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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. |