



Course Syllabus

1. Course Title:

Reputation management

2. Academic Level:

Master

3. ECTS Credits:

5 ECTS

4. Semester:

3, autumn semester

5. School/Department:

Faculty of Management

6. Location:

200/1 Stachki Avenue, Rostov-on-Don

7. Instructor:

Prof. Elena Lazareva. Email: elazareva@sfedu.ru

8. Language of Instruction:

English

9. 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.

10. Course Aims:

Provide students with 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.

11. Specific entry requirements (if any):

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12. Course Content:

There will be 6 lectures as below and 12 practical classes on the same topics.

13. Intended Learning Outcomes:

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, 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; skills to describe situations standard theoretical and managerial models.

14. Learning and Teaching Methods:

The Course contains lectures in English with case-studies, 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.

15. Methods of Assessment/Final assessment information:

Number of Assignments: 18 (All 18 assignments are required)

There will be no final exam for this course.

Grades will be evaluated on the scores of the assignments from grades A to F.

Grade	Score
A	95 - 100
B	85 - 94
C	71 - 84
D	65 - 70
E	60 - 64
FX	31 - 59
F	30 and under

*Minimum Course Requirement: E or above

16. Reading List:

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, Slushenko MV, AV Budnik Branding in the management of marketing activity – M.: Omega-L, 2003.0 410