

DESCRIPTION OF STUDY COURSE

Course unit title	Reputation Management			
Programmes	Accountancy and Finance			
Year of study	2			
Academic year	2017./2018.			
Level of course unit (e.g. first, second or third cycle)	Short cycle			
Course unit code	PG026			
Name of lecturer(s)	Jānis Strautmanis			
Number of ECTS credits allocated	3 ECTS			
Credit points	2 KP, Latvian credit points are multiplied by 1,5 to get ECTS credit points			
Language of instruction	Latvian			
Type of course unit (compulsory, optional)	Optional			
Semester when the course unit is delivered	4			
Mode of delivery	face-to-face			
Aim of Course	To introduce key concepts of corporate reputation management. To examine the basis of corporate reputation and factors that are important in building and maintaining and defending reputation			
Preliminary knowledge (prerequisites and co-requisites)	Management, Marketing, Communication			
Course contents	<ol style="list-style-type: none"> 1. Organizational Environment, Stakeholder Mapping and Communication 2. Corporate Image and Identity 3. Media Relations and New Media 4. Strategic Reputation Management 5. Issues Management, Risk and Crisis Management 6. Corporate Responsibility 			
Planned learning activities and teaching methods	Participation in seminars, practical work during lectures, development of independent work and its successful assessment – 70%, exam – 30%			
	Teaching methods			Student workload
	Lecture			30%
	Seminars, practical work			20%
	Independent work on a project			35%
	Work at the library, independent studies			15%
			Total 80 hours	
Study outcomes of the course unit	<ol style="list-style-type: none"> 1. Students are able to explain the key components of corporate reputation 2. Students can critically evaluate the effectiveness of alternative approaches to promoting and protecting corporate reputation 3. Students acquire knowledge how corporate reputation is measured by a variety of stakeholders, both internal and external 			
Assessment methods and criteria	Study outcomes	1.	2.	3.
	The form of assesment			

	Written work in a classroom	•		•
	Independent work and presentation		•	•
	Written examination		•	•
Recommended or required reading	<p>Compulsory literature:</p> <ol style="list-style-type: none"> Grifins, E. (2008), <i>Reputācijas vadības stratēģija</i>, Lietišķās informācijas dienests, Rīga Robbins, S., Coulter, M. (2014) <i>Management</i>, Pearson Education Limited, Harlow <p>Recommended literature:</p> <ol style="list-style-type: none"> Gaines-Ross, L. (2008) <i>Corporate reputation: 12 steps to safeguarding and recovering reputation</i>, John Wiley & Sons, Inc., Hoboken, New Jersey, e-book Vīlands, R., Kalniņa, L., Broka, B. (2006), <i>Reputācijas vadības rokasgrāmata</i>, Dienas Bizness, Rīga 			
Recommended optional programme components	To be agreed at the start of the course			

Lecturer

_____ /J. Strautmanis/