



Module Specification

HRM in the Business Environment

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Part 1: Information

Module title: HRM in the Business Environment

Module code: UMPT9M-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Human Resource Management

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: In order to be effective, human resource management needs to be deeply embedded in the business environment of the organisation. This module explores how human resources contribute to the organisation's business strategy that both reacts to external influences in the environment and identifies future changes that provide opportunities for advantage in an extremely competitive world. It provides a wider understanding of the context in which business decisions are

taken and the major influences on those decisions, critically analysing the role of HR professionals in these processes.

Features: Not applicable

Educational aims: To understand how organisational and HR strategies are shaped by and developed in response to internal and external environmental factors.

To equip students with the knowledge and skills that will enable them to understand, design and implement HR strategies within an organisational context.

To allow students to develop and apply theoretical knowledge and problem-solving skills in the investigation and analysis of aspects of human resource management practices, from the business context.

To equip students with an understanding of how stakeholder perceptions' of HR's status and professional legitimacy can impact on practice.

To introduce students to the notion and practice of self-directed learning to enable them to investigate HRM in the business environment in depth, from a critical perspective.

Outline syllabus: Key concepts in business strategy

Environmental, industry and competitive analysis

Defining and analysing strategic capability/competitive advantage

HR and its status as a profession

The use of people data by HR professionals

Devising and implementing HRM strategy

Quantitative and qualitative approaches to measuring HR's contribution at the level of individual organisations.

The external environment - economic, political, technological, social, and institutional influences

The transformation of structures and processes of social regulation in the world of work, employment and HR

The growing internationalisation of economic activity, markets, and organisation of production, alongside the existing institutional architecture to manage and govern it.

Part 3: Teaching and learning methods

Teaching and learning methods: Our approach ensures a seamless and enriching student experience, combining a variety of learning materials including clear text, diagrams, animations, videos, interactive elements, quizzes, and collaborative activities.

Students are encouraged to actively engage with the content through tasks, activities, and quizzes, fostering a deeper understanding of the subject matter. These tasks are authentic, connecting learning to real-world scenarios and directly relevant to programme outcomes.

Moreover, peer learning is actively promoted, leveraging the online environment to facilitate collaborative discussions. Structured online forums will provide a platform to share, discuss, and challenge ideas, fostering a vibrant learning community where diverse perspectives thrive.

Harnessing the power of technology, the module will make full use of online tools to engage students and foster critical thinking. Asynchronous discussion forums and collaborative tools build vibrant learning communities, enriching the educational experience beyond the digital realm.

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

MO1 Analyse systematically the relationship between business strategy and Human Resource Management.

MO2 Critically examine the roles played by HRM professionals and the role of data in the delivery, measurement and evaluation of HRM's contribution.

MO3 Draw critically on theory to analyse and evaluate strategy and the strategic process within particular organisations.

MO4 Evaluate opportunities and constraints for HR in light of contextual factors and international, national, sectoral, and local influences on employment policy and practice.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 150 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/3D65D379-C3F9-B35E-E79D-5E98A62E8802.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/3D65D379-C3F9-B35E-E79D-5E98A62E8802.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The assessment requires students to review theory and knowledge in the context of case-study based analysis, whether in the form of written case studies or students' own employing organisation.

Summative assessment takes place in the form of one piece of written coursework (3000 words) which requires case analysis in the light of relevant literature. This assessment will enable students to demonstrate that they have achieved the learning outcomes, and covered the syllabus.

Assessment tasks:

Written Assignment (First Sit)

Description: The assessment will consist of a 3,000 word written assignment, applying the theories and concepts covered in class to their own organisation/case study.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: The assessment will consist of a 3,000 word written assignment, applying the theories and concepts covered in class to a case organisation.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Human Resource Management [UWE Online] MSc 2023-24