- Unit 2: Cost Accounting System
- Unit 3: Absorption and activity-based costing;
- Unit 4: Marginal Costing & Contribution Analysis;
- Unit 5: Budgeting & Budgetary Control;
- Unit 6: Evaluation of Fixed/Flexible, Zero Based, Incremental, Periodic, Continuous and Activity Based budgetary systems
- Unit 7: Costing Techniques
- Unit 8: Standard Costing and Variance Analysis.

## **OUBS007214-Business Finance**

Module Aim: To provide learners with knowledge on the principles and practice to the financing decisions of enterprises. Learners will learn on the decisions which firms make about financing their investments in productive capital.

- Unit 1: Agency problem between Shareholders and Managers
- Unit 2: Investment Appraisal Methods and Risks

Unit 3: Risks and Return  
Unit 4: Asset Pricing Models: APT and CAPM and Empirical Evidence  
Unit 5: Capital Market Efficiency&; Stock Market Anomalies  
Unit 6: Gearing, Cost of Capital and Shareholder's Wealth; Leasing  
Unit 7: The Dividend Decision: Theory and Empirical Evidence  
Unit 8: Corporate Restructuring (Mergers, Takeovers and Divestment)

### **OUBs007215-Management Information System**

Module Aim: To provide learners knowledge on the role played by information systems in the running of organizations. Learners will learn issues relating to information systems in the functional areas of organizations.

Unit 1: Fundamentals of Information Systems  
Unit 2: Information Systems for Business Operations  
Unit 3: Decision Support Systems  
Unit 4: Information Systems for Strategic Advantage  
Unit 5: Managing Information Technology  
Unit 6: Planning and Implementing Change  
Unit 7: Business Process Re-engineering  
Unit 8: Executive Information Systems.

### **OUBs007221-Business Research Methods**

Module Aim: The objective of this module is to introduce the key elements of a research project and the key concepts related to research design. It will prepare learners to design and carry out business research studies for their dissertation in a consistent and scientific manner.

Unit 1: Primary and Secondary research  
Unit 2: Quantitative Research Designs  
Unit 3: Survey Design and Administration Issues  
Unit 4: Qualitative Research  
Unit 5: Sampling Processes  
Unit 6 : Questionnaire Design  
Unit 7 : Information Collection Process  
Unit 8: Data Analysis.

### **OUBs007222-Operation and Logistics Management II**

Module Aim: The objective of this module is to understand how logistical decisions impact the performance of the firm over and above the entire supply chain. Focus will be provided on the link between supply chain structures and logistical capabilities in a firm or the entire supply chain

Unit 1: Supply-Chain Management  
Unit 2: Capacity Planning and Operations Scheduling  
Unit 3: The Supply Chain and Activities of Logistics  
Unit 4: Managing the Supply Chain  
Unit 5: Order Processing and Information Systems  
Unit 6: Decision Strategies in Transportation  
Unit 7: Warehousing, Material Handling, Computerisation and Packaging  
Unit 8: Analysing a Supply Chain and Measuring Performance.

### **OUBs007223-Marketing Management**

Module Aim: To provide learners with the theoretical framework and practical skills to learn and appraise successful and competitive marketing strategies. Learners will learn the issues relating to the application of marketing concepts, tools and techniques within the organisation and when dealing with internal and external customers, intermediaries and business.

Unit 1: The Marketing Environment

Unit 2: The Dynamic Interrelationships of the Functions of Marketing Price

Unit 3: Channels of Distribution, Promotion, and Product Responsibility

Unit 4: Product & Pricing Policy

Unit 5: Communication Strategy

Unit 6: Building Customer Relationships

Unit 7: Global Marketing

Unit 8: Marketing and Society, Marketing Ethics

### **OUBs007224-Investment Management**

Module Aim: The objective of this module to provide learners with a theoretical framework to assess issues in portfolio management. Learners will become familiar with the different tools and concepts relating to the management of a portfolio in an optimal way.

Unit 1: Introduction to Portfolio Management

Unit 2: Different tools for Risk and Return Measurements

Unit 3: Optimal Portfolio Theory

Unit 4: Portfolio management and Efficient Market Hypothesis

Unit 5: Active and Passive Portfolio Management

Unit 6: Asset Allocation Framework

Unit 7: Types of Performance Measurement Tools.

### **OUBs007225-Financial Statement Analysis for Business**

Module Aim: To provide learners with the theoretical background and practical skills for financial statement analysis. In particular, the module will enhance learners' skills to analyse corporate financial statement information and use this information in performance evaluations and investment decisions.

Unit 1: Accounting for Subsidiary Undertakings and Associates

Unit 2: Consolidated Cash Flow Statement

Unit 3: Foreign Currency Translation and Transactions

Unit 4: Accounting for Foreign Undertakings

Unit 5: Segmental Reporting

Unit 6: Ratios and Financial Analysis

Unit 7: Earnings Management

Unit 8: Valuation and Forecasting.

### **OUBs007311-International Business Management**

Module Aim: To develop knowledge of the concepts, issues and practices of international business. The module will provide an understanding on the theories on contemporary international business practice and on the challenges within the global business environment.

Unit 1: Globalisation  
Unit 2: International Trade Theory  
Unit 3: Foreign Direct Investment  
Unit 4: Regional Economic Integration  
Unit 5: International Monetary System  
Unit 6: Strategy of International Business  
Unit 7: Entry Strategy and Strategic Alliance  
Unit 8: Financial Management in International Business.

### **OUBs007312-International Marketing**

Module Aim: To provide the learner with a general knowledge of the international marketing arena. The module deals with all issues of marketing from an international perspective and also develop skills to deal with foreign competitive situations.

Unit 1: The Cultural Environment of Global Markets  
Unit 2: Assessing Global Market Opportunities  
Unit 3: Developing Global Marketing Strategies  
Unit 4: Methods of Entering Foreign Markets  
Unit 5: Pricing Strategies for Goods sold abroad  
Unit 6: Basic Principles in Developing International Channels of Distribution  
Unit 7: Concepts of Product Life Cycle and Foreign Market Acceptance  
Unit 8: Segmenting Foreign Markets in both the Consumer and Industrial Sectors.

### **OUBs007313-International Finance**

Module Aim: To provide learners with an understanding of international financial markets and the main issues involved when traded in these markets. Learners will also learn issues related to sources of finance for firms operating across national boundaries.

Unit 1: Global Financial Markets  
Unit 2: International Parity Conditions  
Unit 3: Foreign Exchange Markets  
Unit 4: Political Risk Management  
Unit 5: Capital Markets and other sources of Funding for the Global Firm  
Unit 6: Managing Multinational Operations  
Unit 7: Working Capital Management  
Unit 8: Import and Export Finance.

### **OUBs007314-Quality Management**

Module Aim: To provide learners with an understanding on the full range of quality concepts. Learners will learn the dynamic characteristics of business management and the correlation between quality practices and corporate performance.

Unit 1: Introduction to Quality.  
Unit 2: Total Quality Management Concept and Philosophies  
Unit 3: Total Quality Culture  
Unit 4: Business Excellence Model – MBNQA, EFQM, Deming Prize.  
Unit 5: Quality Management Systems: ISO 9000.  
Unit 6: Quality System Audit.  
Unit 7: Quality Tools and Techniques for Process Improvement.  
Unit 8: Statistical Process Control.

### **OUBS007321-Project Management**

Module Aim: The objective of this module is to develop a practical understanding and skill to plan and manage a project to its successful conclusion. It encourages learners to reflect across management disciplines and to understand the significance of their application on the accomplishment of a project.

- Unit 1: New Venture Creation in Context
- Unit 2: Identifying and Evaluating Business Opportunities
- Unit 3: Innovation and Intellectual Property Rights
- Unit 4: Competitive Entry Strategies
- Unit 5: Business Planning and Identifying Resources Required
- Unit 6: Financial Planning and Control
- Unit 7: Long-term Funding – Venture Capital, Cash Flow and Funds Flow
- Unit 8: Business Plan Evaluation.

### **OUBS007322-Business Strategy and Change**

Module Aim: To provide learners with knowledge on the tools which are vital to set down long term strategies which will allow firms to attain their corporate objectives. In addition, learners will develop skills which can be employed in the strategic planning of a business.

- Unit 1: Introduction to the Strategic Management Process
- Unit 2: Strategy and strategic objectives
- Unit 3: External analysis - Analysis of the Macro environment
- Unit 4: Analysis of the Competitive Environment
- Unit 5: Strategies: Core Competence, Generic and Hybrid Strategies
- Unit 6: Strategic Implementation and Management - Evaluation and Selection of Strategies
- Unit 7: Strategic Financial Analysis and Performance Indicators
- Unit 8: International and Global Strategies.

### **OUBS007323-Corporate Governance and Ethics**

Module Aim: The objective of this module is to provide learners foundation knowledge on corporate governance as well as ethical issues in its economic, political and legal context. In addition, the module will cover comparative international models of corporate governance.

- Unit 1: The Definitions and Objectives of Corporate Governance
- Unit 2: The basis of Sound Governance
- Unit 3: OECD Guidelines for Corporate Governance
- Unit 4: Philosophies of Ethics
- Unit 5: Moral Issues in Business Context
- Unit 6: International Business Ethics
- Unit 7: The Social Responsibility of Business
- Unit 8: The Concept of Bribery & Whistle Blowing

### **OUBS007324-Dissertation**

The research project will allow the learner to examine thoroughly an area or a problem related to businesses. The project will draw upon significant concepts and techniques introduced during the taught part of the course and will look for to merge the theory and practice of management through the achievement of a considerable and related in-depth piece of work. The review of the final year

project will be based on the compliance of a report which should be in the range of 12,000–15,000 words.