



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Understanding Organisations and People (Marketing, Enterprise and Tourism)				
Module Code	UMOD65-15-1	Level	1	Version	1
Owning Faculty	FBL	Field	Organisation Studies		
Contributes towards	BA (Hons) Business Enterprise & Innovation Management; BA (Hons) Business Studies with Marketing; BA (Hons) Marketing; BA (Hons) Marketing Communications; BA(Hons) Business Studies with Tourism; BA (Hons) Tourism Management.				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	Understanding Organisations and People (BIM) Understanding Organisations and People (AEF)		Module Entry requirements	None	
Valid From	1 September 2012		Valid to		

CAP Approval Date	
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Identify and understand the range factors that influence the behaviour of individuals between individuals and within organisations 2. Understand theories on the nature of groups and teamwork and to be able apply to own experience 3. Understand the nature and role leadership, power and culture in shaping organisations and the ways in which they function 4. Recognise the ways the emergent themes of ethics, technology and globalisation are impacting on organisations and the people who work within them.
Syllabus Outline	<p>Theme1: Understanding the Individual</p> <ul style="list-style-type: none"> • 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 <p>Theme 2: Understanding the Group</p> <ul style="list-style-type: none"> • Group Formation and Development – includes Tuckmann and other theories

	<ul style="list-style-type: none"> • Team working – includes working with others, anxiety in teams, groupthink, power and leadership <p>Theme 3: Understanding the Organisation</p> <ul style="list-style-type: none"> • 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 <p>Theme 4: Understanding Emergent Themes</p> <ul style="list-style-type: none"> • 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.
Contact Hours/Scheduled Hours	<p>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.</p> <p>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.</p>
Teaching and Learning Methods	<p><u>Teaching and learning methods</u></p> <p>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.</p> <p>Lectures: these provide a conceptual overview, focussing on key theories and models and on their application in group and organisational settings.</p> <p>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</p> <p>Aspects of the course will also be taught using Blackboard with interactive exercises to back up lecture and workshop activities.</p>
Reading Strategy	<p><u>Reading Strategy</u></p> <p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the Library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>Essential reading:</p> <p><i>Module Textbook:</i> Knights, D. and Willmott, H. (2010 – potentially new edition for 2012) <i>Introducing Organizational Behaviour and Management</i>. London: Thomson This is a custom book that has been adapted to meet the needs of the course.</p>

	<p><u>Module Handbook</u> Specifically written to identify the aims, objectives and approaches to assessment; schedule the programme of lectures and seminars for each semester, and provide preparatory activities and readings for the seminars. The module handbook is available as Web pages and as downloadable files from Blackboard. The web based version also has some interactive exercises.</p> <p>Further reading: Students are encouraged to explore further reading on each topic and referred to appropriate, subject- and theme-related reading.</p>
Indicative Reading List	<p><u>Indicative Further Reading</u></p> <p>Arnold, J., Cooper, C. & Robertson, I. (2004) <i>Work Psychology – Understanding Human Behaviour in the Workplace</i> (3rd Edition.). Marshfield, MA: Pitman Publishing</p> <p>Bloisi, W., Cook, C., & Hunsaker, P. (2003) <i>Management and Organisational Behaviour</i>. Maidenhead: McGraw-Hill</p> <p>Brooks, I. (2006) <i>Organisational Behaviour: Individuals, Groups and Organisation</i>. (3rd Edition). Harlow: Prentice Hall-Financial Times.</p> <p>Cameron, S. (1999) <i>The Business Student's Handbook – Developing Transferable Skills</i>. Harlow: Financial Times/ Pitman Publishing.</p> <p>Grey, C. (2009) <i>A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Organisations</i>. (2nd Edition) London: Sage</p> <p>Guirdham, M. (1990) <i>Interpersonal Skills at Work</i>. Englewood Cliffs, NJ: Prentice Hall.</p> <p>Holloway, W. (1991) <i>Work Psychology and Organisational Behaviour – Managing the Individual at Work</i>. London: Sage Publications.</p> <p>Huczynski, A. & Buchanan, D. & (2003) <i>Organizational Behaviour: An Introductory Text</i> (5th Edition). Englewood Cliffs, NJ: Prentice Hall.</p> <p>Kolb, D.A. (1984) <i>Experiential Learning</i>. Englewood Cliffs, NJ: Prentice Hall.</p> <p>Mullins, L.J. (2010) <i>Management and Organisational Behaviour</i> (7th edition). Marshfield, MA: Pitman</p>

Part 3: Assessment

Assessment Strategy	<p>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.</p> <p>Coursework: The 1200 word essay will require independent research, evaluation and analysis of a topic(s) covered in the first half of the module.</p> <p>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.</p>
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Identify final assessment component and element	Component A - Exam	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 2 hour Exam	100%	
Component B Description of each element	Element weighting (as % of component)	
1. 1200 word Essay	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 2 hour Exam	100%	
Component B Description of each element	Element weighting (as % of component)	
1. 1200 word Essay	100%	
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		