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| **Course Syllabus** |
| Course Name |  Reputation management  |
| Category | Professional Competence |
| Year Taken | Second Year |
| Offered Major/ Type of Course | Elective |
| Number of Credits | 5 |
| Number of Classes | 18 |
| Professor | Elena LazarevaEmail : elazareva@sfedu.ru |
| Course Description | Provide a set of knowledge and skills that ensures the successful use of economic, social and legal instruments in the analysis of business reputation as a modern object economy in order to justify directions for improving reputation organization management, minimizing the reputational risks of its activities. |
| Course Policy | Netiquette : Refer to the Netiquette Policy in the Student Handbook.Student with special needs : Refer to the Students with Disabilities and Accommodation Policy in the Student Handbook.Academic Honesty : Refer to the Student integrity and Academic Honesty Policy in the Student Handbook.Honor Code : Refer to the Honor Code Policy in the Student Handbook. |
| Course Objective (Goal) | Give the students the system of knowledge, skills and competencies needed to use the methodology of business reputation valuation, to form reputation strategy, building on the basis of its forecasts and models for Reputational management decisions, including made in international Reputational management . |
| Learning Outcome | *Knowledge:* main functions of reputational management activities; tools and means for processing economic and managerial data in accordance with the task, analyze the results of calculations and substantiate the conclusions.*Skills:* use information technology in reputational management activities, - search for information on the received assignment, collect, analyze data necessary to solve managerial problems; calculate reputational management performance indicators based on standard techniques and the current regulatory framework; make effective decisions using various models and methods of managerial decision making. in using sources of reputational management information; skills to describe situations standard theoretical and managerial models. |
| Course Progression | The Course contains lectures in English with a variety of examples, seminars in English studying of the main themes of the course and discussing issues with the students, analytical models, practical training in English with the study of business cases on the subject of the course, as well as group work of students in business case analysis, discussion of self–training results with the students |
| Course Text | James S. O’Rourke. PUTTING REPUTATION AT RISK The Seven Factors of Reputational Management IV University of Notre Dame. 2002., Alsop J. The 18 Immutable Laws of Corporate Reputation: Creating, Protecting and Repairing Your Most Valuable Asset. – L.: Kogan Page, 2006, CEO reputation study Burson – Marsteller’s research. Belgium, 2003, E. Griffin Managing reputational risk: Strategic podhod. – M .: Alpina Business Books , 2009. – 237 p. 3. G. Dowling firm Reputation: Creating, managing and evaluation. – M .: INFRA–M, 2003. – 368 p. Moses N. , Ryumin MY, Slushaenko MV, AV Budnik Branding in the management of marketing activity – M .: Omega–L, 2003.0 410 |
| Course Outline | There will be 6 lectures mentioned below and 12 practical classes on the same topics |
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| Lecture | Course Title | Key Points |
| Lecture 1 | Reputation management: the concept, features, types. | Business reputation as a socio–economic–legal category. Social status and its impact on the formation and distinction of reputations. Law regulation of business reputation and its problems. Economic and accounting evaluation of business reputation. |
| Lecture 2 | Reputation management: the strategy, forms and areas | The essence, goals and objectives of reputation management. Strategy and tactics of reputation management. Forms and areas of reputation management |
| Lecture 3 | Reputational risks | Reputational risks – concept, types, causes. Methods of reputational risks minimization. |
| Lecture 4 | System method of business reputation evaluation: quantitative methods of business reputation. | Quantitative methods of business reputation evaluation. Accounting method. The method of excess profits. Method of excess resources. The method of determining the value of business reputation on the basis of production volume. Other methods.  |
| Lecture 5 | System method of business reputation evaluation: qualitative methods of business reputation  | Qualitative methods of business reputation evaluation. Ranking method. Commendation method. |
| Lecture 6 | Business reputation evaluation | The goal, criteria and alternatives of business reputation. Factors affecting business reputation. The use of systemic method for business reputation evaluation and to practical management. Analysis of the results and prospects" |

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| Grade Evaluation and Course Requirement | Number of Assignments: 18 (All 16 assignments are required)Tests, criteria – number of right answers (more than 50%), homework, criteria – adopting theoretical knowledge to practical situations, colloquium, criteria – the completeness of the disclosure of the theoretical question.Grades will be evaluated on the scores of the assignments from grades A to F.

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| Grade | Score |
| A | 85 - 100 |
| B | 71 - 84 |
| C | 60- 70 |
| D | 50 - 59 |
| F | 49 and under |

\*Minimum Course Requirement: C or above |