

BSc Honours Management

MODULE INTRODUCTION, AIMS AND OBJECTIVES

Semester 1

MGTU9S1: THE GLOBAL BUSINESS ENVIRONMENT

Organisations are entities made up of different elements which are interconnected with the external environment. This environment includes a diverse range of influences e.g. economic, demographic, social, political, legal, technological etc. which impact business activity in a variety of ways. This module is designed to provide a foundation for Stirling Management School students to better understand the ways in which the external business environment both evolves and affects the process of transformation (from input to output to consumption) and explores how resources are managed and developed.

ACCUCM1: ACCOUNTING AND FINANCE FOR MANAGERS

The aim of the module is to help students gain a working knowledge of the principal accounting and finance practices and techniques which are likely to be useful to them in future roles as non-financial managers.

LEIU9LM: LEISURE MANAGEMENT AND CONSUMPTION

This module spans the managerial and marketing considerations that are essential to an understanding of leisure as a business. This requires a range of management functions to be considered, including planning, investment, development, marketing, and operations. It also requires an appreciation of the framework within which leisure operates as a business in different geographical contexts, as well as the associated logistical and operational issues.

The module uses both principles and case studies to illustrate the challenges associated with the management of leisure. Examples from the leisure sector (including events) are used to understand the role of management in terms of strategic planning, impacts and outcomes in relation to 'mega' events.

Semester 2

MGTU9S2: THE MANAGEMENT CHALLENGE – AN INTRODUCTION



This module focuses on challenges predominantly understood as and related to the complexity of management job. It outlines and set the importance of these five key organisational functions: Operations, Marketing, HRM, Finance and Information and Information and Communication Technologies. In order to develop and lead competitive, adaptive, ethical and sustainable businesses; and to formulate appropriate strategies and actions; managers must understand the different demands and constraints associated with the interactions of these different core functions, which both influence and challenge management.

By studying this module, students will gain an appreciation of the reality of management, with particular focus on managing: operations, marketing and communication activities, people, finances and information, learning and knowledge. In this way students will gain understanding of organisations as complex and evolving systems. In addition, this module will focus on development of important management skills such as team working, communication and presentation skills, which are sought after by today's employers.

ECNUC15: INTRODUCTORY ECONOMICS



This module covers both microeconomics (the operation of individual markets and the behaviour of firms) and macroeconomics (the determination of national income, unemployment, inflation and government policies to control the economy). The module is designed to meet the requirements for professional accreditation of the B.Acc. programmes

FINU9M1 – MATHEMATICS FOR BUSINESS



The module will cover basic numerical, mathematical and statistical skills. This will allow students to move on to years 2, 3 and 4 with greater confidence in their skills in these areas. The module will present appropriate numerical and statistical methods. The module will show how to interpret graphical and numerical results. The module will cover many aspects of numerical skills (both mathematical and statistical). There will be two hours of lectures and one practical class each week. Students will be expected to complete exercises in independent study time. The practical class will allow students to do further examples with advice.

Semester 3

MGTU9S3: FUNDAMENTALS OF BUSINESS AND MANAGEMENT



This module builds on the content of MGTU9S1 and MGTU9S2 and aims to further explore management as an essential component and function of all organisations. The module will present and critically explain the key foundations of management: planning, organising, leading and control. It will start from exploring the meaning of management, who managers are, where they work, what and why they actually do. To address this area of concern, the module looks at the impact of the external environment and the societal influences, as well as the organisational culture and design, on the management as professional practice.

A specific attention will be placed on the integrative managerial issues, such as responsibility and organisational ethical/non-ethical behaviour. The module then examines how all these factors influence the way managers behave, plan, make decisions, lead and control organisational and business activities. The module concludes with an insight into operations management and entrepreneurial activities happening within, outside and across organizations.

MKTU9M3: FUNDAMENTALS OF MARKETING



Fundamentals of Marketing, aims to give students an understanding of the foundations of Marketing, and illustrate how a Marketing approach can be implemented and managed in a range of situations and organisations. This subject will help students in describing what it means for a company to be market-led, apply a customer focus in a range of situations, describe the nature, content and application of marketing ideas and concepts; outline the marketing management process and describe a range of techniques used to implement marketing strategies; Also helps in demonstrating the importance of marketing ideas and techniques in a range of organizations.

HRMU9S3 FUNDAMENTALS OF HRM



The broad aim of this module is to introduce students to the functional areas and key components of Human Resource Management (HRM), whilst providing them with a critical perspective on the practice and theory of this area including an exploration of sustainable practice and ethical social responsibility. The module will enable students to understand the role of HRM at various points in the employment relationship, from organisational entry and

skills development, to the management of performance and reward, to mechanisms of employee voice, to managing the welfare of employees.

Semester 4

MANU9N4: OPERATIONS MANAGEMENT



Operations management is concerned with creating the services and products that we all depend upon. Effective operations management has the potential to improve both efficiency and customer service simultaneously. Operations management is normally found at the centre of change, providing solutions to technological and environmental challenges. The aim of this module is to provide students with an appreciation of the importance of Operations Management in the production and service industries by introducing them to the operation's function. In addition, the aim of this module is to familiarize students with key operational methods and provide the opportunity to apply these techniques to relevant operational situations.

BUSU9OB: THE ORGANISATION OF BUSINESS



This module aims to familiarise students with a range of concepts from the history of management in order to develop their understanding of the organisation of business. The course will provide a basis for making informed and responsible judgements when managing people and technologies in contemporary work organisations. The module introduces students to the field of scholarship known as organisation studies. The course will focus on: Identifying business as a distinct form of social action that is different from, but related to, other domains within human society and culture and also Interpreting the behaviour of individuals and groups in work and organisational settings in conjunction with the design and structuring of organisations.

RMKU9R4: RETAIL STUDIES



The module is part of the portfolio of educational programmes from the internationally renowned Institute for Retail Studies, based within the Marketing and Retail Division. The Institute for Retail Studies is one of the leading retail research centres in the world. Its staff are

involved in path-breaking retail research, have regular contact with leading industry figures and businesses and provide management development programmes to many leading retail companies. Members of the Institute also provide research and retail policy advice to various tiers of government. Retailing is one of the largest, most accessible and dynamic sectors of many economies. Retailing as a business is also one that most people have experienced in some way, whether as an employee or as a consumer. Working within a framework of constant changes, retailing provides a vibrant and exciting subject to study. Retailers are major recruiters of graduate talent to manage retail shops and businesses and to work in specialist retail functions. Important opportunities for graduates are also available in smaller retail businesses. There is also a long track record of retail entrepreneurship to emulate. An awareness of the retail sector and its components can be of assistance in understanding the possibilities and demands.

Semester 5

MANU9LM: LEADERSHIP AND MANAGEMENT



The main objective of this module is to enable students to understand the role, and the importance, of leadership in organisations. Leadership is one of the most problematic and important tasks in organisations and is considered a key attribute of successful organisations. This module will examine the changing nature of leadership and the challenges facing leaders in a rapidly-changing and increasingly global world. It will focus especially on the challenges posed by sustainability and ethics. It will review the main theories and approaches to leadership and discuss how they can be related to different types of organisations and different organisational contexts.

BUSU9BI: INTERNATIONAL BUSINESS



International Business (IB) is a multi-disciplinary module that considers the context and management of business and its people within an increasingly global world of work. Because of the importance of IB for all individuals who plan to have careers in business of any kind this is a required module for all students taking a Business Studies degree. This module is an introduction to IB which introduces learners to various issues related to IB. Key purposes of the module are to: study organizations, people management and the changing IB environment,

provide an international perspective essential to many of today's employees in business and management; and enhance cognitive and intellectual skills and personal development.

MANU9DA: BUSINESS ANALYTICS



Modern businesses have vast amounts of data. Often data are overwhelming and add to the confusion of managers striving to control their organisation. But a knowledge of a few basic techniques can help you use the data to gain insights into problems and explore possible solutions. The module develops a capability in the techniques which are central to much quantitative analysis in management. In addition to developing your technical capability, the module encourages creativity in analysis, often the greatest challenge is in selecting the most appropriate technique and deploying it in a meaningful way. The objective is to turn data into valuable information, enabling managers to make better decisions. Business Analysis will be put into practice via the development of a range of consultancy skills.

Semester 6

BUSU9RB: RESPONSIBLE BUSINESS



Business organisations play a critical role in the social, political and economic domains of any society. In modern economies, business interests exert an increasingly pervasive influence on a broad range of values, norms, standards and expectations. There is no denying that business organisations are powerful, but many questions remain as to the legitimacy of such power. This module aims to make a systematic and holistic analysis of issues of business ethics and responsibility. The module investigates the challenges which business organisations face in contemporary economies with regards to their moral and social contribution. It critically engages with practices and discourses on responsible business and social responsibility, and explores topical ethical issues facing businesses and employers. The module also engages constructively with the dynamics of community development and considers factors which enable the growth and development of economic and social agents within work organisations. Students will engage with conceptual material informing ethical inquiry, and critically assess contemporary examples of (un)ethical business models and activities.

MANU9M6: PROJECT MANAGEMENT

Project management is vital to all organisations. Designing an aircraft, constructing a bridge, implementing a new information system or even launching an initiative to change a city's image: they are all projects needing careful management. The demand for project managers has increased significantly in the last few decades and is projected to grow further. This module introduces the basic concepts and techniques of project management and their applications. Students should read widely as well as attending lectures to establish a solid framework of knowledge on project management. The students are also required to participate actively in tutorials and workshops to develop hands-on skills and become familiar with techniques of project planning, control and evaluation. Project cases will be examined both in lectures and in student presentations.

BUSU9EN: ENTREPRENEURSHIP

This module aims to provide a comprehensive introduction to entrepreneurship, blending theory with practical business planning and assessment skills. It will challenge traditional conceptions of "entrepreneurship" and encourage critical reflection of the many different forms of entrepreneurship that impact our society today. Students will be expected to discuss entrepreneurship in a wider and evolving context, appraising the importance and impact of different forms of entrepreneurship, from both venture creation and venture growth perspectives. Practical experience in opportunity generation and business plan development will also be emphasized.

Semester 7

BUSU9SM: STRATEGIC MANAGEMENT



The aim of this module is to give students an understanding of the way organisations make decisions by providing an overview of issues on strategy analysis, formulation and implementation. The module aims to combine the broad theoretical background of strategic management with practical implications to the way organisations are managed. Thus, important objectives of the module are to provide students with tangible strategic skills that can readily be put into practice. The emphasis is on analysis and provides an examination of the choices that organisations have to make in changing business environments.

MANU9IM: INNOVATION MANAGEMENT



Innovation, design, creativity and commercialisation are disciplines that span boundaries and need to be understood in an integrative manner. The aim of the module is to develop an understanding of these complex issues – from the creative early stages through to market adoption and economic development. We will examine organizational systems, structures and processes for innovative capacity, and develop the analytical tools for technology forecasting and road-mapping. Knowledge acquisition and management of collaboration are central themes to the field which link business performance to the wider economy. The national and regional environments are treated in some depth to illustrate the contributing factors of location advantage and institutional support, and the cultural perceptions of enterprise, knowledge sharing and ownership.

MANUAM8: DISSERTATION



The dissertation requires you to apply your knowledge and skills to the design and implementation of an original research investigation in your chosen field. It is the culmination of your degree and enables you to build on, and integrate, the material acquired in previous modules. This work will address a particular issue that you have identified as being worthy of study (with approval by academic staff).The module aligns with the University of Stirling Management School's vision of being recognised as an exceptional place of research and learning, enabling you to undertake a dissertation that encompasses the principles of responsible and sustainable business, practice and policy. In particular, the module will equip you with the knowledge and skills to undertake a primary piece of research with confidence.

Many dissertations have the opportunity to provide innovative solutions for specific business problems. The module incorporates the University of Stirling Management School's values by coaching students to undertake responsible and ethical research projects, and open enquiry into research problems. It aspires to make students excellent researchers who have an appetite and ambition to make an impact in the research they undertake. The emphasis of the dissertation is on focused, independent study under the guidance and facilitation of a designated Supervisor. Therefore, the majority of learning hours are dedicated to self-study. The dissertation process thus enables you to become an independent, and a critically reflective learner who can demonstrate capability in conducting an individual research project. This will be beneficial to your future employability.

Semester 8

MGTUPDP: Professional Development and Practice

In recognition of the need to equip our students with academic and employability skills, the Professional Development and Practice (PDP) module helps students to articulate the skills they have already gained throughout their academic career as well as to develop their understanding of self through an articulation of their personal strengths, their goals and their preferences. The module provides the tools which allows students to explore their personal preferences, appreciate their own and others contributions to a team and to reflect on their achievements, their strengths and their skill's gaps. As well as providing students with the occasion to network with alumni and business executives, this module provides opportunities for students to practice the skills they have learned through role-play and event management. Professional Development and Practice aims to develop levels of self-awareness, which will help students, better articulate their academic and work-related skills and competencies to graduate recruiters, as well as make conscious decisions in relation to their future career progression, and life generally.

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