

**MODULE SPECIFICATION PROFORMA**

<b>Module Title:</b>	The Essence of Management	<b>Level:</b>	4	<b>Credit Value:</b>	40
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<b>Module code:</b>	BUS447	<b>Is this a new module?</b>	Yes	<b>Code of module being replaced:</b>	N/A
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<b>Cost Centre(s):</b>	GAMG	<b>JACS3 code:</b>	N211
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<b>With effect from:</b>	April 17
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<b>School:</b>	Business	<b>Module Leader:</b>	Gaenor Roberts
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Scheduled learning and teaching hours	44 hrs
Guided independent study	356 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>400 hrs</b>

<b>Programme(s) in which to be offered</b>	Core	Option
Cert HE in Leadership and Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only

Initial approval: April 17

Date of revision: *Enter date of approval*

Version: 1

Have any derogations received Academic Board approval?

Yes  No  N/A

**Module Aims**

The aim of this module is to provide an understanding of management by exploring the characteristics and skills of managers and by presenting an insight into the nature and functions of management through studying local, national and global organisations. The module will also develop an understanding of how management styles contribute to organisational success, and will include examining the importance of employee engagement, and how entrepreneurial traits can be utilised to support business competitiveness.

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

1	Use communication techniques and appropriate software for a range of purposes and audiences including producing professional business documents and developing a business presentation.	KS1	KS4
		KS5	KS8
		KS9	
2	Describe and discuss the nature, characteristics, advantages and disadvantages of different types of management.	KS1	KS3
		KS5	KS8
3	Demonstrate an understanding of management skills, processes and functions.	KS1	KS6
		KS2	KS5
4	Explain the role of management in managing the unexpected.	KS5	KS1
		KS9	
5	Describe approaches and practices to drive employee engagement.	KS5	KS9
		KS3	

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		KS1	
6	Explain the role of intrapreneurship within the business environment and identify the traits and characteristics of entrepreneurial individuals.	KS6	KS3
		KS5	KS2
Transferable skills and other attributes			
Effective communication skills, oral and written Critical thinking, analysis and synthesis Problem-solving skills such as identifying, formulating and solving business problems Self-reflection and reflective learning.			
<b>Derogations</b>			
N/A			

**Indicative Assessment:**

Indicative assessment 1: Assessment one will be a portfolio assessment demonstrating the skills of writing for different audiences.

Indicative assessment 2: A management case study report based on a chosen organisation.

Indicative assessment 3: An individual presentation outlining business examples of employee engagement methods, and the techniques adopted by organisations to encourage innovation in the workplace.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1	Portfolio	25		2000
2	2, 3, 4	Case Study	40		2500
3	5,6	Presentation	35	15 minutes	

**Learning and Teaching Strategies:**

This module will be delivered using a combination of face to face lectures, group tutorials and practical exercises, and will utilise the use of case studies to apply the knowledge. There will be a substantial element of online learning, during which students will consolidate learning, undertake research for assessments, participate in discussion forums, and work with peers to complete group activities.

**Syllabus outline:**

1. Writing for academic purposes, report writing for business using word processing to create business documents and power point for presentations.
2. An introduction to the Harvard Referencing System.
3. Writing for a non-academic audience.
4. An introduction to business
5. Management's role in organisations.
6. Innovative styles of management- self-directed teams, upside down management etc.
7. Skills for Management – adaptability and flexibility, decision making.
8. The general functions of management – planning, organising, leading, controlling.
9. Conflict resolution
10. Managing change
11. Working under pressure
12. Work motivation and job satisfaction
13. Characteristics and consequences of engaged employees
14. Characteristics of entrepreneurial individuals
15. What is intrapreneurship?
16. Examples of intrapreneurial processes in businesses.
17. Learning to embrace idea success and failure
18. Innovation inhibitors and enhancers

**Bibliography:**

**Essential reading**

Boddy, D. (2011) *Management: an introduction*, 5<sup>th</sup> edition. Harlow: Pearson Education

Cameron, S. (2016). *The business student's handbook: Skills for study and employment*. 6<sup>th</sup> Edition Harlow: Financial Times Prentice Hall.

Rees G and French R (2015) *Leading, Managing and Developing People*, 4th Edition, CIPD

**Other indicative reading**

Books

Bessant, J. and Tidd, J. (2015) *Innovation and Entrepreneurship*, 3rd. Edn., John Wiley, Chichester

Bridge, S and O'Neill, K. (2012) *Understanding enterprise: Entrepreneurship and Small Businesses* 4<sup>th</sup> Edn. Palgrave, Basingstoke

Burns, P. (2010) *Entrepreneurship and the Small Business*, 3<sup>rd</sup>. Edn., Palgrave Macmillan, Basingstoke

McCann, P. and Oxley, L. (2013) *Innovation, entrepreneurship, Geography and Growth*, John Wiley, Chichester

Mullins, L.J. (2016) *Management and Organisational Behaviour*, 11th edition. Essex, UK: Pearson Education

Slack, N., Brandon-Jones, A. and Johnston, R. (2011) *Essentials of Operations Management*, Essex: Financial Times Prentice Hall.

Websites

<http://www.intrapreneurshipinstitute.com/>

<http://www.managers.org.uk/>

Business Link [www.businesslink.gov.uk](http://www.businesslink.gov.uk)

The HR Brand [www.hrmagazine.co.uk](http://www.hrmagazine.co.uk)

The European Industrial Relations Observatory (EIRO) [www.eiro.erofound.ie](http://www.eiro.erofound.ie)

Chartered Institute of Personnel and Development (CIPD) [www.cipd.co.uk](http://www.cipd.co.uk)

Journals

International Journal of Entrepreneurship

Journal of Entrepreneurship

Journal of Enterprise

Journal of Management

Journal of Management and Organisation

Journal of Management Development

The McKinsey Quarterly

Harvard Business Review

People Management (CIPD)  
International Journal of Human Resource Management