



MODULE SPECIFICATION

Part 1: Information			
Module Title	Elements of Management in Practice		
Module Code	UMCDQN-15-2	Level	2
For implementation from	Sept 2020		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Business and Management Cross Disciplinary
Department	Business and Management		
Contributes towards	BA (Hons) Accounting and Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description

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. 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.

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: Assessment: Strategy and Details

The module assessment will be through one component, 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.

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Case study analysis (2000 words) with reflection (500 words)	100%	
Component B Description of each element	Element weighting (as % of component)	
N/A		
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Case study analysis (2000 words) with reflection (500 words)	100 %	
Component B Description of each element	Element weighting (as % of component)	
N/A		
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Evaluate and apply key marketing theories, concepts and models in an accounting and finance business context (A) 2. Evaluate and apply key leadership theories, concepts and models in an accounting and finance business context (A) 3. Apply ethical frameworks to analyse real world case studies (A) 4. Make well-reasoned decisions in case study analysis (A) 5. Develop reflective practice skills (A) 	

Key Information Sets Information (KIS)	Key Information Set - Module data																		
	Number of credits for this module				15														
Contact Hours	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours														
	150	36	114	0	150														
Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a;																		
	<p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>0%</td> </tr> <tr> <td></td> <td></td> <td>100%</td> </tr> </table>					Total assessment of the module:			Written exam assessment percentage		0%	Coursework assessment percentage		100%	Practical exam assessment percentage		0%		
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Reading List	Reading List link https://uwe.rl.talis.com/lists/F5AA7D9D-B7CF-7897-AECA-0E28BF2ADE39.html																		

FOR OFFICE USE ONLY

First CAP Approval Date	UVP 10 July 2018 link to UCP Business Case			
Revision ASQC Approval Date		Version	2	<i>Link to RIA</i>