

## MASTERS OF SCIENCE IN MARKETING

### General University Regulations

The general regulations and Statutes of Makerere University and of Makerere University Business School shall govern studies and examinations for the Masters of Science in Marketing

### Programme Structure

The course is proposed to have duration of four (4) semesters each of seventeen (17) weeks in the evening.

Year I: Semester I		CU
MRK 7101	Strategic Marketing Mgt Plan & Control	2
MRK 7102	Consumer Behaviour	3
MRK 7103	Marketing Communication Strategy	3
MRK 7104	Market Research & Forecasting	2
<b>Electives (from which two are chosen)</b>		
MRK 7107	Financial Analysis for Marketers	3
MRK 7108	Multilateral Trading Systems	3

MRK 7105	Quantitative Methods in Marketing	3
	<b>Credit Units</b>	<b>16</b>
<b>Semester II</b>		
MRK 7209	Services Marketing	2
MRK 7210	International Marketing Strategy	3
BUC 7211	Inform. Technology for Marketers	2
MRK 7213	Strategic Marketing Analysis and Decision Making	2
MRK 7214	Industrial Marketing	3
<b>Electives (from which one is chosen)</b>		
MRK 7215	Marketing for non-profit organizations	3
MRK 7216	Retail Marketing	3
	<b>Credit Units</b>	<b>15</b>
<b>Year II: Semester I</b>		
MGT 8101	Research Methods	3
MRK 8201	Dissertation	

## MASTERS IN HUMAN RESOURCE MANAGEMENT AND PLANNING.

### Objectives

This programme is intended to:

- Enhance the knowledge of staff of Academic Faculties and Research Departments In Business Management.
- Enhance the research competencies in human Resource Management of the staff of academic faculties and research departments.
- To increase the number of trained people in the area of human resource management and research and trainers in the country.
- Avail an opportunity to aspiring managers to acquire the formal professional human resource management degree

### 2.2 Resources

#### a. Financial Resources

This programme will be offered to privately sponsored students and the funds to run it will come from the paying students.

### General University Regulations

The general regulations and Statutes of Makerere University and of Makerere University Business School shall govern studies and examinations for the Masters in Human Resource Management.

### Programme Structure

The course is proposed to have duration of four (4) semesters each of seventeen (17) weeks.

Year I: Semester I		CU
HRM 7101	HR Management and Planning Framework	3
HRM 7102	Business Communication and Negotiation	2
HRM 7103	Research Methodology	2
HRM 7104	Organizational Behaviour	3
<b>Electives (any three)</b>		
HRM 7105	Industrial Relations	2
HRM 7106	Wages & Salaries Admin	2

HRM 7107	Career Planning and Management	2
HRM 7108	Leadership and Interpersonal Dynamics	2
	<b>Credit Units</b>	<b>16</b>
<b>Semester II</b>		
HRM 7201	Strategic Management	2
HRM 7202	Labour Law	2
HRM 7203	Human Resource Competence Profiling	3
HRM 7204	Human Resource Forecasting & Planning	3
<b>Electives (any three)</b>		
HRM 7205	Compensation and Reward Systems	2

HRM 7206	Training and Development	2
HRM 7207	Human Behaviour at work	2
HRM 7208	Result Oriented Management	2
	<b>Credit Units</b>	<b>16</b>
<b>Recess Semester</b>		
HRM 7301	Human Resource Information Systems	3
HRM 7302	Research Methodology	0
	<b>Credit Units</b>	<b>3</b>
<b>Year II: Semester I and II</b>		
HRM 8101	Dissertation/Project	

## MASTER DEGREE IN BUSINESS ADMINISTRATION (MBA)

### Objectives

This programme is intended to:

- Enhance the knowledge of staff of Academic Faculties and Research Departments in Business Management.
- Enhance the research competencies of the staff of academic faculties and research departments.
- To increase the number of trained people in the area of business researchers and trainers in the country.
- Avail an opportunity to aspiring managers to acquire the formal professional management degrees.

### Programme Structure

The course is proposed to have duration of four (4) semesters each of seventeen (17) weeks in the evening.

### Structure

**Part I:** Compulsory courses in Semester I and II and two electives from any one option in Semester II

**Part II:** Compulsory courses and three electives in Semester I and a dissertation in semester II

### PART I

<b>Year I: Semester I (All courses are core)</b>		<b>CU</b>
MGT 7101	General Management	3
MGT 7102	Human Resource Management	3
FIN 7103	Financial Accounting	3
MRK 7104	Marketing Management	2
FIN 7105	Business Econ & Environment	2
FIN 7106	Stat for Bus Dec Making	2
BUC 7107	Bus Comp Applications (Aud)	
	<b>Credit Units</b>	<b>15</b>
<b>Semester II</b>		
<b>Compulsory Courses</b>		
FIN 7201	Management Accounting	3
MGT 7203	Operations Management	2
MGT 7214	Organisational Behaviour	2
BUC 7211	Systems Analysis & Design	2
FIN 7212	Legal Framework of Business	3
MGT 7210	Financial Management	3
	<b>Credit Units</b>	<b>15</b>
<b>Recess Semester</b>		
BUC 7314	E-Business	3
MGT 7315	Business Communication	3
MGT 7313	Research Methods	3
	<b>Credit Units</b>	<b>9</b>