UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Understanding Organisations and People (Marketing, Events and Tourism)		
Module Code	UMODDP-15-1	Level	1
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Organisation Studies
Department	BBS: Business and Management		
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; BSc(Hons) Business Computing		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	Understanding Organisations and People *(variants):* UMOD63-15-1 UMOD64-15-1 UMOD65-15-1		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description

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.

You will cover:

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

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

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.

Identify final timetabled piece of assessment (component and element)	Component A - Group Presentation	
% weighting between components A and B (Standard modules only)	**A:**	**B**:
	40%	60%

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Group Presentation (20 minutes plus questions)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. 1500 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. Case Study Examination (1.5 hrs)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. 1500 word Essay	100%

Part 4: Learning Outcomes & KIS Data	
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. 5. Understand and apply a range of both mainstream and critical approaches to the understanding of people in organisations. All Learning Outcomes are met by Components A and B
Key Information Sets Information (KIS)	
Contact Hours	**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	✅

Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a; **Written Exam**: Unseen or open book written exam **Coursework**: Written assignment or essay, report, dissertation, portfolio, project or in class test **Practical Exam**: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique) Total assessment of the module:

Written exam assessment percentage	0%
Coursework assessment percentage	60%
Practical exam assessment percentage	40%
	100%

Reading List	The essential and further reading of the module is included in the reading list available online at: https://rl.talis.com/3/uwe/lists/E03FF210-A528-026A-D2F9-98B176AAA2B1.html

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ACADEMIC SERVICES

First CAP Approval Date	1/9/12			
Revision CAP Approval Date	15 December 2016	Version	*2*	link to RIA
Revision CAP Approval Date	28 June 2017	Version	*3*	*No RIA – work log 4404*
Revision ASQC Approval Date *Update this row each time a change goes to ASQC*			*4*	*Link to RIA*

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