

1. Context and Objectives

The rise of globalisation means that the call for specialised skills and knowledge in this area will also increase. Multinational businesses need qualified managers who can adapt and lead in a rapidly-changing, revolutionary environment. It will enable aspiring managers to compete in the emerging global economy, understand international product and capital markets, multicultural organizations, and the competitive structure of global industries. The two-year MBA International Business program incorporates core concepts, combining both theory and practice, which cut across key strategic functions, namely, financial management, strategic management, operations management, marketing management and human capital development that altogether help students to analyse and improve business models of both domestic and international corporations towards greater economic sustainability.

2. Learning Outcomes

Students are expected to:

- Understand the management of organisations and the changing external context in which they operate;
- Apply management concepts, theories, tools and techniques to analyse and synthesize complex issues cutting across several management areas;
- Formulate business plans and strategies which build on the company's strengths and overcome its weaknesses so that the firm engages more efficiently and effectively with its external environment;
- Evaluate existing business processes and models and propose sustainable business improvements;
- Evaluate business issues from a transnational perspective, integrating multiple business disciplines; and
- Demonstrate a significant understanding of the fundamental concepts of finance, marketing and the legal environment in which international businesses operate.

3. Teaching and Learning Methods

The Programme consists of a combination of teaching, self -study and other learning activities which altogether promote independent learning, critical thinking and above all nurtures student-centric learning across semester modules. Teaching methods may include face to face lectures, online delivery, tutorials or practical sessions. Other learning activities can be wide-ranging and may include, amongst others, assignments, class tests, group work, presentations, guest lectures and fieldwork.

A typical semester module will carry 6 LCCS Credits which represent 180 notional learning hours broken down as follows: 30 hours of teaching, 60 hours of self-study and 90 hours of other learning activities.

A typical yearly module will carry 12 LCCS Credits which represent 360 notional hours broken down as follows: 60 hours of teaching, 120 hours of self-study and 180 hours of other learning activities.

4. ENTRY REQUIREMENTS

- General Entry Requirement:

Successful completion of an undergraduate degree with

- at least a Second Class or 50%, whichever is applicable or
- a GPA not less than 2.5 out of 4 or equivalent, from a recognised higher education institution.

OR alternative qualifications acceptable to the University of Mauritius.

- Programme Requirements:

In accordance with General Entry 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 UOM Regulations, Sections 1.4 and/or 1.5 (Chapter 1 of Regulations) 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 UOM Regulations, Sections 1.4 and/or 1.5 (Chapter 1 of Regulations) 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 practicing professional qualification obtained by examination

5. PROGRAMME DURATION

	Normal (Years)	Maximum (Years)
Master's Degree:	2	4
Postgraduate Diploma:	2	4

6. Minimum LCCS credit required:

(i) Masters Degree Award*

Core Structure	LCCS Credits	LCCS Credits to complete year 1	LCCS Credits to complete year 2
CORE MODULES			
Finance & Accounting	12	12	-
Law	6	6	-
Management	48	24	24
Dissertation	12	-	12
TOTAL	78	42	36

*For the Degree award all core modules (amounting to 78 LCCS credits) must be completed.

A Post Graduate Diploma award is granted if the student earns 66 LCCS credits (without dissertation).

LCCS Credits per Year: Minimum 12 LCCS credits, Maximum 48 LCCS credits, subject to Section 5.

7. Assessment and Deadlines

Examinable Modules

Examinable modules will carry 100 marks and will be assessed as follows (unless otherwise specified): Assessment will be based on a written examination of 3 hours duration and continuous assessment carrying a range of 40%-50% of total marks. Continuous assessment for an examinable semester module will comprise at least 1 assignment or 1 class test and other learning activities.

Most modules in the structure are yearly modules which are taught over a period of two semesters but examined at the end of the second semester only. There are continuous assessments over the period of two semesters and the written examination will be of 3 hours duration for a yearly module of 12 LCCS Credits.

For a student to pass a module an overall total of 40% for combined continuous assessment and written examination components would be required without minimum threshold within the individual continuous assessment and written examination.

Dissertation will carry 12 LCCS credits and it is crucial that students attend all lectures on Business Research Methods Module to be properly equipped to produce a good dissertation. Assessment will also include performance at viva-voce.

Submission Deadlines for Dissertation

First Draft: End of July in the Final Year.

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

Termination of Registration

If the CPA of a student is < 40 at the end of an academic year, s/he will have to repeat the entire academic year, and retake modules as and when next 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 will be allowed to repeat only once over the entire duration of the Programme of Studies.

Registration of a student will be terminated if:

- the CPA < 40 at the end of an academic year and the student has already repeated one year of study; or
- the maximum duration allowed for completion of the Programme of Studies has been exceeded.

8. List of Modules

	<u>CORE MODULES</u>				
Code	Module Name	Contact Hours	Self - Study Hrs	Other Learning Hrs	LCCS Credits
MIBS 1225(Y)	Global Marketing	60	120	180	12
MIBS 3915(Y)	International Accounting and Finance	60	120	180	12
MIBS 1425(Y)	International Logistics	60	120	180	12
MIBS 51351	International Business Law	30	60	90	6
MIBS 1916(Y)	Research Methodology for Managers (Note 1)	60	120	180	0
MIBS 1716(Y)	Global Business Strategy	60	120	180	12
MIBS 1826(Y)	Inter-Cultural Management	60	120	180	12
MIBS 1996(Y)	Dissertation	N/A	-	-	12

9. Programme Plan – MBA

<u>YEAR 1</u>				
Code	Module Name	Hrs/Wk	Contact Hours	LCCS Credits
CORE				
MIBS 1225(Y)	Global Marketing	2+1	60	12
MIBS 3915(Y)	International Accounting and Finance	2+1	60	12
MIBS 1425(Y)	International Logistics	2+1	60	12
MIBS 51351	International Business Law	2+1	30	6
<u>YEAR 2</u>				
Code	Module Name	Hrs/Wk	Contact Hours	LCCS Credits
CORE				
MIBS 1916(Y)	Research Methodology for Managers (Note 1)	2+1	60	0
MIBS 1716(Y)	Global Business Strategy	2+1	60	12
MIBS 1826(Y)	Inter-Cultural Management	2+1	60	12
MIBS 1996(Y)	Dissertation	-	-	12

Note 1: The module “Research Methodology for Managers-MIBS 1916(Y)” will be offered in Year 2. It is non-examinable and no LCCS 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.

10. 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 subsidiary; **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 (Y) 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 (10000-14000 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.

