

For more details, please contact

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This flyer is prepared by the MCA for general information.

IGNOU's programme prospectus carries the official information.

The programme will be offered subject to an adequate number of learners enrolling.



**INDIRA GANDHI  
NATIONAL OPEN UNIVERSITY  
(IGNOU)**



**MAURITIUS COLLEGE OF THE AIR  
(MCA)**

**MASTER IN BUSINESS  
ADMINISTRATION –  
MARKETING MANAGEMENT  
(MBA- MM)**

**PROSPECTUS 2010**

## **MAURITIUS COLLEGE OF THE AIR Division of Distance Education**

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### **MASTER IN BUSINESS ADMINISTRATION - MARKETING MANAGEMENT**

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The Mauritius College of the Air is proposing to offer the Indira Gandhi National Open University's (IGNOU's) Master in Business Administration (MBA) – MM Programme with specialisation in Marketing Management.

IGNOU was established in 1985. It has today emerged as one of the largest open universities in the world. In 2008, its annual fresh enrolment crossed 500,000 and its cumulative student strength is about 2 million now. This amounts to about 15% of the total student population in the universities in India. IGNOU has over 45 overseas partner institutions including Mauritius.

IGNOU has also been designated as a Centre of Excellence for Distance Education by the Commonwealth of Learning.

The Division of Distance Education of the MCA has been offering courses to Mauritian learners since 1995 in a wide variety of subjects in order to increase access to higher education for people who are already working and cannot enrol for full-time instruction.

It is known for the nature of its services to distance education learners who find a supportive environment to ensure their success in the studies they undertake.

#### **1. AIMS/OBJECTIVES OF THE MBA-MM PROGRAMME**

- To introduce the core concepts and techniques of analysis relevant to the theory and practice of marketing management.
- To introduce the learners to research methods and help them conduct research for effective marketing strategies.
- To give an exposé of marketing environment in which competitors have to operate.
- To expose learners to marketing information systems and research.
- To gain a broad view of strategic marketing concepts such as market opportunity analysis, target market selection and marketing mix development.
- To analyse the marketing management philosophies.
- To adopt a critical approach to consumer's requirements based on the complex nature of the behaviour of consumers in a dynamic environment.
- To develop the knowledge and skills to optimise the use of new techniques for improving management functions of various markets.
- To integrate practical experience/skills acquired to identify and satisfy consumers' requirements.
- To introduce core concepts and techniques of analysis relevant to marketing research and advertising.
- To apply a critical approach to marketing management.
- To guide the learners in the integration of their practical experience/skills acquired so as to adopt better marketing strategies.
- To analyse the key marketing challenges facing marketers.

## 2. WHO IS THE PROGRAMME FOR?

People involved in developing effective marketing strategies or those who aspire to these positions.

## 3. ENTRY REQUIREMENTS

- (i) Graduation in any discipline with 50% marks\*  
**OR**
- (ii) Bachelor's degree with 3 years of supervisory / managerial/professional experience  
**OR**
- (iii) Professional Qualifications in Accountancy/Cost and Works Accountancy/Company Secretaryship, etc.\*\*  
**OR**
- (iv) A Master's degree in any subject. (The University may consider other degrees to this list of equivalent professional degree/qualification, if required).  
**OR**

\* *Transcript to be produced*

\*\* *'Professional' means a person holding a degree in Engineering, Law, Medicine, Accountancy, etc.*

**Confirmation of Registration is done by IGNOU**

## 4. DURATION

The minimum duration for the MBA programme is 3 years through distance learning. Each course requires 180 hours of study.

A learner is advised to study 30-35 hours per week for 35-40 weeks per year to complete the programme in three years.

## 5. DELIVERY OF PROGRAMME

The programme will be delivered through open/distance teaching. Learners will get the self-instructional materials especially designed by IGNOU to facilitate independent study. Support will be provided as appropriate from the following:

- Induction
- A programme planner to establish a timetable for study
- Regular face-to-face tutorials with tutors trained to work with adult learners
- A personal tutor
- Additional reference/materials in our Library
- Individual coaching through comments and feedback on assignments
- Counselling including guidance on study skills and writing skills
- Phone counselling
- Pastoral Care
- Institutional/Administrative support.

**Face to face sessions will be held at Belle Rose SSS.**

## 6. HOW IS THE PROGRAMME ASSESSED?

Assessment will consist of:

- Continuous assessments through Tutor Marked Assignments - Weighting (30%)
- Term-End Examinations - Weighting (70%)

## 7. EXAMINATIONS

Examinations are organised and conducted by the Mauritius Examinations Syndicate (MES) – twice a year in June and December.

## 8. HOW MUCH DOES IT COST?

Full cost – Rs173,250 payable in 6 equal instalments of Rs28,875 at the beginning of each semester.

The amount charged may vary if the US\$ fluctuates.

The fees **exclude** local examination fees payable to the Mauritius Examinations Syndicate & IGNOU examination fees at the rate of US\$10 per course.

## 9. PROPOSED STARTING DATE

January 2010

## 10. RECOGNITION

This programme run by the MCA is approved by the Mauritius Qualifications Authority (MQA) and recognised by the National Accreditation and Equivalence Council (NAEC).

*[Still valid as per Section 6 of the Education & Training (Misc. provisions) Act 2005]*

## 11. DO I GET A REFUND IF I STOP STUDYING?

The conditions are as follows:

- if no course material is issued - 90% of fee paid is refunded
- if a request is made within 3 weeks of induction on account of major life events, 75% of fees paid is refunded provided course material is refunded in good condition.

Requests for refund made after 3 weeks of induction are not considered.

## 12. PROGRAMME STRUCTURE

The Master in Business Administration – Marketing Management (MBA-MM) programme comprises 21 courses as follows:

	Semester	Course Code	Course Title
Year 1	Semester 1 (Jan-June 2010)	MS-1	Management Functions & Behaviour
		MS-2	Management of Human Resources
		MS-3	Economic & Social Environment
	Semester 2 (July-Dec 2010)	MS-4	Accounting & Finance for Managers
		MS-5	Management of Machines & Materials
		MS-6	Marketing for Managers
		MS-7	Information Management & Computers
Year 2	Semester 1 (Jan-June 2011)	MS-8	Quantitative Analysis for Managerial Applications
		MS-9	Managerial Economics
		MS-10	Organisational Design, Development & Change
		MS-11	Strategic Management
	Semester 2 (July-Dec 2011)	MS-66	Marketing Research
		MS-68	Management of Marketing Communication and Advertising
		MS-91	Advanced Strategic Management
Year 3	Semester 1 (Jan-June 2012)	MS-95	Research Methodology for Management Decisions
		MS-62	Sales Management
		MS-64	International Marketing
	Semester 2 (July-Dec 2012)	MS-65	Marketing of Services
		MS-96	Total Quality Management
		MS-100*	Project Work

\* Equivalent to two courses