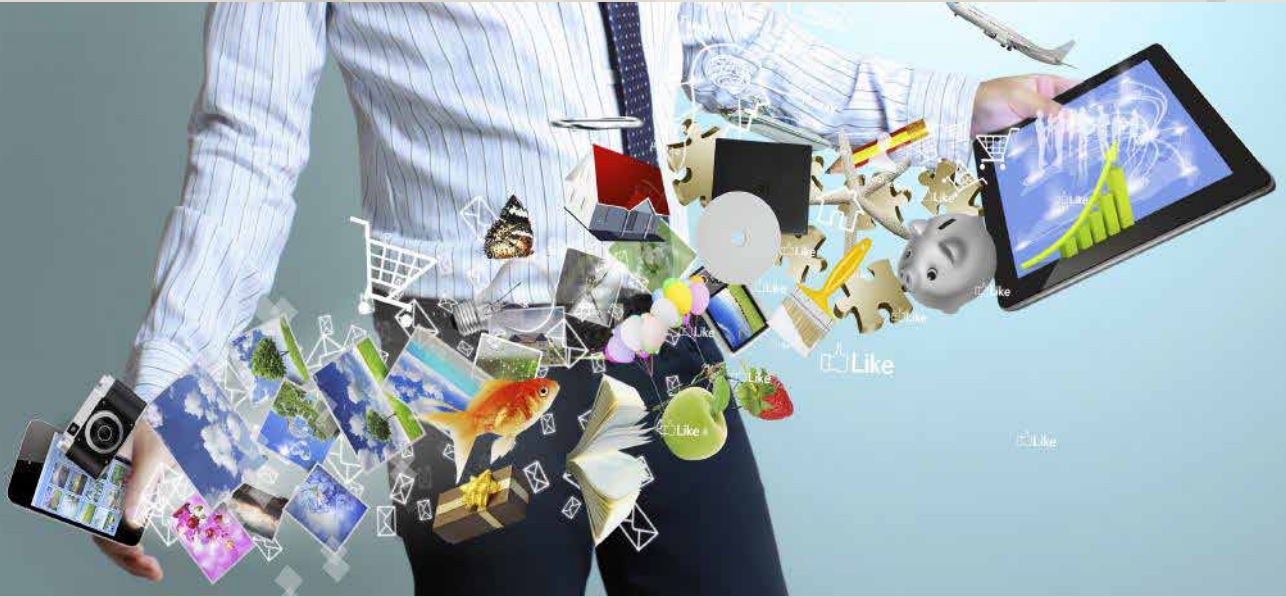


“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

Peter Drucker



CHARLES TELFAIR
I N S T I T U T E



Curtin University

BACHELOR OF COMMERCE MANAGEMENT AND MARKETING

WHAT IS IT?

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.

Please note:

During your first semester of the Bachelor of Commerce you'll complete common core units which will provide an introduction to the various aspects of business. You do not need to make a final decision on a single or combined major until your second semester.

WHY A CURTIN BCom MANAGEMENT and MARKETING at CTI?

- ✓ **Reputation:** CTI's has been at the forefront of Marketing Management courses in Mauritius for over 16 years
- ✓ **Innovation:** There is a strong focus on contemporary Marketing and Management practices and challenges
- ✓ **Strong Practical Focus:** The Institute's state-of-the-art facilities and close links with industry provide students with the necessary resources to be at the forefront of industry requirements
- ✓ **Employability Advantage:** This course helps students develop a comprehensive and unique understanding of industry requirements in the arena of marketing and management
- ✓ **Industry Network:** Guest speakers from industry and work-based projects are a key feature of the course. In addition, all students are expected to undertake internships in the top local companies, a requirement which could give them real-world experience and the possibility of being employed eventually

CAREER POSSIBILITIES

- / Marketing Officer
- / Market Researcher
- / Management Consultant
- / Office Administrator
- / Events Coordinator
- / Executive Assistant
- / Team Leader
- / Retail Manager
- / Service Delivery Manager
- / Fundraising Coordinator
- / Market Research Analyst
- / Product Manager

COURSE STRUCTURE

YEAR 1

- | | |
|--|----------------------------|
| > Introduction to Accounting | > Business Law |
| > Introduction to Business Information Systems | > Introductory Economics |
| > Communication in Business | > Discovering Marketing |
| > Fundamentals of Management | > Organisational Behaviour |

YEAR 2

- | | |
|--|----------------------------|
| > Consumer Behaviour | > Internet Marketing |
| > International Marketing | > Marketing Research |
| > Business & Sustainable Development | > International Management |
| > Human Resource Management Introduction | > Entrepreneurship |

YEAR 3

- | | |
|-------------------------------------|------------------------------------|
| > Services Marketing | > Digital Communication Management |
| > Retail Marketing and Distribution | > Strategic Marketing |
| > Managing Change | > Business Capstone |
| > Strategic Management | > Business Ethics |

Upon completion of a BCom, you can gain entry into CURTIN Master of International Business

Disclaimer: Please note that CTI/Curtin reserves the right to change the content and/ method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study which it offers, to impose limitations on enrolment in any unit or program and/or to vary arrangements for any programme.

DELIVERY PLAN

Duration:

The programme is run over three years (six semesters)

Starting Dates:

Two intakes per year - February & August

ENTRY REQUIREMENTS

For admission to Curtin, applicants must

- / Satisfy the minimum academic entry requirements
- / Meet the minimum English competency level
or
- / Have experience in the field. Recognition of prior learning is assessed on an individual basis.

Please note:

- / Candidates who do not meet all entry requirements can enroll on the *CTI Foundation programme* in order to gain admission to the BCom degree

APPLICATION PROCEDURES



- / Students must complete the prescribed application forms available at our Future Student Centre or at www.telfair.ac.mu and should 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 all the above documents for certification purposes are needed.)*

APPLICATION DEADLINE

It is recommended to register at least 5 weeks before the start date of Programme. Please call us on 4016511 or email us on marketing@telfair.ac.mu

FOR MORE INFORMATION, PLEASE CONTACT THE FUTURE STUDENTS CENTRE

 marketing@telfair.ac.mu

 TELFAIR, MOKA, MAURITIUS  (230) 401 6511  (230) 433 3005

 www.telfair.ac.mu  Charles Telfair Institute