Module Title:	Management
Language of Instruction:	English

Credits:	10

NFQ Level:	6

Module Delivered In	2 programme(s)

Teaching & Learning Strategies:	Learners will be exposed to theory and practice of management (PR & Media) through exposure to and study of academic materials (texts, journals etc.) and industry practice materials (case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect.

Module Aim:	This module aims to introduce learners to the study of management and the application of a broad array of management theories and practices within a PR & Media context.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Demonstrate a knowledge and application of the key functions of management
LO2	Identify and evaluate the forces that exist in the (PR & Media) business environment
LO3	Understand and apply key management theories, tools, and techniques used in the management
LO4	Demonstrate an awareness of current management issues including business ethics & corporate social responsibility
LO5	Devise an outline business plan for a company in the PR & Media Industry

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 Definition of management • Introduction to functions • Levels of Management- roles, skills & characteristics • Types of organisations
Contributors to Management Theory Management theories; Understanding & Critical comment
The Business Environment Importance of Understanding the Business Environment • Definition of Business Environment • Macro & task forces • Analysis tools
Entrepreneurship and Small Business Start-up ventures • Available Supports • Business Planning
Planning and Decision Making Definitions of planning • Mission, vision & objectives • Levels of planning • Strategic planning process • The decision making process • Management by Objectives • Barriers to planning
Organising and Controlling Organising defined • Organisational structures • Nature & purpose of control • Types of Organisational Control
Leading and Leadership Definitions of leadership • Introduction to theories of leadership • Introduction to Leadership Styles & Management
Human Resource Management Define Human Resources Management • HRM Processes & Activities
Motivation Define Motivation • Describe concepts/theories of motivation
Business Communications Define communication • Purpose & importance for effective management • Communication Process • Barriers to effective communication • Types of Communication
Ethics and Social Responsibility Individual ethics in organsiations • Managing ethical behaviour • Corporate Social Responsibility (CSR) • Sustainability & Social Enterprise
Current Management Issues Managing Change • Workplace Diversity • Virtual Team Management

Assessment Breakdown	%
Continuous Assessment	60.00%
End of Module Formal Examination	40.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Learners will be required to demonstrate the achievement of the learning outcomes through continuous assessment work. This work may take the form of an essay, exam, reflection, project (business plan), presentation, but is not limited to these formats.	1,2,5	60.00	n/a

No Project

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	3 hour written exam	1,3,4	40.00	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	Every Week	6.00
Independent Learning	Every Week	12.00
	Total Hours	18.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BHCPR_B	[Bachelor of Arts (Honours) Public Relations and Media](#)	2	Mandatory
CW_BHCPR_D	[Bachelor of Arts in Public Relations and Media](#)	2	Mandatory

Programme Code	Programme	Semester	Delivery
CW_BHCPR_B	[Bachelor of Arts (Honours) Public Relations and Media](#)	2	Mandatory
CW_BHCPR_D	[Bachelor of Arts in Public Relations and Media](#)	2	Mandatory