CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Understanding Organisations and People (Marketing, Events and Tourism)					
Module Code	UMODDP-15-1		Level	1	Version	1.2
Owning Faculty	FBL		Field	Organisation Studies		
Contributes towards	BA (Hons) Business Management with Marketing; BA (Hons) Marketing; BA (Hons) Marketing Communications; BA(Hons) Business Management with Tourism; BA (Hons) Tourism Management, BSc(Hons) Information Technology Management for Business					
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard	
Pre-requisites	None		Co- requisites	None		
Excluded Combinations	Understanding Organisations and People *(variants):* UMOD63-15-1 UMOD64-15-1 UMOD65-15-1		Module Entry requirements	None		
First CAP Approval Date	QMAC Dec 11		Valid from	1 September 2012		
Revision CAP Approval Date	3 June 15		Revised with effect from	September 2015		

Review Date	September 2017

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 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	**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.
Contact Hours/Scheduled Hours	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.
Teaching and Learning Methods	**Teaching and learning methods** 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.
Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for. .

Key Information Set - Module data

| Number of credits for this module | | | | 15 | |

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	✅

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:			
Written exam assessment percentage			50%
Coursework assessment percentage			50%
Practical exam assessment percentage			0%
			100%

Reading Strategy

Reading Strategy

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.

Essential reading:

Module Textbook: Knights, D. and Willmott, H. (2010 – potentially new edition for 2012) *Introducing Organizational Behaviour and Management*. London: Thomson **This is a custom book that has been adapted to meet the needs of the course.**

Module Handbook
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.

	Further reading: Students are encouraged to explore further reading on each topic and referred to appropriate, subject- and theme-related reading.
Indicative Reading List	**<u>Indicative Further Reading</u>** Arnold, J., Cooper, C. & Robertson, I. (2004) *Work Psychology – Understanding Human Behaviour in the Workplace* (3rd Edition.). Marshfield, MA: Pitman Publishing Bloisi, W., Cook, C., & Hunsaker, P. (2003) *Management and Organisational Behaviour.* Maidenhead: McGraw-Hill Brooks, I. (2006) *Organisational Behaviour: Individuals, Groups and Organisation.* (3rd Edition). Harlow: Prentice Hall-Financial Times. Cameron, S. (1999) *The Business Student's Handbook – Developing Transferable Skills.* Harlow: Financial Times/ Pitman Publishing. Grey, C. (2009) *A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Organisations.* (2nd Edition) London: Sage Guirdham, M. (1990) *Interpersonal Skills at Work.* Englewood Cliffs, NJ: Prentice Hall. Holloway, W. (1991) *Work Psychology and Organisational Behaviour – Managing the Individual at Work.* London: Sage Publications. Huczynski, A. & Buchanan, D. & (2003) *Organizational Behaviour: An Introductory Text* (5th Edition). Englewood Cliffs, NJ: Prentice Hall. Kolb, D.A. (1984) *Experiential Learning.* Englewood Cliffs, NJ: Prentice Hall. Mullins, L.J. (2010) *Management and Organisational Behaviour* (7th edition). Marshfield, MA: Pitman

Part 3: 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. **Coursework:** The 1200 word essay will require independent research, evaluation and analysis of a topic(s) covered in the first half of the module. **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.

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. Exam (2 hours)	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. Exam (2 hours)	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.