Hanze

# Course: People & Organisation — credits: 5

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| **Course code** | FMDP23PEO |
| **Name** | People & Organisation |
| **Study year** | 2026-2027 |
| **ECTS credits** | 5 |
| **Language** | Dutch, with parts in English |
| **Coordinator** | H.R. de Vroome-Zomer |
| **Modes of delivery** | Tutorial |
| **Assessments** | People & Organisation - Computer, organised by STAD examinations |

**Learning outcomes**

The student:

1. Recognizes and names various organizational processes and identifies opportunities for redesign and relates them to facility processes;

2. Describes the various organizational structures at the organizational and departmental level and argues for the choice of a particular structure; considers the influence of tasks, functions, strategy and environment;

3. Understands the basics of marketing theory and its application to facility services;

4. Names from service marketing the characteristics of services and can apply this within the facility context and looks at it from a customer perspective;

5. Knows how to define (S)HRM; names HR policies and various HR tools in relation to job performance and knows how to give examples from a practical situation.

**Content**

In this series of classes, we focus on strategic analysis and organizational development from the perspectives of marketing, HRM and business administration. We begin by establishing objectives based on the organizational mission and strategy, examining the scope of activities, resource allocation and competitive advantages. We further explore internal organizational aspects, such as structure, division of labor, motivation, tasks and coordination. We offer insights into organizational structures, models and systems.
In addition, we analyze the external environment, including the industries in which organizations operate and direct and indirect environmental factors. SWOT analysis and value chain analysis are covered as crucial tools for strategic decision-making.
This class series provides the concepts and tools necessary to understand effective strategic analysis and organizational development, with specific focus on marketing, HRM and business administration.

**Included in programme(s)**

Facility Management - parttime

**School(s)**

Arts, Design & Built Environment

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