

LCLM 5001 - Assignment Structure for 4000 words Given Assignment

Assignment Question:

Using some of concepts, frameworks/models/theories taught in this module, select an organisation from the provided list of organisations – UWTSD Birmingham, Birmingham City Council, Birmingham Airport, and NHS City Hospital Birmingham.

Complete the followings:

- Identify key stakeholders in your selected organisation.
- Imagine yourself as a stakeholder relationships manager in your selected organisation, discuss:
 - (i) various roles of the manager in stakeholder engagement.
 - (ii) various benefits and challenges in stakeholder engagement
- Using relevant frameworks/models/theories, explain mechanisms to engage various stakeholders for sustainable stakeholder relationship.
- Evaluate the impact of sustainable stakeholder engagement on organisational performance.

Suggested Structure

1. Brief introduction about importance of stakeholder engagement to businesses and institutions **(use relevant citations to support your work)**. Link this to your selected institution, state the type of functions the organisation is performing, its importance in area(s) of business/work etc. Tell us what you intend to us in your report - (Approx. 200 words).

2. Identify key stakeholders in your selected organisation.
It will be great if you can list all key stakeholders and brief state their influences or impacts on the institution **(use relevant citations to support your work including company's websites/Annual report)** - (Approx. 500 words).

3. Stakeholder relationships manager in your selected organisation, discuss various roles of the manager in stakeholder engagement **(use relevant citations to support your work)** - (Approx. 500 words).

4. Discuss various benefits and challenges in stakeholder engagement **(use relevant citations to support your work)** - (Approx. 500 words).

5. Use of relevant models/theories to explain mechanisms to engage various stakeholders for sustainable stakeholder relationship **(use relevant citations to support your work)** - (Approx. 800 words).

6. Evaluation of the impact of sustainable stakeholder engagement on organisational performance.
- Assess/evaluate the impact of stakeholder engagement on the organisation performance of your selected organisation/institution **(use relevant citations to support your work)** - (Approx. 1000 words).

7. Recommendation on how the organisation can involve in and impact through stakeholder engagement on the organisation performance of your selected organisation/institution - (Approx. 300 words).

8. Conclusion (Approx. 200 words).