



# 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, problem 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) 2017. We are also highly rated in the 2017 QS World University Rankings:

- 22nd in the world for universities under the age of 50
- 5-star overall excellence rating
- 2nd in the world for Mineral and Mining Engineering
- 42nd in the world for Earth and Marine Sciences.

Make tomorrow better.

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## 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
Accounting - The Language of Business	ACCT1000
Introduction to Business Information Systems	ISYS1000
Introduction to Global Business	IBUS1001
Fundamentals of Management	MGMT1000
YEAR 1 Semester 2	
Business Law	BLAW1004
Introductory Economics	ECON1000
Discovering Marketing	MKTG1000
Organisational Behaviour	MGMT2000
YEAR 2 Semester 1	
Consumer Behaviour	MKTG2004
International Marketing	MKTG2002
Human Resource Management Introduction	MGMT2008
Digital Communication Management	MKTG2006
YEAR 2 Semester 2	
Internet Marketing	MKTG3003
Marketing Research	MKTG2005
International Management	MGMT3001
Entrepreneurship	MGMT3004
YEAR 3 Semester 1	
Services Marketing	MKTG3006
Retail Marketing and Distribution	MKTG3007
Managing Change	MGMT3002
Strategic Management	MGMT3010
YEAR 3 Semester 2	
Strategic Marketing	MKTG3004
Business Capstone	MKTG3000
Business Ethics	MGMT3006
Business Internship	MKTG3009

## For more information:

PLEASE CONTACT THE  
**FUTURE STUDENTS CENTRE**  
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 TELFAIR,  
 MOKA,  
 MAURITIUS  
 (230) 401 65 11  
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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

**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.

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**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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