

School of Management

Head of School Professor P McKiernan

Degree Programmes

Graduate Diploma: Health Care Resource Management
International Business Studies
Marketing

M.Litt.: Health Care Resource Management
International Business Studies
Marketing

M.Phil.: Health Care Resource Management

Programme Requirements

Health Care Resource Management

Graduate Diploma: 120 credits including MN5031, MN5032, MN5037 and any other 5000 level module from within social science subject to the approval of the Head of School (e.g. Management of Change or Human Resource Management)

M.Litt.: 120 credits as for the Graduate Diploma plus MN5099

M.Phil.: 120 credits as for the Graduate Diploma, 60 credits worth of research training modules (details to be confirmed) plus a thesis of not more than 40,000 words

International Business

Graduate Diploma: 90 credits including BS5105, BS5201, BS5202, BS5203, BS5204, BS520plus 30 credits from (BS5220, BS5120, BS5221, BS5122, BS5121, BS5222, BS5123, BS5124, BS5125, BS5126, BS5127, BS5128 or BS5129)

M.Litt.: 120 credits as for the Graduate Diploma plus BS5199

Marketing

Graduate Diploma: 90 credits including BS5101, BS5102, BS5103, BS5104, BS5105, BS5106, plus 30 credits from (BS5220, BS5120, BS5221, BS5122, BS5121, BS5222, BS5123, BS5124, BS5125, BS5126, BS5127, BS5128 or BS5129)

M.Litt.: 120 credits as for the Graduate Diploma plus BS5199

Management – 5000 Level Modules

Modules

A set of formal generic research training modules are in preparation for the Social Sciences (Economics, Management, International Relations, Psychology, Geography and Social Anthropology) and details will be available at the beginning of session 2004/5.

BS5101 Marketing and Organisations

Credits: 15.0 Semester: 2

Programme(s): Compulsory module for M.Litt. and Graduate Diploma in Marketing

Description: This module critically challenges the view that a marketing orientation is a precursor for success in business environments. Alternative views are explored and critiqued against the backdrop of theories of organisational design. Specifically, the module shows how organisations can be analysed, designed and changed through the medium of different images of organisation. Drawing heavily on the seminal work by Gareth Morgan, each image focuses attention to significant aspects of the organizing process, and provides a distinctive means of understanding and managing organisations. The course is designed to show how marketing managers and any other organisational member can use these images of organisations as tools for guiding and informing action. Two key themes in the module are change and internationalisation: change because there is rarely anything which is “fixed” about organisational life; one way of looking at organisations is that they are always in a state of becoming; internationalisation because looking at organisations and theories from other countries helps you to understand your own organisations from a much wider and more valuable perspective.

Class Hour: To be arranged.

Teaching: One lecture, Alternate week seminars

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

BS5102 Buyer Behaviour

Credits: 15.0 Semester: 2

Programme(s): Compulsory module for M.Litt. and Graduate Diploma in Marketing

Description: This module examines the various models of buyer behaviour from a consumer and a business to business perspective in order to develop effective product, communication and delivery strategies. The module aims to explore the main theories of buyer behaviour and to apply these to the 21st century consumer. The theoretical foundations of buyer behaviour drawn from economics, psychology, anthropology and management are explored and the notion of consumption as the basis of constructing identity and the implications of this for marketing. Finally, the nature of the organisational buying is explored including the models of business purchasing and the role of individuals in decision making units.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

BS5103 Marketing Research

Credits: 15.0 Semester: 2

Programme(s): Compulsory module for M.Litt. and Graduate Diploma in Marketing

Description: This module introduces students to the theories of research and to the practical demands of data collection and analysis. The module covers research philosophies, types of data and the associated techniques for its collection, including quantitative and qualitative methods. Practical use of computer packages for data analysis and analysis techniques is included. This module also provides a strong insight into the theoretical and methodological unpinning for the dissertation.

Class Hour: To be arranged.

Teaching: Blocked lectures, practical project.

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

BS5104 Marketing Communications

Credits: 15.0 Semester: 1

Programme(s): Compulsory module for M.Litt. and Graduate Diploma in Marketing

Description: The aim of this module is to introduce students to both academic and practice-orientated critiques of the range of marketing communication strategies available to companies. Students are asked to critically evaluate the theories and associated processes of communication and the subsequent development of communication strategies in organisations. A range of communication channels are explored and the tools available for effective marketing messages, including activities such as sales promotion, personal selling, sales management, direct marketing and branding. Finally the difficulties in measuring effective marketing communications are evaluated.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

BS5105 International Marketing

Credits: 15.0 Semester: 1 & 2

Programme(s): Compulsory module for M.Litt. in International Business and M.Litt. and Graduate Diploma in Marketing

Description: This course essentially involves the critical study of International Marketing. Key theories are examined carefully against the backdrop of questions such as: What is an International Marketing Strategy? How is it developed? What role does it fulfil in the organisation? The course will examine the macro and micro factors that influence and affect International Marketing. It is designed to equip students with the necessary skills to make Marketing decisions in a global context.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

BS5106 Marketing Planning and Strategy

Credits: 15.0 Semester: 1

Programme(s): Compulsory module for M.Litt. and Graduate Diploma in Marketing

Description: Drawing on the previous knowledge in the fundamentals of marketing and buyer behaviour modules, this module explores the conceptual and operational issues inherent in achieving a market orientation and the analytical tools available to marketing managers. The aim of the module is to provide students with a critical understanding of the role of marketing within organisations, and the benefits of adopting a marketing orientation, to provide a knowledge of the tools available to marketing managers in developing marketing strategies and evaluation strategies for assessing marketing success.

Class Hour: To be arranged.

Teaching: Alternate week seminars.

Assessment: Continuous Assessment =50%, 2 Hour Examination = 50%

BS5120 E-Business

Credits: 15.0 Semester: 1

Programme(s): Optional module for M.Litt. and Graduate Diploma in Marketing or M.Litt. and Graduate Diploma in International Business

Description: This module examines different models and perspectives for e-business related strategies and actions in order to develop effective deployment strategies for the 'new' technologies. Whilst attention is often exclusively focused on the main issues surrounding buying and selling over the Internet this module also acknowledges the fact that there are many issues for strategy and action across the whole supply chain. As such, online buying and selling practice as well as the activities of servicing customers (pre and post-sale), collaborating with partners and transacting inside the organisation are evaluated. Finally, as all of these activities are conducted via applications that are enabled by an infrastructure the module also provides an overview of some key infrastructure elements.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 100%

Management – 5000 Level Modules

BS5121 Marketing and Society

Credits:	15.0	Semester:	2
Programme(s):	Optional module for M.Litt. and Graduate Diploma in Marketing or M.Litt. and Graduate Diploma in International Business		
Description:	Marketing is thought by some to be the key business function which provides an interface between societal pressures and corporate responses. In this module students engage in the increasingly important study of the ethical dimension of business activity with a specific emphasis on Marketing. Students will learn of the key areas of marketing concerned with ethical dilemmas such as communication, research, product safety and examine the social and legal dimensions of these activities. The key aim of the module is to provide students with a conceptual and practical framework for understanding the role of ethics in marketing decision-making.		
Class Hour:	To be arranged.		
Teaching:	Alternate week seminars.		
Assessment:	Continuous Assessment = 100%		

BS5122 Understanding Chinese Business Networks in South East Asia

Credits:	15.0	Semester:	2
Programme(s):	Optional module for M.Litt. and Graduate Diploma in International Business and M.Litt. and Graduate Diploma in Marketing		
Description:	Today ethnic Chinese control some 98% of the East Asian economy outside Korea and Japan. Such is their influence, that doing international business with Singaporean, Malaysian, Indonesian, Thai or Filipino companies is likely to mean doing business with people of Chinese origin. Within closely-knit business networks based on common village origin or shared dialect, ethnic Chinese investment activities have criss-crossed the region and have expanded into the rapidly developing People's Republic of China. This module looks at the origins and nature of Chinese business networks in East Asia, examines the shared culture and customs of ethnic Chinese, analyses their business behaviour and assesses the implications of doing business with them, before examining some contemporary issues and challenges facing Chinese business networks.		
Class Hour:	To be arranged.		
Teaching:	One lecture, one seminar.		
Assessment:	Continuous Assessment = 50%, 2 Hour Examination = 50%		

BS5123 Scenario Thinking and Strategy

Credits:	15.0	Semester:	Either
Programme(s):	Optional module for M.Litt. and Graduate Diploma in International Business and M.Litt. and Graduate Diploma in Marketing		
Description:	The structure of environments facing organisations or nations can lie on a scale where the ends represent the static and simple interplay of variables or their dynamic and complex counterparts. The former can best be understood by formal and systematic analysis where the use of quantitative forecasting techniques is especially useful. The latter, which represents the structure of many global sector and market environments, is best analysed using softer, qualitative techniques. Of these, scenario thinking has gained significant ground since its commercial birth in the 1960s. It involves the careful building of stories about how potential futures might evolve. This module will develop understanding of the complexity of environments through the use of scenarios and demonstrate the use of scenarios in public policy and strategy development. The methodologies are many and require multi-disciplinary input ranging from history, social anthropology, ethics, political economy, meteorology, global affairs amongst others.		
Class Hour:	To be arranged.		
Teaching:	One lecture, one seminar.		
Assessment:	Continuous Assessment = 100%		

BS5124 Business Marketing

Credits: 15.0 Semester: Either
Programme(s): Optional module for M.Litt. and Graduate Diploma in International Business and M.Litt. and Graduate Diploma in Marketing

Description: Industrial or business-to-business marketing (B2B) is concerned with the marketing of goods and services to commercial enterprises, institutions, governments, or other organizations. As such it differs considerably from most marketing courses that focus on the marketing of goods to final consumers (i.e., business-to-consumer marketing or B2C). B2B marketing deals with individuals and groups that represent organizations, some of whom may be larger and more powerful than the firm selling to them. In addition, these individuals often are trained specifically as professional buyers or have significant product knowledge. Finally, B2B markets are subject to derived demand that is frequently volatile in nature.

This module will focus on a wide range of issues including supply chain management, organizational buying behaviour, buyer-seller relationships, relationship marketing, partnering and strategic alliances, as well as the traditional 4 Ps.

Class Hour: To be arranged.
Teaching: One lecture, one seminar.
Assessment: Continuous Assessment = 100%

BS5125 Corporate Finance and Management

Credits: 15.0 Semester: Either
Programme(s): Optional module for M.Litt. and Graduate Diploma in International Business and M.Litt. and Graduate Diploma in Marketing

Description: This module separates the problems of financially vulnerable firms from financially strong firms and examines the management and control issues that this give rise to. The balance sheets and cash flows of vulnerable firms tend to be unusually susceptible to financial pressures and cyclical influences; asymmetries of information and agency costs operate as constraints on the access of such firms to external funding; they are likely to experience both credit and equity rationing in conditions of high interest rates; cash-flow interdependencies may adversely affect dividend and capital expenditure decisions alike. Financially strong firms to a large extent cope with such problems.

Class Hour: To be arranged.
Teaching: One lecture, one seminar.
Assessment: Continuous Assessment = 100%

BS5126 Managing Change/Changing Managers

Credits: 15.0 Semester: Either
Programme(s): Optional module for M.Litt. and Graduate Diploma in International Business and M.Litt. and Graduate Diploma in Marketing

Description: Organizations are complex and dynamic social entities. The extent to which any group of individuals (including managers) can claim to ‘manage’ change must be questioned. Indeed, change programmes offered by gurus and hero managers often address structural change but rarely the implications for those who endure enforced change at work. With this in mind the module addresses the sometimes difficult role which is required by either managers or external change agents in their quest to facilitate change programmes within organizations. A full range of literature and research will be offered to introduce students to the claims made for successful programmes and the evidence that there is for making such claims.

Class Hour: To be arranged.
Teaching: One lecture, one seminar.
Assessment: Continuous Assessment = 100%

Management – 5000 Level Modules

BS5127 Corporate Innovation, Entrepreneurship and Change

Credits: 15.0 Semester: Either

Programme(s): Optional module for M.Litt. and Graduate Diploma in International Business and M.Litt. and Graduate Diploma in Marketing

Description: The module provides an overview of the process of initiating a new venture within an existing company, evaluating it and developing it into a valuable part of the corporate portfolio, or spinning it out as a separate enterprise. Technology-based new products and services are a focus. Topics include the organizational and environmental culture necessary for intrapreneurship, how to recognize and evaluate opportunities, guide the innovation process, diagnose new venture opportunities, create a new venture plan, protect intellectual property, finance and market new ideas, and manage teams and the change process within organizations.

Class Hour: To be arranged.

Teaching: One lecture, each week and two 3 Hour seminars during semester.

Assessment: Continuous Assessment = 100%

BS5128 Public Relations

Credits: 15.0 Semester: Either

Programme(s): Optional module for M.Litt. and Graduate Diploma in International Business and M.Litt. and Graduate Diploma in Marketing

Description: Public relations, or PR, is a term used to describe a wide variety of techniques designed to improve communications between an organisation and its various stakeholders or publics. These publics may include employees, investors, customers and the wider community in which an organisation operates. From a marketing perspective, PR is an important part of the communications mix. Businesses are increasingly integrating PR with advertising, sales promotion, personal selling and/or electronic communications to improve the effectiveness of marketing communications. Because PR tends to utilise non-paid channels of communication, such as the news media, it is an increasingly tempting way for small businesses, non-profit organisations, advocacy groups and individuals such as politicians who have limited budgets to communicate with their stakeholders. However, PR is not without its critics. It is difficult to control how corporate messages may be interpreted and disseminated by the news media. Some organisations or individuals may be tempted to twist the facts to give only one side of a story or issue or to try to put the questionable activities in a positive light. In these cases PR may be dismissed as “spin”. As a result, ethical issues are an important focus of public relations research, education and practice. This module will examine both ethical and managerial issues and will aim to improve students’ public relations skills.

Class Hour: To be arranged.

Teaching: One lecture, one seminar

Assessment: Continuous Assessment = 100%

BS5129 Strategic Product Development

Credits: 15.0 Semester: Either

Programme(s): Optional module for M.Litt. and Graduate Diploma in International Business and M.Litt. and Graduate Diploma in Marketing

Description: The success of all organisations is dependant on building a competitive portfolio of product offerings. This is a dynamic process that requires fusion of market understanding with knowledge and insights from across a business, its customer base and its supply chain. Drawing on studies of product development success this module will examine frameworks for managing new product development. This will involve an investigation of the strategic, process, organisational and cultural issues that have a direct influence on product success. The module will explore approaches within different business sectors and the relationship between product development and brand development. Special emphasis will also be paid to the critical role played by design in value enhancement. The module will conclude with an overview of product development futures and the complex challenges associated with multi-faceted product offerings associated with the rapidly evolving experience economy.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 100%

BS5199 Dissertation Module

Credits: 60.0 Semester: 2

Programme(s): Compulsory module for M.Litt. and Graduate Diploma in International Business and M.Litt. and Graduate Diploma in Marketing

Description: This module provides students with the opportunity to undertake an in-depth investigation into issues within the field of business and to prepare a 15,000 word (approximately) report detailing justified conclusions and recommendations. This is a core element of the M.Litt. and is only available to students who achieve an average assessment grade of 14 or above in the 8 preceding core and option modules. Training in methodology will be provided to students in semesters 1 and 2 as preparation for the dissertation. Supervision of the dissertation is also provided.

Class Hour: Workshops to be arranged.

Teaching: Up to 6 hours supervision per student.

Assessment: Continuous Assessment = 100%

BS5201 International Management

Credits: 15.0 Semester: 2

Programme(s): Compulsory module for M.Litt. and Graduate Diploma in International Business

Description: Companies are becoming more involved in business activities across borders, for example in terms of entering foreign markets, collaborating with firms based abroad and sourcing capital, components and services on international markets. It is therefore essential that managers acquire particular knowledge concerning managing internationally and to develop skills sufficient to meet the challenges and opportunities inherent in cross-cultural interactions.

Class Hour: To be arranged.

Teaching: One lecture and one seminar.

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

BS5202 The International Business Context

Credits: 15.0 Semester: 1

Programme(s): Compulsory module for M.Litt. and Graduate Diploma in International Business

Description: Organisations in general are becoming involved with international business processes, as suppliers to markets, as providers of industrial inputs and involvement in international trading activities to name a few. The environment in which such firms operate is more complex in terms of political, legal, economic, social and technological dimensions than firms which purely operate within national boundaries. This course provides students with a comprehensive knowledge of the international business environment and explores methods of analysing changes and challenges therein. The international business environment is a rapidly-changing entity which provides a major challenge for business operations and their management. Current events and economic change in particular have to be incorporated in addition to theoretical aspects of doing business internationally. With this in mind, students will be strongly encouraged to assess established business practices in the context of their own background reading and international knowledge.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

Management – 5000 Level Modules

BS5203 Managing People in Global Markets

Credits: 15.0 Semester: 1

Programme(s): Compulsory module for M.Litt. and Graduate Diploma in International Business

Description: The course focuses on the management of human resources in global markets and will help participants understand the problems of managing people in an international/multinational context. One of the most important trends in the development of modern economies is the increased globalization of business. Notwithstanding its economic and social impact, however, globalization is having a significant impact on how we manage people, not only in multinational enterprises but in our indigenous companies as, increasingly, we borrow ideas on “best practice” from overseas. Such efforts at globalization, whilst generally successful in bringing economic success, have been fraught with problems, which are often the consequence of ethnocentric management teams and their attempts to export US-style “best practice” human resource management to other countries. Thus, it is critically important for globalizing firms to make sensible and contextually-sensitive decisions in key areas of human resource management, which take into account institutional, cultural and psychological differences between parent company institutions, values and practices, those of host countries and those of third country nationals employed to work in global organizations. These decisions usually concern such areas as how people are organized, recruited, selected, deployed, developed, motivated, compensated and how their performance is managed. They also focus on whether or not global organizations employ uniform human resource practices in their various locations throughout the world. Ultimately, effective international human resource management (IHRM) rests on a thorough understanding of the problems of managing people from different backgrounds and this course attempts to explore such problems in-depth and help students apply their understanding to practical managerial situations.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

BS5204 International Finance

Credits: 15.0 Semester: 1

Programme(s): Compulsory module for M.Litt. and Graduate Diploma in International Business

Description: This module is a survey of contemporary issues in international finance and international financial arrangements. The module deals with a selection from the following issues: exchange rates and exchange rate prediction; derivatives markets and their impact on the stability of the international macroeconomy; international capital mobility and its effect on the stability of the international macroeconomy; the relative efficiency of alternative arrangements for financing investment; risk assessment for international capital investment; new forms of international trade and international investment; international portfolio diversification; the causes and consequences of currency substitution; the anatomy of financial crises.

Class Hour: To be arranged

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

BS5205 Global Business Strategy

Credits: 15.0 Semester: 2

Programme(s): Compulsory module for M.Litt and Graduate Diploma. in International Business

Description: International business strategy is a broad but at the same time synthetic discipline which comprises elements of the international political economy, financial aspects and strategic planning and implementation. This module draws these elements together in the context of the international business environment and seeks to define optimal paths to competitive advantage within this complex and fast-changing business context. The module introduces a wide variety of themes, explanations and interpretations that characterise strategic management. The module will challenge students to consider strategic problems in a rigorous manner and a suitable balance between strategic planning and strategy implementation is maintained.

Class Hour: To be arranged.

Teaching: Alternate week seminars.

Assessment: Continuous Assessment = 50%, 2 Hour Examination = 50%

BS5220 Issues in International Business Law

Credits: 15.0 Semester: 1

Programme(s): Optional module for M.Litt. and Graduate Diploma in International Business and M.Litt. and Graduate Diploma in Marketing

Description: This module involves a comprehensive examination of the legal regulation of international business. From an examination of fundamental concepts, it proceeds to a comparative, national perspective of modes of legal regulation of business. The national context is linked to the international institutional and substantive legal framework of international commercial transactions. Having looked at existing principles, emergent legal structures at a regional level (such as the EU), and the globally like the World Trade Organisation (WTO) will be analysed. This will enable an examination of the management of law and legal considerations within the international business enterprise, and seek to anticipate how legal considerations may be integrated into the organisation.

Class Hour: To be arranged.

Teaching: One two hour lecture, one seminar.

Assessment: Continuous Assessment = 100%

BS5221 International Business in the Context of Imperialism: Case Studies in 19th Century Egyptian History

Credits: 15.0 Semester: 1

Programme(s): Optional module for M.Litt. and Graduate Diploma in Marketing or M.Litt. and Graduate Diploma in International Business

Description: 'My country is no longer in Africa, it is in Europe.' So is said to have remarked the Khedive Ismail, who from 1863 until his abrupt deposition in 1879 was the practically independent and entirely unaccountable ruler of Egypt. Coming from Ismail the remark would have been intended to impress, but so far as Egypt's 19th century economy was concerned it contained a good deal of truth. Aggressive state driven modernisation of the economy had begun early in the century under Ismail's grandfather Mehmet Ali. By Ismail's time, European commerce and capital were dominant features of the Egyptian economy, and the political consequences were beginning to make themselves felt. This module looks at the opportunities, risks and effects of international business in a developing country, where the interests of unaccountable governments and those of foreign capital first coincide, and then come into serious conflict.

Class Hour: To be arranged.

Teaching: One seminar.

Assessment: Continuous Assessment = 100%

BS5222 An Introduction to Hispanic Culture

Credits: 15.0 Semester: 2

Programme(s): Optional module for M.Litt. and Graduate Diploma in Marketing or M.Litt. and Graduate Diploma in International Business

Description: This module aims to introduce students to some of the most significant moments in the cultural evolution of Spain and Spanish America. The course will involve the study of five topics, out of a list which will include the following: Spain's Golden Age, the Spanish Civil War, Revolution and Dictatorship in Latin America, River Plate culture, Post-Franco Spain, and Spanish Cinema. The aim is to provide MLitt International Business students with an awareness of the cultural development of the Hispanic world and thus to prepare them with essential background in an area likely to be relevant to their future business careers. The module will proceed on the basis of a lecture and a seminar a week.

Class Hour: To be arranged.

Teaching: One lecture, one seminar.

Assessment: Continuous Assessment = 100%

Management – 5000 Level Modules

MN5012 Managerial Economics

Credits: 30.0

Semester: 2

Programme(s): Optional module for Health Care Resource Management (HCM) Postgraduate Taught Programme.

Description: This module examines the behaviour of the firm under conditions of uncertainty and imperfect information. The module moves beyond the neoclassical and managerial paradigms, and will help provide some explanations of the way in which some firms and managers behave and make decisions in practice. It examines a selection of the following topics: the emergence of the growth of the firm; markets and hierarchies; principal and agent relationships; strategic behaviour; vertical integration; various forms of firms; conglomerates and multinationals and their welfare policy implications.

Class Hour: To be arranged.

Teaching: Two lectures, fortnightly tutorials and six hours of seminars.

Assessment: Continuous Assessment = 60%, 2 Hour Examination = 40%

MN5013 Human Resource Management

Credits: 30.0

Semester: 2

Programme(s): Optional module for Health Care Resource Management (HCM) Postgraduate Taught Programme.

Description: This module considers the development of human resource management and the extent to which it differs from personnel management. It takes students through the theoretical and practical issues involved in recruiting, appraising, rewarding and training employees. It also tackles the issues of human resource planning, trade unions and collective bargaining.

Class Hour: To be arranged.

Teaching: One lecture, one workshop, fortnightly tutorials and six hours of seminars.

Assessment: Continuous Assessment = 60%, 2 Hour Examination = 40%

MN5014 Management of Change

Credits: 30.0

Semester: 1

Programme(s): Optional module for Health Care Resource Management (HCM) Postgraduate Taught Programme.

Description: This module examines the process of change and how this process might be managed. Various models for bringing about planned change are analysed and their strengths and weaknesses highlighted. The issues of teambuilding, participation and resistance to change are addressed. Case studies enable the links between theory and practice to be made and, in particular, they focus on managing technical change, introducing cultural change, and improving the quality of goods and services.

Class Hour: To be arranged.

Teaching: Two lectures, fortnightly tutorials and six hours of seminars.

Assessment: Continuous Assessment = 100%,

MN5031 Health Economics

Credits: 30.0

Semester: 1

Programme(s): **Compulsory** module for Health Care Management Postgraduate Taught Programme.

Description: This module is designed to provide a framework to examine the implications of government health policy. It covers the nature of healthcare as a commodity, and examines demand and supply of health care. The module will provide a methodology for analysing the cost-effectiveness comparison of different health programmes.

Class Hour: To be arranged.

Teaching: One 2 hour lecture, fortnightly tutorials and six hours of seminars.

Assessment: Continuous Assessment = 60%, 2 Hour Examination = 40%

MN5032 Health Care Management

Credits: 30.0 Semester: 2

Programme(s): **Compulsory** module for Health Care Management Postgraduate Taught Programme.

Description: This module examines the nature of the organisation of health care production and delivery and the problems of resource allocation in health care. It covers the following topics: the organisation of health care delivery; output and productivity; quality control; techniques for managing resource allocation in health care, and policy implications of proposed changes.

Class Hour: To be arranged.

Teaching: One two hour lecture, fortnightly tutorials and six hours of seminars.

Assessment: Continuous Assessment = 60%, 2 Hour Examination = 40%

MN5037 Research Evidence in the Management of Health Care

Credits: 30.0 Semester: 1

Programme(s): **Compulsory** module for Health Care Management Postgraduate Taught Programme.

Description: The aim of this module is to establish the important role played by research evidence in the organisation and management of health care delivery. The option will introduce the range of important questions tackled by health services research and describe the main research methods. The emphasis will be on the critical appraisal and application of research findings within the NHS, Management of R & D within the health service will also be covered.

Class Hour: To be arranged.

Teaching: One 2 hour lecture, fortnightly tutorials and six hours of seminars

Assessment: Continuous Assessment = 60%, 2 Hour Examination = 40%

MN5099 Dissertation for M.Litt. Programme/s

Credits: 60.0

Prerequisite: An average grade of at least 14 in course work.

Programme(s): Compulsory module for Health Care Resource Management M.Litt. Postgraduate Programmes

Description: Student dissertations will be supervised by members of the teaching staff who will advise on the choice of subject and provide guidance throughout the research process. The completed dissertation of not more than 15,000 words must be submitted by the end of August.

Class Hour: At times to be arranged with the supervisor

Teaching: Individual Supervision

Assessment: Dissertation = 100%

MN5232 Health Care Management

Credits: 20.0 Semester: 2

Programme(s): Optional module for M Res in Health Geography

Description: This module examines the nature of the organisation of health care production and delivery and the problems of resource allocation in health care. It covers the following topics: the organisation of health care delivery; output and productivity; quality control; techniques for managing resource allocation in health care, and policy implications of proposed changes.

Class Hour: 9.00 am Thursday.

Teaching: One 2 hour lecture, two seminars, two tutorials.

Assessment: Continuous Assessment = 100%

Management – 5000 Level Modules

SS5099 Dissertation for M.Litt. Programme/s

Credits: 60.0

Prerequisite: An average grade of at least 14 in course work.

Programme(s): Compulsory module for Management, Economics & International Relations (MEIR) and Management, Economics & Philosophy (MEP) M.Litt. Postgraduate Programmes

Description: Student dissertations will be supervised by members of the teaching staff who will advise on the choice of subject and provide guidance throughout the research process. The completed dissertation of not more than 15,000 words must be submitted by the end of August.

Class Hour: At times to be arranged with the supervisor

Teaching: Individual Supervision

Assessment: Dissertation = 100%