

# School of Management Prospectus

- Bachelor of Business Administration
- Master of Business Administration
- Master of Science in Project Management



TEXILA  
AMERICAN  
UNIVERSITY  
ZAMBIA



# 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.



# Message From The Founders

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**Dear Students,**

We, Mr. S.P. Saju Bhaskar, and Ms. Chithra Saju are immensely grateful to be able to reach you through this Texila American University (TAU) Program Brochure. It has been an eventful journey thus far and will continue to only get more exciting further. We are proud of all your achievements and involvement in the activities thus far.

Texila has seen several students through the years and what has never failed us is the memories each cohort leaves behind. We are blessed with students who possess priceless talents and are passionate about their dreams. That is why TAU is fully focused on nurturing every student so that each individual student will be able to contribute to society in any possible way.

We commend the students for adhering to the campus culture, accepting fellow students with warmth, and working tirelessly towards their goals. These are the driving factors that propel Texila towards progress. Our students have never failed to wow us with their work and dedication in all the opportunities that knock on their door. Texila will keep shaping its students towards excellence and send them as the finest professionals into society.

We once again take this opportunity to welcome our students and freshmen batch into the portals of this great institution and look forward to their individual contribution towards the growth in their careers as well as in Texila.

**Best Wishes!**

**President and Executive Vice President,  
Texila American University.**

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# About 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 School of Medicine, School of Public Health, School of Management, School of Information technology. 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.





TEXILA  
AMERICAN  
UNIVERSITY  
ZAMBIA

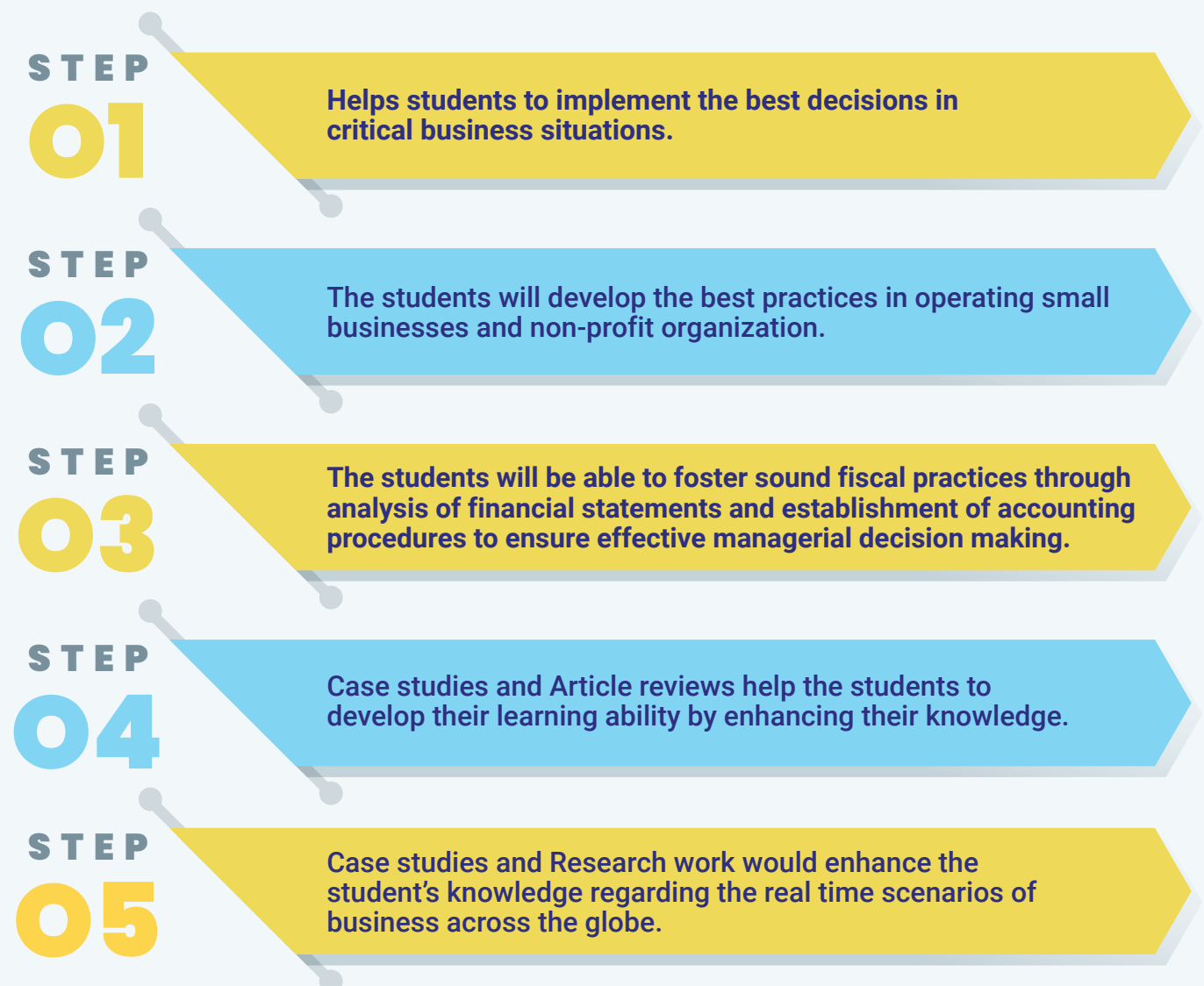


School of Business Management  
**BACHELOR OF BUSINESS  
ADMINISTRATION**

# Overview of Bachelor of Business Administration

**Texila American University's** Bachelors program in Business Administration incorporates various management skills to the students in a more interactive manner. The program will equip the students to face the business environment with lot of confidence and also will kindle the underlying skills of the students to face the global business challenges.

Bachelor program in Business Administration at TAU-ZM 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 Structure



## YEAR 1 AND YEAR 2

4	COURSE CODE BBA1111
	ORGANIZATIONAL BEHAVIOUR
4	COURSE CODE BBA1112
	BUSINESS COMMUNICATIONS
4	COURSE CODE BBA1113
	BUSINESS ECONOMICS
4	COURSE CODE BBA1114
	PRINCIPLES OF ACCOUNTING
2	COURSE CODE BBACP01
	CAPSTONE PROJECT
4	COURSE CODE BBA1115
	PRINCIPLES OF MARKETING
4	COURSE CODE BBA1116
	FUNDAMENTALS OF BUSINESS ENVIRONMENT (MANAGEMENT THEORY)
4	COURSE CODE BBA1111
	BUSINESS LAW
4	COURSE CODE BBA2112
	STRATEGIC MANAGEMENT
2	COURSE CODE BBACP02
	CAPSTONE PROJECT
4	COURSE CODE BBA2113
	ENTREPRENEURSHIP
4	COURSE CODE BBA2114
	HUMAN RESOURCE MANAGEMENT
6	COURSE CODE BBA2513
	ARTICLE REVIEW
10	COURSE CODE BBA2511
	PROJECT WITH VIVA

## YEAR 3 AND YEAR 4

4	COURSE CODE
	MAJOR 1
4	COURSE CODE
	MAJOR 2
4	COURSE CODE
	MAJOR 3
4	COURSE CODE
	MAJOR 4
2	COURSE CODE BBACP03
	CAPSTONE PROJECT
4	COURSE CODE
	MINOR 1
4	COURSE CODE
	MINOR 2
4	COURSE CODE
	MINOR 3
4	COURSE CODE BBA4112
	RESEARCH METHODS
2	COURSE CODE BBACP04
	CAPSTONE PROJECT
4	COURSE CODE
	MAJOR 5
4	COURSE CODE
	MAJOR 6
6	COURSE CODE BBA3513
	ARTICLE REVIEW
10	COURSE CODE BBA4511
	PROJECT WITH VIVA

# Career Prospects:

**Management students** would have lucrative opportunities in fields like:



**Marketing**



**Finance**



**Healthcare**



**Project Management**



**Operations Management**



**Human Resources etc.,**





# Program Objectives

TAU- BACHELOR PROGRAM IN BUSINESS ADMINISTRATION

- A** Helps to apply critical thinking, reasoning skills to identify problems and to develop problem solving abilities.
- B** Nurtures the student's potential, enabling them to face the future with confidence and determination.
- C** Helps in facilitating social development and effectiveness in interpersonal relationships.
- D** Facilitate in understanding the functional components of business (economics, marketing, accounting, finance, law and management).

# Program Outcomes

TAU- BACHELOR PROGRAM IN BUSINESS ADMINISTRATION

- Helps students to understand the contemporary theories as well as the best practices in operating small businesses and non-profit organization.
- It fosters sound fiscal practices through analysis of financial statements and establishment of accounting procedures to ensure effective managerial decision making.
- 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.
- Book reviews and Article reviews help the students to develop their learning ability as well as to enhance their knowledge.
- Capstone projects and Research work would enhance the student's knowledge regarding the real time scenarios of business across the globe.

# Affiliations & Membership:



# YEAR 3 and YEAR 4 Specialization Courses

After Completion of first 2 Years of the BBA programme, students can choose a major specialization out of a selection of 4 specializations from which they will do 6 Compulsory Majors after which they may choose their Minor specialization from which they will do 3 Minors



**Finance**



**Human Resource Management**



**Marketing**

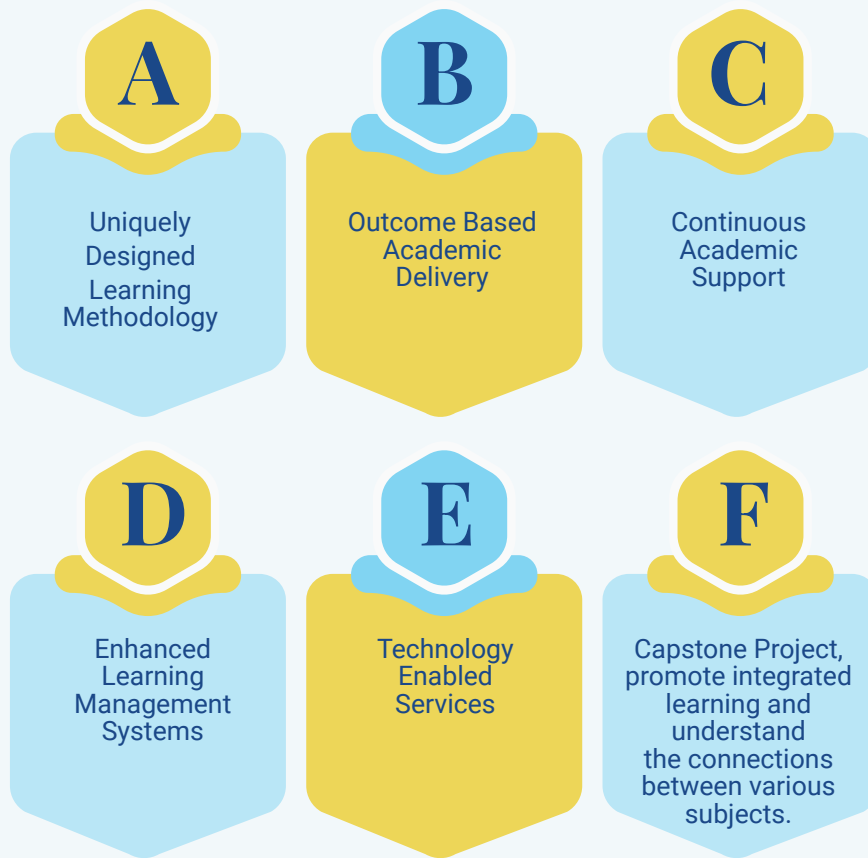


**Production & Operation Management**



# Learning Methodology

## Teaching and Learning Plan:



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

## MODE 1: Trimester Based

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

1 week for Exam, Result Declaration - End of 5th Month of the Trimester.

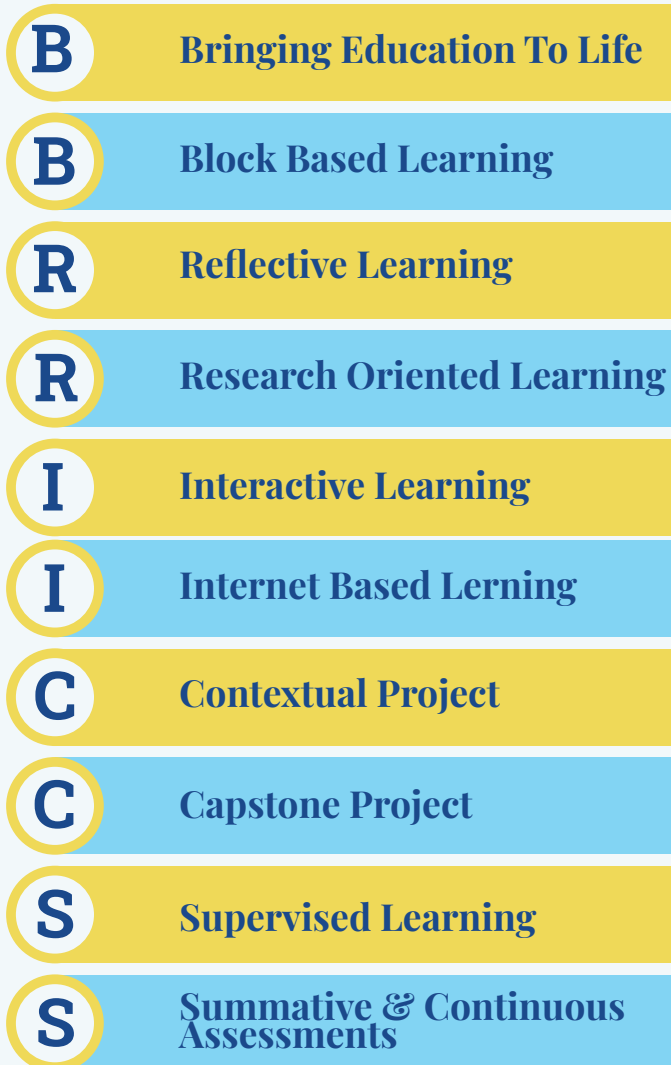
## Content/material:

- » 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 2: Block Based

The core learning methodology includes BRICS models, Forum Discussions, Case Studies, Contextual Project Work, Article Review and Research Project. BRICS model is a uniquely designed methodology



Total 8 weeks in the Block (1 course per Block) 1 week for Exam, Result Declaration – 12th week of the Block.

## MODE 2: Block Based

- » 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

# Why Choose Us?

- » Extensive network of students from different nationalities and professional backgrounds
- » Flexible online programs at par with on-campus programs
- » Interactive curriculum with block-based learning modules
- » Internationally recognized degree
- » Opportunity to explore your true potential as a business professional.



## What Do You Gain?

- » Enhanced decision making and managerial ability
- » Critical thinking and reasoning skills
- » Focus oriented strategic planning ability
- » Heightened out-of-box thinking and innovation skills
- » Superior leadership skills

## 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 a 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 utilize their weekend valuably. These classes help 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.

## Faculty and Other Support

### Faculty Support:

Our globally diverse faculty is dedicated to providing high-quality education and timely support to ensure students complete their courses punctually. Their valuable feedback prepares students for their desired careers.

### Student Mentors:

Our student mentors are assigned to provide individualized support, offering continuous guidance throughout the program's duration. Their assistance ensures students can easily complete their courses within the scheduled time frame.

### Academic Advisors:

Our academic advisors will oversee, nurture, and coordinate all-encompassing academic endeavors. They also offer faculty assistance to students for the submission and evaluation of assignments, ensuring timely completion.

### Academic Head:

Our academic leaders possess extensive experience and offer expert guidance to ensure a seamless and effortless learning experience for students. Students can easily contact them through email, Skype, or telephone calls.

### Award of Degree:

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



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School of Business Management  
**MASTER OF BUSINESS  
ADMINISTRATION**



# Overview of Master of Business Administration

**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.

Master program in Business Administration at TAU-ZM 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 Structure



4	<b>COURSE CODE</b> MBA1111 PRINCIPLES OF MANAGEMENT & ORGANISATION BEHAVIOUR
4	<b>COURSE CODE</b> MBA1112 MANAGERIAL ECONOMICS
4	<b>COURSE CODE</b> MBA1113 ADVANCED BUSINESS ACCOUNTING & FINANCIAL MANAGEMENT
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2	<b>COURSE CODE</b> MBACP01 CAPSTONE PROJECT
4	<b>COURSE CODE</b> MBA1115 STRATEGIC MANAGEMENT
4	<b>COURSE CODE</b> MBA1116 BUSINESS RESEARCH METHODS & STATISTICS
4	<b>COURSE CODE</b> ELECTIVE 1
4	<b>COURSE CODE</b> ELECTIVE 2
2	<b>COURSE CODE</b> MBACP02 CAPSTONE PROJECT
4	<b>COURSE CODE</b> ELECTIVE 3
4	<b>COURSE CODE</b> ELECTIVE 4
16	<b>COURSE CODE</b> MBAPW RESEARCH WORK

# Specialization Courses

## General

MBA2121 BUSINESS PROCESS RE-ENGINEERING

MBA2122 STRATEGIC COST MANAGEMENT

MBA2123 TOTAL PRODUCTIVITY MAINTENANCE

MBA2124 LEGAL ASPECTS IN BUSINESS

## Human Resource Management

MBA2131 EMPLOYEE RELATIONS AND LABOR LAWS

MBA2132 HUMAN RESOURCE PLANNING

MBA2133 MANAGERIAL COMPETENCIES AND CAREER DEVELOPMENT

MBA2134 PERFORMANCE AND COMPENSATION MANAGEMENT

## Finance

MBA2141 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

MBA2142 FINANCIAL DERIVATIVES

MBA2143 RISK MANAGEMENT

MBA2144 CONTROL AND AUDIT

## Marketing

MBA2151 CONSUMER BEHAVIOR

MBA2152 ADVERTISEMENT AND SALES PROMOTION

MBA2153 DIGITAL MARKETING

MBA2154 INTERNATIONAL MARKETING

## Banking and Insurance Management

MBA2161 ELECTRONIC BANKING

MBA2162 PERSONAL FINANCIAL PLANNING

MBA2163 FINANCIAL INSTITUTIONS AND MARKETS

MBA2164 FINANCIAL RISK MANAGEMENT

## Accounting

MBA2171 ADVANCED FINANCIAL REPORTING

MBA2172 ADVANCED AUDIT AND ASSURANCE

MBA2173 ADVANCED TAXATION

MBA2174 MANAGEMENT ACCOUNTING

# Career Prospects:

**Management students would have lucrative opportunities in fields like:**



**Marketing**



**Finance**



**Healthcare**



**Project Management**



**Operations Management**



**Human Resources**



**Hotel Industry**



**Retail**



**Banking Operations**



**Supply chain & Logistics**



**Aviation**



**Travel & Tourism**





# Program Objectives

TAU- MASTER PROGRAM IN BUSINESS ADMINISTRATION

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# Affiliations & Membership:



# YEAR 3 and YEAR 4 Specialization Courses

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



General



Human Resource Management



Finance



Marketing



Banking and Insurance Management

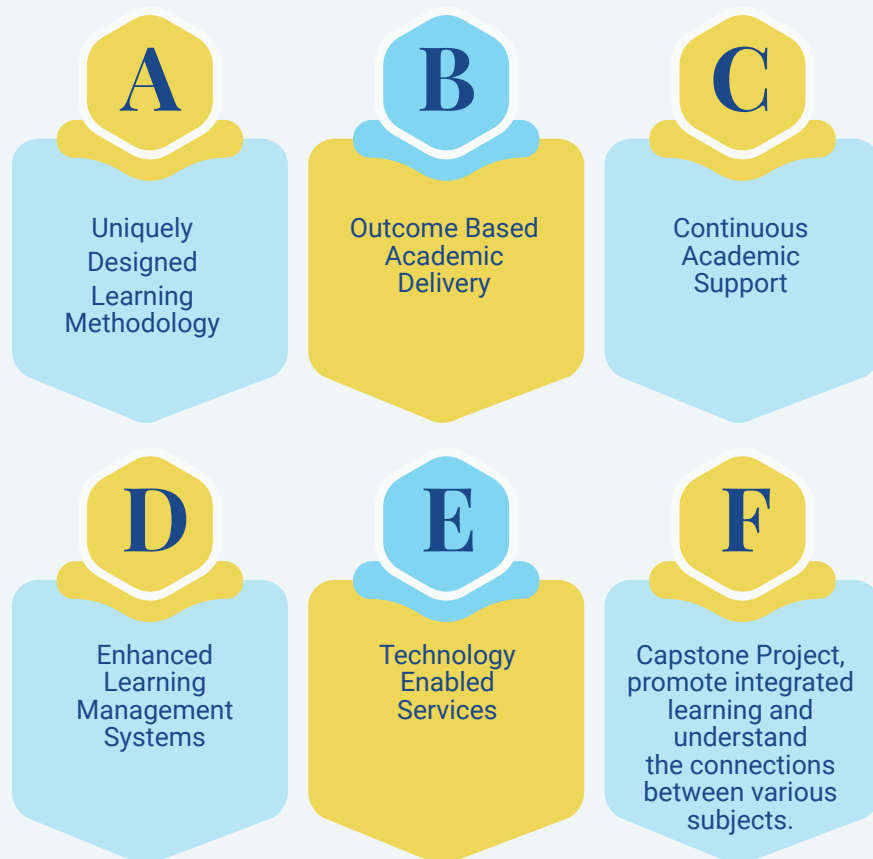


Accounting



# Learning Methodology

## Teaching and Learning Plan:



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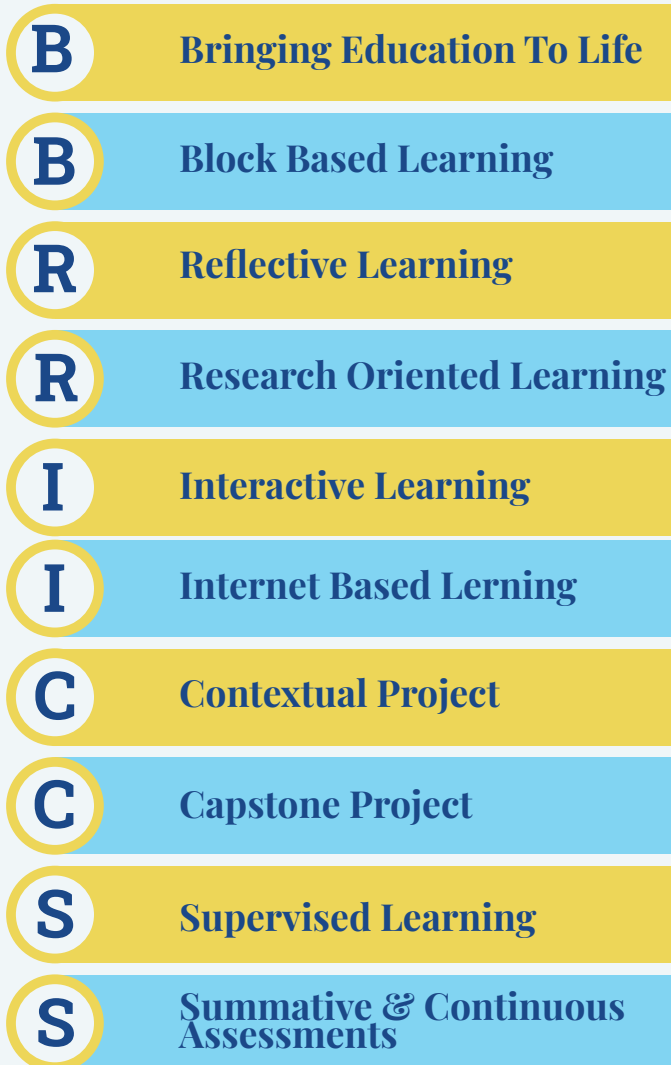
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- » Extensive network of students from different nationalities and professional backgrounds
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- » Opportunity to explore your true potential as a business professional.



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### Award of Degree:

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



*School of  
Business Management*

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**MASTER OF SCIENCE IN  
PROJECT MANAGEMENT**

# Overview of Master of M.Sc. in Project Management

M.Sc. in Project Management incorporates various management skills to the students in a more interactive manner. The program will equip the students to face the business environment with lot of confidence and also will kindle the underlying skills of the students to face the global business challenges, 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 context.

This program introduce various processes and techniques that could aid project managers and project teams to manage effectively and efficiently the projects' information system in a systematic way in order to achieve better project outcomes. Although project management has been an established filed many years, managing information system requires ideas and information that go beyond standard practices. There are many incidences where many information system fails because of a lack of executive support, poor user involvement and unclear business objectives. This course tries to impart knowledge on all five process groups of initiating, planning, executing, monitoring, controlling, and closing to information system project.

## Affiliations & Membership





# Program Structure

19	COURSE CODE MS1111	PRINCIPLES OF MANAGEMENT & ORGANIZATION BEHAVIOUR
19	COURSE CODE MS1112	MANAGERIAL ECONOMICS
19	COURSE CODE MS1113	ADVANCED BUSINESS ACCOUNTING & FINANCIAL MANAGEMENT
19	COURSE CODE MS1114	MARKETING PRINCIPLES AND PRACTICE
18	COURSE CODE MSCP1	CAPSTONE PROJECT
19	COURSE CODE MS1115	STRATEGIC MANAGEMENT
5	COURSE CODE MS1116	BUSINESS RESEARCH METHODS & STATISTICS
19	COURSE CODE MS2121	PROJECT MANAGEMENT INFORMATION SYSTEM
19	COURSE CODE MS2122	PROJECT MONITORING, CONTROL AND EVALUATION
8	COURSE CODE MSCP2	CAPSTONE PROJECT
19	COURSE CODE MS2123	ORGANIZATIONAL PRACTICES IN PROJECT MANAGEMENT
19	COURSE CODE MS2124	PROJECT RISK MANAGEMENT
	COURSE CODE	RESEARCH PUBLICATION IN JOURNALS/E-CONFERENCE
96	COURSE CODE MSPW	PROJECT WORK DISSERTATION & DEFENSE

# Career Prospects

Many  
opportunities  
exist in the  
expansive field of  
**Project Management**  
nationally and  
globally



**Project  
Manager**



**Project  
Consultant**



**Program  
Manager**



**Business  
operations  
manager**



# Program Outcomes

Programme will enable students to attain, by the time of graduation:

- Formulate an integrative business project through the application of multidisciplinary knowledge.
- Describe the function of marketing, the strategic marketing process, consumer behavior, and how marketing contributes in terms of project management to organizational growth and customer value.  
Familiar with current digital technologies and Information Technology (IT) management trends.
- Employ effective cross-cultural communication.
- Skills to generate novel and value-creating products, processes, or organizational forms • Communicate logically constructed and relevant oral and written arguments and information.
- Demonstrate awareness of economic, environmental, political, legal, and regulatory contexts of global business practice.
- Employ financial decision models to select appropriate projects for a business enterprise and manage firm growth through strategies such as mergers, acquisitions, international expansion, and new venture development.
- Learners able to apply resource optimization by understanding various costs.
- Define the key elements needed to measure and report on project scope, schedule, and cost performance.
- Outline the development of information systems in knowledge areas of Project Management.
- The outcomes of the programme will satisfy the demands of the labour market, where the graduate will be able to practice his/her profession with adequate knowledge, skills and attitude required, contributing to the development of the country and the African Region as a whole.



# Program Objectives

M.Sc. Project Management programme aims to provide optimum practical and theoretical knowledge related to Business administration that is sufficient to earn a living and contribute to the economic development of Zambia.

- 01 ➤ To exhibit critical thinking skills to address diverse business challenges and opportunities across SADC region.
- 02 ➤ To demonstrate effective written and oral communication skills.
- 03 ➤ To exhibit Ethical Behaviour and Social Responsibility.
- 04 ➤ To recognize the importance of and possess the skills necessary for life-long learning and compete with the best in the field.
- 05 ➤ Prepares them to function on teams on various multidisciplinary problems. To exhibit competence in the use of technology and information systems in modern organizational operations.
- 06 ➤ Introduce the role of Project Manager in Project Management.
- 07 ➤ Comprehend on the application of Information System on Project Management.
- 08 ➤ Familiarize with various Enterprise Management Methodologies.
- 09 ➤ Introducing about exercising various organizational input requirements for project control • Explain about Enterprise Resource Planning in Project Management.

# Facilities For Programme Delivery

TAU has excellent facilities for the program delivery designed keeping in mind the needs of the student in all means.

## *Classroom*

All our classrooms are well equipped with Hi tech facilities like specially designed class room projector with computer with uninterrupted network connection. Our entire classrooms are centralized air-conditioned with good lighting. Comfortable seating arrangements are made for student's comfort. We have well equipped and designed computer laboratory with more than 60 computers and one dedicated Server connection for use. To strengthen our Information and Communication technology we have authorized CISCO networking systems.

## *Research policy*

TAU-Zambia has a separate research policy to develop and maintain state of the art technology, resources (research grants/scholarships etc.), facilities and personnel to support educational and advanced research for both students and faculty.

## *Library*

TAU-Z has good number of relevant books for the students to refer and make use of the books for their academic growth. Our E-Library is a learning hub for students to satisfy their thirst for inquisitive knowledge and urge. Our huge database is filled with information which can easily help in your academic brilliance.

## *Learning Management System (LMS)*

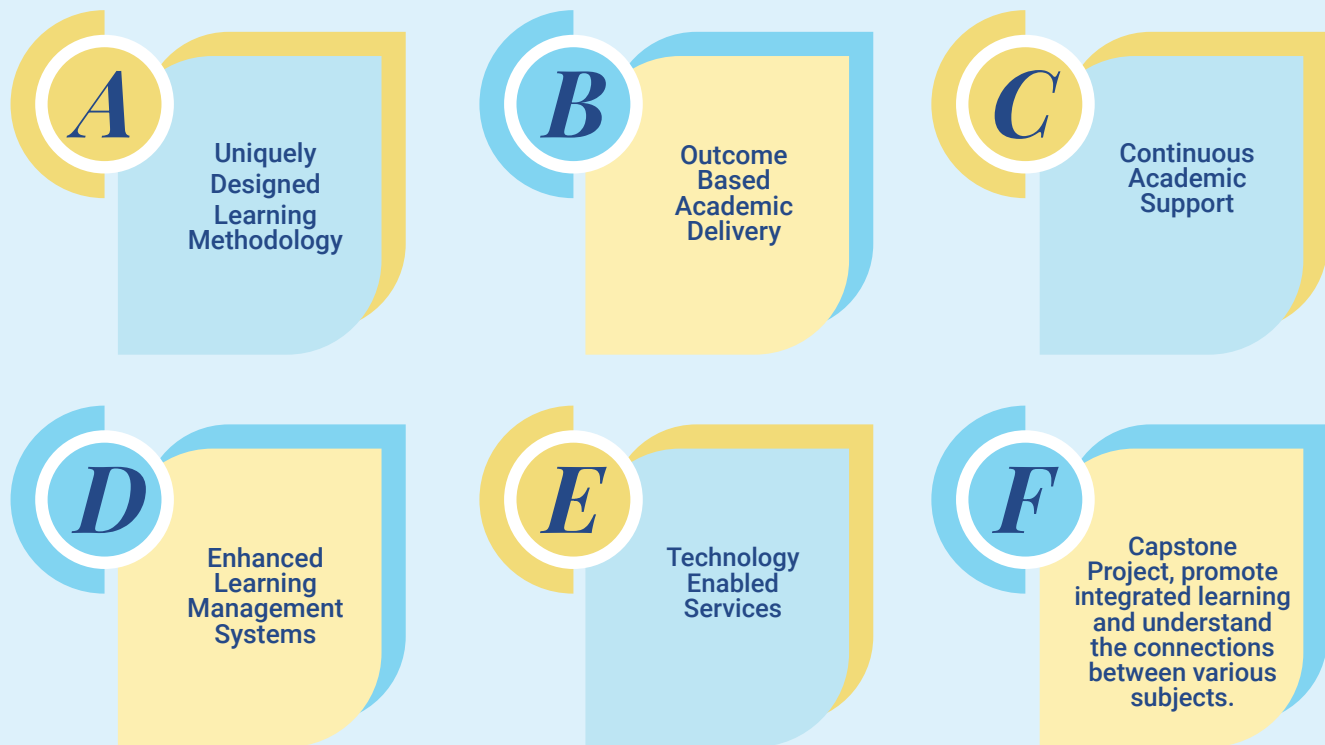
Learning Management System is the Academic Delivery platform for student, through which lecture contents, video lectures, learning resources, assessment, project submission, grading, etc. A Learning Management System (LMS) is a web-based application through which learning content is delivered and managed. An LMS is tied to on-line and off-line training, administration, and performance management and includes functionality for course catalogs, launching courses, registering learners, tracking learner progress and assessments. An LMS combines a front-end for the learner with a back-end for administrators and instructors. This LMS seamlessly displays, in a browser interface, real-time information drawn from a database. It also allows for competency-driven assessment and course associations.



# Learning Methodology

## *Teaching and Learning Plan*

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



## *MODE 1: Trimester Based*

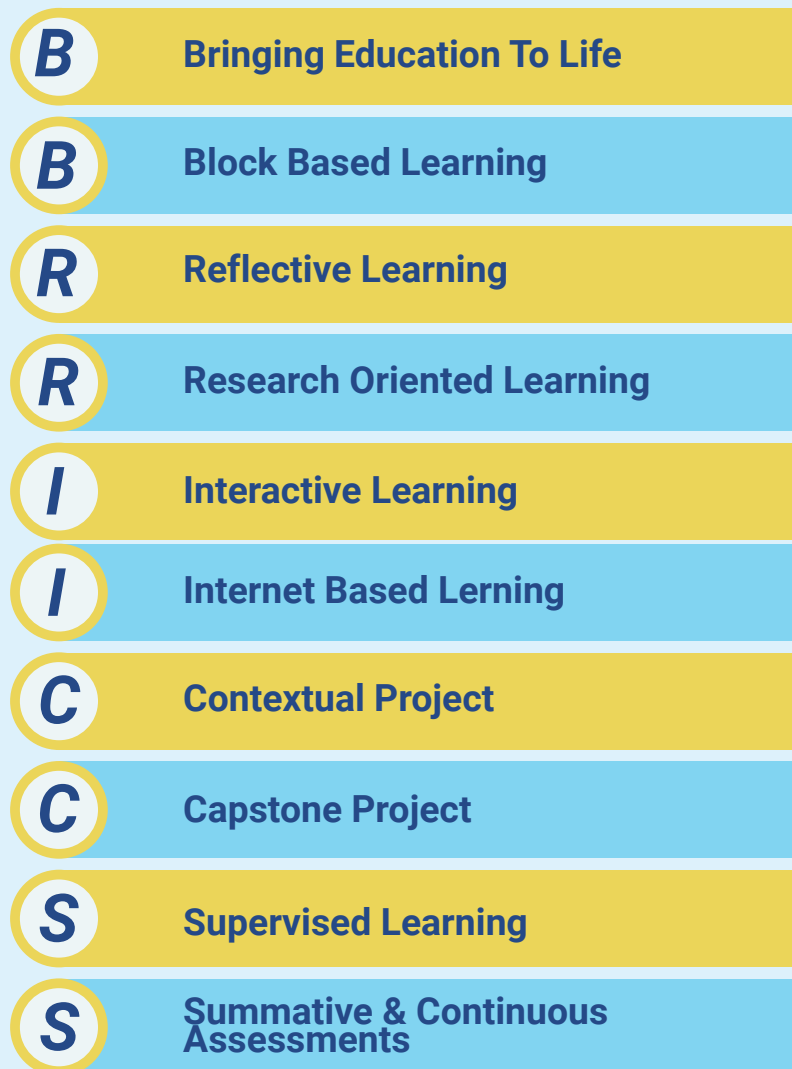
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## ***MODE 2: Block Based***

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Total 8 weeks in the Block (1 course per Block) 1 week for Exam, Result Declaration – 12th week of the Block.

## ***MODE 2: Block Based***

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- » Instructional hours: Per course 2 hours Webinar Session
- » Suggestive Lecture Duration: 4 Module discussion in 2 hours Webinar Session

# Why Choose Us?

- » Uniquely Designed Learning Methodology
- » Outcome Based Academic Delivery
- » Continuous Academic Support
- » Enhanced Learning Management Systems
- » Technology Enabled Services
- » Block Based Learning, Dedicated learning of one subject at a time, focuses on more immersed learning
- » Capstone Project, promote integrated learning and understand the connections between various subjects
- » Article review promote critical thinking and analytical skills among the learners
- » Contextual Project Work, gives an opportunity to the students to relate what is being taught into the context of the real world, and thus eliminating the questions of “Why do I need to learn this stuff?”

# What Do You Gain?

- » Formulate an integrative business project through the application of multidisciplinary knowledge.
- » Describe the function of management, the project management process, consumer behaviour, and how marketing contributes to organizational growth and customer value.
- » Familiar with current digital technologies and Information Technology (IT) management trends.
- » Describe and apply best practices for effective Human Resource Management system.
- » Demonstrate awareness of Business Law, Business Environment contexts of global business practice.
- » Describe Project Management systems.
- » Employ Entrepreneurship and Mergers and Acquisitions models to select appropriate projects for a business enterprise.
- » Demonstrate firm growth through strategies such Security Analysis & Portfolio Management.



# Faculty and Other Support

## Faculty Support:

Our globally diverse faculty is dedicated to providing high-quality education and timely support to ensure students complete their courses punctually. Their valuable feedback prepares students for their desired careers.

## Student Mentors:

Our student mentors are assigned to provide individualized support, offering continuous guidance throughout the program's duration. Their assistance ensures students can easily complete their courses within the scheduled time frame.

## Academic Advisors:

Our academic advisors will oversee, nurture, and coordinate all-encompassing academic endeavors. They also offer faculty assistance to students for the submission and evaluation of assignments, ensuring timely completion.

## Academic Head:

Our academic leaders possess extensive experience and offer expert guidance to ensure a seamless and effortless learning experience for students. Students can easily contact them through email, Skype, or telephone calls.

## Award of Degree:

On successful completion of the program, the candidate will be awarded with the **Master of Science in Project Management**, degree by Texila American University, Zambia

# CONTACT US



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