

BACHELOR OF BUSINESS [Marketing]

The program is designed to prepare graduates for a successful career in either marketing or management. It provides a sequential series of studies in approaches to national and international marketing and management of Pacific industries, knowledge in managing human capital and an awareness of legal issues pertaining to business. Graduates will have the ability to work as marketers and managers, to operate and manage a business profitably in private, national and international contexts, as well as have a foundation for future studies.

A. Graduate Profile

Graduates will be able to:

Components	Learning Outcomes
Marketing Studies	Critically analyse buyer behaviour in relevant national and international markets for Pacific products
	Creatively implement advertising strategies, including e-marketing approaches
Business Studies	Lead people and organizations through efficient and effective management processes and practices.
	Apply lively imagination to the application of management principles and practices in private, national and international contexts.
Religious & Philosophical Studies	Sympathetically appraise the Seventh-day Adventist faith and demonstrate the responsibilities of having such a faith in their professional and personal life.
Complementary Studies	Utilize ethical research methods and appropriate communication skills in presentations and publications
	Demonstrate a healthy lifestyle which contributes to personal and community health.

B. Entry Requirements

Pass in FSF7E or its equivalent including a pass in Accounting OR
PSSC result under 11 including a pass in Accounting
Pass in Foundation Studies [Business]
A pass in the Mature Age examination for those over the age of 22 yrs in the year of entry.

C. Co-curricular Competencies

Competencies	
Computer Skills	Students will demonstrate general knowledge from the computer systems, use software and hardware, file management, keyboarding and basic word processing skills. This is an elementary level for general computer applications, word processing, spreadsheets and power point presentations.
Literacy	Students will be required to achieve a Level 1 (a minimum of 70% in Entry Level 3) in the Future School Literacy software.
Numeracy	Students will required to achieve a Level 1 (a minimum of 70% in Entry Level 3) in the Future School Literacy software.

D. Sequence

Bachelor of Business [Marketing]						
Level	Credits	Sem	Marketing Studies	Business Studies	Religious & Philosophical Studies	Complementary Studies
7	360		42%	38%	13%	8%
5	60	1	BMMS101 Intro to Marketing	BMBS101 Intro to Management		BMCS101 Academic Research & Writing
				BMBS102 Intro to Financial Statements		
	60	2	BMMS102 Buyer Behaviour	BMBS103 Business Communication	BMRS101 Essentials of Christian Faith	
				BMBS104 Micro Economics		
6	60	1	BMMS201 International Marketing & Management	BMBS201 Organisation & Management		
			BMMS202 Tourism Marketing & Management			
			BMMS203 Website Development			
	BMPR201 International Marketing Practicum					
	60	2	BMMS204 Multimedia & Graphics	BMBS202 Small Business & Entrepreneurship	BMRS201 Life & Teachings of Jesus	BMCS201 Health & Lifestyle
7	60	1	BMMS301 Advertising & Promotion Strategy	BMBS301 Commercial Law		
			BMMS302 E-Marketing & Strategic Development			
			BMMS303 Agricultural Marketing			
	BMPR301 E-Marketing Practicum					
	60	2	BMMS303	BMBS302	BMRS301	

			Service Marketing	Human Resource Knowledge & Management	Applied Christian Ethics	
				BMBS303 Macro Economics		

E. Module Learning Outcomes

Component 1: Marketing Studies				
No	Module	Learning Outcome	Lev	Cred
1	BMMS 101 Introduction to Marketing	Explain the meaning of marketing, the process and its relevance in the economy.	5	15
		Communicate the significance of consumers to business and the value organizations gained from building customer relationships.		
		Explain the impact the internal and external environment can have on business and design a marketing mix and strategy to blend with the environment.		
		Discuss the importance of exploring and competing internationally.		
		Demonstrate business ethics and social responsibility in all business transactions.		
2	BMMS 102 Buyer Behavior	Synthesize buyer behavior and marketing theory to generate marketing application.	5	15
		Assess the impact of diverse culture on consumer behavior and how consumers perceive the marketing applications.		
		Analyze the market and segment it into different consumer segments.		
		Use concepts to explain consumer decisions in the market place.		
		Explore the behavioral profiles of specific market segments and develop strategies that target each group.		
		Design market communication applications that convince and convict consumers to respond positively.		
3	BMMS 201 International Marketing & Management	Discuss the ways in which international marketing and management interact with other business functions to create customer and shareholder value.	6	15
		Determine the key frameworks, concepts and theories of internationally marketing and management and derive managerial skills.		
		Differentiate the various processes for effective international marketing and management strategies to ensure success.		
4	BMMS 202 Tourism Marketing & Management	Determine the significance of Pacific tourism to the national and global economy.	6	15
		Critique the various processes that will successfully market the Pacific Islands' tourist product to national and international audiences.		
		Discuss the value of building customer relationships through providing quality service.		

		Analyse contemporary issues relating to the marketing of Pacific Islands' tourism and hospitality.		
5	BMMS 203 Website Development	Understand the history of the World Wide Web (WWW) and its applications. Acquire the ability to plan, analyze, design and implement or build profession yet simple websites that can be publish or hosted in a free website hosting site.	6	15
6	BMMS 204 Multimedia & Graphics	Understand and apply the basic graphic designing principles. Apply the basic designing principles covered in class to design simple yet professional designs that will be used to present a message in a more interactive and professional way. Use Photoshop and Adobe Flash Player as tools to design professional designs and presentations.	6	15
7	BMMS 301 Advertising & Promotion Strategy	Recognize the importance of advertising and promotions in all marketing applications. Analyze the market and segment it into different consumer segments and determine a strategy that ca best position a brand in a segment. Construct an advertising strategy for a product selecting the most appropriate medium to reach the targeted consumer Synthesize different communication principles to successfully reach consumers. Practice ethical conduct in advertising honouring professional regulations and standards	7	15
8	BMMS 302 E- Marketing & Strategic Development	Evaluate the strategic advantage to a business of using e-marketing over traditional marketing approaches. Analyze how e-marketing can deliver a satisfying online experience as well as communicating the company's products or services, and linking business to business and business to consumers. Critique the e-marketing practices of an organisation and determines the ethical and issues associated with such practices.	7	15
9	BMMS 303 Agriculture Marketing	Differentiate the market concepts and their significance to agriculture marketing success. Evaluate market strategies which would best achieve the objectives of agricultural market. A market research to determine the opportunities and segment the market to capture those opportunities. A strategic analysis of the 4 P's in relation to consumer satisfaction I agricultural service and production.	7	15
10	BMMS 304 Service Marketing	Differentiate between service characteristics and tangible products and how to use the service differentiation to ensure success for the firm. Develop and integrate relationship marketing to every application of service interaction to ensure excellent customer service.	7	15

		Justify the usage and the significance of market segmenting in service and identify the best market mix for each segment to ensure customer satisfaction.		
		Integrate new technology in planning and management of service delivery by service providers and managers.		
		Apply service business ethics and social responsibility in service delivery.		
Component 2: Business Studies				
1	BMBS 101 Introduction to Management	Discuss the values of applying good management principles	5	15
		Recognize the internal and external factors that impact an organizations management.		
		Discuss the management functions of planning, organizing, leading staff and controlling.		
		Demonstrate analytical skills when managing organizations through changes and challenges.		
2	BMBS 102 Introduction to Financial Statements	Demonstrate a clear understanding on the completion of the accounting cycle to prepare financial statements used for financial reporting and decision making.	5	15
		Account for the processes involved in the retail operations of inventory transactions, including the reporting of appropriate ledgers and special journals in an accounting system.		
		Demonstrate an understanding in the formation of partnerships, its operations and reporting.		
		Clearly distinguish between the different approaches and regulations used to account for major components of financial statements in terms of assets and liabilities.		
3	BMBS 103 Micro Economics	Explain how economist goes about their work as social science and policy advisers.	5	15
		Calculate and explain the factor that influences the cross elasticity of demand and income elasticity of demand.		
		Explain the sources if economic inequality and its trend.		
		Identify the winners and losers in international trade.		
4	BMBS 104 Business Communication	Discuss the fundamentals of achieving effective communication.	5	15
		Demonstrate the ability to write accurate and convincing reports, proposals, letters, agendas and minutes.		
		Discuss the different types of documents needed when going for a job interview.		
5	BMBS 201 Organization & Management	Describe the importance of studying organizational and behavior and management.	6	15
		Compare and contrast different approaches to management and the relevance of these approaches in contemporary Pacific organisations.		
		Explore different approaches for organizations to show ethical responsibility to the society and community.		

		Evaluate the organization strategic plan and structure and determine the practice and the variables that best suits an organization.		
6	BMBS 202 Small Business & Entrepreneurship	Discuss the role of entrepreneurship in economic growth and development, and the opportunities for creative innovations as a means of sustainability. Evaluate the options of doing business and developing strategies to capture those opportunities. Apply the key management functions for a successful small business.	6	15
7	BMBS 301 Commercial Law	Demonstrate the ability to understand legal issues relating to any aspects of operation of a business. Discuss the significance of legal treaty in commercial transaction and the menace that may emerge if agreements and contracts are breached. Discuss the significance of legal treaty in commercial transaction and the menace that may emerge if agreements and contracts are breached. Critique the different business entities, their legal constituent and the rights and liabilities linked to office holders and consumer protection. Recognize the various legal obligations associated with financial operations of companies.	7	15
8	BMBS 302 Human Resource Knowledge & Management	Critique HR from a strategic perspective. Evaluate the recruitment tools for securing effective employees and retaining them. Analyse the leadership styles practiced by management in different levels of an organisation Discuss strategies managers can utilise to proactively prevent conflict	7	15
9	BMBS 201 Macro Economics	Explain economic growth and how potential GDP grows. Explain theories of economic growth and policies to increase the growth rate. Analyse the main schools of thought in macroeconomics today. Discuss fiscal and monetary policy.	6	15
Component 3: Religious & Philosophical Studies				
1	BMRS 101 Essentials of Christian Faith	Demonstrate an understanding of Adventist doctrines as biblically centered and rooted in Christ. Illustrate how selected doctrines are still important in the 21 st century. Explain the Adventist view of selected controversial doctrines.	5	15
2	BMRS 201 Life & Teaching of Jesus	Construct the historical, political and socio-cultural background to the four gospels and deduce implications for the ministry of Jesus. Demonstrate an understanding of the context and content of the parables and miracles of Jesus. Establish the connection of the gospel message to the daily growth of faith in the One whom the gospel proclaims.	6	15

		Interpret a selected story, parable, or miracle of Jesus.		
3	BMRS 301 Applied Christian Ethics	Apply knowledge of Scripture and its principles and values in moral reasoning and decision making.	7	15
		Evaluate major ethical issues and dilemmas from biblical, contemporary Christian and Seventh-day Adventist perspectives.		
		Formulate appropriate Christian ethical strategies for personal and professional development in the work place.		
		Demonstrate an understanding of key ethical concepts presented in the module.		
Component 4: Complementary Studies				
1	BMCS 101 Academic Research & Writing	Demonstrate competence in a variety of types of academic writing.	5	15
		Demonstrate competence in locating and making effective use of secondary research.		
		Generate and analyse a quality questionnaire for a tertiary assignment.		
		Demonstrate oral competency in the English language.		
2	BMCS 201 Health & Lifestyle	Develop a basic understanding of health from the Biblical perspective.	6	15
		Explain the Adventist perspective on healthful living in relation to the connection between spirituality, mind and body.		
		Analyse the disease trend in the Pacific and its implication for society.		
		Design resources that will address health issues in a local community setting.		