

Module Code	BALM 5001
Title	Understanding and engaging stakeholders
Date	
Level	5
Credits	20
Pre-Requisites	

AIM(S)

- To instil a critical understanding of the importance of stakeholders' engagement

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Demonstrate the ability to establish mechanisms of engagement with identified stakeholders
- Critically evaluate the benefits and challenges of sustainable stakeholder engagement

INDICATIVE CONTENT

- Identifying stakeholders of an organisation
- Stakeholder relationships – Benefits and challenges
- Frameworks/models/theories for stakeholder engagement and management
- Stakeholder engagement process
- Role of the manager in stakeholder engagement
- Methods of managing conflicts of stakeholder expectations
- Evaluating the impact of stakeholder engagement on organisational performance

Study Time Allocation

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement Learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 (Tick one)

☐ Written exam
 ☒ Coursework
 ☐ Practical

Mode of assessment	Volume	Weighting
Stakeholder engagement plan which includes identification of stakeholders and mechanisms to engage them for the sustainable stakeholder relationship etc.	4000 words or equivalent	100%

Assessment Summary

Activity type	Percentage
Written	0%
Coursework	100%
Practical	0%
TOTAL	100%

READING LIST

Module Code	BALM 5001	
Module Title	Understanding and engaging stakeholders	
Classification	Reading List entry	Electronic*
Essential	Ashcroft, J. (2017) The relational lens: understanding, measuring and managing stakeholder relationships. Cambridge: Cambridge University Press. Available at: https://www-cambridge-org.ezproxy.uwtsd.ac.uk/core/books/relational-lens/value-and-importance-of-relationships/718C31032061BDFA3F480BA2A53F45D4#CN-bp-1	☒
Further	Christopher, M., Payne, A., & Ballantyne, D. (2013). Relationship Marketing: Creating Stakeholder Value. Saint Louis: Taylor and Francis.	☐