MN1001 – ORGANISATIONS & SOCIETY

SECTION 1: UNDERSTANDING THE BUSINESS ENVIRONMENT

MODULE TYPE/SEMESTER: First Year/Core (20 Credits)/Semester 1

MODULES REQUIRED FOR: MN2001 and MN2002

MODULE CO-ORDINATOR: Mrs Diane McGoldrick

MODULE TUTORS: Professor Brad MacKay, Professor John Ferguson and Professor Kirstie Ball

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AIM:  
All organisations face a complex external environment with political, economic, social, technical and moral challenges. In order for organisations to flourish, managers must find a way to assemble resources to understand, anticipate and respond to turbulence in their external environment. The aim of this section of the module is to facilitate this process through the study of a range of analytical tools and their application to a series of case studies.

METHOD OF TEACHING & LEARNING:  
- Lectures and tutorials.
- Lecture hour: 4-5 pm, Monday, Tuesday, Thursday, Friday
- Tutorials: commence in week 3 – details on MMS.

LEARNING OUTCOMES:  
By the end of the module, students should be able to:
- Understand complex issues (via subject material and discussion)
- Apply analytical skills with formal techniques (via lectures, seminars and assessment)
- Apply independent learning skills (undertaking basic research)
INDICATIVE TOPIC OUTLINE:
Lecture Topics:
- Introduction to Strategy and Analytical tools; PESTLE, Five Forces and Industry dynamics, Organisational capabilities and SWOT and Scenario planning. (Brad MacKay).
- Introducing the public, private and third sectors; understanding market failure and regulation; exploring the environmental issue of communications data surveillance and its impact on the different sectors. (Kirstie Ball).
- Introduction to the pressures and trends found in the external environment. (John Ferguson).

ASSESSMENT:
Formative: peer and tutor feedback in class
Summative: Class test to be held in the lecture hour
2-hour written examination in December Examination Diet

CORE READING LIST:
There are two activities that you need to undertake in order to complete the reading requirements for this section of the module.

First, you should buy a quality daily newspaper (such as The Guardian, The Times, The Independent, The Financial Times etc) and read it in order to understand the environment in which organisations operate ... this is a task that will stand you in good stead for tutorials. Moreover, this is a habit that you should keep for the rest of your studies.

Second, you should review a text that considers the issues of the business environment. This task should take you 9 hours in total. It will not be necessary for you to buy a text to cover this activity. Instead, you will need to visit the library and select a text that is suitable for this activity using the library catalogue and search on the key words business environment. This will enable you to locate the management section of the library book stock from which you will be able to select the books you wish to read.

To encourage critical, independent thinking you should also be reviewing articles in academic journals that are available from the library (journal examples include; Academy of Management, Harvard Business Review, Organization).