Vak: People & Organisation — credits: 5

Vakcode	IFVP23PEO
Naam	People & Organisation
Studiejaar	2025-2026
ECTS credits	5
Taal	Engels
Coördinator	H.R. de Vroome-Zomer
Werkvormen	Werkcollege
Toetsen	People & Organisation - Computer, organisatie ToetsCentrum

Leeruitkomsten

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.

Inhoud

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.

Opgenomen in opleiding(en)

International Facility Management exchange programme
Facility Management, major International Facility Management

School(s)

Instituut voor Future Environments

share your talent. move the world.

De ECTS onderwijscatalogus van de Hanzehogeschool Groningen wordt met de grootst mogelijke zorg samengesteld. Het is echter mogelijk dat de inhoud van de catalogus -en de daarin vervatte informatie- verouderd, incompleet of onjuist is. Aan de inhoud van de catalogus kunnen dan ook geen rechten worden ontleend.