

Open University of Mauritius

BSc (Hons) Marketing Management [OUbs009]

1. Objective and Rationale

The aim of this program is to empower learners to enhance their knowledge and skills in ways that enable them to think strategically about the growth of their organisation and develop effective marketing practices that make and shape the markets they want to impact. This programme takes a broad approach to markets, marketing and marketing management. It provides an opportunity to learners to have an in-depth understanding, skills and experience they need to enter this rewarding business discipline in a management role. 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 Course acceptable to the Open University of Mauritius.
- III. Learners who do not qualify under options 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; however, 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 and has obtained a minimum of 60 credits.

5. Programme Duration

	Normal	Maximum
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:** 114

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 2 hours duration which would account for 70% of the final module grade and continuous assessment would account for 30% of the final module grade. Continuous assessment will be based on assignment(s). Each module will carry 100 marks. To pass any module the learner should score a minimum of 40.0% in continuous assessment and a minimum of 40.0% in the end of semester examination. Learners may re-sit up to a maximum of two failed modules for the semester of the programme.

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 (**OUBS00900w**) 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

Percentage Range	Description	Grade	Grade Point
70% and above	Excellent	A	5
$60\% \leq x < 70\%$	Very Good	B	4
$50\% \leq x < 60\%$	Good	C	3
$45\% \leq x < 50\%$	Satisfactory	D	2
$40\% \leq x < 45\%$	Pass	E	1
$0\% < x < 40\%$	ungraded	U	0

10. Award

B.Sc. (Hons) Marketing Management with

1 st Class with Honours	CPA \geq 70
2 nd Class 1 st Division with Honours	$60 \leq$ CPA $<$ 70
2 nd Class 2 nd Division with Honours	$50 \leq$ CPA $<$ 60
3 rd 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

Code	Module Name	Hrs/Wk L+P	Credits
OUBS009111/ACCFUND100	Accounting Fundamentals	3+0	4
OUBS009112/BUSECO100	Business Economics	3+0	4
OUBS009113/FUNDFIN100	Fundamentals of Finance	3+0	4
OUBS009114/MGTPRIN100	Management Principles	3+0	4

SEMESTER TWO

OUBS009121/PRINMKT100	Principles of Marketing	3+0	4
OUBS009122/BUSLAW100	Business Law	3+0	4
OUBS009123/ORGBEV100	Organisational Behaviour and Analysis	3+0	4
OUBS009124/BUSCOMM100	Business Communication Skills	3+0	4
OUBS009125/INTPSY100	Introduction to Psychology	3+0	4
OUBS009126/IT100	IT Essentials	3+0	4

YEAR 2

SEMESTER ONE

Code	Module Name	Hrs/Wk L+P	Credits
OUBS009211/HRM100	Human Resource Management	3+0	4
OUBS009212/BASOLM100	Basic Operation and Logistics Management	3+0	4
OUBS009213/MKTMGT100	Marketing Management	3+0	4
OUBS009214/MARCOM100	Marketing Communications	3+0	4
OUBS009215/MIS100	Management Information System	3+0	4

SEMESTER TWO

OUBS009221	Marketing Research	3+0	4
OUBS009222	Global and International Business Contexts	3+0	4
OUBS009223	Buyer Behaviour	3+0	4
OUBS009224	Services Marketing	3+0	4
OUBS009225/QMBUS100	Quantitative Methods for Business	3+0	4

YEAR 3

SEMESTER ONE

Code	Module Name	Hrs/Wk L+P	Credits
OUBS009311/IBM100	International Business Management	3+0	4
OUBS009312/INTMKT100	International Marketing	3+0	4
OUBS009313	Marketing Planning	3+0	4
OUBS009314/ADVQUAL100	Advanced Quality Management	3+0	4
OUBS009315	Dissertation		-

SEMESTER TWO

Code	Module Name	Hrs/Wk L+P	Credits
OUBS009321	Digital Media Marketing	3+0	4
OUBS009322/BUSTRA100	Business Strategy and Change	3+0	4
OUBS009323/CORGOV100	Corporate Governance and Ethics	3+0	4
OUBS009324	Dissertation		6

Note: Work Placement (OUBS00900w) of 3 months carries a total of 3 credits.

12. Syllabus Outline

OUBS009111/ACCFUND100 - 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: Accounting for Depreciation and Disposal of Non-current Assets
- Unit 7: Adjustments on Final Accounts
- Unit 8: Bank Reconciliation
- Unit 9: Introduction to Costing
- Unit 10: Marginal Costing and Decision Making

OUBS009112/BUSECO100 - 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 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

OUBS009113/FUNDFIN100 - 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 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

OUBS009114/MGTPRIN100 - Management Principles

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

- Unit 1: The Nature of Management
- Unit 2: Planning as a Management Function
- Unit 3: Organizing as a Management Function
- Unit 4: Directing as a Management Function
- Unit 5: Controlling as a Management Function

OUBS009121/PRINMKT100- Principles of Marketing

Module Aim. The module aims to provide an introduction to the philosophy, concept and functions of marketing, with a critical appreciation of these. Develop an appreciation of marketing and its emerging role and application in public and private sector organisations. Develop broader managerial skills and team building. To provide a foundation for further study of the subject, where appropriate.

- Unit 1: Customer Value
- Unit 2: The Planning Process
- Unit 3: The Marketing Environment
- Unit 4: Consumers and their Buying Behaviour
- Unit 5: Marketing Strategies
- Unit 6: The four Ps of Marketing
- Unit 7: Communication and Promotion
- Unit 8: Price

OUBS009122/BUSLAW100 - 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: The nature of Law

Unit 2: The Law of contract
Unit 3: The Law of tort
Unit 4: Law of agency
Unit 5: Company Law
Unit 6: Financing of a business
Unit 7: Financing a business through debentures and charges
Unit 8: Corporate governance

OUBS009123/ORGBEV100 - Organisational Behaviour and Analysis

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

Unit 1: Introduction to Organisational Behaviour
Unit 2: Foundations of Individual and Organisation Behaviour
Unit 3: The Nature of Organisation Structure
Unit 4: Organisational Culture
Unit 5: Organisational Control
Unit 6: Designing Motivating Jobs
Unit 7: Conflict Management
Unit 8: Contemporary Issues in Management

OUBS009124/BUSCOMM100 - Business Communication Skills

Module Aim: To provide learners with 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

OUBS009125/INTPSY100 - Introduction to Psychology

Module Aim: The module provides an introduction to the understanding of factors which influence human behaviour from the most basic of biological responses to complex social interactions, through the study of biological, developmental, cognitive and social perspectives in psychology. Students will be introduced to the fundamental concepts from each perspective, the range of methodologies employed, and the key studies that have had a particular impact upon the direction of theory, research and application.

This module will deliver material from 4 key perspectives within the discipline of psychology and provide an understanding of how biological responses, social development, cognitive processes and social interactions all contribute to human behaviour.

Unit 1: Psychology in context
Unit 2: The Biological Approach.
Unit 3: The Behaviourist Approach
Unit 4: The Cognitive Approach

Unit 5: The Psychodynamic Model
Unit 6: The Humanistic Approach
Unit 7: Developmental Psychology
Unit 8: Social Psychology

OUBS009126/IT100 - IT Essentials (Introduction to Computer)

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: Impact and history of computers
Unit 2: Computer hardware
Unit 3: Software
Unit 4: File and data management
Unit 5: Input and output devices
Unit 6: Communications and connectivity

OUBS009211/HRM100 - 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: Human Resource Planning
Unit 3: Job Design and Team Working
Unit 4: Human Resource Development (HRD)
Unit 5: Employee Relations
Unit 6: Organisation Culture
Unit 7: Organisation Development (OD)
Unit 8: International Human Resource Management

OUBS009212/BASOLM100 - Basic Operation and Logistics Management

Module Aim: To provide learners with knowledge on the theoretical framework as well as on 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

OUBS009213/MKTMGT100 - 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 Strategic Role of Pricing
- Unit 3: Channels of Distribution
- Unit 4: The Product
- Unit 5: Marketing Communications
- Unit 6: Customer Relationship Management
- Unit 7: Global Marketing
- Unit 8: Marketing Ethics

OUBS009214/MARCOM100 - Marketing Communications

Module Aim: To introduce students to the different elements of the promotional mix and to develop their analytical skills in understanding and applying the integrative nature of these elements to realistic marketing scenarios.

- Unit 1: Introduction to Marketing Communications
- Unit 2: Targeting Audiences
- Unit 3: Advertising
- Unit 4: Personal Selling
- Unit 5: Public Relations and Sponsorship
- Unit 6: Sales Promotion
- Unit 7: Direct and Online Marketing
- Unit 8: Managing Marketing Communications
- Unit 9: International Marketing Communications Issues.

OUBS009215/MIS100 - 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: Foundation of Information Systems
- Unit 2: Strategic Information Systems and Enterprise Systems
- Unit 3: Strategic Role of Information Systems
- Unit 4: Managing Information in Organisations
- Unit 5: Evaluating Strategies for Information System and E-Commerce
- Unit 6: Contemporary Information System and E-Business Culture

OUBS009221- Marketing Research

Module Aim: The objective of this module is to introduce the key concepts of marketing as well as develop learners' skills to interpret secondary and primary data that can aid future marketing decisions. It will prepare learners to design and carry out business research studies for their dissertation in a consistent and scientific manner.

- Unit 1: Introduction to Marketing Research
- Unit 2: Quantitative and Qualitative Research Methods
- Unit 3: Literature Review
- Unit 4: Secondary data collection and evaluation
- Unit 5: Primary data Collection Techniques
- Unit 6: Sampling for Marketing Research
- Unit 7: Introduction to SPSS
- Unit 8: Univariate Data Analysis

Unit 9: Bivariate Data Analysis
Unit 10: Qualitative Data Analysis
Unit 11: Ethics in Research

OUBS009222 - Global and International Business Contexts

Module Aim. The module aims to develop analytical skills, knowledge of analytical frameworks and understanding of implications to business of aspects of the international business environment; develop global citizenship and cultural intelligence; focus on a variety of globalizing and internationalizing, markets and organisations as vehicles for learning the theory which will enable the students to form well-grounded strategic recommendations for a business and justify them.

Unit 1: Relevant International Trade Theory
Unit 2: Globalisation/Internationalisation in different Industries and Markets
Unit 3: International Co-operation and Alliances
Unit 4: International Trade and Investment
Unit 5: International Business Management
Unit 6: Culture and Organisational Behaviour

OUBS009223 - Buyer Behaviour

Module Aim: This module aims to introduce students to the related concepts of buyer behaviour and marketing communications. The structure of the module will first allow students to appreciate the value of analysing consumer behaviour, and then use this information to develop appropriate and informed marketing communications campaigns.

Unit 1: Understanding Consumer/Buyer Behaviour
Unit 2: Consumer Decision Making Process
Unit 3: Determinants and Influences of Buyer Decision Making Process
Unit 4: Models of Consumer Buying Behaviour
Unit 5: Organisational Buyer Behaviour
Unit 6: Promotion: Integrated Marketing Communication
Unit 7: Communication, Advertising Program and Consumer Behaviour
Unit 8: Cross-Cultural Consumer Behaviour – An International Perspective
Unit 9: Marketing Ethics and Social Responsibility

OUBS009224 - Services Marketing

Module Aim: To provide learners with a general knowledge of the fast expanding field of services marketing. The module will focus on differences and similarities between the marketing of services and physical products. The overall aim of this module is to provide students with an understanding and awareness of the services sector, how marketing theory differ for this sector, the unique challenges faced by services marketers and the application of relevant service theory in practice.

Unit 1: Nature of Services
Unit 2: Marketing Mix for Services
Unit 3: Consumer Behaviour in Services
Unit 4: Understanding Service Quality, its Measurement and Management
Unit 5: Role of employees in Services Marketing (internal marketing)
Unit 6: Marketing Loyalty Programs and CRM
Unit 7: Using Technology to enhance Services.

OUBS009225/QMBUS100 - 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: Data: Nature and Presentation

Unit 2: Probability & Probability Distributions

Unit 3: Measures of Location and Spread

Unit 4: Sampling Part I: Sampling Strategies, Sampling Part II: Sampling Distribution and Estimation of data; Uses of quantitative and qualitative data

Unit 5: Statistical Inference

Unit 6: Correlation Analysis

Unit 7: Simple Linear Regression Analysis

Unit 8: Time Series Analysis of Data

OUBS009311/IBM100 - International Business Management

Module Aim: The objective of the module is to enable students to evaluate the various cross-border issues/problems that are faced in an increasingly globalised world. The emphasis is on an analysis of the cultural, political, legal, social, technological and economic environments in different parts of the world which may eventually impact on the way cross border transactions are conducted.

Unit 1: Introduction to International Business

Unit 2: Globalisation

Unit 3: International Trade Theories

Unit 4: International Production and Foreign Direct Investment

Unit 5: Modes of Entry

Unit 6: Managing Diversity and Cross Cultural Differences

Unit 7: World Trade Organisation

Unit 8: Regional Trade Integration

OUBS009312/INTMKT100 - International Marketing

Module Aim: The objective of the module is to acquire knowledge about the various concepts of International Marketing. Learners will enjoy discovering the different aspects which affect international marketing and the decisions and challenges faced by firms when going international. Furthermore, learners will also be able to develop an international marketing mindset while going through this manual.

Unit 1: International Marketing: An introduction

Unit 2: Cultural Environment

Unit 3: International Marketing Research

Unit 4: Planning for Global Markets

Unit 5: International Segmentation, Targeting and Positioning

Unit 6: Entering a Foreign Market

Unit 7: International Product
Unit 8: International Pricing
Unit 9: International Distribution Channels
Unit 10: Integrated Marketing Communications and International Advertising

OUBS009313 – Marketing Planning

Module Aim: The objective of this module is to introduce concepts related to the fundamentals of marketing planning. The structure of the module will first allow learners to appreciate the value of marketing plan and know its components, and then use these elements to develop effective marketing plan.

Unit 1: Introduction to Marketing Planning
Unit 2: Structure of a Marketing Plan
Unit 3: Planning Segmentation, Targeting and Positioning
Unit 4: Developing a Marketing plan, Internal and External analysis
Unit 5: Marketing strategy: The Marketing Mix Planning
Unit 6: Preparing budgets and Financial Projections in Marketing
Unit 7: Implementation, Control and Developing metrics
Unit 8: Challenges of Marketing Planning

OUBS009314/ADVQUAL100 - Advanced Quality Management

Module Aim: To provide learners with an understanding of 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: 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

OUBS009321- Digital Media Marketing

Module Aim: This module provides a framework for implementing data-informed marketing and interactive marketing within a strategic marketing context, paying due regard to changes in the traditional marketing paradigm, to the dynamic digital technological environment and to social responsibilities of marketing.

Unit 1: Digital Marketing
Unit 2: The Five Ps of Digital Marketing
Unit 3: Introduction to Content Marketing
Unit 4: Email marketing
Unit 5: Planning and Creating Website
Unit 6: Social Media
Unit 7: Search Engine Marketing (SEM) and Search Engine Optimisation (SEO)
Unit 8: Mobile Marketing
Unit 9: Mcommerce
Unit 9: Web and Mobile Analytics

OUBS009322/BUSTRA100 - 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.

OUBS009323/CORGOV100 - Corporate Governance and Ethics

Module Aim: The objective of this module is to provide learners with a 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: Origins of Ethics

Unit 2: Ethical principles in Business

Unit 3: Objectives of Corporate Governance

Unit 4: Corporate Governance in Mauritius

Unit 5: Social Responsibility, Internal Control and Financial Reporting

Unit 6: Code of Ethics for Professional Accountants

OUBS009324 - 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 programme and will look at how 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 10,000–12,000 words.