

## Liverpool John Moores University

Title: CORPORATE STAKEHOLDER & ENGAGEMENT  
MANAGEMENT  
Status: Definitive  
Code: **7501CG** (103504)  
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:** FHEQ7      **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

Lectures, group work, case studies and exercises couple with action learning sets.

## References

|                        |   |
|------------------------|---|
| <b>Course Material</b> | Book                                      |
| <b>Author</b>          | Bromley, D                                |
| <b>Publishing Year</b> | 1993                                      |
| <b>Title</b>           | Reputation, Image & Impression Management |
| <b>Subtitle</b>        |   |
| <b>Edition</b>         |   |
| <b>Publisher</b>       | Wiley                                     |
| <b>ISBN</b>            |   |

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

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|------------------------|-----------------------|
| <b>Course Material</b> | Book                  |
| <b>Author</b>          | Dowling, G.R          |
| <b>Publishing Year</b> | 1994                  |
| <b>Title</b>           | Corporate Reputations |
| <b>Subtitle</b>        |                       |
| <b>Edition</b>         |                       |

|                  |            |
|------------------|------------|
| <b>Publisher</b> | Kogan Page |
| <b>ISBN</b>      |            |

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|------------------------|--------------------------|
| <b>Course Material</b> | Book                     |
| <b>Author</b>          | Fill, C                  |
| <b>Publishing Year</b> | 2003                     |
| <b>Title</b>           | Marketing Communications |
| <b>Subtitle</b>        |                          |
| <b>Edition</b>         |                          |
| <b>Publisher</b>       | Prentice Hall            |
| <b>ISBN</b>            |                          |

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|------------------------|--|
| <b>Course Material</b> | Book   |
| <b>Author</b>          | Freeman, R.E.                                |
| <b>Publishing Year</b> | 1984   |
| <b>Title</b>           | Strategic Management; A stakeholder Approach |
| <b>Subtitle</b>        |  |
| <b>Edition</b>         |  |
| <b>Publisher</b>       | Pitman                                       |
| <b>ISBN</b>            |  |

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|------------------------|--|
| <b>Course Material</b> | Book   |
| <b>Author</b>          | Garratt, B.  |
| <b>Publishing Year</b> | 2003   |
| <b>Title</b>           | Thin on Top: Why corporate Governance matters and how to measure and improve board performance |
| <b>Subtitle</b>        |  |
| <b>Edition</b>         |  |
| <b>Publisher</b>       | Nicholas Brealey Publishing Ltd  |
| <b>ISBN</b>            |  |

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|------------------------|----------------------------|
| <b>Course Material</b> | Book                       |
| <b>Author</b>          | Hart, N.                   |
| <b>Publishing Year</b> | 2002                       |
| <b>Title</b>           | Strategic Public Relations |
| <b>Subtitle</b>        |                            |
| <b>Edition</b>         | McMillan                   |
| <b>Publisher</b>       |                            |
| <b>ISBN</b>            |                            |

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|------------------------|--|
| <b>Course Material</b> | Book                                   |
| <b>Author</b>          | Kantor, R.B., Stein, B.A. & Dick, T.D. |
| <b>Publishing Year</b> | 1992                                   |
| <b>Title</b>           | The challenge of organisational Change |
| <b>Subtitle</b>        |  |
| <b>Edition</b>         |  |
| <b>Publisher</b>       | Free Press                             |

|             |  |
|-------------|--|
| <b>ISBN</b> |  |
|-------------|--|

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| <b>Course Material</b> | Book   |
| <b>Author</b>          | Payne, et al                                     |
| <b>Publishing Year</b> | 1998   |
| <b>Title</b>           | Relationship Marketing for competitive advantage |
| <b>Subtitle</b>        |  |
| <b>Edition</b>         |  |
| <b>Publisher</b>       | Butterworth-Heinemann                            |
| <b>ISBN</b>            |  |

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|------------------------|-------------------------|
| <b>Course Material</b> | Book                    |
| <b>Author</b>          | Tricker, B              |
| <b>Publishing Year</b> | 1997                    |
| <b>Title</b>           | Corporate Governnace    |
| <b>Subtitle</b>        | an international review |
| <b>Edition</b>         |                         |
| <b>Publisher</b>       | Blackwell               |
| <b>ISBN</b>            |                         |

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## 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.