



Program Handbook

Bachelor of Science in Marketing

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TEXILA AMERICAN UNIVERSITY- ZAMBIA

Programme Aims and Objectives

Bachelor of Science in Marketing incorporates various management skills specifically in Marketing management 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.

Rationale

Zambia is considered to be one the fastest growing economies in the world. Need for qualified professionals in the field of Business Administration is very high. We believe that professionals with strong business, marketing and strategic acumen are very much needed to drive this growth and ensure more sustainability.

This program provides an integrated set of learning opportunities for students interested in mastering the skills and knowledge necessary for effectively participating in and managing modern organizations in the field of marketing.

The Bachelor of Science in Marketing will enhance the knowledge of the student with the various basic concepts of management and administration. All the theories and philosophies of management can be understood in depth. The student will have the pace with the latest trends in management as well as administration and will gain confidence in facing various business scenarios

Aims of the programme

The program aims to bring out the Banking management skills and talents of the student. The program will enrich the decision making skills and helps the student to take good decisions in different business environment. The program is designed in such a way that the gain of knowledge will be high regarding all the nuances of marketing sector.

Objectives of the Programme

BSc programme in Marketing 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

The Programme helps students to exhibit critical thinking skills to address diverse business challenges and opportunities across SADC region.

The Programme prepares students to demonstrate effective written and oral communication skills.

The Programme helps students to exhibit Ethical Behaviour and Social Responsibility

The programme helps students to recognize the importance of and possess the skills necessary for life-long learning and compete with the best in the field.

The programme prepares them to function on teams on various multidisciplinary problems and to exhibit competence in the use of technology and information systems in modern organizational operations

The Programme prepares students for advanced level programs in management studies.

Curriculum

Programme Learning Outcomes

B.Sc Programme in Marketing 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 management, the marketing 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 Customer Relationship Management
- 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,
- Apply Product Planning & Branding Strategy
- Implement Advertisement and Sales Promotion strategies.
- Conduct Business Research using appropriate research methods and statistics

The outcomes of the programme will satisfy the demands of the labour market, where the BSc 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.

Level of Qualification and Articulation in the Zambia Qualifications Framework

ZQF level: 7

At this level, it is expected that the graduate shall:

- a) Gain knowledge and critical understanding of well-established principles of all the emerging issues in Management, and of the way in which those principles have developed.

- b) Develop the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of these principles in varied contexts.
- c) Gain knowledge of the main principles of Management and ability to critically evaluate the appropriateness of different approaches in solving problems.
- d) Apply a range of established management techniques to initiate and undertake critical analysis of information, and to propose solutions to problems in the field of Management.
- e) Effectively communicate information, arguments, and analysis, in a variety of forms, to various audiences.
- f) Present information, manage team, transfer knowledge, skills and values to others through delegation and practice.
- g) Develop existing managerial skills and acquire new competencies to enable assumption of significant responsibility within organizations.
- h) Exercise personal responsibility, initiative and decision-making in complex and unpredictable contexts.
- i) Demonstrate some originality, innovativeness and creativity in formulating, evaluating and applying evidence-based solutions and arguments within the field of economics.

Program Structure: B.Sc Marketing

YEAR I		
COURSE CODE	COURSE TITLE	CREDIT POINTS
BSC1111	Organisational Behaviour	19
BSC1112	Business Communications	19
BSC1118	Computer Fundamentals	19
BSC1114	Principles of Accounting	19
BSC1115	Principles of Marketing	19
BSC3152	Process Management	19
BSCP01	Capstone Project 1	5
		119
YEAR 2		
BSC2111	Business Law	19
BSC1116	Fundamentals of Business Environment	19
BSC2113	Entrepreneurship	19
BSC2114	Human Resource Management	19
BSC1113	Business Economics	19
BSC2112	Strategic Management	19
BSCP02	Capstone Project 2	5
		119
YEAR 3		
BSM3141	Consumer Behavior	19
BSM3142	Customer Relationship Management	19
BSM3143	Product Planning & Branding Strategy	19
BSM4141	Advertisement and Sales Promotion	19
BSMCP03	Capstone 3	5
BSC4510	Internship / Mini project /publication / Texila -conference	40
		121
YEAR 4		
BSM4142	Digital Marketing	19
BSM4143	International Marketing	19
BSMCP04	Capstone 4	5
BSM4144	Marketing communication	19
BSC4311	Research Methods and Statistics	19
BSC4511	Dissertation	40
		121
		480

Academic Delivery Plan

- Total 16 weeks in the Trimester (2 courses per trimester)
- 4 Modules Per Course, 3 Units per Module & (5-7) Chapters in each Unit = $(4 \times 3 \times 6) = 72$ Chapters
- Instructional hours through University Campus: Per course 14 hours (2hrs x 1days x 7 weeks)
- Suggestive Lecture Duration: 1 Module in two Classes (2 hrs per class/ per week)
- Live Lectures - Other than Lusaka Students will receive the transmission of the weekly lectures at the Facility Centre or LMS platform (as per the availability) and shall also have the privilege to join at TAU Campus for any ongoing class at their convenience)
- Texila American University Zambia is working on a mission to empower the highly qualified professionals to foster Management, IT and programs in Education with ease.

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
- 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?"

Assessment

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 assessment to clear each block.

Assessment per Course	Weightage
Formative Assessment	
3 MCQ Tests for each Module. Total Module - 4	20%
Case Study	20%
Total	40%
Summative Assessment	
Final Exam (50 MCQ) Questions	60%
G.Total	100%

C2.5 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

Our University has good number of relevant books for the students to refer and make use of the books for their academic growth.

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

ERP: Enterprise Resource Planning Portal is Campus Management System, It manages enrolled students database, exam results, faculty details, student's survey, calendar etc. All students are provided access to this portal for viewing followings: • Enrollment Status, Profile of the Student, Exam Results, Calendars, Invoice and Payment Status.

E-Conference:

E-Conference is an innovative platform which provides an excellent international forum for sharing knowledge and results. The E-Conference was conducted on the OPEN FORUM, the first of its kind. It includes Open forum, all accepted articles will be placed for discussion. Every article to be reviewed by other Authors or Reviewers. The Reviewers or Authors can place in their comments and views on the article as part of the discussion forum. The highlight of the Open forum discussion is that there is no time or place constraint.

E-Journal:

E-INTERNATIONAL JOURNALS OF ACADEMIC & SCIENTIFIC RESEARCH: EIJSR

is an endeavor by the organization to overcome the barriers in the easy and fast access of research data? Our goal has been to go beyond borders in the field of academic research. There is an interactive platform where individuals can gain access to educational and scientific journals. Besides publishing journals related to various field of study, the EIJSR helps in indexing and calculation of impact factor of journals. This online journal website assists students in checking

out the findings and scientific details of the latest technologies and diseases. It helps one to publish his or her findings and create awareness about it in the scientific and medical field. There is a great shortage of platforms where one can publish his thesis or findings and it has led to various discoveries and cures being shelved up.

Library:

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.

Entrance Requirements, Curricula and Degree Regulations

- a) BBA- 4 Years - * * O level with minimum satisfactory grade in 5 subjects
- b) BBA- 2 Years - * 3 years Diploma in relevant specialty from recognized university

(or)

- * 2 years Diploma in relevant specialty from recognized university with 3 years of work experience
- * Certificate (6 months) + Diploma (1.5 Years) in relevant specialization from recognized university with 3 years of work experience in management sector (accepted case to case)

Non- English-Speaking Countries:

Additional requirements required as proof of English proficiency from

- TOEFL (Test of English as a Foreign Language)
- IELTS (International English Language Testing System) Score of 4.0 and above
- Cambridge/ The International Baccalaureate (IB)

Examinations

- Formative assessment comprises 40 % and Summative assessment comprises of 60% weightage.
- A candidate must pass both formative assessment and summative assessment.
- Candidate should secure at least 50 % of total marks in formative as well as summative assessment to clear each course.

Career Progression:

Many opportunities exist in the expansive field of Marketing Management nationally and globally.

Degree Regulations

The student will be eligible for the award of the Bachelor of Science in Marketing, on successful completion of all the academic requirements.

