STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	Understanding Organisations and People (Marketing, Events and Tourism)		
Module Code	UMODDP-15-1	Level	Level 4
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Organisation Studies
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	Understanding Organisations and People (Accounting, Economics and Finance) 2020-21, Understanding Organisations and People (Business, International and Management) 2020-21, Understanding Organisations and People (Marketing, Enterprise and Tourism) 2020-21		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
Overview: 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. **Educational Aims:** See Learning Outcomes. **Outline Syllabus:** Theme1: Understanding the Individual Motivation and the Self – including contemporary methods for workplace engagement. Individual Differences, Personality and Self – includes Jung, Myers Briggs and psychodynamics Emotions – includes understanding emotions at work and concept of emotional labour 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
Virtual Working World and Technology – includes virtual working, virtual groups and teams, home-working and distance working and how technology affects everyday working life in organisations
Contemporary ways of managing and organising

Teaching and Learning Methods: Contact will be through 3 hours per week using a mixture of whole group lectures (2 x 1-hour lectures) and small group workshops/seminars (1x1-hour lecture).

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 and through Blackboard.

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

Part 3: Assessment			
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. Coursework: The 1500 word essay will require independent research of theoretical literature and analysis, synthesis and evaluation of this literature utilising topics covered in the first half of the module. Group Presentation: A group project will require independent research (primary or secondary) of a real-life organisation/organisational issue and analysis and evaluation of this case using topics covered in the module.			
First Sit Components	Final Assessment	Element weighting	Description
Case Study - Component B		60 %	1500 word case study essay
Presentation - Component A	✓	40 %	Group Presentation (20 minutes plus questions)
Resit Components	Final Assessment	Element weighting	Description
Case Study - Component B		60 %	1500 word Case Study Essay
Written Assignment - Component A	✓	40 %	1500 word Research-based Essay with reflective component.

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Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	**Reference**
	Identify and understand the range factors that influence the behaviour of individuals between individuals and within organisations	MO1
	Understand theories on the nature of groups and teamwork and to be able apply to own experience	MO2
	Understand the nature and role leadership, power and culture in shaping organisations and the ways in which they function	MO3
	Recognise the ways the emergent themes of ethics, technology and globalisation are impacting on organisations and the people who work within them	MO4
	Understand and apply a range of both mainstream and critical approaches to the understanding of people in organisations	MO5
Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	*The reading list for this module can be accessed via the following link:*	
	https://uwe.rl.talis.com/modules/umoddp-15-1.html	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Business Computing {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2019-20

Business Computing {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2019-20

Business Computing {Foundation} [Feb][FT][GCET][4yrs] BSc (Hons) 2019-20

Business Computing {Foundation} [Oct][FT][GCET][4yrs] BSc (Hons) 2019-20

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20