



Module Definition Form (MDF)

Module Code: BD130002S **Version 4** **Date amended** 03/08/2009

1. Module Title
Managing People, Finance and Marketing

2a. Module Leader	2b. Department	2c. Faculty
Paul Weeks	Dept of Human Resource Management and Marketing	Ashcroft International Business School

3a. Level	3b. Module Type
1	Standard Module

4a. Credits	4b. Study Hours
30	300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Pathways to which this module is restricted	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module is designed to provide students with a fundamental understanding of the importance of effective people, marketing and finance management in the success of business organisations. Such understanding provides students with a sound foundation for progression to the second year of the business Undergraduate Programme and enables them to explore each of the three functional areas in greater detail in their choice of subsequent modules. Each functional area, people management, marketing management and financial management will be explored with an emphasis on the understanding and use of appropriate theories to explain the ways in which business organisations respond to issues and problems. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes.

6b. Outline Content

Managing people and organisations

- Organisation management and theory
- Organisation structure and design
- Organisation culture
- The role of the manager and the nature of managerial work
- Power

6b. Outline Content (Continued)

- Leadership
 - Motivation
 - Groups and Teams in the workplace
- Managing Marketing
- Marketing orientation
 - Marketing Planning
 - Marketing Environment
 - Marketing information
 - Understanding customers
 - Segmentation
 - Targeting and positioning
 - Products and brands
 - Pricing
 - Promotions
 - Distribution
 - Internationalisation/globalisation
- Managing Finance
- Financial statements: methods and meaning
 - Accounting information: decision making and profitability
 - Measuring and improving performance

6c. Key Texts/Literature

Weeks, P. (2007) Managing People, Finance and Marketing. Harlow Pearson Education
Hand, Isaaks and Sanderson. (2005) Introduction to Accounting for Non-specialists. Thomson Learning
McLaney and Atrill. Accounting an introduction (3rd Edn). Prentice Hall.
Huczynski, A. and Buchanan, D. (2003) Organisational Behaviour: An Introductory Text (5th Edn) Harlow: FT/Prentice Hall.
Mullins, L.J. (2004) Management and Organisational Behaviour (7th Edn). Harlow: FT/Prentice Hall.
Kotler, P., Saunders, J. and Armstrong, G. (2004) Principles of Marketing: European Edition (4th Edn) Harlow: FT/Prentice Hall.
Dibb, S.L. (2005) Marketing Concepts and Strategies. Houghton Mifflin.

Last Updated: 21/Jun/2010

6d. Specialist Learning Resources

Two Accounting learning packages available on the network - "EQL Understanding Accounts" and "EQL Introduction to Management Accounting"

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and understanding	Understand and appreciate the contribution of effective people, marketing and financial management to the success of business organisations;
2	Intellectual, practical, affective and transferable skills	Demonstrate an understanding of the financial concepts that underline the preparation of the key financial statements and undertake a financial analysis with the objective of improving the financial management of the organisation;

7. Learning Outcomes (threshold standards) (Continued)		
No.	Type	On successful completion of this module the student will be expected to be able to:
3	Intellectual, practical, affective and transferable skills	Apply a range of theories on organisational design, structure and management to the everyday task of managing employees with specific reference to power, leadership, motivation and team working;
4	Intellectual, practical, affective and transferable skills	Analyse a market using a range of marketing models to identify and satisfy the constituent customer needs and wants;
5	Intellectual, practical, affective and transferable skills	Recognise how these functional areas both support, and are supported by, each other.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2010/1	ZZF	Template For Face-To-Face Learning Delivery		Face-to-Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	30	1-5	5-6hr session each week combining lecture and seminar
Other teacher managed learning	30	1-5	5-6hr session each week combining lecture and seminar
Student managed learning	240	1-5	Pre & post session, reading & preparation. Other tasks as indicated in module guide.
TOTAL	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-5	100	Fine Grade	30
Details:		INTEGRATIVE ASSIGNMENT 6000 WORDS			

In order to pass this module, students are required to achieve an overall mark of 40%. In addition, students are required to:

(a) achieve the qualifying mark for each element of fine grade assessment as specified above

(b) pass any pass/fail elements.