

Management and the Modern Corporation

STMARTINS.EDU/COMMERCE

MQF LEVEL
QUALIFICATION

5

TOTAL CREDITS: 7.5ECTS

WINTER

CONTACT HOURS: 37.5

ASSESSMENT HOURS: 2

This study unit introduces students to the foundational concepts of modern management theory. Management is an evolving discipline that is influenced by political, economic and social forces. Students are given the opportunity to see for themselves how modern management theory can add value to organisations, both from a theoretical and a practical perspective. Theoretical aspects covered include Human Resources Management, Knowledge Management, Multi-National Corporations, Organisational Structures, Scientific Management, the Human Relations Approach, and Foreign Direct Investment (FDI).

At the end of this unit the student will have acquired the responsibility and autonomy to:

- describe and distinguish the role of the manager in practice and theory;
- evaluate the likely consequences of strategic choices and recommend strategies to meet the objectives of a business;
- develop a business plan to achieve a business's strategic objectives;
- understand the concept of organisational structure and the factors that shape it;
- explain the implications of organisational culture for organisational change, strategy and performance;
- explain concepts, models and practices related to motivation and leadership;
- understand the scope, processes and problems of marketing including the marketing mix, approaches to marketing and the production of strategic marketing plans;
- understand the scope, processes and problems of human resource management including recruitment and selection and training and development;
- understand the importance of teams and how they develop;
- understand the scope, processes and problems of operations management including managing supply chains and quality programmes;
- understand the scope, processes and problems of managing for sustainability.

The assessment for this unit will be computed using the following weighting system:

- 15% Assessed Coursework
- 85% Examinations