

Unit Title: Management in Action	Unit Code: MIA
Level: 5	Learning Hours: 160
<p>As a synoptic module, this is designed to provide an integrated overview of the key knowledge and skills based elements of other modules studied in the Diploma programme.</p> <p>Learning Outcomes and Indicative Content:</p> <p>Candidates will be able to:</p> <p>1. Understand, evaluate and apply, within a business context, key theories and concepts covered in the units:</p> <ul style="list-style-type: none"> 1.1 Financial Accounting 1.2 Human Resource Management 1.3 Economic Principles and Their Application to Business 1.4 Marketing Policy Planning and Communication 1.5 Organisational Behaviour 1.6 Quantitative Methods for Business and Management <p>2 Understand the nature, role and significance of management activities in a range of organisations</p> <ul style="list-style-type: none"> 2.1 Demonstrate the transferable skills of critical thinking, analysis, synthesis, problem solving, decision making and quantitative aspects 2.2 Apply business-specific tools of analysis, decision making and evaluation to a wide range of scenarios and problems and use them to devise and sustain arguments 2.3 Find solutions to problems and issues that might be encountered in the contemporary professional and business world <p>3 Identify and explain the structure and content of meetings and interviews</p> <ul style="list-style-type: none"> 3.1 Identify different types of meetings and interviews 3.2 Explain the formal structures, procedures and documentation needed for successful meetings and interviews <p>4 Explain and employ the various types of written communication used in business and organisational contexts</p> <ul style="list-style-type: none"> 4.1 Demonstrate the ability to use the complete range of written communications including electronic mail messages, letters, briefs, direct mail messages, reports and press releases 	

5 Discuss and describe the use of visual aids to enhance oral communication

- 5.1 Examine the purpose of presentations
- 5.2 Explain how to deliver effective oral communications and discuss the factors that need to be taken into consideration
- 5.3 Describe how to choose and use visual aids and explain the value of using visual communications for business
- 5.4 Find solutions to various scenarios regarding the role and benefit of various types of graphics

6 Demonstrate an understanding of information technology used for business communication

- 6.1 Explain the benefit of promoting the use of IT in business, including telecommuting, work group commuting, video-conferencing, commercial services and e-business

Assessment Criteria:

- Assessment will be a written examination
- One three-hour paper relating to a business scenario provided in the question paper, containing six questions, of which four should be answered. All questions carry equal weighting

Recommended Reading

Cottrell, S – The Study Skills Handbook 2nd edition (2003) Palgrave Macmillan
ISBN: 1403911355

Jones, R, Raffo, C, Hall, D – Business Studies 3rd edition (2004) Causeway Press
ISBN: 1902796837

Business: The Ultimate Resource 2nd edition (2006) A&C Black
ISBN: 0713675098