

# **Bachelor of Science (Honours) Management (Human Resources) (Top-up)**

*Part-time, developed and awarded by The University of Manchester, UK*

## **Second Year Units**

### **APPLIED MARKETING**

The unit provides the opportunity to acquire an understanding of marketing planning and strategy and to investigate the application of the principles and practice of marketing in a rapidly developing environment. Attention is focused on a number of marketing issues and sectors of the economy, including: marketing planning and strategy; a broadened concept of marketing to include marketing ethics; services marketing and retailing.

### **GLOBALISATION AND EMPLOYMENT**

Globalisation and Employment introduces students to research on the implications of globalisation for employment. It begins by identifying the key processes of globalisation, especially trade, multinational companies, global production networks and labour migration. Students are encouraged to critically investigate the implications of the growth of world trade, Asian economies, multinational companies, labour migration and global production networks for the organisation/location of production and patterns of employment. Using a series of sector, company and country case studies, the unit provides students with an international perspective on contemporary trends in changing patterns of employment and an understanding of key issues for national and international employment policy.

### **INTERNATIONAL BUSINESS: THE GLOBAL ENVIRONMENT**

This unit contributes to the understanding of all kinds of transactions that take place across national borders. Cross border transactions are distinctive because of differences in resource endowments, culture, language, currencies, laws, market regulations and infrastructure, which have given rise to the interdisciplinary study of international business. The main objective of this first of two International Business units is to explain how and why countries differ. This unit offers a thorough review of the economics and politics of international trade and investment and takes an evolutionary perspective, which is a relatively recent conceptual framework. The analysis and discussions are mainly based on the experience of the last four decades and encourage students to investigate, analyse and synthesise data and specific constructs in the context of the international economy.

### **MANAGERIAL ECONOMICS**

The objective of the unit is to provide a rigorous treatment of those aspects of economic theory and practice which help to explain and/or solve certain business problems. The unit concentrates on a set of microeconomic topics that are particularly relevant to strategic decision-making including the objectives and decision making procedures of firms; market and demand analysis; supply factors in the operations of the firm; pricing strategies; corporate growth and development.

# **Bachelor of Science (Honours) Management (Human Resources) (Top-up)**

*Part-time, developed and awarded by The University of Manchester, UK*

## **PEOPLE, MANAGEMENT AND CHANGE**

This unit takes as its focus the involvement of people in the process of management and change. By exploring the human dimension of the organisation of work it aims to familiarise students with theories of organisation and change that are of relevance for understanding, analysing and implementing change; situate change processes in their historical and cultural contexts by introducing comparative studies of the management of change; and encourage a critical appreciation of the role of management in organisations.

## **QUANTITATIVE METHODS FOR MANAGEMENT**

This unit aims to provide students with a working background in probability theory, descriptive analysis and statistical inference. It will also help to develop skills in the use of mainstream statistical software. Students will be able to identify and manipulate probability distributions for use in relevant management situations. It will enable students to perform effective descriptive statistical analysis as well as statistical inference for a variety of mainstream applications, and to obtain a proficiency in the use of popular statistical packages.

## **FORMATIVE ESSAY**

This unit is a non-credit bearing compulsory formative essay to assist students with their academic writing skills. The purpose is to help students understand what is needed in an academic essay and to see where they need to develop a better understanding or style. The formative essay is a compulsory requirement for progression from year 2 to year 3 of the Programme.

## **Final Year Units**

### **BEHAVIOURAL STRATEGY**

The unit will provide an appreciation of the major behavioural challenges associated with the strategic management process. The unit will analyse the behavioural micro foundations for organisational strategic adaptability, from opportunity recognition to effective strategic decision making and managing strategic change. It aims to introduce students to a range of concepts, tools, techniques and processes designed to understand and enhance strategic thinking and behavior, with a view to improving the strategic flexibility of organisations.

### **BUSINESS FINANCE/FINANCIAL MARKETS AND INSTITUTIONS**

The unit begins with an introduction to the role and structure of financial institutions. This is put in perspective with recent market developments and innovations. It is intended that students should have a comprehensive understanding of the financial system by the end of the unit. The second part introduces two major financial decisions: investment and financing decisions. Strong emphasis is placed on the

## **Bachelor of Science (Honours) Management (Human Resources) (Top-up)**

*Part-time, developed and awarded by The University of Manchester, UK*

understanding of the main financial instruments and the valuation of different financial assets by investors. This is again put in perspective with recent market developments and innovations.

### **GLOBAL MANAGEMENT, PEOPLE AND THE DIGITAL DIVIDE**

The aim of this unit is to examine the business implications of the growth of access to computers and the Internet, along with the political, social and ethical issues. The unit will examine theoretical foundations, transition and governance issues, diversity and access issues, and contemporary cases on this topic. Political and social issues include the ethics and societal ramifications. Students will be able to understand the problems associated with the digital divide, describe the economics and identify risks of the digital divide, evaluate appropriate governance models, critically evaluate the implications of the digital divide on individuals, countries and society. As well as have familiarity with the techniques and tools of that have been developed to address this phenomenon and the specificity and complexity of technological inequality.

### **INTERNATIONAL BUSINESS: STRATEGY, STRUCTURE AND BUSINESS FUNCTIONS**

The final year International Business starts with an introduction of the role and functions of the foreign exchange market and the global monetary system. It moves on to examine the various strategies and structures adopted by international businesses today. Other specific topics will include modes of foreign market entry, export/import transactions and countertrade. In addition, the unit focuses a great deal on the empirical aspects of international business, as it offers a large number of case studies and updated examples in order to illustrate how international managers operate.

### **INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

The unit provides an analytical framework for the study of human resource management theories, policies and applications on an international scale. At the end of the unit, students should understand the role of employment in the organisation to develop comparative advantage within a global economy. The focus will be on the spread of HRM practice related to societal, historical and cultural factors; the implications of different HRM practices for competitiveness; the impact of globalisation; the complications of the development of multinationals for human resource management; and the problems of managing in a crosscultural environment.

### **LEADERSHIP AND SUCCESS AT WORK**

The unit is split into five components. The first component is a general overview to success in leadership. The second component concerns skills relating to influencing the self and others. The third component concerns skills for leading ethically. The fourth component concerns skills for personal development. The fifth component concerns skills for leading others to success. In addition to these components, there

## **Bachelor of Science (Honours) Management (Human Resources) (Top-up)**

*Part-time, developed and awarded by The University of Manchester, UK*

are two further lectures to consolidate students' knowledge and provide insight and understanding into the unit assessments.

*\*The above unit listing is subject to change by the University at any time.*