

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 Environmental Analysis.
Learning Outcomes	
<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
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

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

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
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