

Module 15: Management Practice

Stage								2
Semester								2
Module Title								Management Practice
Module Number								15
Module Status								Mandatory
Module ECTS Credits								5
Module NFQ level								7
Pre-Requisite Module Titles								Business Management
Co-Requisite Module Titles								N/A
Capstone Module?								No
List of Module Teaching Personnel								Jacqueline Tracey
Contact Hours					Non-contact Hours			Total Effort (hours)
46					54			100
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work		
36		10		20		34	100	
Allocation of Marks (Within the Module)								
	Continuous Assessment	Project	Practical	Final Examination	Total			
Percentage Contribution	40%			60%	100%			

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Apply technical skills in a variety of business areas such as finance, marketing and management.
2. Apply a working knowledge of management practices within a business environment context.
3. Assess the implications of employee motivation and its impact on business success
4. Examine the role of personnel managers within organisations and the main issues involved in people management in the product and services sector.
5. Assess the importance of ethics and corporate social responsibility as an integrating business practice.
6. Evaluate the context, limits and possibilities of marketing in an ever-changing business environment

Module Objectives

The objectives of this module are to provide learners with a clear understanding of the range of business concepts. Furthermore, this module links the areas of people management, marketing, and ethics etc. which affect all businesses. This module gives the learners an

inside view of the environmental factors that influence business decisions. This enables learners to understand the role of management as providers. The knowledge gained in this stage 2 module is a follow on from the module *Business Management* in stage 1.

Module Curriculum

Management in practice

- The functions of management
- Empowerment and delegation
- Managing change
- Introduction to strategic management

Marketing

- The marketing concept
- Market environment
- Marketing segmentation
- The marketing mix

Personnel Management

- HR planning
- Training and development
- Performance appraisal
- Diversity

Motivation and Leadership

- Theories of motivation
- Approaches to work structuring
- Leadership

Corporate Social Responsibility and Ethics

- Business ethics
- CSR
- The stakeholders view
- Social responsibility

Reading lists and other learning materials

Robbins, R.P., DeCenzo, D.A. & Coulter, M. (2015) *Fundamentals of Management , Essentials Concepts and Applications*. 9 Edt Pearson Education.

Tiernan, S., & Morley, M. (2013). *Modern Management: Theory and Practice for students in Ireland*. 4th Edt, Dublin: Gill & Macmillan.

Gunnigle, P., Heraty, N, & Morley, M. (2011) *Human Resource Management in Ireland* 4th Gill & Macmillan. Dublin.

Rogan, D. (2011). *Marketing: An introduction for students in Ireland*. 4th Edt, Gill & Macmillan, Dublin.

Tiernan, S., Morley, M., & Foley, E. (2006). *Modern management: theory and practice for Irish students*. 3rd Edt: Gill & Macmillan, Dublin.

Journals and Papers to refer to for research:

Sunday Business Post
Irish Times
Harvard Business Review
Business Plus

Websites and databases for research:

www.times100.com

Business Source Premier
Emerald Insight
LEXIS NEXIS
Sage Journals Premier

Module Learning Environment

A learner-focussed learning environment is created in the tutorials, lectures and online Moodle sessions. Learners are guided and supported through a structured learning process. Examples and case studies related to current business environment are used in tutorials and lectures.

Moodle is used extensively to support and direct learners beyond the face-to-face encounters and in addition for interactive activities such as on-line quizzes and discussion forums.

Module Teaching and Learning Strategy

This module is specifically designed to introduce the learner to the world of business from a management, environment, marketing and ethical perspective. The module is delivered through lectures, case studies, supporting tutorials, videos, online resources and guest speakers. Case studies reviewing typical business issues in the areas of retail, marketing, banking and the public sector are employed. Guest speakers are invited to discuss topics specific to this syllabus. Learners are required to read extensively on the subject matter, which is given prior to lectures.

Module Assessment Strategy

Coursework for this module accounts for 40% of the overall marks. As part of formative assessment learners are encouraged to contribute to a Management Wiki on Moodle in which learners can individually contribute their own discussion and examples of theories and topics discussed throughout the semester. 10% of the marks are allocated to this. The remaining 30% coursework is allocated to one of the following; examination of a case study or written essay. In addition knowledge and understanding of the material is assessed through a 60% end of term examination on module completion.

Constructive Alignment of Assessment

Module Learning Outcomes	Assessment Strategy	
	Assignment	Exam
Apply technical skills in a variety of business areas such as finance, marketing and management.		Yes
Apply a working knowledge of management practices within a business environment context		Yes
Assess the implications of employee motivation and its impact on business success	Yes	
Examine the role of personnel managers within organisations and the main issues involved in people management in the product and services sector.		Yes
Assess the importance of ethics and corporate social responsibility as an integrating business activity.	Yes	Yes
Evaluate the context, limits and possibilities of marketing in an ever changing business environment	Yes	Yes