**Programme Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Part** | **Semester** | **Module Code** | **Module Name** | **Credits** |
| I | I | CBU1108  CBU1102  CMK1107  CIN1106  CAC1113 | Principles of Management  Business Communication  Principles of Marketing I  Quantitative Analysis for Business I  Financial Accounting 1A | 12  12  12  12  12 |
| **Total Credits Part I Semester II** | | | | **60** |
| I | II | CBA1208  CAC1213  CIN1212  CIN1207  CMK1211 | Principles of Economics  Introduction to ICT  Business Law  Quantitative Analysis of Business II  Principles of Marketing II | 12  12  12  12  12 |
| **Total Credits Part I Semester II** | | | | **60** |
| **Total Credits Part I** | | | | **120** |
| II | I | CMK2103  CMK2106  CMK2107  CMK2109  CMK2111  CMK2104  CFI2101 | Corporate Finance I  Public Relations and Publicity  Distribution and Logistics Management  Retail Marketing Management  Customer Relationship Management  Sales Management  Corporate Finance II | 12  12  12  12  12  12  12 |
| **Total Credits Part II Semester I** | | | | **84** |
| II | II | CMK2203  CMK2201  CMK2206  CMK2202  CMK2204  CFI2201 | Research Methods  Consumer Behaviour  Marketing Communications  Business-to-Business Marketing  Digital Marketing  Marketing Information Systems | 12  12  12  12  12  12 |
| **Total Credits Part II Semester II** | | | | **72** |
| **Total Credits Part II** | | | | **156** |
| **III** | **I & II** | **CMK 3001** | Industrial Attachment | 120 |
| **Total Credits Part III** | | | | **120** |
| IV | I | CMK 4101  CMK 4103  CMK 4104  CMK 4108  CMK 4110 | Strategic Marketing Management  Services Marketing  International Marketing  Consultancy  Events Marketing and Management | 12  12  12  12  12 |
| **Total Credits Part IV Semester I** | | | | **60** |
| IV | II | CMK 4201  CBU 4203  CMK 4204  CMK 4205  CMK 4206  CMK 4200 | Strategic Marketing II  Business Ethics and Corporate Governance  Brand Management  Hospitality and Tourism Marketing  Agri-Business Marketing  Research Project | 12  12  12  12  12  24 |
| **Total Credits Part IV Semester II** | | | | **84** |
| **Total Credits Part IV** | | | | **144** |
| **Total Credits for the Programme** | | | | **540** |

**COURSE SYNOPSIS**

**CMK 1107 Principles of Marketing Management 12 credits**

Principles of marketing management and marketing instruments, customer centricity, the process of marketing management, market segmentation, positioning and marketing information systems, environmental analysis, identification of target markets, value creation, positioning strategies, consumer behaviour, relationship marketing, relationship intention, application of product, price, marketing communication and distribution strategies.

**CAC 1113 Financial Accounting 1A 12 credits**

Nature and Scope of Financial Accounting; Accounting principles, concepts and conventions – historical cost, prudence, materiality, going concern, entity, monetary, revenue recognition, matching principles; Accounting Methods - Accrual basis, Cash basis; financial statements – components of the Statement of Financial Position (Balance Sheet), Statement of Comprehensive Income (Income Statement), Statement of Changes in Equity, Statement of Cash Flows and Notes to Financial Statements; Recording Financial Information; Accounting and Administrative Control Systems; Ratio Analysis.

**CBU 1102 Business Communication 12 credits**

General comprehension and expression, report writing, comprehension of ideas, development of different styles and the use of English in a business setting, communicating skills, letter writing, committee documents, use of questionnaires, note taking, and summarising.

**CIN 1106 Quantitative Analysis for Business I 12 credits**

The module introduces students to the mathematical tools relevant for application to the business environment. Students will be expected to recognise the value of quantitative methods in analysing data and interpreting it in order to make relevant business decisions.

**CBU 1108 Principles of Management 12 credits**

History and development of management thought, functions of management, organisational structures, decision making, communication, centralisation and decentralisation, delegation, leadership and motivation, controlling budgeting and non-budgetary controls.

**CIN 1212 Business Law 12 credits**

The module introduces students to the basic legal principles governing the business environment. Focus will be placed on definition of contracts, requirements of a contract, breach of a contract, remedies for breach of contracts, law of agency, contract of sale, law of business organisations and insurance contract.

**CBA 1208 Principles of Economics 12 credits**

This module will study markets and the decision making embedded therein. It will discuss standard economic arguments that free markets work “best", the conditions under which these arguments are most believable, and policy options when these conditions are not met. The module will examine both competitive markets, for which basic models of supply and demand are most appropriate, and markets in which agents act strategically, for which game theory is the more appropriate tool. The module will cover, inter alia, economic theory and the market economy, consumer theory, choice under uncertainty, production and costs, efficiency and trade, market equilibrium, game theory and imperfect competition.

**CMK 1211 Principles of Marketing II 12 credits**

The module is designed to be an extension of Principles of Marketing 1. Topics covered include; Consumer Markets and Buyer Behaviour, The Micro Marketing environment, The Macro Marketing Environment, Market Segmentation and Targeting, Marketing Ethics, International Marketing, Customers. At the end of the module, students should be able to explain and describe influences on consumer behaviour and the buyer’s decision process.

**CAC 1213 Introduction to ICT 12 credits**

This course aims to give candidates the foundation of the computer and information technology and their application to the work place. The computer as a basis for data processing, research, communication and decision-making.

**CIN 1207 – Quantitative Analysis for Business II 12 credits**

This is an introductory module in business statistics designed especially for students majoring in Commerce. It covers the techniques business students are most likely to use in their future modules. The module covers descriptive and inferential statistics with business applications to analyse management and organizational problems. Students will learn to apply statistical analysis techniques to practical problems that firms in the real world face. Specific topics include: measures of central tendency and dispersion, probability theory and distributions, estimation, hypothesis testing, regression analysis and correlation analysis.

**CMK 2103 Research Methods 12 credits**

Defining of the marketing problem; research design; exploratory research design for secondary data and qualitative research; surveys and observations as part of descriptive research; measurement of perceptions and attitude scaling; questionnaire design; sampling design and sampling procedures; fieldwork and data preparation; formulation of hypotheses and basic statistical tests. Basic data analysis, descriptive statistical analysis, interpretation and reporting of results, research report writing.

**CMK 2106 Consumer Behaviour 12 credits**

Internal and external influencing factors of consumer behaviour, the consumer's decision process and application fields of consumer behaviour, consumerisms and social responsibility, buying behaviour of consumers in both product and service related industries, consumer psychology and the influence thereof on buying behaviour, psychology of pricing, influencing factors in consumer buying behaviour, the impact of various forms of marketing communication on buying behaviour.

**CMK 2104 Marketing Information Systems 12 credits**

Definitions, functions, requirements for the marketing information systems (MKIS). Types and functions of the information systems, their usage for marketing purposes: operational, analytical, OLAP, expert, executive, decision-support systems. Applying ERP, business intelligence, integrated software for marketing tasks. Cloud based and open source solutions. (Tools &software: Sugar CRM). Management processes of the marketing manager: analytical and control applications: pivot tools, dashboards, computational intelligence methods for marketing (Tools &software: MS Excel pivot module). Marketing planning, process modelling and decision making by using MKIS. Creating MIS in the enterprise, the interrelationships with other computerized systems inside and outside the enterprise. The variety of concepts for structure and processes of the MIS models. ERP application for marketing. (Tools &software: CESIM modelling solutions: OnService, SimBrand). Overview of the internet and WWW. Use of internet technology for inter- and intra-organizational electronic business. Theory of networks; OSI model and TCP/IP, Application of networks in business.

**CMK 2111 Digital Marketing 12 credits**

This module will look at digital marketing methods with the aim of ensuring students develop in- depth understanding of how digital marketing planning and e-promotion is used in achieving and maintaining market competitiveness. It also explores the fundamentals of Netnography, co- creation, communities and social media platforms, the role of social media and its relation to an e- commerce strategy, digital marketing trends and consumer culture. Convergence of digital technology, Web Publishing Technologies, Creating and publishing Web Pages.

**CMK 2107 Marketing Communications 12 credits**

Definition, Importance and Functions of Advertising. Importance of Advertising in Modern Marketing, Role of Advertising in the National Economy. Types of Advertising. PACT and DAGMAR Approaches. Setting of Advertising Objectives. Advertising Appeals. Advertising message. Advertising Budget. Advertising campaign and strategy. Advertising film making. Advertising media- Types of Media. Media Planning, Selection of Media Category. Factors influencing the choice of Media. Media Scheduling. Evaluation of Advertising effectiveness. Advertising Agencies: their role, Functions, Organization and Importance. Social advertising and corporate social responsibility. Nature and importance of sales promotion, its role in marketing, Forms of sales promotions- Consumer oriented sales promotion; trade oriented sales promotion & Sales force-oriented sales promotion, sales representatives as communicators. Major tools of sales promotion- samples point of purchase, displays & demonstrations, exhibitions & fashion shows, sales contests & games of chance and skill, lotteries gifts offer, premium and free goods, price packs, rebates patronage rewards. Conventions, conference & trade shows, specialties and novelties. Developing sales promotion programme, pre-testing implementing, evaluation of results and making necessary modifications.

**CMK 2109 Business to Business Marketing 12 credits**

Nature of business markets, their needs and strategies used to meet their needs; Marketing Mix in a Business to Business Context: Developing and managing products, managing the business marketing channel, managing pricing and negotiating to provide customer value, understanding the key elements of the communications mix for business marketers, managing Sales. Organizational Buyer decisions; industrial consumer behaviour.

**CFI 2101 Corporate Finance I 12 credits**

The aim of the module is to identify the objective that corporate finance managers pursue or ought to pursue in order to satisfy the needs of corporate stakeholders and to develop, in students, concepts and corporate analytical tools that will enable them to meet this objective. To this end, the module will cover the following critical areas: goals of a firm and the agency theory; time value concepts and valuation of bonds and shares; capital budgeting under certainty.

**CMK 2201 Distribution and Logistics Management 12 credits**

Distribution strategies; the role of logistics in an enterprise; definition and scope of customer service; electronic and other logistics information systems; inventory management; materials management with special reference to Japanese systems; management of the supply chain. Methods of transport and transport costs; types and costs of warehousing; electronic aids in materials handling; cost and price determination of purchases; organizing for logistics management; methods for improving logistics performance.

**CMK 2202 Customer Relationship Management 12 credits**

CRM practices and quality services using CRM; CRM and firm strategies and CRM technologies used to manage and analyse customer interactions and data throughout the customer lifecycle; customer retention, loyalty and profitability.

**CMK 2203 Public Relations and Publicity 12 credits**

Defining Public Relation and the Growth of Public Relations, Communications as a PR Skill, managing public opinion, Ethics in Public Relations, Publicity & the print media, Publicity & the electronic media, Multicultural community relations, Government Public Relations, Consumer relations, Investor relations, Public Relations and the Internet, Public Relations writing, Crisis Management.

**CMK 2204 Sales Management 12 credits**

The purpose of this module is to introduce the student to basic principles of direct selling. On a practical level, the student will have attained the necessary experience to identify environmental trends and understand all the functions of direct selling. Also, the student will be evaluated on his/her practical ability of selling by reaching a set sales target.

**CMK 2206 Retail Marketing Management 12 credits**

Retail environment; Retail formats; Retail strategy and the retailing mix; Location decisions; Merchandise decisions; Price decisions; Communication decisions; Consumer services and information; Technology and systems; Point of purchase displays; Franchise agreements.

**CFI 2201 Corporate Finance II 12 credits**

A follow-up module to Corporate Finance I, this module will cover the following critical areas: operating and financial leverage; introduction to portfolio theory and capital asset pricing; the stock market and other sources of long-term capital; innovations in corporate finance.

**CMK 3100 Work-related Learning 120 credits**

During their third year, students are expected to be on Work Related Learning at an organization where they engage on the practical aspects of the programme under supervision. Work Related Learning helps students to apply concepts they studied during the first two years of their programme, in a real-world context. Students are expected to add value to their academic and professional profiles whilst on attachment, while contributing maximum stakeholder value to the organisations to which they are attached.

**CMK 4101 Strategic Marketing Management I 12 credits**

Strategic issues in marketing, strategic marketing, strategic analysis (market analysis, customer analysis, competitor analysis and internal analysis), market strategies (competitive strategies, strategies in the product life cycle and relationship building strategies) and strategy implementation and control.

**CMK 4104 International Marketing Management 12 credits**

International marketing; the process of internationalization; growth in international trade and investment; the evolution of multinational enterprises; management perspectives on international trade and international trade theories; international trade regulation; economic integration; the formation of trading blocks, and free-trade areas. The international marketing environment; the cultural, political and legal environments as well as the economic environment of international business, the international trade concept and theory; the international monetary system; the foreign exchange market; and international capital markets.

**CMK 4103 Services Marketing 12 credits**

Unique characteristics of services; nature and process of service delivery; differences between product and service evaluations; development, communication and delivery of services; service quality and measurement thereof; the role of service providers and the environment of service delivery; implementation of service-marketing strategies.

**CMK 4108 Consultancy 12 credits**

This module is designed to assist finalist students to develop the skills required to build and develop client relationships. The module covers the following broad topics; Building & Developing Client Relationships. Assessment of components of a sustainable consultancy proposition. Developing the Personal Brand Scoping. The Potential Service. Assessment of factors contributing to a Client’s Business Issue. Facilitation of Change. Delivering the Client Outcome. Appraisal of how to Implement Agreed Solutions.

**CMK 4110 Events Management 12 credits**

The module will cover a range of inter-related subjects and topics which include: business operations cycle and processes in the context of events management; Promotion, merchandising and sales techniques; target marketing and segmentation, sponsorship and promotions, sponsorship proposals; Event Marketing; Sustainability for Events; Event communications; Budgeting for events; People management; Capacity management and crowd control for events; Facility location, design, layout and management; Risk assessment, health and safety and legal issues for events; Managing quality events; Key skills required in the Events industry. Event evaluation and management techniques.

**CMK 4201 Strategic Marketing Management II 12 credits**

Strategic management analysis and formulation Basic concepts; formulation of mission; policy and objectives; external evaluation of the business environment; internal evaluation of the enterprise; including intellectual assets; the formulation and development of a strategic plan. Strategic management implementation: The role of management in strategy implementation; budgets as instrument in the implementation process; leading processes of change within enterprises; supporting policies, procedures and information systems for implementation in the various functional areas; evaluation and control of implementation.

**CMK 4203 Business Ethics and Corporate Governance 12 credits**

Ethical behaviour in marketing; types of unethical behaviour; Ethical dimensions of marketing management, governance, and responsible management practice; modes of governance and corporate social responsibility in the global economy; good cooperate governance and firms image.

**CMK 4206 Agri-Business Marketing 12 credits**

Application of marketing and economic principles to decision making in contemporary agribusiness firms. Marketing strategies, marketing research and information, segmentation and targeting, marketing mix, and market plans within food, fibre, natural resource, and production input industries. Analysis of agribusiness marketing environment; National/international agricultural commodity marketing and pricing; supply, demand, costs, time value of money, futures/options market, and price forecasting. Agricultural Policy effects on agribusiness marketing; and International agricultural marketing.

**CMK 4204 Brand Management 12 credits**

Importance of creating powerful brands; Nature of brands; The branding process; Brands and corporate culture; Retailer issues in branding; Service brands; Business to Business branding; Brands on the Internet. Brand planning, evaluation and sustaining; Segmentation and differentiation through branding. How powerful brands beat competitors.

**CMK 4205 Hospitality and Tourism Marketing 12 credits**

Nature of hospitality industry; Hospitality marketing mix; Hospitality and Events marketing; nature of tourism marketing; Marketing tourism products; destination marketing, image-creation and branding; Consumers and consumption in tourism; marketing communications strategies in tourism; opportunities, challenges and constraints of tourism marketing.

**CMK 4200 Research Project 24 credits**

During the final year, students will undertake a compulsory Research Project of interest to the researcher under the supervision of designated mentors vested with knowledge and expertise in that area of specialization. This project is expected to helps students to consolidate theoretical knowledge gained in the taught Section of the programme and to equip final year students with practical skills and knowledge to tackle real life problems and exploit opportunities as they join the world of work.