**Module Aim:**

This module aims to help students understand the different approaches to managing stakeholders in a business context. They will explore theories around stakeholder management and relationship development and the benefits of cross functional working within the workplace to achieve business purpose. The module aims to allow students to analyse the impact that collaborative working has on an organisation and to investigate the effects of resolution disputes and the impact this has on internal and external stakeholders. Students will develop influence and negotiation skills and be confident in managing conflict and difficult situations.

**Module Learning Outcomes:**

**LO1:** Critically analyse approaches to stakeholder management and engagement with a view to identifying strategies for improvement

**LO2:** Evaluate cross-functional working to deliver positive results

**LO3:** Analyse the impact of collaborative working and managing difficult conversations with internal and external stakeholders

**LO4:** Critically reflect on collaborative relationship skills

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| --- | --- | --- | --- |
| Assessment type | Specific requirements  (e.g. word count) | Learning outcomes being assessed | Weighting % of final mark |
| **Report** | **3,000 words** | **LOs 1, 2, 3** | **75%** |
| **Reflection** | **1,000 words** | **LO4** | **25%** |

**Reading list**

Caspersen, D., 2015. *Changing the Conversation: The 17 Principles of Conflict Resolution. London,* Profile Books

Freeman, R.E., et al. 2010. *Stakeholder Theory: The State of the Art*. Cambridge. Cambridge University Press.

Friedman, A.L., and Miles, S., 2006. *Stakeholders: Theory and Practice*. Berkshire: Open University Press.

Mayfield, P.M., 2013 *Practical People Engagement: Leading Change Through the Power of Relationships*. 1st ed. Oxfordshire Elbereth Publishing.

Patton, B., (et al) 2011. *Difficult conversations: How to Discuss What Matters Most*. New York: Viking Press.