



Curtin Mauritius



BACHELOR OF COMMERCE **MANAGEMENT AND MARKETING** (DOUBLE MAJOR)

ABOUT THE DEGREE

The BCom Management and Marketing degree caters for students who wish to gain an insight into the world of management and marketing. You will develop an understanding of two fundamental areas of business which can be applied to a broad range of industries and roles. This combination is ideal for a strategic and creative thinker who enjoys developing and engaging with teams and organisations.

The management component focuses on key challenges facing managers such as the relationship between people and the organisation, performance, change and innovation. Students develop the skills of communication, program solving, planning, organising, managing change and working cooperatively. The marketing component prepares graduates to organise and control marketing activities efficiently in a highly competitive market.

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Perth, Mauritius, Dubai, Singapore and Malaysia. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in The Academic Ranking of World Universities (ARWU) 2022 and has received a five star plus rating in the QS Stars University Ranking 2022.

The university is ranked below 100 worldwide in the following 7 areas:

Mining and Mineral Engineering, Hospitality and Tourism Management, Earth Sciences, Chemical Engineering, Nursing, Remote sensing and Education.

Make tomorrow better.



For more information, please visit:
curtinmauritius.ac.mu



COURSE ESSENTIALS

BACHELOR OF COMMERCE MANAGEMENT AND MARKETING (DOUBLE MAJOR)

Course entry requirements

- Satisfy the minimum academic entry requirements and
- Meet the minimum English competency level.

Experience in the field for the purposes of Credit for Recognised Learning (CRL) will be assessed on an individual basis.

Foundation Program

Candidates who do not meet all entry requirements can enrol in the Foundation Program in order to gain admission to the Bachelor degree

Duration

The programme is run over three years (six semesters)

Intake

February and July

Application procedures

Candidates must complete the application form available at Curtin Mauritius Future Student Centre and must submit relevant copies of the following documents:

- Copies of educational qualifications
- Two passport - size photographs
- Copy of National Identity Card and Birth Certificate

(The originals of the above documents are needed for certification purposes)

COURSE STRUCTURE

YEAR 1 Semester 1	UNIT CODE
Markets and Legal Frameworks	BLAW1002
Communication, Culture and Indigenous Perspectives in Business	MGMT1002
Financial Decision Making	ACCT1002
Analytics for Decision Making	ECOM1000
YEAR 1 Semester 2	
Strategic Career Design	MGMT1003
Discovering Marketing	MKTG1000
Select one elective unit	
Organisational Behaviour	MGMT2000
YEAR 2 Semester 1	
Consumer Behaviour	MKTG2004
Marketing Across Borders	MKTG2002
Human Resources Management Introduction	MGMT2008
Managing Social Media Platforms	MKTG2006
YEAR 2 Semester 2	
Digital Marketing Strategy	MKTG3003
Marketing Intelligence	MKTG2005
Business and Sustainable Development	MGMT2004
Entrepreneurship	MGMT3004
YEAR 3 Semester 1	
Services Marketing	MKTG3006
Retailing and E-Commerce	MKTG3007
Managing Change	MGMT3002
Strategic Management	MGMT3010
YEAR 3 Semester 2	
Corporate Marketing Strategy	MKTG3004
Business Ethics	MGMT3006
International Management	MGMT3001
Capstone Experience Unit	

For more information:

curtinmauritius.ac.mu

PLEASE CONTACT THE FUTURE STUDENTS CENTRE

study@curtinmauritius.ac.mu

TELFAIR,
MOKA,
MAURITIUS

(230) 401 65 11
(230) 433 30 05

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Disclaimer: Please note that Curtin Mauritius reserves the right to change the content and method of assessment, to change or alter tuition fees and any unit of study, to withdraw any unit enrolment in any unit or program and/ or to vary arrangements for any programme

Cohorts will only commence if numbers reach the minimum number of students required.

Course Structure Disclaimer: Curtin University reserves the right to alter the internal composition of any course to ensure learning outcomes retain maximum relevance. Any changes to the internal composition of a course will protect the right of students to complete the course within the normal time frame and will not result in additional cost to students through a requirement to undertake additional units.

Note: To qualify for a degree, 600 Credits (or 24 study units) must be obtained, within the appropriate combination of study units as prescribed in the curriculum. No exit certificate is awarded.

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