Module Code | SHRM | NQF level: | 6
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Credit Value | 15 | Study duration: | 9 weeks

This module aims to:
- Develop a clear understanding of the major theoretical approaches to the development of corporate and business strategy
- Examine the link between business strategy and human resource management
- Develop a critical appreciation of strategic HRM and its potential contribution to organisational objectives
- Critically analyse the influence of organisation culture on HRM and the attainment of organisational objectives

Learning outcomes
On completion of this module, students will be able to:
- Critically evaluate the major theoretical approaches to the development of corporate and business strategy.
- Demonstrate the link between business strategy and human resource management
- Explain the concept of strategic HRM and evaluate its potential contribution to organisational objectives

Syllabus
- Development of strategic management
- Development of HRM
- Commitment
- Flexibility
- Quality
- The new industrial relations
- The social partnership
- Organisation culture
- Industrial democracy
- Workplace learning

Learning and teaching methods
The Learning and Teaching Methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and Tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

<table>
<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission Date</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion contribution</td>
<td>2 weeks</td>
<td>End of Unit 2 and Unit 6</td>
<td>20%</td>
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<tr>
<td>Mid-module assignment</td>
<td>1500-2000 words</td>
<td>End of Unit 4</td>
<td>30%</td>
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<tr>
<td>End of module project</td>
<td>1500-2000 words</td>
<td>End of Unit 9</td>
<td>30%</td>
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<tr>
<td>Journal entries</td>
<td>300-500 words</td>
<td>Bi-weekly submission</td>
<td>20%</td>
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