



**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

**Part 1: Basic Data**

Module Title	Managing Organisational and Individual Change (Marketing, Events and Tourism)				
Module Code	UMODDQ-30-3	Level	3	Version	1
Owning Faculty	FBL	Field	Organisation Studies		
Contributes towards	BA (Hons) Business Management with Marketing				
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Standard
Pre-requisites	none		Co- requisites	none	
Excluded Combinations	UMOD68-30-3, UMOD69-30-3 UMOD6D-30-3 UMOD6E-30-3		Module Entry requirements		
Valid From	September 2013		Valid to		

<b>CAP Approval Date</b>	7 May 2013
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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"> <li>1. Integrate learning from a range of different disciplines to holistically explore complex organisational situations. (Component A)</li> <li>2. Understand and critically evaluate different conceptual frameworks of change. (Component B)</li> <li>3. Systematically understand the interrelationship of organisation theory and organisational practice. (Components A and B)</li> <li>4. Reflect critically on the ethical dilemmas and challenges of organisational change. (Components A &amp; B)</li> <li>5. Explore the concept of personal resilience and develop reflexive self-awareness. (Components A &amp; B)</li> <li>6. Identify the need for personal change to achieve their preferred futures. (Components A &amp; B)</li> </ol>
Syllabus Outline	<p>The module explores the theory and practice of change at the level of the organisation, group and individual and their interdependencies. A personal and professional development strand looks at the notions of organisational citizenship and resilience and the need for personal change to achieve preferred futures. In addition to this the module serves an integrative function in drawing together strands of learning from the module and the programme more widely through an integrative, problem-based project. Key aspects of the syllabus are outlined in the schematic below.</p>

	<pre> graph TD     A[Theory &amp; Practice of Organisational &amp; Individual Change] --&gt; B[Integrative Project]     C[Personal &amp; Professional Development] --&gt; B     D[Prior Learning on the Programme] --&gt; B   </pre> <p><b>Theory &amp; Practice of Organisational &amp; Individual Change:</b></p> <ul style="list-style-type: none"> <li>•Understanding organisations and organising</li> <li>•Approaches to organisational change and working with uncertainty</li> <li>•Approaches to individual change and effective change agency</li> </ul> <p><b>Integrative Project:</b></p> <ul style="list-style-type: none"> <li>•Initiating, scoping and setting up a simulated business project</li> <li>•Running a project effectively drawing on learning across the programme</li> <li>•Evaluating the project</li> <li>•Development planning supported by learning from the project</li> </ul> <p><b>Personal &amp; Professional Development:</b></p> <ul style="list-style-type: none"> <li>•Personal challenges of change and resilience</li> <li>•Self-management and active organisational citizenship</li> <li>• Self-awareness and learning</li> <li>•Personal change and preferred futures</li> </ul> <p><b>Prior Learning on the Programme</b></p>
<p>Contact Hours/Scheduled Hours</p>	<p>Module delivery will be based on 6 hours of scheduled learning and teaching activities per teaching week over 12 weeks, which may consist of:</p> <ul style="list-style-type: none"> <li>- 3 hours of lectures and 3 hours of seminar/workshops delivered in a 2 week cycle. Seminars are more often within the specialist context of the student’s programme of study</li> <li>- A weekly two hour problem-based learning project workshop facilitated by tutors and external mentors who act in a coaching/consultancy role to project groups. The project will be group-based and provide an opportunity for students to draw on aspects of their learning on a range of modules throughout the programme through a simulated business experience.</li> <li>- A weekly one hour personal and professional development session (incorporating GDP + Employability e.g. Graduate Futures, resilience) and demonstrating the application of core syllabus concepts in the workplace.</li> </ul> <p>The module will conclude with preparation for, and presentation at, the Degree Conference in their last week of study.</p>
<p>Teaching and Learning Methods</p>	<p>The module adopts experiential and enquiry-based approaches to learning and includes a combination of class-based activity, group-based activity and independent study. The taught sessions are designed to actively support the development of independent learning strategies by the students and will place an emphasis on learning as a ‘life-long’ journey.</p> <p>The sessions combine formal tutor input such as lectures and/ or lectorials (seminar/workshops) with a wide range of participative activities including case studies, individual and group-problem solving activities, student-led discussions of existing research and article reviews. There is a strong emphasis on linking</p>

learning from directed readings to their application in the workplace, including implications for organisational and individual change.

The problem-based learning project is based on group work and provides an opportunity for students to apply their learning from modules across the programme and to develop resilient and sustainable approaches to dealing with uncertainty and complex working environments. It encourages students to engage actively with notions of organisational citizenship.

The Degree Conference event provides students with an experience of presenting their projects and project learning outcomes and develops and evidences personal resilience, team-working and organisational citizenship.

Students will be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module. Students will be directed on how the resources on this site should be used to develop the skills that will underpin their studies in the module handbook and/or via Blackboard.

Extensive use will be made of Blackboard to support students' learning, to facilitate interactions between students and as a repository for students' own work thereby promoting a sense of learning community.

**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.

<b>Key Information Set - Module data</b>				
<i>Number of credits for this module</i>				
				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	228	0	300

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:

	<table border="1"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>75%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>25%</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td>100%</td> </tr> </table>	Total assessment of the module:				Written exam assessment percentage		0%		Coursework assessment percentage		75%		Practical exam assessment percentage		25%					100%
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Practical exam assessment percentage		25%																			
			100%																		
Reading Strategy	<p><b>Reading Strategy</b></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. 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><b>Essential Reading:</b></p> <p>Given the integrative and innovative content of this module, the essential reading is a customised text, available electronically, including chapters and papers from a range of relevant and contemporary sources. The essential reading will be specified in the module handbook and on Blackboard at the start of the module.</p>																				
Indicative Reading List	<p>Ackroyd S. (2002) <i>The Organisation of Business</i> Oxford Press  Burnes, B (2009) <i>Managing Change</i> Pearson Publishing  Darwin, J., Johnson, P., McAuley, J. (2002) <i>Developing Strategies for Change</i> Harlow: Pearson Publishing  Donaldson L. (1996) <i>For Positivist Organisation Theory</i> Sage  Hancock P. &amp; Tyler M. (2001) <i>Work, Postmodernism and Organisation</i> Sage  Hatch M.J. (2005) <i>Organisational Theory</i> Oxford Press  Hughes, M. (2007) <i>Change Management, a critical perspective</i> London: CIPD.  Linstead, S., Fulop, L. &amp; Lilley, S. (2004) "<i>Management and Organization – a critical text</i>" Palgrave MacMillan  Morgan, G. (2006) <i>Images of Organization</i> Executive edition, Sage.  Senior, B. and Swales, S. (2010) <i>Organizational Change</i> Harlow: Pearson Publishing  Watson T.J. (2002) <i>Organising and Managing Work. FT, Prentice Hall</i></p>																				

### Part 3: Assessment

Assessment Strategy	<p>The assessment is designed to provide an opportunity to reflect critically on managing organizational and personal change and its implications for organizational practice.</p> <p>The assessment strategy has two components: A) presentation at the Degree Conference and B) coursework which comprises a 3,000 word essay submitted during the course of the module and project learning logs.</p> <p>Summative assessment is as described above. Formative feedback is built into the module design and provides opportunities for peer and tutor feedback with regard to developing thinking and approaches to assessment and working with the assessment criteria.</p> <p>The assessment criteria for components A and B elements are reviewed annually to ensure that they reflect the assessment strategy and learning outcomes.</p>
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Identify final assessment component and element	<b>Component B2 Project learning logs &amp; summary</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	25%	75%
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Presentation at Degree Conference	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Individual essay (3,000 words)	60%	
2. Project learning logs and summary (1,500 words)	40%	
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Reflection under controlled conditions	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Individual essay (3,000 words)	100%	
If a student is permitted an <b>EXCEPTIONAL RETAKE</b> of the module the assessment will be that indicated by the Module Description at the time that retake commences.		