**Strategic Resource Management**

To explore the mechanisms for managing resources to achieve the business objectives of organisations. To understand the roles and strategies used in acquiring, managing, and developing human, physical and technological resources. To understand the importance of marketing in achieving business aims and objectives, and the roles, strategies and processes used to manage the marketing function

**Indicative Content**

**1. Understand the role of human resource management in supporting business strategy**

Organisational forms; definition and characteristics of HR management approach; role of HR management function (e.g. development of role from welfare to personnel to HR); strategic HR management; HR models (e.g. contingency, best practice, Harvard Framework, Guest, Patterson); models of HR management roles (e.g. Legge, Tyson and Fell); key HR management activities: employee engagement, performance management, building organisational capabilities, organisational learning, policies and procedures

**2. Know how to develop human resources in organisations**

Recruitment metrics and return on investment (cost, speed of recruitment, acceptance rate etc.); monitoring and evaluating recruitment and retention; bonus and remuneration policy; employee and group performance metrics; skills audits, training needs analysis, training, job design, and employment law, HR evaluation, enablement of learning

**3. Understand the role of physical resource management in supporting business strategy**

Identifying and evaluating physical assets/investments, assessing return on investment, assets control, logistics (inbound and outbound), security, operational performance and evaluation, outsourcing, resource allocation, physical resource optimisation

**4. Understand the role of marketing in supporting business strategy**

External and internal environmental analysis, strategic marketing objectives, role of marketing and marketing plan, cross-functional interaction of marketing, marketing audit; marketing metrics and measuring marketing performance e.g. return on investment, post investment appraisal, performance versus objectives, profile targets, brand evaluation, customer lifetime value models

**5. Understand the role of information systems management in supporting business strategy**

Identifying business and information processes, evaluating IT investment, IT strategy, benchmarking, IT spending, DCF, outsourcing, knowledge management, managing change, crowd-sourcing, evaluating new technologies