

Module 4: Business Management

Stage	1						
Semester	1						
Module Title	Business Management						
Module Number	4						
Module Status	Mandatory						
Module ECTS Credits	10						
Module NFQ level	6						
Pre-Requisite Module Titles	N/A						
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				154			200
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work	
36		10		40		114	200
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. Explain the core management functions needed to manage a business
2. Apply a working knowledge of management practices within a business environment context.

3. Discuss the implications of planning in the business environment and its impact on business success.
4. Examine the role of managers within organisations and the main issues involved in staff management.
5. Discuss the importance of ethics as a critical element of practice
6. Evaluate the opportunities for managers in an ever changing and external business environment.
7. Demonstrate the tools and skills required to research the business environment.

Module Objectives

The objectives of this module are to provide learners with a clear understanding of the concepts and management functions of all businesses. To examine the environmental factors that influence management decisions. Furthermore this module enables learners to understand the role of management in managing people. The knowledge gained in this Year 1 module is a foundation on which the modules Organisation Behaviour, Marketing and HRM in Year 2 of the programme will be built upon.

Module Curriculum

The History of Management

- Early management thought
- Classical approaches to management
- Contemporary approaches to management

Management Concepts and functions

- Management levels
- Effective Management
- Management roles
- Management and Leadership

Management and Planning

- The importance of planning
- Types of plans
- The planning process

Management and Organising

- Organisation structure
- Organisation design

Management and Staffing

- Recruitment
- Selection
- Pay and Benefits

Management and Control

- The nature and importance of control
- Setting performance standards
- Effective control

Management and the Business Environment

- The Macro Environment
- The Task Environment
- Competitive Analysis
- Managing the External Environment

Management and Ethics

- What are Ethics?
- Values and ethics
- Business Ethics

Reading lists and other learning materials

Tiernan, S., & Morley, M. (2013). *Modern management: theory and practice for students in Ireland*. 4th edition, Dublin: Gill & Macmillan. (and 2006 edition for additional chapter on ethics)

Robbins, S., De Cenzo, D. & Coulter, M. (2015) *Fundamentals of Management* . Global Edition. Pearson UK

Reading Pack

In addition learners are given a class reading pack which contains recent and relevant journal articles which have been sourced by the lecturer and are deemed most applicable to the module content.

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 also for interactive activities such as on-line quizzes and discussion forums.

Module Teaching and Learning Strategy

The module is delivered through lectures, case studies, supporting tutorials, videos, online resources and the involvement of guest speakers. Case studies reviewing typical business issues in the areas of retail, marketing, banking, public sector are used to engage learners and keep material current. Guest speakers are invited to discuss topics specific to this syllabus and learners are also required to read extensively on the subject matter and given prescribed reading material prior to lectures.

Module Assessment Strategy

Course work 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 views and use examples of theories and topics discussed throughout the semester. The coursework grade 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. A sample assignment is included in the appendices.

