

MANAGEMENT

MASTER'S PREPARATION (MP)



SYLLABUS OVERVIEW

Module Code	MPM003
Module Name	Management
Programme Name	Master's Preparation Programme
Delivery period	⇒ Master's Preparation Enhanced: three 10-week terms. ⇒ Master's Preparation: two, 10-week terms.
Recommended minimum teaching hours	⇒ Master's Preparation Enhanced: 108 hours over three terms. ⇒ Master's Preparation: 54 hours over two terms.
Recommended minimum independent study hours	Between 54-108 hours dependant on programme entry.

AIMS

The Management syllabus aims to develop the critical, analytical and communication skills necessary to study management-related courses at postgraduate level in a Western higher education institute. It also seeks to allow students to gain more experience and knowledge of managing within a changing environment by using different methods of learning and assessment for postgraduate study, improve written and oral communication skills needed for further study of management-related courses and allow students to critically evaluate published literature and data to support independent research.

TOPICS OF STUDY

- ⇒ Overview of Management Studies
- ⇒ A Brief History of Management Thought
- ⇒ Managing Performance Through Motivation
- ⇒ Models of Modern Business Leadership
- ⇒ Leading through Change and Conflict
- ⇒ Understanding Organisational Culture
- ⇒ Discovering the Ethical Organisation
- ⇒ Introduction to International Business
- ⇒ The Process of Internationalisation
- ⇒ International Business: Institutions & Markets
- ⇒ The International Business Environment
- ⇒ International Business Strategy
- ⇒ International Management

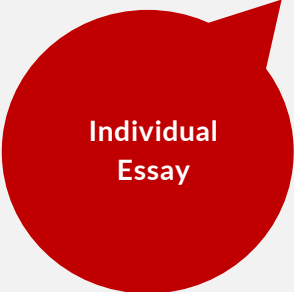
In addition to a further five or six topics from the following section:


- ⇒ Global Business
- ⇒ Strategic Alliances
- ⇒ Supply Chain Management
- ⇒ Enterprise and Innovation
- ⇒ E-business
- ⇒ Ethics and Corporate Responsibility
- ⇒ Critique of Management
- ⇒ Management of Diversity
- ⇒ Product and Service Quality
- ⇒ Intellectual Property
- ⇒ Tourism Management


ASSESSMENT

The assessment for the module is formative and is comprised of both coursework and examination. The Management lecturer will set all assessments.


PREPARATORY TERM


	Duration/Word Count	1,500 words
	Total Marks	100
	Rubric	An essay looking at one aspect of the content from the preparatory term.
	Contribution to Overall Grade	25%

	Duration/Word Count	15-minute presentation / 1,000-word report
	Total Marks	100
	Rubric	<p>Groups of 2-4 students should work together to:</p> <ul style="list-style-type: none"> ⇒ Investigate the organisation structure and social responsibility of a business selected from the Business Week Global 1000. ⇒ Deliver a presentation of the major findings. ⇒ Submit a written report of 1,000 words (+/- 10%).
	Contribution to Overall Grade	25% (12.5% Group Presentation / 12.5% Report)

	Duration/Word Count	N/A
	Total Marks	100
	Rubric	The examination will consist of critical essay style answers to questions set on the rest of the syllabus and illustrated by the cases covered in class.
	Contribution to Overall Grade	50%

CORE TERM

	Duration/Word Count	N/A
	Total Marks	100
	Rubric	Working in groups, students will carry out a major case study analysis of the internationalisation of a Western company. The assignment will involve students producing both an individual report and a group poster presentation on their chosen company.
	Contribution to Overall Grade	50% (30% <i>Individual Report</i> / 20% <i>Group Presentation</i>)

	Duration/Word Count	N/A
	Total Marks	100
	Rubric	The examination will involve questions based on two or three Financial Times (FT) articles, or short case studies, identified in advance.
	Contribution to Overall Grade	50%

LEARNING OUTCOMES

Preparatory Term

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

LO1	Understand management, its origins and its relationship to culture.
LO2	Analyse the environment of the organisation and how managers need to respond.
LO3	Relate organisational structures to policies and environment; explain how they can be changed.
LO4	Compare leadership with management and show how individuals and groups are motivated.
LO5	Develop skills in communication in the organisation context and recognise the cultural dimension of communication.

Core Term

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

LO1	Understand patterns and trends of globalisation.
LO2	Recognise why and how firms engage in international business.
LO3	Describe the roles of institutions that support and regulate international business.
LO4	Analyse the international business environment.
LO5	Identify key issues and processes in managing international business.

Final Term

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

LO1	Critically evaluate issues in management.
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