

Course title	Corporate Reputation
Credits	6
University	UCM
Language of the course	English
Learning outcomes	<p>LO1 The study and implementation of reputation in companies occupies a fundamental place where experience in communication and business are intertwined.</p> <p>LO2 The reputation knowledge in audit, diagnosis and implementation would help future professionals to have a high performance in the field of intangible assets.</p> <p>LO5 In this course, the students will express themselves in English so that they can engage in European multilingual reality.</p> <p>LO7 Students will acquired analytical skills with the development of a Strategic Reputation Plan applied to a Company, conducting a groups research, making a clear and comprehensive report and presenting – both orally and in written- their own research results.</p>
Course objectives	<p>At the end of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Describe and identify intangible assets concept and practical consequences for companies and institutions. 2. Demonstrate the ability to describe the theoretical framework of reputation. 3. Demonstrate extended knowledge of the reputation audit and the strategic plans to solve reputation treats and improve reputation performance in and outside companies. 4. Demonstrate extended insight of intangible assets and reputation tracking's.

Content	<ol style="list-style-type: none"> 1. Intangible Assets and reputation <ul style="list-style-type: none"> • Introduction to Intangibles • History and conceptual definition of the term • Evolution from an economic description into a communication and cultural definition of the notion 2. Reputation as a paradigm of a good company <ul style="list-style-type: none"> • Origin and evolution of the concept of reputation • The current relationship between company and society • Purpose companies: an ethical approach to business • The multi-stakeholder overview of the company's reputation 3. The corporate reputation audits <ul style="list-style-type: none"> • When and how to perform a reputation audit? • Research techniques to know the current status of a corporation's reputation • Design of the reputation audit 4. The strategic plan to intervene in corporate reputation <ul style="list-style-type: none"> • Formulation of the reputational vision • Stakeholders hierarchy • Diagnosis of reputation • Improvement plan • Communication and recognition management plan 5. Reputational Branding <ul style="list-style-type: none"> • Brand reputation: concepts and limits • How to build reputable brands • Brand reputation threats: polarization and greenwashing 6. Internal Reputation <ul style="list-style-type: none"> • Corporate culture and reputation: sense and pride of belonging. identification with the company • The reputation perspective of people management • Internal reputation management: from satisfaction to commitment • The employer branding as the first source of reputation for companies 7. The reputational management of leadership <ul style="list-style-type: none"> • Leadership from a reputational perspective • The Reputational Management of the Leader (RML) and its transfer to the business reputation (the virtual circle) 8. Tracking reputation and other intangibles <ul style="list-style-type: none"> • What is a monitor for? • Main components of a monitor • Rankings of reference in the world
Work format(s)	<p>Lecture</p> <p>Teaching will consist of a combination of formats i.e.: lectures, hands- on workshops, responsive teaching classes, case reports, random group practices in Moodle. Purpose organized groups practices.</p> <p>Students are expected to be present, demonstrate active participation during school hours, and perform well in group practices (both randomly and in purposefully organized groups)</p>

Manner of assessment	<p>Students must deliver and present individual and group work (written essays, concept maps, random practices in Moodle - or whatever platform is used--). All these practices add up to 80% of the final evaluation of the subject. The other 20% is provided by the mark of a multiple-choice exam.</p> <p>In case of not being able to carry out the subjects in person, the continuous assessment will represent 100% of the grade.</p>
Literature (required/recommended)	<ul style="list-style-type: none"> - Rey, C., Bastons, M. and Sotok, P. (eds) (2019) <i>h</i>. Palgrave Macmillan. - Asha Kaul and Avani Desai (2013) <i>Corporate Reputation Decoded: Building, Managing and Strategizing for Corporate Excellence</i>. SAGE Publications. - Malecki, Catherine. (2018) <i>Corporate social responsibility: perspectives for sustainable corporate governance</i>. Cheltenham, UK: Edward Elgar Publishing Limited. - Thomas, Rosamund (2015) <i>Business ethics and corporate social responsibility</i> Cambridge-Gourlay-Trinity lectures. - Craig E. Carroll (2013) <i>The Handbook of Communication and Corporate Reputation</i>. John Wiley & Sons. - Hannington, Terry (2004) <i>How to measure and manage your corporate reputation</i>, Taylor & Francis Group. - Carreras, Alloza y Carreras (2014) <i>Corporate reputation. The scientific evidence behind corporate reputation</i> Management.