Module Title:	Business Management
Language of Instruction:	English

Credits:	10

NFQ Level:	6

Module Delivered In	3 programme(s)

Teaching & Learning Strategies:	This module will be delivered through a combination of 'traditional' lectures and a range of student centred learning activities including enquiry based, experiential, and group learning activities.

Module Aim:	To introduce students to the theories and concepts pertained to Management, Organisation and Envronmental Analysis.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Analyse the current business environment and apply this knowledge to business situations
LO2	Outline and analyse the concept of an organisation and the nature of management
LO3	Evaluate the contribution of key management writers and be able to critically comment on the theories
LO4	Critically evaluate, analyse and communicate the potential threats and opportunities for organisation of choice

Pre-requisite learning
Module Recommendations   *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules   *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements   *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content
Introduction to management and an organisation. The definitions of an organisation and management. The relationship between an organisation, management and marketing.
The Business Environment The concept of Business Environment and its relationship with an organisation
The concept of Industry An industry as a close/micro type of environment. The customer and customer behaviour as a core aspect of industry definiton and idea of changing industry boundaries. Porter Five Forces Model as a tool to analyse changes in the microenvironment. The Strategic Groups in the Industry and Industry Lifecycle Model
The Macroenvironment The macro/further environment. The relationship between the micro and macro environment and the organisation. PEST analysis of the further environment.
Introduction to Theory of Management History of management thought.
The SWOT Analysis The SWOT Analysis: concept and definition. The relationship between the PEST , 5 Forces Model and SWOT Analysis. SWOT Analysis as a basis for robust conclusions and recommendations.
Classical Managment Theories The key assumptions of Classical Managment Theories; Scientific Management, Beaucracy, Administrative Theory
Contemporary Management Theories The Hawthorne studies as a basis/foundations to develop contemporary management theories. The Behavioural Studies,Organisational Theories, Quantitative Management, The System Theory, Contingency Theory
Technological Environment and Innovation The role of Technology in the Globalisation process; Digital transformation of business and society
Leadership Managing teams
Strategic vs Opearational Management Environmental Analysis as a part of the Strategic managment process. An operational and strategic management - the differences. The nature and purpose of value chain management.
Entrepreneurship and Small Business Management Entrepreneurship and Small Business Management

Assessment Breakdown	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Individual /team-based Project and Presentation	1,4	25.00	Week 6
Project	Individual/Team-based project and presentation	1,4	25.00	Week 10

No Project

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Written Examination	1,2,3,4	50.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	12 Weeks per Stage	6.00
Estimated Learner Hours	15 Weeks per Stage	11.87
	Total Hours	250.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_KWCCD_B	[Bachelor of Science (Honours) in Creative Computing and Digital Innovation](#)	3	Mandatory
CW_KCCIT_B	[Bachelor of Science (Honours) in Information Technology Management](#)	3	Mandatory
CW_KCCSY_D	[Bachelor of Science in Information Technology Management](#)	3	Mandatory