

**MODULE SPECIFICATION**

Part 1: Information			
Module Title	Management Skills for Marketing and Events		
Module Code	UMPDM6-15-2	Level	2
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	HRM
Department	BBS: Business and Management		
Contributes towards	BA(Hons) Business and Events Management, BA(Hons) Business Management with Marketing, BA(Hons) Marketing		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	Management Skills variants : UMPDM5-15-2; UMPDNC-15-2; UMPDND-15-2		
Co- requisites	None		
Module Entry requirements	NA		

Part 2: Description
<p>The aim of the module is to provide students with an opportunity to understand and practice some of the skills that are necessary for effectively managing people in the workplace for future line managers in a Marketing and Events context. This module will begin to provide students with the skills and knowledge to become an effective future managers of people.</p> <p>In particular, the module will focus on interviewing, reviewing performance, conducting negotiations and delivery of training in the context of marketing, events and broader business.</p> <p>The skills workshops are also designed to help students to learn and develop the skills, which will assist them in the applications for placements and graduate jobs and in managing and developing their own careers.</p> <p>The module is organised thematically with each week's teaching contributing to the understanding of a fundamental managing people skill. The combination of preparation sessions containing the relevant theory and practical sessions involving role-plays, will ensure that students get the opportunity to apply and practice the relevant skills and are made aware of the linkages from theory to 'real-life' application. The integration of placements preparation as a strand of activity will not only assist in the placement application process but also develop students' awareness of the organisational context of HRM via employer engagement.</p> <p>OUTLINE: Workshop 1 – Introduction Workshop 2 – Interviewing Skills and Preparation</p>

Workshop 3 – Interviewing Practical
 Workshop 4 – Interviewing Practical
 Workshop 5 – Reviewing Performance Preparation
 Workshop 6 – Reviewing Performance Practical
 Workshop 7 – Negotiation Preparation
 Workshop 8 – Negotiation Practical
 Workshop 9 – Training Preparation
 Workshop 10 – Training Practical
 Workshop 11 – Training Practical

Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week. This will consist of:

- A 2 hour 'essential management skills' workshop involving preparation workshops and practical workshops
- A 1 hour employability/graduate careers session to aid preparation for placement application, promote early career planning and introduce students to placement and wider employability opportunities (including through employer presentations)

Part 3: Assessment

The assessment strategy adopted on this module is designed to assess students' critical understanding of the theoretical and applied dimensions of managing people and their reflective understanding of the skills required in managing people. Opportunities for formative assessment and interim feedback, including peer feedback) for example, in the skills workshops) are built into module delivery.

There are two components to the summative assessment for this module.

COMPONENT A:

'Employability' portfolio' reflecting the completion of in-class activities relating to the employability stream of the module related to students' future career plan in relation to their discipline of Marketing and Events Management.

COMPONENT B: This component has four elements:

Skills workshop portfolio consisting of activities undertaken in preparation for and reflective exercise subsequent to the weekly workshops based on each of the management skills:

- Interviewing
- Reviewing performance of others
- Negotiating at work
- A training plan and evaluation document

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	25%	75%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Employability Portfolio (nominally 1500 words max)	100	
Component B Description of each element	Element weighting (as % of component)	
1. Skills workshops Portfolio (2500 words max.)	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions)	Element weighting	

Description of each element	(as % of component)																									
1. Resubmission of Portfolio	100%																									
Component B Description of each element	Element weighting (as % of component)																									
1. Literature review (1500 words)	100%																									
Part 4: Teaching and Learning Methods																										
Learning Outcomes	<p>On successful completion of this module students will:</p> <ul style="list-style-type: none"> • Demonstrate understanding of, and define good practice in the management of people, demonstrating the ability to compare and contrast theory and practice. (Component A and B). • Develop competence and self-awareness of their own strengths and weaknesses in a range of people management and employability skills including interviewing, conducting performance reviews, negotiating and training, and develop strategies for further development. (Component A and B) • Demonstrate the meaning of acquired skills in the context of careers and placements associated with the study of Business and Management degree pathways, of those skills of most valued by graduate employers and how these skills are developed in their studies and other contexts (Component A and B) • Recognize and define their own skills, qualities and attributes (for example, in a high quality graduate CV or interviews) in a way which is meaningful to employers, to identify and analyse areas of personal development required (Component A) 																									
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5">Number of credits for this module</td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Reading List	<p><i>Please create a reading list on http://readinglists.uwe.ac.uk, and include a link to your list in this section.</i></p> <p>Indicative reading list (all available electronically)</p> <ul style="list-style-type: none"> • ACAS (2015) <i>Recruiting Staff</i>. London: ACAS 																									

<http://www.acas.org.uk/index.aspx?articleid=1371>

- Anderson, A. (1993) *Successful Training Practice*. Oxford: Blackwell. (Chapter 5) **(on Blackboard)**
- Anderson, N. and Shackleton, V. (1993) *Successful Selection Interviewing*. Blackwell: Oxford. (Chapter 3) **(on Blackboard)**
- Beevers, K. and Rea, Andrew. (2010) *Learning and Development Practice* CIPD: London. (Chapters 4, 5 and 6) **(Chapter 6 on Blackboard)**
- CIPD. (2014) Competence and competency frameworks. <http://www.cipd.co.uk/hr-resources/factsheets/competence-competency-frameworks.aspx>
- Carbery, R. and Cross, C. (2013) *Human Resource Management*. London: Palgrave Macmillian. (Chapter 7 pg 107 - 113) **(on Blackboard)**
- Fenn, P. (2011) *Commercial Conflict Management and Dispute Resolution*. London: Taylor Francis. Chapter 4. **(on Blackboard)**
- Fisher, R. and Ury, W. (2012) *Getting to yes, negotiating an agreement without giving in*. London: Random House. **(eBook)**
- Foot, M. and Hook, C (2011) *Introducing Human Resource Management*. Essex: Pearson Education Limited. (Chapter 7) **(on Blackboard)**
- Jackman, J.M., & Strober, M.H. (2003). Fear of feedback. *Harvard Business Review*. 81(4), pp101-107.
- Sebenius, J. (2001) Six Habits of Merely Effective Negotiation. *Harvard Business Review*. April 2001.
- Smith, T. (2007) Let's make a deal: A guide to successful workplace negotiations. *Business and Economic Review*. Oct – Dec 2007.
- Torrington D., Hall L., Taylor, S. and Atkinson, C. (2014) *Human Resource Management*. 9th ed, FT Prentice Hall: Harlow. (Chapter28) **(on Blackboard)**

Watson, G. and Reissner, C. (2014) *Developing Skills for Business Leadership*. CIPD: London. (Chapter 9

First CAP Approval Date	15 December 2016 - Version 1 - link to RIA			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	2	Link to RIA