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Title: Business Management: Marketing and HR  
Status: Definitive  
Code: **5000BUSPR** (117384)  
Version Start Date: 01-08-2018  
  
Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
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**Academic Level:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 53.5  
**Total Learning Hours:** 240      **Private Study:** 186.5

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	26

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report		45	
Exam	Exam		45	1.5
Reflection	Portfolio		10	

### Aims

*A module which aims to introduce basic models and principles for the effective management of HR and marketing functions within organisations.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Introduce models of hrm to illustrate the contribution of hrm to business success
- 2 Discuss context factors for business and their impact on people management practice
- 3 Understand the marketing concept
- 4 Understand the role of marketing within a range of organisations, including public, private and not-for-profit
- 5 Apply the practices of reflection, analysis and review in relation to career management and personal development.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Report	1	2	
Exam	3	4	
World of Work Award reflection	2	4	5

## Outline Syllabus

*Introduction to Human Resource Management*  
*Human Resource Planning and Flexibility*  
*Recruitment*  
*Selection*  
*Training and Development*  
*Performance Management*  
*Retention and right sizing*  
*Employment Relations*  
*What is marketing?*  
*The Marketing Concept*  
*The Place of Marketing within the Organisation*  
*Marketing Excellence*  
*Marketing Planning*  
*Developing the Marketing Mix*  
*Products and Brands*  
*Consumer and buyer behaviour*

## Learning Activities

There will be a mix of learning activities, lectures, tutorials, workshops and online discussion forums. The content will reflect practitioner led approaches to both HR and Marketing.

## **Notes**

A module which introduces two professional functions within organisations: HRM and Marketing