



**CHARLES TELFAIR**  
I N S T I T U T E



**Curtin University**

**BACHELOR OF COMMERCE**  
**LOGISTICS AND SUPPLY CHAIN**  
**MANAGEMENT AND MARKETING**  
**(DOUBLE MAJOR)**



TEC approved

# WHAT IS IT?

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.

## WHY A CURTIN BCom in Logistics and Supply Chain Management and Marketing at CTI?

- ✓ **Experience:** CTI's has been at the forefront of courses in Mauritius for over 18 years
- ✓ **Innovation:** There is a strong focus on contemporary Logistics and Supply Chain Management and Marketing practices challenges
- ✓ **Strong practical focus:** CTI's state-of-the-art facilities and close link 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 Logistics and Supply Chain Management and Marketing
- ✓ **Industry Network:** Guest speakers from industry and work based projects are a key feature of the course; students work on real-world projects and undertake internships in the top local companies

## CAREER POSSIBILITIES

- / Marketing Officer
- / Market Researcher
- / Supply Chain Analyst
- / Fundraising Coordinator
- / Transport Administrator
- / Product Manager
- / Operations Manager
- / Online Marketing Specialist
- / Marketing Communications Manager
- / Inventory and Supply Officer

# COURSE STRUCTURE

UNIT NAME	UNIT CODE
> Introduction to Accounting	ACCT1000
> Business Law	BLAW1004
> Introductory Economics	ECON1000
> Communication in Business	MGMT1001
> Introduction to Business Information Systems	ISYS1000
> Fundamentals of Management	MGMT1000
> Discovering Marketing	MKTG1000
> Marketing Research	MKTG2005
> Internet Marketing	MKTG3003
> International Marketing	MKTG2002
> Digital Communication Management	MKTG2006
> Strategic Marketing	MKTG3004
> Services Marketing	MKTG3006
> Retail Marketing and Distribution	MKTG3007
> Supply Chain Information Management	ISYS2000
> Introductory Systems Analysis and Design	ISYS2002
> Introduction to Purchasing and Procurement	PROC3000
> Business Applications	ISYS3006
> Overview of Strategic Procurement	PROC3001
> Strategic Supply Chain and Logistics Management	MGMT3017
> Operations and Materials Management	MGMT3018
> Informatics Project Management	ISYS2013
> Business Capstone	MKTG3000

**Note:** Students joining this course are required to bring their own laptop to all relevant classes and procure licenses for all required software

**Upon completion of a BCom, you can gain entry into CURTIN**  
Master of International Business or Master of Business Administration (Global)

**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 of 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 Bachelor of Human Science degree

## APPLICATION PROCEDURES

/ Students must complete the prescribed application forms available at our Future Student Centre or at [www.telfair.ac.mu](http://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 401 6511 or email us on [info@telfair.ac.mu](mailto:info@telfair.ac.mu)

FOR MORE INFORMATION, PLEASE CONTACT THE FUTURE STUDENTS CENTRE

 [info@telfair.ac.mu](mailto:info@telfair.ac.mu)

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