

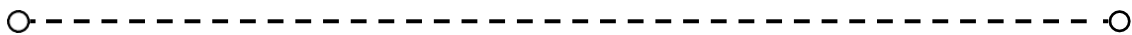


TEXILA  
AMERICAN  
UNIVERSITY



# Program Handbook

**Master of Business Administration (MBA)**



**TEXILA AMERICAN UNIVERSITY - ZAMBIA**

# Table of Contents

|   | Page No |
|---|---------|
| 1. About Texila American University           | 2       |
| 2. About Texila American University – Zambia  | 2       |
| 3. About School of Business Management (SOBM) | 3       |
| 4. About MBA Program                          | 3       |
| 5. Program Objectives                         | 4       |
| 6. Program Outcome                            | 4       |
| 7. Career Opportunities                       | 5       |
| 8. Program Regulation                         | 6       |
| 9. Program Structure                          | 8       |
| 10. Specilisation                             | 9       |
| 11. Learning Methodology                      | 10      |
| 12. Assessment and Evaluation Policies        | 11      |
| 13. Highlights of the Program                 | 13      |
| 14. Award of Degree                           | 14      |

## Texila American University

**Texila American University (TAU)** is one of the renowned International University located in Zambia. TAU started its success footprints in the year **2010** in the field of Medicine as well as continuing its pinnacle journey by providing excellence in quality education in Medicine and its allied programs.

TAU started branching out globally across different countries spreading its wings with varied innovative ideas in education sector. With this mission TAU entered into **Distance and Blended learning** by providing programs in the field of Nursing, Pharmacy, Public Health, Business Management, Information Technology, and Education.

TAU being very instrumental in experimenting new innovations in the field of education started **Texila eLearning** for the benefit of the learner's community who were aspiring to upskill their knowledge while in their job by pursuing certification programs

## Texila American University - ZAMBIA

Texila being the frontier in the field of education has established its new campus at Zambia a landlocked country of rugged terrain, diverse wildlife, with many parks and safari areas. TAU-Zambia adding to its credit has successfully registered with Higher Education Authority (HEA), Ministry of Higher Education, Zambia in 2016 to offer Bachelors, Masters and PhD programs in Medicine, Pharmacy, Nursing, Public Health, Information Technology, Business Management and Education.

TAU-Zambia has keen focus in transforming the aspiring students into expertise workforce. All our programs as well as the curriculum are designed keeping in mind to bridge the skill gaps of the students before entering the corporate. Our team of expert faculties have not only taken care to provide all the required knowledge transfer in the various subject areas but also for the overall development of the students.

## **School of Business and Management**

School of Business and Management at TAU, provides you with an educational experience that yields a responsible and responsive global leadership to positively impact employees, customers, owners, and other relevant communities. The students will acquire the skills that a good business leader requires, including the ability to apply critical analysis to management issues, will have an awareness of the responsibilities of managers in an economic, social and other environmental contexts. SOBM programs have been developed with the expert faculties and industry professionals.

A panel of experienced academic experts play a major role in terms of Board of Studies members for approving our curriculum to keep up the quality standards. The most prominent as well as vibrant Academic Council continuously keeps track of the progress for the suggestions offered by the Board of Studies and approve the same.

To maintain the enlightenment of quality standards, the school conducts Board of Studies meeting thrice in a year, Academic Council meeting twice in a year and Ph.D Advisory committee twice in a year to have a close follow up on the quality parameters and to enrich the programs offered by the school at every regular phase to match with global standards.

## **Master of Business Administration [MBA]**

Texila American University's Master program in Business Administration inculcates the leadership skills among the students. The students will be equipped with the wide knowledge in the various functions of management right from planning to implementation of the business projects/models. The program will provide the students a deeper understanding of the global business scenario and face the competition with high level of confidence.

## **Program Objectives**

TAU- Master program in Business Administration

1. Helps students to take the best managerial decisions.
2. The students will develop the application of critical thinking, reasoning skills to identify the real cause of the problem and the suitable alternatives.
3. Nurtures the student's potential, enabling them to focus on strategic planning and decisions with confidence and determination.
4. Helps in out-of-box thinking with innovativeness.
5. Facilitates in developing the students to focus on the overall organizational development with excellent leadership skills.

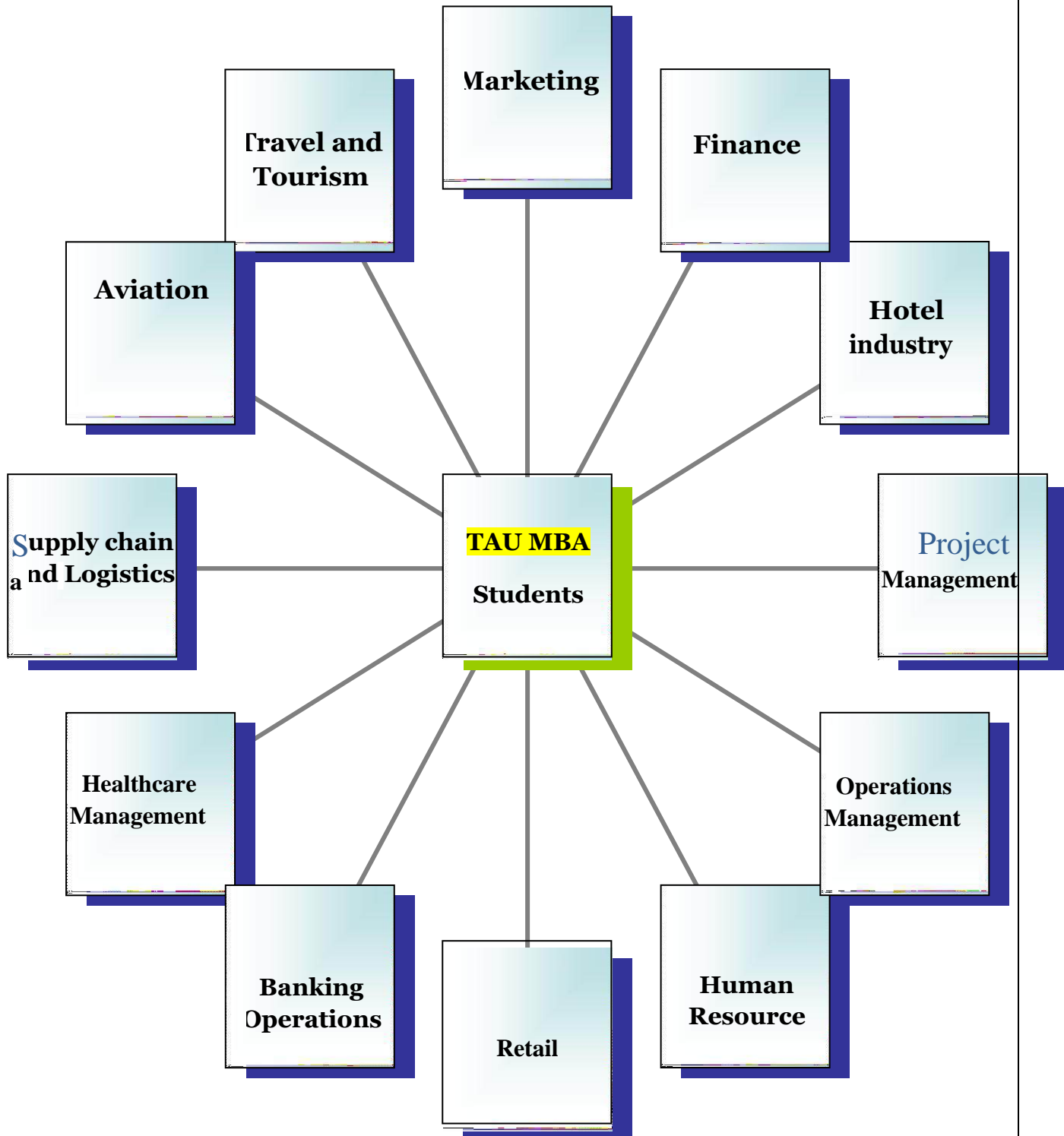
## **Program Outcomes**

TAU- Master program in Business Administration

1. Helps students to implement the best decisions in critical business situations.
2. The students will develop the best practices in operating small businesses and non-profit organization.
3. The students will be able to foster sound fiscal practices through analysis of financial statements and establishment of accounting procedures to ensure effective managerial decision making.
4. Program is designed to focus on self-directed study contents which are normally uploaded in LMS (Learning Management Systems) which gives high level of flexibility for the student to learn his modules at his leisure time. The system is highly student centric and motivates the level of self-directed study.
5. Case studies, Book reviews and Article reviews help the students to develop their learning ability by enhancing their knowledge.
6. Capstone projects and Research work would enhance the student's knowledge regarding the real time scenarios of business across the globe.

# Career Opportunities

TAU Management students would have lucrative opportunities in fields like:



# Program Regulation

|                               |   |
|-------------------------------|---|
| <b>Program Title</b>          | <b>Master of Business Administration</b>  |
| <b>Program Duration</b>       | Two Years   |
| <b>Eligibility Criteria</b>   | Bachelor’s Degree with relevant specialization/stream from a recognized University  |
| <b>Credit Transfer System</b> | <ul style="list-style-type: none"> <li>✓ Credit transfer would be allowed if the syllabus and learning outcomes are similar to that governing the student under the old enrolment and as per credit transfer rules framed by the School.</li> <li>✓ Maximum 50 % credit transfer is permissible.</li> <li>✓ A student is required to complete the prescribed courses as per Programme structure of the respective Programme under new Enrolment, including the credit transfer allowed courses, for the award of Degree.</li> <li>✓ All Credit transfer cases of programs would be directly handled by Academic Committee.</li> </ul> |
| <b>Age</b>                    | No age bar, Candidates with work experience in the field will be given preference   |
| <b>Medium of Instruction</b>  | English   |
| <b>Learning Methodology</b>   | The core learning methodology includes BRICS model, Continuous assessment, Forum Discussions, Contextual, Capstone Project Work, Case Study, Book review, Article review and Research Project.  |

|                                    |   |
|------------------------------------|---|
| <p><b>Academic Requirement</b></p> | <ul style="list-style-type: none"> <li>✓ Learn modules with various resources delivered (PPT Lectures, PDF E-Books, Video Lectures and external references) provided by subject matter expert.</li> <li>✓ Attend continuous assessment weekly MCQ test for modules learned.</li> <li>✓ Undergo Contextual Project Work.</li> <li>✓ Actively participate in the Forum Discussions.</li> <li>✓ Accomplish Capstone Projects and Article Reviews.</li> <li>✓ Accomplish book reviews</li> <li>✓ Submit Reflective Assessment of Learning Outcome(RALO)</li> <li>✓ Attempt proctored final examination for each subject as per the schedule provided.</li> <li>✓ Mandatory participation in e-Conference</li> <li>✓ Opportunity to publish research articles in the international eJournal.</li> <li>✓ Undergo Research project.</li> </ul> |
| <p><b>Research Work</b></p>        | <ul style="list-style-type: none"> <li>✓ The student has to carry out a research work relevant to their area of specialization.</li> <li>✓ Wherein student will develop their practical skills by applying their theoretical knowledge on the chosen topic of research and publish the same as a research article.</li> </ul>   |



## Program Structure: Master of Business Administration

| Course Code   | Subjects  | Credits |
|---------------|---|---------|
| MBA1111       | Organisation Behaviour                              | 19      |
| MBA1112       | Managerial Economics                                | 19      |
| MBA1113       | Advanced Business Accounting & Financial Management | 19      |
| MBA1114       | Marketing Management                                | 19      |
| MBA1115       | Strategic Management                                | 19      |
| MBA1116       | Business Research Methods & Statistics              | 19      |
| MBACP01       | Capstone Project                                    | 6       |
|               | Elective 1  | 19      |
|               | Elective 2  | 19      |
|               | Elective 3  | 19      |
|               | Elective 4  | 19      |
| MBACP02       | Capstone Project                                    | 6       |
| MBA2511       | Project with Viva                                   | 38      |
| Total Credits |   | 240     |

## Specialisation

A Student will have the option of choosing one of these specialisations from which they will do all the 4 Electives or Majors in that chosen specialisation.

| S.No | Specialization                          | Course Code | Courses  |
|------|---|-------------|--|
| 1    | <b>General</b>                          | MBA2121     | 1.Business Process Re-engineering                |
|      |   | MBA2122     | 2.Strategic Cost Management                      |
|      |   | MBA2123     | 3.Total productivity Maintenance                 |
|      |   | MBA2124     | 4. Legal Aspects in Business                     |
| 2    | <b>Human Resource Management</b>        | MBA2131     | 1.Employee Relations and Labor laws              |
|      |   | MBA2132     | 2.Human Resource Planning                        |
|      |   | MBA2133     | 3.Managerial Competencies and Career Development |
|      |   | MBA2134     | 4. Performance and Compensation Management       |
| 3    | <b>Finance</b>                          | MBA2141     | 1.Security Analysis and Portfolio Management     |
|      |   | MBA2142     | 2.Financial Derivatives                          |
|      |   | MBA2143     | 3.Risk Management                                |
|      |   | MBA2144     | 4.Control and Audit                              |
| 4    | <b>Marketing</b>                        | MBA2151     | 1.Consumer Behavior                              |
|      |   | MBA2152     | 2.Advertisement and Sales Promotion              |
|      |   | MBA2153     | 3. Digital Marketing                             |
|      |   | MBA2154     | 4. International Marketing                       |
| 5    | <b>Banking and Insurance Management</b> | MBA2161     | 1.Electronic Banking                             |
|      |   | MBA2162     | 2.Personal Financial Planning                    |
|      |   | MBA2163     | 3.Financial Institutions and Markets             |
|      |   | MBA2164     | 4.Financial Risk Management                      |
| 6    | <b>Accounting</b>                       | MBA2171     | 1.Advanced Financial Reporting                   |
|      |   | MBA2172     | 2.Advanced Audit and Assurance                   |
|      |   | MBA2173     | 3.Advanced Taxation                              |
|      |   | MBA2174     | 4. Management Accounting                         |

# Learning Methodology

## Teaching and Learning Plan Off Campus MBA Mode

Texila American University Zambia is providing quality education with its state-of-the-art infrastructure, best learning methodology and technology enabled academic services.

- Uniquely Designed Learning Methodology
- Outcome Based Academic Delivery
- Continuous Academic Support
- Enhanced Learning Management Systems
- Technology Enabled Services
- Capstone Project, promote integrated learning and understand the connections between various subjects

**MODE:** Trimester Based - Online

Total 16 weeks in the Trimester (2 courses per trimester)

1 week for Exam, Result Declaration – 15 days after the completion of final exam.

**CONTENT/MATERIAL :**

4 Modules Per Course, 3 Units per Module & 6 (5-7) Chapters in each Unit =  $(4 \times 3 \times 6) = 72$  Chapters

Instructional hours through University Campus: Per course 14 hrs (2hrs x 1days x 7 weeks)

Suggestive Lecture Duration: 1 Module in two Classes (2 hrs per class/ per week)

**MODE:** Block Based - Online

Total 8 weeks in the Block (1 course per Block)

1 week for Exam, Result Declaration – 12<sup>th</sup> week of the Block.

**CONTENT/MATERIAL :**

4 Modules Per Course, 3 Units per Module & 6 (5-7) Chapters in each Unit =  $(4 \times 3 \times 6) = 72$  Chapters

Instructional hours: Per course 2 hours Webinar Session

Suggestive Lecture Duration: 4 Module discussion in 2 hours Webinar Session

## Assessment and Evaluation Policies

A candidate has to pass both formative assessment and summative assessment. Candidate should secure at least 50 % of total marks in formative as well as summative examination.

| Assessment per Course         | Weightage   |
|-------------------------------|-------------|
| <b>Formative (Internal)</b>   |             |
| Unit Test                     | 20%         |
| Case Study                    | 20%         |
| Total                         | 40%         |
|                               |             |
| <b>Summative (External)</b>   |             |
| Final Exam (50 MCQ) Questions | 60%         |
| <b>G.Total</b>                | <b>100%</b> |

## Scoring Criteria for Continuous Assessments & Examinations for the MBA Program

| Grade | % Mark | Descriptor  |
|-------|--------|---|
| H     | 91-100 | <b>Honors.</b> <i>Exceptional performance demonstrating broad understanding of the subject area and excellent knowledge of the relevant literature. Exemplary discussion and analysis of results, logical organisation and ability to critically analyse and evaluate discuss concepts coupled with insight and originality.</i>  |
| A     | 81-90  | <b>Outstanding.</b> <i>Very good performance demonstrating evidence of wide reading, with clear presentation and thorough analysis &amp; evaluation and an ability to critically evaluate and discuss the subject. Clear indication of some insight and originality. A very competent and well-presented work overall but failing short of excellence in some aspects.</i>  |
| B     | 71-80  | <b>Excellent.</b> <i>Good performance which shows good understanding of the subject and knowledge of the relevant literature. Efficient derivation of information with only minor slips. Demonstrates some relevant interpretation and critical evaluation of the subject. Good general standard of analysis, synthesis &amp; interpretation of data.</i>   |
| C     | 61-70  | <b>Good.</b> <i>Satisfactory performance with clear presentation of subject and simple analysis but less effective evaluation of literature or synthesis of information. Requires some level of supervision but shows little ability to try and solve some problems unaided.</i>  |
| D     | 50-60  | <b>Fair.</b> <i>An average performance which shows some understanding of the subject but limited knowledge and appreciation of the relevant literature. Presentation of, analysis and presentation of results at basic level and showing little or no originality or critical evaluation. Insufficient attention to organisation and presentation of work.</i>  |
| F     | 0-49   | <b>Fail .</b> <i>A bad performance containing many errors and faults. Virtually no real understanding or appreciation of the subject and relevant literature pertaining to it. Chaotic presentation of information and in some cases incompletely presented and virtually non-existent or inappropriate or plainly wrong analysis. Discussion and interpretation seriously confused or wholly erroneous revealing basic misapprehensions.</i> |

## Highlights of the Program

Texila American University provides you an excellent opportunity of having the interaction session with the faculties through the University's Residential program under the name of "Academic Engagement" at TAU Zambia campus. At the end of every year the student have to undergo 7 day "Residential Academic Engagement" program without getting distracted from their regular work environment. The highlights of the program are as follows

- Students can meet the concerned faculty expert to clarify their academic queries.
- Students can present their project presentations and get feedbacks for improvement from both the faculty experts and peer students.
- Industrial Doyen's will be invited for providing special lectures on the advanced topics pertaining to different sectors.
- Exclusive opportunity to the students to utilise their weekend valuably. These classes helps the students to enhance their basic computer skills as well as practical skills in various subject areas. They can make use of the computer labs to practice and enrich their technical skills.

## Award of Degree

Successful completion of the program, the candidate will be conferred with the **Master of Business Administration**” degree by Texila American University, Zambia.

