

PROGRAMME ADVISING

BSC MANAGEMENT STUDIES (Marketing)

Academic Year 2017/2018

ADVICE: For the working adult we recommend a maximum of 3 courses for the semester and no more than 2 in Summer

NEW STUDENTS: Students starting the programme in the Academic Year 2017/2018 are required to follow the course sequence for Year 1/Level 1.

Summary Points:

- We recommend that you register for **no more than 3 courses** during the semesters and **2 courses in summer**.
- As an adult learner with competing responsibilities for your time, it is very important during your first year working in this online environment that you adhere to the recommendation above to ensure that you do not over-extend yourself and compromise your academic performance.
- Once you have successfully completed your first year in this programme you will be in a better position to determine if you are able to take additional cred hours.
- Your Level 1 courses are very important to prepare you for your Levels 2 and 3 courses. It is therefore important that you make your first year a success.

Tips:

- **Examine your Offer Letter** from the **Recruitment, Admissions & Registration Department** to determine if you are required to take the following pre requisites:
 - **English Language Proficiency Test (ELPT)** - pre-requisite for FOUN1001: English for Academic Purposes.
 - **Improving Your Math Skills (IYMS)** - pre-requisite for ECON1003: Mathematics for Social Sciences I. IYMS is offered three (3) times within the academic year (*Semester 1, Semester 2 and Summer*).
- If you are required to take ELPT and/or IYMS please ensure that you do so at the first available offering.
- You should attempt to complete all of your Foundation courses in your first year of study.
- Attend and participate in **all Student Orientation Sessions** scheduled by the Programme Delivery Department (PDD) and your Local Site Office.
- *Check this Programme Advising document regularly for any adjustments to the schedule.*

INTERNAL TRANSFER/CONTINUING STUDENTS-:

- Students, who started prior to the Academic Year 2017/2018, are required to complete their Levels 1 and 2 courses before moving to Level 3.
- Courses being repeated should be taken at the first available opportunity before you attempt to register for courses at the next Level.
- **Pay close** attention to pre-requisite courses.
- **Plan your courses wisely** to ensure the successful completion of the courses you register for this academic year.
- Maintain a **Grade Point Average (GPA) of 2.0 and above.**

Assessment:

Detailed information on the type of course assessments for your registered courses would be made available in the Course Guide posted on the respective course pages in the Learning Exchange at the start of each semester. You are encouraged to read your Course Guide/s carefully. The following are the categories of assessments -:

- *100% Continuous Assessment:* In this method you will be assessed using 100% coursework, which would include but not be limited to the following graded activities: (quizzes, debates, portfolios, discussions, projects/reports, etc.) throughout the semester.

OR

- *Combination of Coursework (which could take various formats) and a Face-to-Face Final Examination* – The venue for final examinations will be provided by your local UWI Open Campus, Site Office.

COURSE SELECTION GUIDELINES FOR NEW LEVEL I STUDENTS

New students may register for eight (8) courses this Academic Year as follows:

SEMESTER 1: August – December

1. ACCT1002
2. SOCI1002
3. FOUN1501 OR FOUN1001 OR MGMT1000

- **IYMS** is not for credit - but you should take this prerequisite course in this semester if you intend to register for ECON1003 next semester.

SEMESTER 2: January – May

1. ACCT1003
2. Either ECON1003 – (*To take this course you must take/pass IYMS in Semester 1*) OR ECON1004 (for students with a pass at CAPE Mathematics)
3. FOUN (Any of the two (2) FOUN courses not yet taken/passed)

SUMMER/SEMESTER 3: May – July

The following Level 1 courses would be available in Summer/Semester 3 for those of you who opt to pursue courses during this period.

1. MGMT1000
2. MGMT1001

NB: *The offering of these Summer courses will be dependent on student registration numbers.*

All remaining Level 1 courses should be taken in the next Academic Year.

LEVEL1		SEMESTER			PRE-REQUISITE	IMPORTANT INFORMATION TO GUIDE COURSE SELECTION/REGISTRATION
COURSE CODE	COURSE NAME	1	2	Summer		
		FOUN1001	English for Academic Purposes <i>(Foundation Course)</i> <u>CRN#: 10247</u>	1	2	
MGMT1000	Introduction to Computers (Information Literacy & IT) <i>(Foundation Course)</i>	1	2	Summer	None	<p>Assessment: <i>60% Coursework and 40% Examination (face-to-face).</i></p>

LEVEL 1		SEMESTER			PRE-REQUISITE	IMPORTANT INFORMATION TO GUIDE COURSE SELECTION/REGISTRATION
COURSE CODE	COURSE NAME	1	2	Summer		
FOUN1501	Foundations for Learning Success <i>(Foundation Course)</i>	1	2		None	Assessment: 100% Continuous Assessment.
SOCI1002	Introduction to Sociology	1	2		None	Assessment: 60% Coursework and 40% Examination (face-to-face)
ACCT1002	Introduction to Financial Accounting	1	2		None	Tip: It is recommended that you first attempt this course in Semester 1. Assessment: 40% Coursework and 60% Examination (face-to-face) Required Textbook: Horngren, C.T., and Harrison, W.T., Oliver, Suzanne M., <u>Accounting</u> , (International) 9 th ed., Prentice Hall 2009
ACCT1003	Cost and Management Accounting I	1	2		None	Tip: First attempt in Semester 2 or only after completing ACCT1002. Assessment: 30% Coursework and 70% Examination (face-to-face) Required Textbook: Horngren, C.T., and Harrison, W.T., Oliver, Suzanne M., <u>Accounting</u> , (International) 9 th ed., Prentice Hall 2009
ECON1000	Principles of Economics	1			None	Assessment: 100% Continuous Assessment

LEVEL 1		SEMESTER			PRE-REQUISITE	IMPORTANT INFORMATION TO GUIDE COURSE SELECTION/REGISTRATION
COURSE CODE	COURSE NAME	1	2	Summer		
ECON1003	Mathematics for the Social Sciences I	1	2		IYMS1001 – Improving Your Math Skills	<p>Tip: You are required to choose either ECON1003 or ECON1004 not both. Your choice should be based on the pre-requisite requirement. Attempt this course before taking ECON1005.</p> <p>Required Online eBooks for ECON1003:</p> <ul style="list-style-type: none"> Abramson, J., Falduto V., Gross, R., Lippman, D., Rasmussen, M., Norwood, R., Fernandez, C. (2015). <i>College Algebra</i>. Retrieved from http://openstaxcollege.org/textbooks/college-algebra Lippman, D. & Rasmussen, M. (2015). <i>Precalculus: An Investigation of Functions</i>. Retrieved from http://www.opentextbookstore.com/precalc/ <p><i>These works are licensed under a Creative Commons Attribution-Share Alike 3.0 United States License</i></p>
ECON1004	OR Mathematics for Social Sciences II		2		CAPE Mathematics	
ECON1005	Introduction to Statistics	1	2		None	<p>Tip: It is recommended that either ECON1003 or ECON1004 be attempted before taking this course.</p> <p>Assessment: 40% Coursework and 60% Examination (face-to-face)</p>
MGMT1001	Principles of Management	1	2	Summer	None	<p>Assessment: 100% Continuous Assessment</p>

LEVEL 2

TIP: Second Year students

- Complete the course FOUN1001 course before moving to Level 2 courses
- Pass all Level 1 prerequisite courses before registering at Level 2
- Take your Level 2 courses in sequence
- Complete **all of your Level 2 courses** before registering for Level 3

Returning students – Pay attention to prerequisite course requirements for courses at Level 3

LEVEL 2		SEMESTER			PRE-REQUISITE	IMPORTANT INFORMATION TO GUIDE COURSE SELECTION/REGISTRATION
COURSE CODE	COURSE NAME	1	2	Summer		
MGMT2063	Research Methods for Business- Introduction to Qualitative & Quantitative Methods	1			None	<p>Required Text: Frankfort-Nachmias, C., Nachmias, D., (2007). <i>Research methods in the social sciences</i> (7th edition). Worth Publishers</p> <p>Assessment: 100% Continuous Assessment</p>
MGMT2064	Organisational Behaviour and Human Resource Management	1			None	<p>Required Text: Mullins, L. J. (2010). <i>Management & Organisational Behaviour</i> 9th Edition, Harlow: Financial Times Prentice.</p> <p>Assessment: 60% Coursework and 40% Examination (face-to-face).</p>
MGMT2021	Business Law	1		Summer	None	<p>Assessment: 40% Coursework and 60% Examination (face-to-face).</p>
MKTG2001	Principles of Marketing	1	2		ACCT1002 ACCT1003 ECON1005 and ECON1001 or ECON1000	<p>Assessment: 40% Coursework and 60% Examination (face-to-face).</p>

LEVEL 2		SEMESTER			PRE-REQUISITE	IMPORTANT INFORMATION TO GUIDE COURSE SELECTION/REGISTRATION
COURSE CODE	COURSE NAME	1	2	Summer		
MGMT2023	Financial Management	1	2		ACCT1002 and ECON1003 or ECON1004	Assessment: <i>40% Coursework and 60% Examination (face-to-face).</i>
MGMT2006	Management Information Systems I	1	2		None	Assessment: <i>40% Coursework and 60% Examination (face-to-face).</i>
MGMT2224	Introduction to Entrepreneurship	1		Summer	None	Required Text: Zimmerer, T.W., Scarborough, N.M., & Wilson, D. (2015). <i>Essentials of entrepreneurship and small business management</i> (8 th ed.). New York, NY: Prentice Hall. Assessment: <i>100% Continuous Assessment</i>
MGMT2065	Project Management		2		None	Required Electronic and Hardcopy Texts: Hardcopy Text: Kerzner, H. (2009). <i>Project Management: A Systems Approach to Planning, Scheduling and Controlling</i> . (Ed. 10), Harold, John Wiley and Sons. Online Pamphlet: Vargas, R. (n.d.). <i>PMBOK Guide Processes Flow in English - 47 Project Management Processes</i> (5th Ed.) (Available for download at www.ricardo-vargas.com) Assessment: <i>60% Coursework and 40% Examination (face-to-face).</i>

MGMT2013	Introduction to International Business		2		None	<p>Required Text: Hill, CW (2009), <i>International Business: Competing in the Global Marketplace</i>, 9th Ed., McGraw-Hill</p> <p>Assessment: 100% Continuous Assessment</p>
MKTG2005	Marketing Research & Forecasting Methods		2		MGMT2224	<p>Required Text: Malhotra, N. K. (2015). <i>Essentials of Marketing Research: A Hands-On Orientation</i>, ISBN-10: <u>0137066732</u> • ISBN-13: <u>9780137066735</u> , Prentice Hall, 01/10/2014</p> <p>Assessment: 40% Coursework and 60% Examination (face-to-face).</p>

LEVEL 3 COURSES

NOTE:

A finalizing student is: a student, who has successfully passed all FOUNDATION courses, has followed the sequence of course offerings and has now completed most of the Level 3 courses of their programme.

MGMT3116: Research Project/Practicum (6 credits) is a year-long course. It is recommended that students attempt this course in the final year of the programme after completing all Level 1, Level 2 and the majority of their Level 3 courses).

A Graduating Student is a finalizing student who has a maximum of 3 courses left to complete by summer of the respective Academic Year.

COURSE CODE	COURSE NAME	SEMESTER			PRE-REQUISITE	IMPORTANT INFORMATION TO GUIDE COURSE SELECTION/REGISTRATION
		1	2	Summer		
MGMT3031	Business Strategy and Policy		2	Summer	MGMT2006 or MKTG2001 and MGMT2008 or MGMT2064 and MGMT2023	<i>Note carefully the prerequisite courses for this course. There are 3 prerequisites for this course.</i> Assessment: 40% Coursework and 60% Final Examination (face-to-face)
MGMT3116	Research Project/Practicum	1	2		MGMT2063	This is a year-long course which begins in Semester 1 and terminates at the end of Semester 2. Please note the recommendation provided above for this course.
MKTG3001	International Marketing Management	1		Summer	MGMT2224	Assessment: 100% Continuous Assessment
MKTG3003	Marketing Strategy (Simulation)	1			MKTG2001	<i>This course should be taken on completion of all Level 1 and at least 8 Level 2 courses.</i>
MKTG3010	Integrated Marketing Communication		2		MKTG2001	Assessment: 40% Coursework and 60% Final Examination (face-to-face)

MKTG3070	Consumer Behaviour	1		Summer	MKTG2001	
MKTG3012	B2B Organizational Marketing	1			MKTG2001	
MKTG3013	E-Marketing		2		MGMT2224	<u>Assessment:</u> 60% Coursework and 40% Final Examination (face-to-face)
MKTG3014	Personal Selling & Sales Management		2		MKTG2001	<u>Assessment:</u> 60% Coursework and 40% Final Examination (face-to-face)

Disclaimer: The Programme Delivery Department (PDD) reserves the right to revise this document during the Academic Year 2017/2018. Students are kindly advised to consult the online document regularly during the academic year for any updates. Please be guided accordingly.