

MANAGEMENT THEMES & CASE STUDIES

INTERNATIONAL YEAR ONE BUSINESS (IYOne Business)



SYLLABUS OVERVIEW

Module Code	IDBMT001
Module Name	Management Themes & Case Studies
Programme Name	International Year One Business
Percentage breakdown of Coursework	25%
Percentage breakdown of Exam/Test	75%
Delivery period	The syllabus will usually be delivered over a single 15-week semester
Recommended minimum teaching hours	5 hours per week (over 15 weeks)
Recommended minimum independent study hours	5 hours per week (over 15 weeks)

AIMS

The aim of this module is to provide students with the theory, practice and structure of the fundamental elements of business management. The module focuses on the application of the strategic, operational and ethical streams of business management in a range of different organisations. The module also addresses a range of inter-related topics which further develop students' understanding of the core themes of management.

TOPICS OF STUDY

- ⇒ An Introduction to Management Themes
- ⇒ The Historical Development of Management Thinking, Theory and Practice
- ⇒ Practical Strategic Management Issues
- ⇒ Strategy and Planning
- ⇒ Strategy and Implementation
- ⇒ An Introduction to Operations Management
- ⇒ Operations Management and Quality
- ⇒ Operations Management and the Supply Chain
- ⇒ Operations Management and R&D
- ⇒ Ethics: Current Issues and Future Positions
- ⇒ Stakeholder Theory and Implications for Ethics
- ⇒ Corporate Social Responsibility

ASSESSMENT

 <p>Coursework: Case Study</p>	What is Assessed?	Topics A-E
	Duration/Word Count	15 minutes / 1000 words
	Total Marks	25
	Rubric	<p>A business case study divided into two tasks.</p> <p>Presentation:</p> <ul style="list-style-type: none"> ⇒ A group presentation worth 10 marks (15 minutes / 5 students maximum). <p>Report:</p> <ul style="list-style-type: none"> ⇒ An individual report worth 15 marks (1,000 words maximum).
	Contribution to Overall Grade	25%

 <p>Examination</p>	What is Assessed?	Topics A-L
	Duration/Word Count	1 hours 40 mins
	Total Marks	75
	Rubric	<ul style="list-style-type: none"> ⇒ 3 compulsory essay questions (25 marks each) on a case study provided to students 1 week prior to the examination. ⇒ Students are permitted to bring notes typed in English into the exam (no more than 250 words).
	Contribution to Overall Grade	75%

GENERAL LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

<p>Knowledge and understanding</p>	<ul style="list-style-type: none"> ⇒ Demonstrate knowledge of fundamental management theory in relation to strategy, operations and ethics, how these developed over time and in response to progress. ⇒ Understand how the development of management theory contributed to present day practice and business theory.
<p>Intellectual skills</p>	<ul style="list-style-type: none"> ⇒ Recognise and apply fundamental management theories and concepts relating to a given scenario or issue.
<p>Practical skills</p>	<ul style="list-style-type: none"> ⇒ Work individually or in a group to approach, analyse and evaluate a given scenario or issue. ⇒ Use analytical tools and critical thinking in the working of the case material.
<p>Transferable skills</p>	<ul style="list-style-type: none"> ⇒ Propose and defend a position arrived at by reading case studies, published research sources and theoretical texts. ⇒ Use analytical tools and critical thinking in the working of the case material.