UCL SUMMER SCHOOL

UNDERSTANDING MANAGEMENT

Key Information

Module code: ISSU0018
Taught during: Session One: Monday 1 July - Friday 20 July 2019
Module workload: 45 teaching hours plus approximately 100 study hours
Module leader: Dr Richard Pettinger
Department: School of Management, Faculty of Engineering
Credit: 15 UCL credits, 7.5 ECTS, 4 US
Level: Level 1, first year Undergraduate
Pre-requisites: Standard entry requirements
Assessment: Group presentation (30%)
Business Report (70%)

Module Overview

This module introduces students to the practice of management, to what managers do, why they do it, and ways in which they set about doing it. Different management activities and roles are explored from both a practical and theoretical perspective. Key management responsibilities such as strategic thinking, analysing the business environment, marketing, and motivating self and others, will be explored alongside a real-life case study. This provides opportunities for students to apply theoretical concepts to an actual business case.

Week One
- Managing in Organisations
- Models of Management
- Managing Strategy and the Business Environment
- Marketing Management

Week Two
- Managing Cultures and Contexts
- Organisational Structure
- Corporate Responsibility

Week Three
- Managing Change and Innovation
- Leading and working in teams
- Influencing and Motivating

Please note that this module description is indicative and may be subject to change.
Module Aims
The aim of the module is to not only introduce students to the essence of management and to the tools managers use, but importantly, will provide real insight into the role of the manager, managing in today’s dynamic and exciting business environment. Management skills will be developed throughout the module.

Teaching Methods
Interactive lectures and seminars, open class and small group discussions, group work and private study. Reading lists will be available online via the UCL library site. Students will be directed towards class materials, further support and discussion forums on Moodle.

Learning Outcomes
Upon successful completion of this module, students will:

- Identify and discuss the problems and issues that surround management practice in organisations, using a critical and informed approach
- Explain and evaluate the main environmental, strategic and operating concerns facing organisations and managers
- Produce, justify, and support arguments in favour of or against particular management initiatives and approaches
- Apply effectively a range of management-related concepts, methods, and analytical approaches to specific cases

Assessment Methods

- Group presentation, 15 minutes with 5 minutes for questions (30%)
- 2500 word Business Report (70%)

Key Texts

Highly Recommended

Further reading
There are a great many Management texts and journals and you may find it useful to consult different texts on the same subjects as the lectures: doing so will consolidate knowledge and give valuable material for supporting you with the module assessments.

The following references are indicative only: you are encouraged to read widely.


**Academic Journals** – excellent source of contemporary research along with issues/challenges facing organisations today.

Academy of Management Review
Academy of Management Journal
British Journal of Management
Harvard Business Review
International Journal of Management
Journal of Management
Journal of Management History
Journal of Management Science
Journal of Management Studies
Journal of Service Management
Organizational Studies

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