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| <b>Module Title:</b>   | Business Management  |
| <b>Language of Instruction:</b>  | English  |
| <b>Credits:</b>  | 10   |
| <b>NFQ Level:</b>  | 6  |
| <b>Module Delivered In</b>   | <a href="#">3 programme(s)</a>   |
| <b>Teaching &amp; Learning Strategies:</b>   | 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. |
| <b>Module Aim:</b>   | To introduce students to the theories and concepts pertained to Management, Organisation and Environmental Analysis.   |
| <b>Learning Outcomes</b>   |  |
| <i>On successful completion of this module the learner should be able to:</i>  |  |
| 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  |
| <b>Pre-requisite learning</b>  |  |
| <b>Module Recommendations</b><br><i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>         |  |
| No recommendations listed  |  |
| <b>Incompatible Modules</b><br><i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> |  |
| No incompatible modules listed   |  |
| <b>Co-requisite Modules</b>  |  |
| No Co-requisite modules listed   |  |
| <b>Requirements</b><br><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

#### 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 definition 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 Management Theories

The key assumptions of Classical Management Theories; Scientific Management, Bureaucracy, 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 Operational Management

Environmental Analysis as a part of the Strategic management 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**

| <b>Workload: Full Time</b> |                       |  |
|----------------------------|-----------------------|--|
| <i>Workload Type</i>       | <i>Frequency</i>      | <i>Average Weekly<br/>Learner<br/>Workload</i> |
| Lecture                    | 12 Weeks<br>per Stage | 6.00   |
| Estimated Learner Hours    | 15 Weeks<br>per Stage | 11.87  |
| Total Hours                |                       | 250.00   |

**Module Delivered In**

| Programme Code | Programme  | Semester | Delivery  |
|----------------|--|----------|-----------|
| CW_KWCCD_B     | <a href="#">Bachelor of Science (Honours) in Creative Computing and Digital Innovation</a> | 3        | Mandatory |
| CW_KCCIT_B     | <a href="#">Bachelor of Science (Honours) in Information Technology Management</a>         | 3        | Mandatory |
| CW_KCCSY_D     | <a href="#">Bachelor of Science in Information Technology Management</a>                   | 3        | Mandatory |