

Open University of Mauritius

- A. Commonwealth Executive Master of Business Administration (CEMBA): OUpm003**
- B. Commonwealth Executive Master of Public Administration (CEMPA): OUpm004**
- C. MBA General: OUpm005**
- D. MBA with specialisation in Marketing Management/HRM/Financial Services/Tourism Management /Financial Risk Management/Public Administration/ Investment/Taxation/Property Management (common first year modules with CEMBA): OUpm006**
- E. MBA Educational Leadership: OUpm007**

1. Background

The delivery of MBA/MPA programmes has been in the past quite expensive and restrictive due to the high cost of higher education and the physical limitations of the traditional mode of delivery. The Commonwealth of Learning has developed the CEMBA/CEMPA programmes to respond to the need to increase access to such programmes. The Open and distance Learning mode of delivery was identified as the privileged mode of learning to overcome such traditional barriers as time constraints and high cost of studies. COL acted as a facilitator for the development of the programmes by a consortium of partner institutions in the Commonwealth.

2. Admission requirements

In general, admission to the CEMBA/CEMPA Programme requires the following:

- An undergraduate degree with good standing
- A minimum of two years of relevant post-qualification experience
- Residency within Commonwealth countries (where the programme is offered)
- A working knowledge of the English language at the post-graduate studies level

In general, admission to the MBA: OUpm005, MBA with specialisation: OUpm006, MBA Educational Leadership: OUpm007 requires the following:

A Bachelor's degree with at least second class from a recognised University or alternative qualifications, including professional qualifications, acceptable to the Open University of Mauritius. Candidates must have a good mastery of English Language. Prior Learning and Prior Experiential Learning may be considered by the University for admission to this programme. Applicants may be asked to pass an entry test.

3. The rationale for the programme and COL's objectives:

- To enable learners in the Commonwealth countries where the programme is offered to obtain Master degrees in the areas of Business Administration and Public Administration, contributing to their professional growth and career advancement and to their countries' development
- To develop human resources in various aspects of the areas mentioned above

- To develop quality post-graduate programmes that can be implemented widely in Commonwealth countries and can be recognized across the Commonwealth.

4. Educational aims of the programme:

At the end of the program the learner will

- Develop a high level of competency in her respective functions (strategic as well as operational)
- Develop her general perspectives to include an international outlook.

5. Assessment

For CEMBA/CEMPA, MBA: OUpm005, MBA with specialisation: OUpm006, MBA Educational Leadership: OUpm007:

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

Assessment will be based on a written examination of 3 hours' 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), portfolios and mini-projects. 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. Learners may re-sit up to a maximum of two failed modules for the semester of the programme.

6. Duration

A minimum of 2 years (4 semesters)

A maximum of 5 years

7. Grading (Open University of Mauritius)

Marks (x) %	Description	Grade	Grade Point
$x \geq 70$	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
$x < 40$	ungraded	U	0

8. Award

The CEMBA/CEMPA programme is based on a credit accumulation system. All courses in the programme carry a credit weighting of 6 (120-study hours).

To qualify for the CEMBA / CEMPA degree, learners are required to take **fifteen (15) courses** (i.e., 15 courses X 6 credits each = 90 credits):

- Eight of the nine Core Courses
- Two Specialist Compulsory Courses
- Three Elective Courses
- Two Required Courses

Learners should NOT omit any Core Course that relates to an area in which the learner intends to specialise. In particular, learners proceeding to CEMPA must NOT omit the following courses:

- Public Systems Management
- Management in Organisations

Exit Point	Number of course	Credits
Diploma in business/public administration	8 core courses required for CEMBA/CEMPA	48
Post Graduate Diploma business/public administration	10(8 core + 2 specialised compulsory)	60
Master in business/public administration	15 (8 core+2 specialised+3 electives+2 required courses)	90

For MBA: OUpm005, MBA with specialisation: OUpm006, MBA Educational Leadership: OUpm007:

- ❓ Masters degree 90 Credits
- ❓ Postgraduate diploma 60 Credits (without dissertation)
- ❓ Postgraduate certificate 30 Credits (without dissertation)

9. CEMBA/CEMPA & MBA Programme Structure (15 courses per programme)

PROGRAMME	YEAR	SEMESTER	NAME OF MODULE	CODE	NO OF CREDITS	
Commonwealth Executive Master of Public Administration (CEMPA)	1	1	COMPULSORY:			
			Managing Information Systems	OUpm00411101/MIS500	6	
			Operations Management	OUpm0041102/OPMGT500	6	
			Economic Environment of Business	OUpm0041103/ECOBUS500	6	
			Marketing Management	OUpm0041104/MARMGT500	6	
		2	COMPULSORY:			
			Public Systems Management	OUpm0041201/PUBSYS500	6	
			Management in Organisations	OUpm0041202/MGTORG500	6	
			CHOOSE ANY TWO FROM THE FOLLOWING:			
			Managing Human Resources	OUpm0041203/MGTHR500	6	
			Quantitative Techniques	OUpm0041204/QUANTEC500	6	
			Accounting and Finance	OUpm0041205/ACCFIN500	6	
		2	1	COMPULSORY:		
				Public Policy	OUpm004211/PUBPOL500	6
				Development Planning and Administration	OUpm004212/DEVPLA500	6
	Research Methods			OUpm0042121/RESMETH500	6	
	CHOOSE ANY ONE FROM THE FOLLOWING:					
	Electronic Commerce			OUpm0042104/ELECCOM500	6	
	Project			OUpm0042105/PROJMGT500	6	

			Management		
			Managerial Economics	OUpm0042106/MANECO500	6
			Policy Analysis and Implementation	OUpm0042107/POLANA500	6
		2	COMPULSORY:		
			Project	OUpm0042201/PROJ500	6
			CHOOSE ANY TWO FROM THE FOLLOWING:		
			Contemporary Administrative Systems	OUpm0042202/CONADM500	6
			Disaster Management	OUpm0042203/DISMGT500	6
			Corporate Finance	OUpm0042204/CORPFIN500	6
			International Marketing	OUpm0042205/INTMARK500	6
			Business Ethics	OUpm0042206/BUSETH500	6

Commonwealth Executive Master of Business Administration (CEMBA)	1	1	COMPULSORY:		
			Managing Information Systems	OUpm003111/MIS500	6
			Operations Management	OUpm003114/OPMGT500	6
			Economic Environment of Business	OUpm003115/ECOBUS500	6
			Marketing Management	OUpm003118/MARMGT500	6
		2	CHOOSE ANY FOUR FROM THE FOLLOWING:		
			Public Systems Management	OUpm0031201/PUBSYS500	6
			Management in Organisations	OUpm0031202/MGTORG500	6
			Managing Human Resources	OUpm0031203/MGTHR500	6
			Quantitative Techniques	OUpm0031204/QUANTEC500	6
	Accounting and Finance	OUpm0031205/ACCFIN500	6		
	2	1	COMPULSORY:		
			Strategic Management	OUpm003213	6
			Quality Management	OUpm003214	6
			Research Methods	OUpm0032121	6
			CHOOSE ANY ONE FROM THE FOLLOWING:		
			Electronic Commerce	OUpm0032104/ELECCOM500	6
			Project Management	OUpm0032105/PROJMGT500	6
			Managerial Economics	OUpm0032106/MANECO500	6
		Policy Analysis and Implementation	OUpm0032107/POLANA500	6	
		2	COMPULSORY:		
Project	OUpm0032201/PROJ500		6		
	CHOOSE ANY TWO FROM THE FOLLOWING:				

			Contemporary Administrative Systems	OUpm0032202/CONADM500	6
			Disaster Management	OUpm0032203/DISMGT500	6
			Corporate Finance	OUpm0032204/CORPFIN500	6
			International Marketing	OUpm0032205/INTMARK500	6
			Business Ethics	OUpm0032206/BUSETH500	6

MBA General	1	1	COMPULSORY:		
			Managing Information Systems	OUpm0051101/MIS500	6
			Operations Management	OUpm0051102/OPMGT500	6
			Economic Environment of Business	OUpm0051103/ECOBUS500	6
			Marketing Management	OUpm0051104/MARMGT500	6
		2	CHOOSE ANY FOUR FROM THE FOLLOWING:		
			Public Systems Management	OUpm0051201/PUBSYS500	6
			Management in Organisations	OUpm0051202/MGTORG500	6
			Managing Human Resources	OUpm0051203/ MGTHR500	6
			Quantitative Techniques	OUpm0051204/QUANTEC500	6
	Accounting and Finance	OUpm0051205/ACCFIN500	6		
	2	1	COMPULSORY:		
			Research Methods	OUpm0052121/RESMETH500	6
			CHOOSE ANY TWO FROM THE FOLLOWING SPECIALIST MODULES PLUS ONE ELECTIVE:		
			<i>Specialist Modules</i>		
			Development Planning and Administration	OUpm005212	6
			Strategic Management	OUpm005213	6
			Quality Management	OUpm005214	6
			<i>Electives</i>		
			Electronic Commerce	OUpm0052105/ELECCOM500	6
		2	Project Management	OUpm0052106/PROJMGT500	6
			Managerial Economics	OUpm0052107/MANECO500	6
			Policy Analysis and Implementation	OUpm0052108/POLANA500	6
			COMPULSORY:		
			Project	OUpm0052201/PROJ500	6
			CHOOSE ANY TWO FROM THE FOLLOWING:		
			Contemporary Administrative Systems	OUpm0052202/CONADM500	6
			Disaster Management	OUpm0052203/DISMGT500	6
Corporate Finance			OUpm0052204/CORPFIN500	6	
International Marketing	OUpm0052205/INTMARK500	6			

			Business Ethics	OUpm0052206/BUSETH500	6
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MBA with Specialisation in Marketing/ HRM/ Financial Services/ Tourism Management/ Financial Risk Management/ Public Administration/ Investment/ Taxation	1	1	COMPULSORY:				
			Managing Information Systems	OUpm0061101/MIS500	6		
			Operations Management	OUpm0061102/OPMGT500	6		
			Economic Environment of Business	OUpm0061103/ECOBUS500	6		
			Marketing Management	OUpm0061104/MARMGT500	6		
		2	CHOOSE ANY FOUR FROM THE FOLLOWING:				
			Public Systems Management	OUpm0061201/PUBSYS500	6		
			Management in Organisations	OUpm0061202/MGTORG500	6		
			Managing Human Resources	OUpm0061203/ MGTHR500	6		
			Quantitative Techniques	OUpm0061204/QUANTEC500	6		
	Accounting and Finance	OUpm0061205/ACCFIN500	6				
	2	1	COMPULSORY FOR (PLUS CHOOSE ONE ELECTIVE)				
			- MBA with specialisation in Marketing				
			Strategic Marketing	OUpm006217	6		
			Relationship Marketing	OUpm006218	6		
			Research Methods	OUpm0062121/RESMETH500	6		
			- MBA with specialisation in HRM				
			Strategic HRM	OUpm006219	6		
			HRD	OUpm0062110	6		
Research Methods			OUpm0062121/RESMETH500	6			
- MBA with specialisation in Financial Services							
Corporate Financial Management	OUpm0062106/CORPFIN500	6					
OU12 Financial	OUpm0062107/FINREP500	6					

		Reporting and Analysis		
		Research Methods	OUpm0062121	6
		- MBA with specialisation in Tourism Management		
		International Tourism Management	OUpm0062113	6
		Strategic Tourism Management	OUpm0062114	6
		Research Methods	OUpm0062121/RESMETH500	6
		- MBA with specialisation in Financial Risk Management		
		OU15 Financial Risk Management	OUpm0062110/FINRISK500	6
		OU16 Financial Regulation and Law	OUpm0062111/FRLAW500	6
		R1 Research Methods	OUpm0062121/RESMETH500	6
		- MBA with specialisation in Investment		
		OU17 Investment Analysis I	OUpm0062112/INVAN500	6
		OU18 Investment Analysis II	OUpm0062113/INVSIS500	6
		R1 Research Methods	OUpm0062121/RESMETH500	6
		- MBA with specialisation in Taxation		
		OU19 Corporate Taxation	OUpm0062114/CORTAX500	6
		OU20 International Taxation	OUpm0062115/INTAX500	6
		R1 Research Methods	OUpm0062121/RESMETH500	6
		Electives		
		E1 Electronic Commerce	OUpm0062105/ELECCOM500	6
		E2 Project Management	OUpm0062106/PROJMGT500	6
		E5 Managerial	OUpm0062107/MANECO500	6

			Economics				
			E7 Policy Analysis and Implementation	OUpm0062108/POLANA500	6		
		2	COMPULSORY:				
			R2 Project	OUpm0062201/PROJ500	6		
			CHOOSE ANY TWO FROM THE FOLLOWING:				
			Contemporary Administrative Systems	OUpm0062202/CONADM500	6		
			Disaster Management	OUpm0062203/DISMGT500	6		
			Corporate Finance	OUpm0062204/CORPFIN500	6		
			International Marketing	OUpm0062205/INTMARK500	6		
			Business Ethics	OUpm0062206/BUSETH500	6		

PROGRAMME	YEAR	SEMESTER	NAME OF MODULE	CODE	NO OF CREDITS		
MBA Educational Leadership	1	1	COMPULSORY:				
			Managing Information Systems	OUpm00711101/MIS500	6		
			Operations Management	OUpm00711102/OPMGT500	6		
			Economic Environment of Business	OUpm00711103/ECOBUS500	6		
			Marketing Management	OUpm00711104/MARMGT500	6		
		2	COMPULSORY:				
			Public Systems Management	OUpm0071201/PUBSYS500	6		
			Management in Organisations	OUpm0071202/MGTORG500	6		
			CHOOSE ANY TWO FROM THE FOLLOWING:				
			Managing Human Resources	OUpm0071203/MGTHR500	6		
			Quantitative Techniques	OUpm0071204/QUANTEC500	6		
			Accounting and	OUpm0071205/ACCFIN500	6		

			Finance		
	2	1	COMPULSORY:		
			Educational Administration	OUpm0072101	6
			Educational Leadership	OUpm0072102	6
			Research Methods	OUpm0072103	6
			CHOOSE ANY ONE FROM THE FOLLOWING:		
			Electronic Commerce	OUpm0072104/ELECCOM500	6
			Project Management	OUpm0072105/PROJMGT500	6
			Managerial Economics	OUpm0072106/MANECO500	6
			Policy Analysis and Implementation	OUpm0072107/POLANA500	6
			2	COMPULSORY:	
		Project		OUpm0072201/PROJ500	6
		CHOOSE ANY TWO FROM THE FOLLOWING:			
		Contemporary Administrative Systems		OUpm0072202/CONADM500	6
		Disaster Management		OUpm0072203/DISMG500	6
		Corporate Finance		OUpm0072204/CORPFIN500	6
	International Marketing	OUpm0072205/INTMARK500		6	
	Business Ethics	OUpm0072206/BUSETH500	6		

10. Course Content

CORE COURSES

Management Information Systems

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain the major business functions and processes and business strategy planning processes
- Analyse how information systems (IS) can add value to strategic planning
- Identify how IS strategies are aligned to organizational strategies.
- Distinguish key applications through supply chain management principles to the IS applications portfolio.
- Compare and contrast the factors influencing success and failure in the implementation of IS strategic plans.
- Evaluate national IT environment issues in respect of legal, ethical and social concerns.

CONTENT

- Introduction to MIS and Global Concepts of Electronic Business
- e-Business Markets and Competition
- Strategic Frameworks for IS and e-Business
- Strategic Information Systems Planning for e-Business Networks
- Evaluating Strategies for IS and e-Commerce Applications
- Creating Global Systems and Global Brands
- Transforming and Managing Information Organisations.

Management in Organisations

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain the basic premises of management and public administration
- Compare different theories and approaches of organisation
- Distinguish behavioural patterns, advantages, disadvantages, and dysfunctions of bureaucracies
- Categorize the different management trends in the work environment.

CONTENT

- Introduction to Management and Organisational Behaviour
- Individual and Group Behaviour in Organisations
- Decision-making and Communications in Organisations
- Leadership, Organisational Structure & Environment
- Power and Politics
- Organisational Culture
- Organisational Change
- Conflict and Negotiations.

Managing Human Resources

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain the role and significance of human resources
- Identify required skills in recruitment, selection, training and development of human resource
- Compare group dynamics and inter-group processes in different work environments.
- Categorise the inputs and processes for compensation planning
- Distinguish key issues regarding union-management relationships, collective bargaining and industrial relations.

CONTENT

- Introduction to Human Resource Management
- A Brief History of HRM and Its Origins
- Strategic HRM
- Human Resources Planning
- Job Analysis and Job Design
- Acquiring Human Resources: Recruitment, Selection and Orientation
- Developing the Human Resource: Learning & Development, Training and Management Development
- Rewarding Employees: Performance Appraisal, Compensation Including Job Evaluation
- Grievances & Discipline
- Employee Safety, Health and Welfare
- Industrial and Labour Relations
- International Human Resources Management (IHRM) ? Other Emerging Issues.

Operations Management

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Examine the scope and relevance of operation management in today's competitive business environment, and to various organisations.
- Distinguish among the variables involved in facilities planning, product and process selection
- Analyse operations planning and control theories and applications, including value engineering and quality assurance
- Evaluate materials- and logistics-management processes.

CONTENT

- Introduction-strategy & competitiveness- The nature and role of operations management
- Balancing supply with demand
- Processes and products
- Inventory, supply chain, projects and measurements.

Economic Environment

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain how basic economic concepts operate in organizations
- Distinguish among environmental variables in the environment and how they influence an organization.
- Analyse factors operating in different economic sectors - private, public, not-for-profit, etc.
- Evaluate various economic policies and their implications.

CONTENT

- Introduction to the Economic Environment
- Measures of Economic Activity
- Understanding the Market Mechanism and Analysing Market Demand
- Market Demand and Pricing Decisions
- Production, Costs and Profit
- Market Structure
- Aggregate Demand, Aggregate Supply and Economic Fluctuation
- Inflation and Unemployment
- Financial Markets, Monetary and Fiscal Policy
- The Open Economy

Public Systems Management

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain the importance and relevance of public systems management
- Distinguish among the components of the public management system [?] Analyse policy/programme/project processes for public management;
- Evaluate contemporary issues in public systems management;
- Compare and contrast various administrative skills and techniques for public systems management.

CONTENT

- Introduction to Public Systems Management
- Policies, Programmes And Projects
- Implementation
- Responsive Administration in Public-sector Management
- The Public Manager: Skills and Techniques
- Monitoring and Evaluation
- Public Systems Management: Contemporary Issues.

Quantitative Techniques

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain the advantages and disadvantages of quantitative techniques for effective managerial decision-making
- Evaluate information analysis through central tendency and variance analysis, basic portability and sampling distribution concepts.
- Compare and contrast forecasting methods and applications for short term and long term decision-making
- Assess quantitative techniques used in network applications, game theory and time motion and work studies
- Recommend appropriate quantitative tools for specific organizational challenges.

CONTENT

Content not available at this stage but could include

- Basic Mathematics for managers
- Data collection and analysis
- Probability and probability distributions ☒ Sampling and sampling distributions.

Marketing Management

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain Marketing's role, functions and applications in a modern economy, and its relevance to business, social and economic life.
- Analyse consumer behaviour among individuals, business and governments. (B2B, B2C, B2G)
- Evaluate planning, organising, implementing and controlling marketing efforts through effective decision-making and implementing
- Compare and contrast approaches to goods and services marketing.

CONTENT

- Marketing management
- The marketing mix
- Marketing planning, implementation and control
- Application areas of marketing
- Strategic marketing
- International marketing
- Customer relationship marketing
- Develop a marketing plan

Accounting & Finance

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain basic accounting concepts and standards
- Evaluate accounting information and applying it for decision-making purposes
- Analyse cost-behaviour and costing applications
- Examine financial statements, key ratios and investment analysis
- Evaluate financial decision-making for capital structuring, dividend decision-making and management control.

CONTENT

- Types and Forms of Business
- Accounting Theory & Forecasts Defined
- The Recording Process
- Cash Flow Statements
- Stocks 141
- Activity Based Costing (ABC)
- Common Size and Indexed Statements for Trend Analysis
- Risk and Return
- Ratio Analysis
- Management of Working Capital
- Managing Cash Needs
- Cost of Capital
- Dividend Policy

Specialist Courses (2 courses for each program)

OBJECTIVES

Upon successful completion of this course, learners will be able to:

Public Policy (CEMPA)

OBJECTIVES

Upon successful completion of this course, learners will be able to: ?

Explain the scope, objectives and importance of public policy.

- Examine the role of ministers and civil servants in the formulation of public policy, particularly in a Westminster-system of government.
- Analyse the role and relevance of policy making networks and influence ? Distinguish between various policy making models.
- Compare and contrast contemporary policy-making issues.

CONTENT

- Case Studies of Policy-Making

- Understanding Public Policy
- Public Policy-Making: Contextual Settings
- The Policy-Making Process
- Policy-Making Networks and Influence
- Optimal Policy-Making
- Policy-Making: Contemporary Issues

Development Planning & Administration (CEMPA)

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain key concepts of development, development administration, and development planning;
- Evaluate planning mechanisms for contemporary development issues;
- Compare the strengths and weaknesses of development strategy planning / techniques.

CONTENT

- Development Administration: Meaning, Nature, Scope and Significance
- Models of Development Administration
- Development Administration: Political, Economic, and Socio-Cultural contexts
- Development Administration in Developed and Developing Nations
- Development Planning: Concept and Rationale
- Development Planning: Retrospect and Prospect
- Poverty in South Asia
- Planning for Sustainable Development
- The Mixed Economy Model
- Multilevel Planning: Concept and Practice, Inter State and Inter-District Imbalance
- Planning of Contemporary Development Issues in Education and Health
- Planning of Contemporary Development Issues in Agriculture and Industry
- Participatory Approaches to Development Planning and Administration
- Strengthening the Local Elected Leaders Capabilities
- Central Place Theory
- Scalogram Analysis
- Development Planning and Administration: The Road Ahead

Strategic Management (CEMBA)

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain the scope of strategic management in a competitive and dynamic global economy.
- Analyse strategic processes and various sequences.
- Analyse an environmental challenge and formulate strategic objectives.
- Examine criteria for strategic decision-making and strategy implementation and control.

- Compare and contrast relevant strategies for global markets.

CONTENT

- Introduction to Strategic Management
- Managing the Strategy Cycle
- Organisational Analysis
- Strategic Analysis and Choice
- The Industry Environment
- Strategy Implementation
- Control Processes

Quality Management (CEMBA)

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- ❓ Analyse key definitions of quality, focusing on a customer-centric approach.
 - Examine the Baldrige Award system and its focus on Total Quality Management (TQM).
 - Identify key characteristics for management's role and responsibility for TQM in organizations and functional areas.
 - Analyse the relationship between leadership and management in the context of TQM.
 - Compare and contrast quality assessment and interpretation measures for organizations.
 - Explain the ISO family of quality standards and its role as a systematic international framework for managing quality

CONTENT

- Introduction to Quality Management
- Leadership and Strategic Planning
- Customer and Market Focus
- Quality in Human Resources
- Tools and Techniques for Quality Management
- The ISO 9000 Family of Standards
- Change Management in the Context of Quality

Electives (3 to be selected)

Electronic Commerce

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Examine current and emerging issues of managing E-commerce.
- Evaluate infrastructure planning and frameworks required for E-commerce.
- Analyse business models for E-commerce applications.
- Distinguish the legal and ethical issues involved in E-commerce.
- Explain the marketing strategies aligned to E-commerce.
- Analyse how E-commerce can be leveraged for business applications.

CONTENT

- Introduction to Electronic Commerce
- Infrastructure for Electronic Commerce
- Business Strategies for E-commerce: B2C, B2C, B2B and E-Commerce Business Models
- Introduction to Intranets and extranets
- Marketing Strategies for E-Commerce
- Legal and Ethical Issues in E-Commerce

Project Management

CONTENT

- Introduction to Project Management & Project Integration Management
- Scope and Time Management
- Cost and Quality Management
- Human Resource and Communications Management Project Risk Management and Procurement Management
- The Project Management Process Model
- Portfolio Management
- Project Management Maturity
- Business Integration Models

Learning Objectives

Upon successful completion of this course, learners will be able to:

- Explain project management and project integration management, including: scope, time management and project management scheduling tools.
- Compare and contrast core project management functions: cost and quality management.
- Evaluate facilitating project management functions: HR and communications management, risk management and procurement management.
- Explain how portfolio management can assist an organization to manage multiple projects.
- Distinguish between project management maturity models and business integration models.

Topics

The project course is to help the learner develop the ability to apply multidisciplinary concepts, tools and techniques to solve organizational problems.

Managerial Economics

CONTENT

- Introduction to Managerial Economics
- Decision Making Under Risk and Uncertainty
- Quantitative Demand Analysis
- Production Analysis, Cost Theory
- Pricing Practices
- An Overview of Strategic Business Concepts for Managers.

Policy Analysis & Implementation

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Examine the development of the policy analysis framework, various policy models and implications.
- Analyse the four main types of policy issues and their impact on the policy development process.
- Evaluate different information sources and methods and how they can add value to policy analysis and planning.
- Explain the role of legislatures and their impact on the policy-making process, various policy-making instruments, and the roles of different groups' access to policy-making. ? Compare and contrast different approaches to public policy and its implementation.
- Identify and describe international organizations involved in development and institution building in developing countries.
- Explain monitoring policy, and outline the components in program evaluation.
- Examine the potential impact of program evaluation on policy, programs and organizations.
- Demonstrate your skills in policy planning, analysis, implementation, monitoring and evaluation.

CONTENT

- Foundation of Policy Analysis
- Policy Formulation Process
- Information and Policy Analysis
- Policy Analysis Theories
- Instruments of Government Policy
- Globalisation and Policy Analysis
- Policy Implementation
- Monitoring and Evaluation

Contemporary Administrative Systems

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain the key attributes of comparative administrative systems.
- Analyse contemporary issues faced by legislatures.
- Examine how the bureaucracy works in comparative administrative systems.
- Analyse issues and trends in public administration.
- Evaluate broad-based budgeting processes - applicable to national, state or provincial levels of government.
- Compare and contrast the role of major international organizations regarding legislative development and institution-building in developing countries.

CONTENT

- Dimensions of Comparative Study
- Contemporary Administrative Systems
- Trends in Public Administration
- Legislative Development

- Budget Administration in Emerging Democracies
- Financial Administration

Disaster Management

OBJECTIVES

Upon successful completion of this course, learners will be able to:

- Explain the basic concepts, aims, and elements of disaster and emergency management
- Analyse the relationships among hazard, vulnerability and disasters
- Evaluate the range of available preparedness/mitigation approaches, limitations and modalities of implementation through development
- Examine the purpose, functions and responses of UN agencies involved in emergency situations' in particular the UN Disaster Management Team.

CONTENT

- Introduction and Overview of Disasters
- Proactive Approach to Disaster Mitigation
- Capacity Building and Training for A Disaster Resilient Society
- Preparing for Emergency Response
- Institutional Arrangements and Legal Frameworks for Disaster Mitigation
- Post-Disaster Management
- Business Continuity Planning
- Goal Setting and Decision Making in Managing Disasters

Corporate Finance

CONTENT

- The Financial System and the Economy
- Financial Modeling
- Leasing, Derivatives and Hybrids
- Managing Financial Risks [?] Mergers and Acquisitions
- International Managerial Finance.

International Marketing Strategy

OBJECTIVES

Upon successful completion of this course, learners will be able to: [?] Explain consumption patterns in your country and others in the global environment.

- Distinguish between the factors supporting or inhibiting international marketing activities
- Explain the importance of cultural and social differences and the importance of politics in global marketing.
- Examine regional economic cooperation agreements, and the consequences of different legal systems

- Apply the process of international marketing research and global market segmentation.
- Analyse global strategic partnerships and global value chains.
- Analyse global marketing channels, distribution and logistics management.

CONTENT

- The global cultural, economic and political environment
- International marketing intelligence
- Global segmentation and positioning strategies
- Global competitive analysis
- Global product policies
- Global pricing
- Global channel management
- Global communication strategies
- International marketing and the internet
- International marketing planning, implementation and control.

REQUIRED COURSES (2 COURSES)

Research Methods

OBJECTIVES

Upon successful completion of this course, learners will be able to: ? Explain frequently-used research methods in business or public administration studies.

- Discuss various sampling, measurement and analysis issues associated with different forms of research strategy.
- Explain the limitations associated with each kind of research method, and read and evaluate research reports critically
- Identify a research problem that warrants further investigation as either a thesis topic or major paper topic.

Content

- Introduction to Research Methodology
- Data Collection and Measurement
- Data Presentation and Analysis
- Report Writing and Presentation

Project

Objective

The Objective of the project course is to help the student to develop the ability to apply multidisciplinary concepts, tools and techniques to solve organizational problems.

Type of Project

The project may be from any one of the following types:

- Comprehensive case study (covering single organization/multifunctional area problem formulation, analysis and recommendations).
- Inter-organisational study aimed at inter-organisational comparison/validation of theory/survey of management or developmental practices.
- Field study (empirical study).