

Module Title:	Management and Communications
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	<p>Lectures - communication of knowledge and ideas from the lecturer to the student. Problem-Solving Exercises - students will work as part of a team and will work together to resolve various business scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in class sessions which will develop their analytical and communication skills. Self-Directed Independent Learning - the emphasis on independent learning will develop strong and autonomous work and learning practices. Class-Based Role Play - Students will take part in role play as part of running meetings and develop appropriate group dynamics. E-Learning - It is envisaged that the module will be supported with on-line learning materials.</p>
Module Aim:	<p>The aim of this module is to give an introduction to the disciplines of management and communications. Within the management section, the students will describe the nature of Management and analyse the business environment within which all organisations operate. Principle management theorists' contributions are described and evaluated. Guidelines are described in terms of starting a business. Key current management challenges are recognised and explained. The communications' section will introduce students to key principles of communication, communication barriers and a range of communication approaches and skills required for the business environment. Students will also be provided with essential academic skills.</p>
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Describe the theories and contributions made by key management writers to current management thinking and demonstrate an awareness of current management issues
LO2	Analyse the forces in the business environment and apply to business scenarios
LO3	Apply entrepreneurial thinking and skills
LO4	Explain the importance of business communication and barriers to the communication process
LO5	Demonstrate a range of effective audience-focused written communication and presentations skills
LO6	Apply key skills for academic study, writing and research
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
An Introduction to Management 10% Definitions of management; An introduction to management; Management roles; Levels of management; Management skills
Contributors to Management Theory 10% Classical management theories; Modern management theories; Critically comment on management theories
The Business Environment 10% Definition of the business environment, The forces in the business environment; Task and Macro; Competitive Analysis; The importance of understanding the business environment
Entrepreneurship and Innovation 10% Entrepreneurship and Intrapreneurship; Ways of getting started in business; An introduction to the feasibility study; An outline of the business plan; Support agencies for new and existing enterprises
Current Management Issues 10% Ethics & social responsibility; Managing change; Workplace diversity; Globalisation
Principles of Communication 20% Meaning of communication; Communication in business; Barriers to communication; Listening; Methods of communication; Communicating within organisations; Interpersonal skills; group communication
Academic Skills 10% Academic sources of information; Basic research; Library information services; Essay writing; Note-taking; Referencing; Effective reading; Time management; Critical thinking
Effective writing and business communication 10% Plain English; Active/passive sentence structure; Writing persuasively; Writing for different audiences; Letters; Business e-mails; Press releases; Agenda; Meeting Minutes; Memos
Oral Communication 10% Public speaking; Purpose and audience; Presentation skills; Powerpoint presentations; Interview skills

Assessment Breakdown	%
Continuous Assessment	30.00%
End of Module Formal Examination	70.00%

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, presentations, project, MCQ test, but is not limited to these formats.	1,2,4,5,6	30.00	Ongoing

No Project

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	3 Hours Written Exam	1,2,3,4,5,6	70.00	End-of-Semester

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

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	6.00
Independent Learning Time	Every Week	12.00
Total Hours		18.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	15.00
Total Hours		18.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBACT_B	Bachelor of Arts (Honours) in Accounting	1	Mandatory