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## MBA INTERNATIONAL BUSINESS (2 YEARS PART-TIME)

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### 1. INTRODUCTION

The rise of globalisation means that the call for specialised skills and knowledge in this area has never been greater. Multinational businesses need qualified managers who can adapt and lead in a rapidly-changing, revolutionary environment. It will enable aspiring managers plan to compete in the emerging global economy; understand international product and capital markets, multicultural organizations, and the competitive structure of global industries. The MBA International Business is one of a handful of business degrees that directly targets this skills set. It is a two-year program that provides grounding in the international dimension of every business function, incorporates international experience through study or an internship abroad, and exposes students to the best practices of the world's leading companies.

### 2. Objectives

The objectives of the MBA with emphasis on International Business are:

- To increase the knowledge and effectiveness of professionals conducting international and multinational businesses.
- To develop a framework for understanding international competition through the study of globalization and economic interdependence.
- To obtain a fresh perspective on the global economy, excellent technical skills, international experience, and contacts needed to launch an exciting career.

### 3. General Entry Requirements

As per General Entry Requirements for admission to the University for Postgraduate Degrees.

### 4. Programme Requirements

**Either:** A Bachelor's Degree with at least Second Class or an acceptable equivalent, and  
At least two years of *relevant* professional work experience.

**Or:** A Bachelor's Degree with a First Class, and

At least a 500 GMAT (Graduate Management Achievement Test) score.

**5. 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.

**6. Programme Duration**

The duration of the Postgraduate Programme should normally not exceed 4 years.

	<b>Normal (Years)</b>	<b>Maximum (Years)</b>
Master's Degree:	2	4
Postgraduate Diploma:	2	4

**7. Credits per Year:** Minimum 6 credits, Maximum 36 credits subject to regulation 6.

**8. Minimum Credits Required for the Awards**

Masters Degree: 42 credits

Postgraduate Diploma: 32 credits (without dissertation)

## 9. Mode of Delivery

Modules of the programme will normally consist of 30 contact hours as formal lectures and 15 hours for projects, case studies, firm visits, interviews, site tours etc. Lecturers will be responsible to monitor the progress of students during those 15 hours to ensure that students satisfactorily meet the objectives and experiences set. Also, a report has to be submitted to lecturers for the latter to provide feedback on the work done. The report may be used for continuous assessment.

## 10. 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 maximum of 40% of total marks. Continuous assessment will be based on assignment(s), and/or seminar presentations.

An overall total of 40% for combined continuous assessment and written examination components would be required to pass the module, without minimum thresholds within the individual continuous assessment and written examination.

The workload for the MBA programme is made up of a combination of all or some of the following activities:

- Lectures.
- Workshops.
- Seminars.
- Tutorials.
- Private study (reading, library and research).
- Completion of individual assignments and the dissertation.
- Group working.
- Practical management development.

Each module consists of 90 hours carries 6 credits.

Dissertation will carry 9 credits. For the dissertation, it is recommended that students attend all lectures/seminars for the module **Research Methodology for Managers**. *No credit is awarded for this Research Methodology module, but the latter must be satisfactorily completed for the award of the Degree.*

## **Submission Deadlines for Dissertation**

First Draft: End of July in the Final Year.

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

### **11. Specific Regulations**

If CPA < 40, the student 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.

Students are allowed to repeat only once over the entire duration of the Programme of Studies.

### **12. Important Note**

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

### **13. Admission requirements**

Applications are assessed based on a qualitative evaluation of the documents provided. Once the application is complete, it is evaluated by the Admissions Committee for a final decision.

Candidates will be called for an interview process before final selection.

### **14. Programme calendar**

The MBA programme may be organized into **three main study blocks** of 30 hours for each module

Modules of the programme will normally consist of 30 contact hours as formal lectures and 15 hours for projects, case studies, firm visits, interviews, site tours etc. Lecturers will be responsible to monitor the progress of students during those 15 hours to ensure that students satisfactorily meet the objectives and experiences set. Also, a report has to be submitted to lecturers for the latter to provide feedback on the work done. The report may be used for continuous assessment.

**15. List of Modules**

**CORE MODULES**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
MIBS 1225(Y)	Global Marketing	2+1	6
MIBS 3915(Y)	International Accounting and Finance	2+1	6
MIBS 1425(Y)	International Logistics	2+1	6
MIBS 51351	International Business Law	2+1	3
MIBS 1916(Y)	Research Methodology for Managers (Note 1)	-	0
MIBS 1716(Y)	Global Business Strategy	2+1	6
MIBS 1826(Y)	Inter-Cultural Management	2+1	6
MIBS 1996(Y)	Dissertation	2+1	9

16. Programme Plan – MBA

<u>YEAR I</u>			
Code	Module Name	Hrs/Wk	Credits
<b>CORE</b>			
MIBS 1225(Y)	Global Marketing	2+1	6
MIBS 3915(Y)	International Accounting and Finance	2+1	6
MIBS 1425(Y)	International Logistics	2+1	6
MIBS 51351	International Business Law	2+1	3
<u>YEAR 2</u>			
Code	Module Name	Hrs/Wk	Credits
<b>CORE</b>			
MIBS 1916(Y)	Research Methodology for Managers (Note 1)	-	0
MIBS 1716(Y)	Global Business Strategy	2+1	6
MIBS 1826(Y)	Inter-Cultural Management	2+1	6
MIBS 1996(Y)	Dissertation	-	9

Note 1: The module “Research Methodology for Managers-MIBS 19161” will be offered in Year 2. It is non-examinable and no credit is awarded for it, but it must be satisfactorily completed (Grade S) for the award of the Degree. The “Research Methodology for Managers” module is designed to enable students to develop the appropriate skills for the preparation of their dissertation, as well as for in-company projects.

## 17. OUTLINE SYLLABUS

### MIBS 1225(Y) GLOBAL MARKETING

This course provides a managerial orientation to the topic of global marketing in today's complex, rapidly changing international business environment. A key focus is developing competitive advantage by creating customer value. Course participants will gain a fundamental understanding of marketing strategy and marketing analysis (i.e., customer competitor and company analysis) as well as an appreciation of the basic strategic issues involved in market segmentation, market targeting, and market positioning in the international arena.

The second part of the module focuses on the understanding of the global marketing environment and of relevant concepts: Protectionism, Global organizations, Multinational markets: International Market entry preferences; Culture as a major influence on marketing variables; Global Marketing Research: secondary and primary data, Kinds of marketing research techniques to use; Global Market Segmentation; Global product development, global branding; Global Pricing issues; Export and Import Management, global marketing communications and global distribution networks. The major tactics/tools used by global marketers to facilitate the management of their international marketing plans (i.e., product development, pricing strategies, marketing communications, distribution management) are also examined. Throughout the course, an emphasis is placed on developing skills for entering new markets and sustaining or growing current markets.

### MIBS 3915(Y) INTERNATIONAL ACCOUNTING AND FINANCE

**Regulation and corporate governance:** Developing global accounting standards, international financial reporting standards, Influences on International Accounting practices, improving credibility of financial reporting, corporate governance, corporate social responsibility **Preparing group financial statements using IFRS :** basic principles of acquisition accounting, Fair value measurement, treatment of goodwill and intangible assets, impairment, segmental reporting, accounting for foreign currency transaction including foreign sMIBSidiary; **Financial statement analysis:** revenue recognition, Earnings per share, leasing, creative accounting, accounting for financial instruments, techniques for analyzing and interpreting financial statements; **Harmonisation and diversity:** Sources of differences

in accounting systems and barriers to harmonization, importance of harmonization, comparing IAS, UK and US GAAP, restating overseas accounts to conform with IAS GAAP.

The financial system; Financial Markets, Regulation of Financial Markets; The Global Financial Market; Global risk management; International Trade Finance; The Global Fund Management Industry.

### **MIBS 1425(Y) INTERNATIONAL LOGISTICS**

Introduction: Logistics, Role in the Economy and Organisation. Supply Chain Management I: Towards a Strategic View of the Supply Chain, Changing Scope and Direction: Managing the Supply Chain. Supply Chain Management II: Future Trends in Supply Chain Management, Supply Chain Integration: Opportunities for Competitive Advantage. Order Processing and Information Systems. Financial Impact of Inventory & Inventory Management. Managing Materials Flow & Transportation. Decision Strategies in Transportation. Warehousing, Material Handling, Computerisation and Packaging. Procurement. Global Logistics. Global Logistics Strategies: Organising for Effective Logistics. Strategic Logistics Management: Logistics Performance Measurement, Strategic Logistics Plan and Formulating Logistics Strategy, New Directions in Logistics.

### **MIBS 51351 INTERNATIONAL BUSINESS LAW**

Origins and Sources of Business Law; Growth of International Commercial Law and Emergence of Transactional Commercial Law; Essential Elements of Conflict of Laws; Major Legal Families and Traditions. Law of Contract; Sales Contract; International Sales Contract Company Law; Essential Features with Focus on Formation of Domestic Companies and Duties of Directors and Meetings; Offshore Companies; Formation; Key Features; Use of Offshore Companies; Other Offshore Vehicles – e.g. Trusts, Sociétés, Banks, etc; Dispute Resolution; Letters of Credit and Charges; Regulatory Framework of International Trade Treaties; GATT/WTO, SADC, COMESA, etc.



## **MIBS 1916 RESEARCH METHODOLOGY FOR MANAGERS (NOTE 1)**

Nature of Research; Research Process; Choosing Research Topics; Developing Hypothesis and Variables; Selecting Research Methods; Quantitative Research: Surveys and Sampling- Descriptive and Inferential Statistics; Questionnaire Design, Attitude Measurement; Communication, Presenting and Writing the Research. Emphasis on Applied Methods and Learning to use Statistical Software Session on SPSS. Introduction to Multivariate Analysis: Multiple Regression, Discriminant Analysis, MANOVA, Factor Analysis, Cluster Analysis, Managerial Applications.

## **MIBS 1716(Y) GLOBAL BUSINESS STRATEGY**

International Business: Introduction to International Environment; Emerging Global Economy; Theories of International Production; Regional Integration and Global Liberalisation; Market Segmentation; Country Analysis; Modes of Entry; International Taxation. Leadership in the Global Economy; National Cultures; Global Strategies.

Strategic Management for Executives: Defining Strategic Management: from Strategic Planning to Strategic Management; Fundamentals of Strategic Management: the S-C-P Paradigm and Transaction Cost Theory; The Strategy Management Process; The Resource Based Competence Model; Competitive Analysis and Strategic Groups; Building Competitive Advantage and Endogenous Growth; SWOT Analysis; Portfolio Analysis techniques; Growth Strategies; Competitive and Functional Strategies; Implementing Strategy: Structure & Culture; Agency Theory & Leadership; Evaluation and Control; Case Studies and/or strategic audits.

## **MIBS 1826(Y) INTER-CULTURAL MANAGEMENT**

This course aims at showing participants how the understanding of international business cultural environment can help them to better manage the complexities and challenges associated with working in global and diverse organization. The ability to communicate cross culturally and understand diverse perspectives is a necessity in order to achieve a competitive advantage in our global economy. This course involves the study of international management practices and managing diversity in the context of understanding multicultural and international affairs. The aims of the course are to understand the impact of culture on international management; to identify the areas in which cultural differences present a

challenge in communication with persons of different cultures; to explore our cultural backgrounds and distinctive management assumptions and practices, women in global business and the multicultural team, the global organization and intercultural negotiation; and finally to become more self aware of our cultural conditioning, individual biases and assumptions and to understand the management implications it has on our interactions with people who are different.

### **MIBS 1996(Y) DISSERTATION (12000-15000 WORDS)**

The dissertation is an excellent opportunity to analyse a business or management issue in depth as an independent research project. The dissertation could be carried out in conjunction with an 'international business or you could use your experience and knowledge to study a topic of relevance to your own professional or national background. You will be assigned a supervisor who will be able to offer advice and suggestions about your chosen field of inquiry, your methods and analysis. The supervisor will also provide support and encouragement to assist you in completing this challenging and final component of the MBA course.