



Module Specification

Managing People (Marketing, Events and Tourism)

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Part 1: Information

Module title: Managing People (Marketing, Events and Tourism)

Module code: UMPDDH-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Human Resource Management

Module type: Module

Pre-requisites: None

Excluded combinations: Managing People (Accounting, Economics and Finance) 2023-24, Managing People (Business, International and Management) 2023-24, Managing People (Marketing, Enterprise and Tourism) 2023-24

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: In addition to the Learning Outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the

following:

Skills in independent learning, group work, critical evaluation, critical self-reflection, discussion and debate.

The ability to make informed decisions about their immediate future, whether a third year work placement or entering post-graduation employment or further study.

The ability to recognize and articulate their skills, qualities and attributes (for example, in a high quality graduate CV or interviews) in a way which is meaningful to employers.

Outline syllabus: The contemporary employment relationship

HRM, Strategy and Organisational Performance

The Context of HRM

People Resourcing

Managing Employee Performance

Managing Employee Reward

Human Resource Development

Employment Relations

HRM, Equality and diversity

The Changing Nature of Careers

Managing Workplace Conflict

Work and Wellbeing

Part 3: Teaching and learning methods

Teaching and learning methods: Module delivery will be based on 6 hours of scheduled learning and teaching activities per teaching week. This will consist of:

Two weekly hour-long lectures for the delivery of core syllabus concepts, theory and organisational 'good practice; in HRM.

A weekly one hour tutorial for the exploration and application of core syllabus concepts to case study material through problem-based learning.

A two hour 'essential management skills' workshop.

A one 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).

The module is organised thematically with each week's teaching contributing to a holistic understanding of an operational aspect of HRM or a critical issues in managing people. This horizontal integration of the various elements of the module will ensure that students are made aware of the linkages from theory to 'real-life' application to (individual) practice. 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.

Scheduled learning includes lectures (24 hours), tutorials (12 hours) and skills workshops (24 hours).

Independent learning includes approximately 230 hours engaged with essential reading, tutorial preparation completion of coursework assignments and exam

revision.

Placement learning: Placement preparation, including employer presentations (12 hours).

Extensive use will be made of Blackboard for guided independent study work; to support students' learning; to facilitate interactions between students e.g. for group project work, and as a repository for students' own work thereby promoting a sense of learning community. Students will also be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module. In addition a number of e-learning resources will also be used, including:

The MySkills Study Skills website at

<http://www.uwe.ac.uk/library/resources/hub/>

Skills4study (s4s) as part of the MySkills resource (Academic reading and note making; Critical thinking; Academic writing; Referencing and plagiarism)

iSkillzone <http://iskillzone.uwe.ac.uk>

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

MO1 Understand the nature of contemporary people management in its broader context (including product markets, business strategy, labour markets, organisations, occupational structures, industry sector and national business systems)

MO2 Understand the contemporary employment relationship and its constituent elements

MO3 Critically assess core concepts and contemporary practice in HRM, including reward and performance management, employee involvement and resourcing

MO4 Apply theory and 'real-life' practice in HRM, and understand the role of line managers in enacting HRM policies and practices

MO5 Understand critical HRM concerns, including ethical decision-making and managing diversity

MO6 Appreciate good practice and start to develop competence in a range of people management and employability skills including interview, conducting performance appraisals and handling workplace grievance

MO7 Understand and appreciate the meaning of acquired skills in a work context, those skills most valued by graduate employers, and how these skills are developed in their studies and other contexts

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Placement = 12 hours

Face-to-face learning = 60 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umpddh-30-2.html) via the following link <https://uwe.rl.talis.com/modules/umpddh-30-2.html>

Part 4: Assessment

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

There are two assessment tasks to the summative assessment for this module:

Assessment task 1: Project

Group presentation to assess students understanding of key concepts and processes in HRM and their utilisation in practice.

Assessment task 2: Written assignment (1500 words)

Assessment tasks:

Written Assignment (First Sit)

Description: Individual written assignment (1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Project (First Sit)

Description: Presentation (approximately 20 minutes)

Weighting: 50 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Project (Resit)

Description: Case study examination (1.5 Hours in a 24 hour window). Students are asked to write answers comparable to the content covered in first sit project.

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Written Assignment (Resit)

Description: Individual written assignment (max 1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study: