

Module code	BUS416	Level	4
Module title	Organisation Culture and Reputation	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Business and Entrepreneurship BA (Hons) Business and Management BA (Hons) Business and Finance BA (Hons) Business and Marketing BA (Hons) Business and Luxury Brand Management BA (Hons) Business and Sustainability BA (Hons) International Business BSc (Hons) Business, Technology and Entrepreneurship	Teaching Period	Autumn

1. Module description

Organisational reputation is significantly driven by the organisation's culture and capability to take care of their key stakeholders, such as customers, suppliers, industry and financial analysts, and current and potential employees. A good reputation will strengthen a brand and lead to greater stakeholder trust, customer loyalty and employee retention.

This module will help you to understand the key characteristics, the types of management and the intertwined nature of organisational culture and reputation. The module will cover concepts and theories of organisational and consumer behaviour, from employee motivation and retention to customer engagement and satisfaction.

This module will also focus on the importance of reputation and how it can enhance a brand and its marketing strategy. It will consider the roles of various stakeholders and the importance of corporate social responsibilities (CSR) to improve an organisation's reputation.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Innovation (MLO 02)

Define and compare value propositions for business organisations, combining curiosity and creativity

Discipline Knowledge (MLO 07)

Explain theories, concepts and facts in organisational behaviour and marketing relevant to a range of tasks

Discipline Skills (MLO 08)

Use established discipline-specific knowledge, techniques and tools in linking organisational culture and reputation

Human and Environmental Impact (MLO 10)

Explore the impact of organisational culture and reputation on stakeholders and the environment.

3. Learning and teaching methods

The module will be delivered through interactive learning sessions and will be designed in workshop format. You will participate in various interesting individual and group activities and discussion, challenging case studies and role play. This variety of activities is intended to enhance your understanding on the core concepts of this module, to encourage critical thinking and to ensure engagement and learning.

The module will feature a wide range of real-life case studies on current issues around organisational and consumer behaviour and on the role of the key stakeholders, such as customers, suppliers, industry, and current and potential employees. During the workshops you will engage into various learning activities that connect the weekly learning with aspects of your module assessments. This will entail opportunity to receive formative feedback from your peers and/or your tutors.

Learning hours	
Directed learning	48 hours
Workshops/ classes	48
Guided/Self-guided learning	152 hours
Total	200 hours

4. Assessment, formative feedback and relative weightings

Assessment 1: Report (Group Assessment)

Weight (%): 50 %

Word Count or Equivalent: 2000 words

Working in groups you will use a real organisation as a case study, and prepare a report on the organisational behaviour and marketing elements that characterise the organisation's culture and reputation. You will consider how these are interconnected and how they impact the organisation and its stakeholders.

Assessment 2: Poster

Weight (%): 50%

Word Count or Equivalent: 500 words

You will design a Customer Journey Poster on a real-world business organisation of your choice.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module

Assessment tasks	MLO2	MLO7	MLO8	MLO10
Group Report	x	x	x	x
Poster	x		x	x

5. Indicative resources

Bratton, J. (2020) Work and Organizational Behaviour. 4th ed, Bloomsbury Publishing.

Burke, R. J. (2016). Corporate Reputations: Development, Maintenance, Change and Repair. In R. J. Burke, G. Martin, & C. L. Cooper (Eds.), *Corporate Reputation: Managing Opportunities and Threats* (pp. 3–45). Farnham, UK: Gower.

Jobber, D. and Ellis-Chadwick, F. (2016) *Principles and Practice of Marketing*. 8th edition. London: McGraw-Hill Education. ISBN-13: 9780077174149

Kotler, P. and Armstrong, G. (2021) *Principles of Marketing*, 18th ed., Pearson. UK.

Langham, T (2018). *Reputation Management: The Future of Corporate Communications and Public Relations*. Emerald Publishing Limited.

Schein, E.H. (2016). *Organizational Culture and Leadership*, Wiley; 5th edition.