



Module Specification

Elements of Management in Practice

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Part 1: Information

Module title: Elements of Management in Practice

Module code: UMCDQN-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: This module will introduce students to key aspects of business practice in an accounting and finance context. This will include the principles of good

management, leadership, ethical decision making, and marketing practice, in the context of the current financial industry business climate.

Outline syllabus: Students will cover the following topics:

Market audit process

Marketing data collection and analysis

Segmentation, targeting and positioning

Principles of the marketing mix

What is leadership and its relationship with management

Traits and styles of leaders

Transformational and transactional leaders

The role of followers and group leadership

Ethical frameworks and their application in business decision making

Part 3: Teaching and learning methods

Teaching and learning methods: Lectures will highlight the theoretical fundamentals which will be expanded and explored further in workshops through real life cases and examples. Guest speakers from the accounting and finance industry will provide additional perspectives to ensure the learning is applied and practice led.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Evaluate and apply key marketing theories, concepts and models in an accounting and finance business context

MO2 Evaluate and apply key leadership theories, concepts and models in an accounting and finance business context

MO3 Apply ethical frameworks to analyse real world case studies

MO4 Make well-reasoned decisions in case study analysis

MO5 Develop reflective practice skills

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: The module assessment will be through one task, an analysis and evaluation of a case study, which will synthesise the broad range of subject areas covered in the module. This will require students to draw together their learning from the topics covered and apply these to the case study scenario. Students will be required to conduct their own research as part of the case study analysis, identifying and utilising relevant practical and academic sources, to further understand and evaluate the case study context. The submission will include an appendix with a 500 word reflection on how the learning has impacted the student's own perspective on good business practice.

Formative assessment strategies, such as direct questioning, and peer assessment and feedback, will be utilised throughout the module delivery to assist students to have a clear understanding of the module learning outcomes, and how they will be assessed.

Assessment components:

Case Study (First Sit)

Description: Case study analysis (200 words) with reflection (500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Case Study (Resit)

Description: Case study analysis (200 words) with reflection (500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Accounting and Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Accounting and Business Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Accounting and Management {Foundation} [Sep][FT][Frenchay][4yrs] - Withdrawn BA (Hons) 2021-22

Accounting and Management {Foundation} [Sep][SW][Frenchay][5yrs] - Withdrawn BA (Hons) 2021-22

Accounting and Business Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Accounting and Business Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22