**Reputational management**

**Department responsible for the course or equivalent** Department of management

**Lecturer (name, academic title, e-mail)** Karaycheva Olga, PhD, olya\_rostov@mail.ru

**Semester when the course unit is delivered** 3 semester (2 course)

**Teaching hours per week** 4

**Level of course unit** Second cycle – Master level

**ECTS credits** 5

**Admission requirements***Knowledge* of the concept of management process organization, tools of strategic analysis of the internal and external environment of the company, the basic rules of business communication in English, basic terminology of their specialty

*Skills* of navigation in the strategic issues and objectives of the company, of analyzing of internal and external parameters of the company, of using language tools in specific areas, situations, conditions, of gathering primary information on the organization and storage of data for strategic modeling, of communication in oral and written English for solving professional problems.

**Course objectives (aims)** aretogive 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 management decisions, including made in international management.

**Course contents** 2 modules:

Module 1: Reputation management: the concept, features, types.

Topic 1.1. 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.

Subject 1.2 The essence, goals and objectives of reputation management. Strategy and tactics of reputation management. Forms and areas of reputation management.

Topic 1.3 Reputational risks – concept, types, causes. Methods of reputational risks

minimization.

Module 2 Business reputation evaluation

Topic 2.1 . 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.

Topic 2.2 . System method of 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.

**Planned learning activities and teaching methods** 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

**Assessment methods and criteria**

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.

**Course literature**

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