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| <b>Module Title:</b>                                                                                                                               | Management and Communications                                                                                                                                              |
| <b>Language of Instruction:</b>                                                                                                                    | English                                                                                                                                                                    |
| <b>Credits:</b>                                                                                                                                    | 5                                                                                                                                                                          |
| <b>NFQ Level:</b>                                                                                                                                  | 6                                                                                                                                                                          |
| <b>Module Delivered In</b>                                                                                                                         | <a href="#">3 programme(s)</a>                                                                                                                                             |
| <b>Teaching &amp; Learning Strategies:</b>                                                                                                         | Lectures and Practicals.                                                                                                                                                   |
| <b>Module Aim:</b>                                                                                                                                 | The aim of this module is introduce the students to management fundamentals and to provide them with the communications skills required of an engineer to produce reports. |
| <b>Learning Outcomes</b>                                                                                                                           |                                                                                                                                                                            |
| <i>On successful completion of this module the learner should be able to:</i>                                                                      |                                                                                                                                                                            |
| LO1                                                                                                                                                | Explain the role of the manager within a management system.                                                                                                                |
| LO2                                                                                                                                                | Describe the context of management in business environments and apply this knowledge to business situations.                                                               |
| LO3                                                                                                                                                | Make ethical and informed decisions regarding the presentation of technical material.                                                                                      |
| LO4                                                                                                                                                | Prepare written documents in order to communicate technical information to a varied readership.                                                                            |
| LO5                                                                                                                                                | Prepare presentations for the purposes of communicating technical information to a varied listenership.                                                                    |
| <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                                                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Introduction to Management</b><br>Role and nature of management. Functions of management. Management skills.                                                                                                                 |
| <b>Management Theory</b><br>Business environments and planning tools (Task Factors. Macro Factors. PESTEL framework. SWOT Analysis. 7S. BCG Matrix. GE Matrix. Porter's 5 Forces.) Product Life Cycle.                          |
| <b>Introduction to Communications</b><br>The role of communications in engineering.                                                                                                                                             |
| <b>Ethics</b><br>Ethical decisions in engineering. Case studies. Code of Ethics. Copyright. Referencing. Plagiarism.                                                                                                            |
| <b>Written communications</b><br>Effective technical writing. Forms of technical writing (e.g. memos, instructions, specifications, formal reports). Research & preparation. Effective use of word processing & graphing tools. |
| <b>Presentations</b><br>Effective presentations.                                                                                                                                                                                |

| Assessment Breakdown  | %       |
|-----------------------|---------|
| Continuous Assessment | 100.00% |

| Continuous Assessment |                                                    |                   |            |                 |
|-----------------------|----------------------------------------------------|-------------------|------------|-----------------|
| Assessment Type       | Assessment Description                             | Outcome addressed | % of total | Assessment Date |
| Other                 | Students will submit written assignments.          | 1,2,3,4,5         | 50.00      | n/a             |
| Other                 | Students will research and deliver a presentation. | 3,5               | 30.00      | n/a             |
| Other                 | Other forms of assessment include class tests.     | 1,2,3,4           | 20.00      | n/a             |

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| No Project |
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| No Practical |
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| No End of Module Formal Examination |
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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 Learner Workload</i> |
| Lecture                    | 12 Weeks per Stage | 2.00                                   |
| Practicals                 | 12 Weeks per Stage | 1.00                                   |
| Estimated Learner Hours    | 15 Weeks per Stage | 5.93                                   |
| Total Hours                |                    | 125.00                                 |

**Module Delivered In**

| Programme Code | Programme                                                                  | Semester | Delivery  |
|----------------|----------------------------------------------------------------------------|----------|-----------|
| CW_EEAER_B     | <a href="#">Bachelor of Engineering (Honours) in Aerospace Engineering</a> | 1        | Mandatory |
| CW_EEACS_D     | <a href="#">Bachelor of Engineering in Aircraft Systems</a>                | 1        | Mandatory |
| CW_EEPLT_D     | <a href="#">Bachelor of Science in Pilot Studies</a>                       | 1        | Mandatory |