

Liverpool John Moores University

Title: CORPORATE STAKEHOLDER & ENGAGEMENT
MANAGEMENT
Status: Definitive
Code: **4501BKFCG** (101386)
Version Start Date: 01-08-2011

Owning School/Faculty: Arts, Professional and Social Studies
Teaching School/Faculty: Dublin Business School

Team	Leader
Nick Hawkins	Y

Academic Level: FHEQ4 **Credit Value:** 15.00 **Total Delivered Hours:** 150.00
Total Learning Hours: 150 **Private Study:** 0

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Online	125.000
Workshop	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	A group presentation of a report to the tutor and fellow participants critically reviewing the stakeholder within a set case study.	25.0	
Report	AS2	produce an individual report critically analysing and synthesising stakeholder issues in an organisation of their choice. (3500 words)	65.0	
Report	AS3	An individual reflection of the students learning experience set in context to the modules. (1,000 words)	10.0	

Aims

- 1. To provide participants with the conceptual and practical skills necessary to effectively understand and analyse the management of stakeholder relations.*
- 2. To provide participants with practical experience in identifying and acting upon multiple stakeholder perspectives.*
- 3. To enable participants to critically evaluate essential differences, issues and relationships between organisations and diverse stakeholder groups including customers, capital providers and employees.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify, map and critically evaluate stakeholder relationships within an organisational setting.
- 2 Formulate and present conclusions and recommendations as to the most practical and appropriate methods that could be employed to manage and develop stakeholder engagement in context to an organisation's resources and needs.
- 3 Produce a report critically analysing stakeholder relationships. The report will include reasoned proposals on enhancing engagement with stakeholders and the associated strategy of implementation of the engagement.
- 4 Critically reflect on the learning process.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

CW	1	2	3
CW	1	2	3
CW	1	4	

Outline Syllabus

- 1. Contemporary stakeholder theories such as network theory and knowledge creation*
- 2. Stakeholder mapping and profiling*
- 3. Communications and media relations*
- 4. The customer and supplier relationships*
- 5. The internal stakeholder*
- 6. External, local, national and global stakeholders*
- 7. Relationships with the suppliers of capital*
- 8. Issues in power, interest and decision making process*
- 9. Conflict management, mediation and dialogue facilitation in stakeholder management.*

Learning Activities

Group work, case studies and exercises couple with action learning sets. – (Action Learning Sets: where a group of people come together, both in the modules and in peer groups, to help each other to learn from their experience – both within the module)

References

Course Material	Book
Author	Bromley, D.
Publishing Year	1993
Title	Reputation, Image & Impression Management
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Burnes, B.
Publishing Year	2004
Title	Managing Change: A Strategic Approach to Organisational Development and Renewal
Subtitle	
Edition	
Publisher	Pitman
ISBN	

Course Material	Book
Author	Dowling, G.R.
Publishing Year	1994
Title	Corporate Reputations
Subtitle	
Edition	
Publisher	Kogan Page
ISBN	

Course Material	Book
Author	Fill, C.
Publishing Year	2003
Title	Marketing Communications
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Freeman, R.E
Publishing Year	1984
Title	Strategic Management: A stakeholder Approach
Subtitle	
Edition	
Publisher	Pitman
ISBN	

Course Material	Book
Author	Hart, N
Publishing Year	2002
Title	Strategic Public Relations
Subtitle	
Edition	
Publisher	McMillan
ISBN	

Course Material	Book
Author	Payne, et al
Publishing Year	1998
Title	Relationship Marketing for Competitive Advantage
Subtitle	
Edition	
Publisher	Butterworth-Heinemann
ISBN	

Course Material	Book
Author	White & Mazur
Publishing Year	1995
Title	Strategic Communication Management
Subtitle	
Edition	
Publisher	Addison Wesley
ISBN	

Notes

This module provides an approach to the role of managing stakeholder interest to stimulate greater stakeholder engagement and commitment. The module develop a perspective for both the internal and external customers including a review of power interests as well as the decision making process and decision making units. Wide use is of made research and case examples which is further - explored in Action Learning Sets, supporting participants in the development strategies to enable them to examine stakeholder engagement and management.

