



## **Module Specification**

# **Understanding Organisations and People (Marketing, Enterprise and Tourism)**

Version: 2023-24, v2.0, 12 Jul 2023

### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>4</b>
<b>Part 4: Assessment.....</b>	<b>5</b>
<b>Part 5: Contributes towards .....</b>	<b>7</b>

## Part 1: Information

**Module title:** Understanding Organisations and People (Marketing, Enterprise and Tourism)

**Module code:** UMOD65-15-1

**Level:** Level 4

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Field:** Organisation Studies

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** Understanding Organisations and People (Accounting, Economics and Finance) 2023-24, Understanding Organisations and People (Business, International and Management) 2023-24

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** See Learning Outcomes

**Outline syllabus:** Theme1: Understanding the Individual

Motivation and the Self – includes content and process theories

Individual Differences, Personality and Self – includes Jung, Myers Briggs and psychodynamics

Communication – includes verbal, non-verbal, impression management

Theme 2: Understanding the Group

Group Formation and Development – includes Tuckmann and other theories

Team working – includes working with others, anxiety in teams, groupthink, power and leadership

Theme 3: Understanding the Organisation

Leadership – includes traits and skills, transformational, toxic, quiet

leadership and women and leadership

Power, Politics and Resistance – includes conflicts of interest, power bases and resistance at work

Culture – organisational culture and sub-cultures, socialisations

Theme 4: Understanding Emergent Themes

Ethics – includes utilitarianism, stake holders v share holders, deontology

Virtual Working World – includes virtual working, virtual groups and teams, home-working and distance working

Going Global – a final topic to draw ALL topics together to demonstrate holistic nature of understanding organisational and people: key links made including international and non-western forms of communication; working in and with international teams; international leadership.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Contact will be through 3 hours per week using a mixture of whole group lectures and small group workshops/ seminars. This follows an alternating two week timetable of 2 lecture +1 workshop /seminars and then 1 lecture +2 workshop/ seminars.

Students will be expected to prepare for the seminar activities and clear guidance will be given on the content of that preparation within the module handbook.

The module uses an approach to learning that is primarily facilitated; in other words, students are encouraged to take responsibility for their own learning and to develop independence in their approaches to studying.

Lectures: these provide a conceptual overview, focussing on key theories and models and on their application in group and organisational settings.

Seminars: active and participative learning approaches are used in seminars to explore concepts in detail, to demonstrate theory in action and to provide structured opportunities for skills development. Approaches include: case studies based on Module Leaders own academic research; Culture Boxes; Use of video and TV documentary analysis; Student reflections and experiences; Role play; Simulations.

Aspects of the course will also be taught using Blackboard with interactive exercises to back up lecture and workshop activities.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Identify and understand the range factors that influence the behaviour of individuals between individuals and within organisations

**MO2** Understand theories on the nature of groups and teamwork and to be able apply to own experience

**MO3** Understand the nature and role leadership, power and culture in shaping organisations and the ways in which they function

**MO4** Recognise the ways the emergent themes of ethics, technology and globalisation are impacting on organisations and the people who work within them

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umod65-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umod65-15-1.html>

## **Part 4: Assessment**

**Assessment strategy:** The summative assessment of this module has been devised to examine both the student's knowledge and application of the subject as well as their ability to critically evaluate the conceptual ideas presented and discussed throughout the module. Formative feedback opportunities are built into module sessions through self and peer assessment activities.

Assessment task 1: The 1200 word essay will require independent research, evaluation and analysis of a topic(s) covered in the first half of the module.

Assessment task 2: Exam: The end of module (2 hour) exam will include questions

to test the student's knowledge and understanding and evaluative skills of a topic(s) in the second half of the module.

**Assessment tasks:**

**Written Assignment (First Sit)**

Description: 1200 word Essay

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Examination (First Sit)**

Description: 2 hour Exam

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment (Resit)**

Description: 1200 word Essay

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Examination (Resit)**

Description: 2 hour Exam

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study: