

BSc Hons Construction Management

Introduction to Management

Student Name

Student ID

Group

Name of Lecturer

Date

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| **Write an essay on the management structure, role of marketing and human resource functions of a selected organisation.** |
| **Introduction** **Introduction (300 words)**Encourage the reader's attention, introduce the topic generally, thesis statement and structure of essay. |
| **Body****Provide a background of the selected organisation (400 words)**Introduce the organisation, when it was established, who established it, the areas in which it operates etc.**State the management structure of the selected organisation (400 words)**You can elaborate on this by providing more information on this management structure, where it originated, when it was introduced etc- this is your opportunity to include references from literature. **Discuss the advantages and disadvantages of the management structure (550 words)**Refer to literature and present at least 3 advantages and 3 disadvantages of the management structure of the selected organisation.**Briefly discuss the 4Ps of the Marketing Mix in relation to the selected organisation (550 words)**Introduce marketing and the 4Ps of the Marketing Mix, use the selected organisation as a case study. **Provide an overview of HR functions and present details of, recruitment and selection, employee relations and talent development of the selected organisation (500 words)**First, provide a brief explanation of HR. Discuss HR functions of the organisation with specific reference to recruitment and selection, employee relations and talent development.  |
| **Conclusion** **Summary of essay (300 words)**Restate thesis statement, review the key points of your essay.  |