



Curtin Mauritius

BACHELOR OF COMMERCE

LOGISTICS AND SUPPLY CHAIN MANAGEMENT AND MARKETING

(DOUBLE MAJOR)

ABOUT THE DEGREE

This double major provides you with an understanding of the role marketing and logistics plays in creating customer value. You will have the chance to explore the diverse field of marketing and logistics. Furthermore, you will explore critical aspects of supply chain and logistics

You will learn to analyse the behaviour of competitors and customers to discover how marketing can predict customer demand for products, services or ideas.

Your study will involve interaction with industry as many of the units focus on real clients and case studies. There are opportunities for industry exposure and professional placement to increase your interaction with industry while you study.

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

LOGISTICS AND SUPPLY CHAIN 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 (24 UNITS)

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	
Supply Chain Management	MGMT2015
YEAR 2 Semester 1	
Consumer Behaviour	MKTG2004
Supply Chain Logistics	MGMT2016
Supply Chain Decision Analytics	MGMT2017
Managing Social Media Platforms	MKTG2006
YEAR 2 Semester 2	
Project Management	ISYS2013
Marketing Intelligence	MKTG2005
Sustainable Procurement	MGMT2018
Marketing Across Borders	MKTG2002
YEAR 3 Semester 1	
Services Marketing	MKTG3006
Retail Marketing and E-Commerce	MKTG3007
Supply Chain Capstone	MGMT3017
Operations and Materials Management	MGMT3018
YEAR 3 Semester 2	
Corporate Marketing Strategy	MKTG3004
Digital Marketing Strategy	MKTG3003
Supply Chain Project	MGMT3031
Capstone Experience Unit	

For more information:

curtinmauritius.ac.mu

PLEASE CONTACT THE FUTURE STUDENTS CENTRE

study@curtinmauritius.ac.mu

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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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