Module Descriptor

University of Cumbria

Strategic Partnerships and Community Engagement			
Module Code:	UCBS7200	**CAT credits:**	20
Mode(s) of delivery:	Blended Learning	**NQF Level:**	7
Faculty:	Education Arts and Business	**Module Leader:**	Dr David Murphy
Owning Department:	Business, Law and Social Sciences	**JACS Code:**	N211
Validation date:	March 2015		

Aims of the Module

The aim of this module is to fully critically analyse the inter-relationship between strategic partnerships and community engagement. This exploration will ensure that you, the student, can, identify, influence, mobilise, manage, maintain, embed and evaluate appropriate community engagement across a range of contexts. In addition the module aims to ensure you are equipped to develop, implement and evaluate appropriate strategic partnership agreements.

Intended Learning Outcomes

On successful completion, you will be able to:

1. Critically evaluate the importance of community engagement in organisational strategy

2. Identify appropriate stakeholders and strategic partnerships for your organisation within local, regional and national parameters

3. Design, develop or evaluate appropriate partnership agreements and related activity with clear lines of accountability

4. Communicate, network and build relationships as appropriate within a professional context

Indicative Module Content

Strategic organisational development

The importance of strategic partnerships; concepts, frameworks and tools.

Community Engagement – its impact on organisations

A focus on different sectors, organisation and organisational contexts – different approaches to strategic partnership development

Phases in the Partnership Process – 12 stages of the partnering process

Developing interpersonal 'soft skills' for leaders and managers:

- The importance of networking and relationship building
- Negotiation skills and approaches

Designing partnership agreements

The concept of accountability and evaluation across strategic partnerships and community engagements.

Indicative Student Workload (hours)

Scheduled learning and teaching	24
Guided independent study	176

Formative Assessment –

Formative assessment provides an opportunity for you to receive feedback on work as part of your learning for the module. Formative work does not have marks awarded that contribute to the final module mark.

Development of a partnership resource map. Group work: Negotiation Exercise

Summative Assessment –

Summative assessment provides the opportunity for you to demonstrate that you have met the learning outcomes for the module.

	Size of the assessment	ILOs assessed	Weighting	Is anonymous marking possible?	Core element?*
Portfolio	4000	1,2,3,4	100%	Yes	No
Brief description of set exercise (if appropriate)					

* By default, your final module grade will be an aggregated mark. However, if this box is marked 'yes,' then you *must* successfully pass this item of assessment regardless of the overall aggregated mark.

Reassessment

Reassessment in the failed component(s) will be undertaken as stated in the Academic Regulations.

Indicative Core Bibliography

Austin, JE and Seitanidi, MM (2014) Creating Value in Nonprofit-Business Collaborations: New Thinking and Practice, Chichester: Wiley- Jossey-Bass.

Baugh, A (2015) Stakeholder Engagement: The Game Changer for Program Management, New York: Auerbach Publications, Taylor & Francis Group.

Gray, B (1989) Collaborating: Finding Common Ground for Multiparty Problems', San Francisco: Jossey-Bass.

Ledwith, M (2011) Community Development: A Critical Approach, Bristol: The Policy Press.

Lewicki, RJ, Saunders, DM, and Barry, B (2014) Negotiation, Seventh edition, Maidenhead: McGraw-Hill Higher Education (UK).

Muff, K (2014) The Collaboratory: A Co-Creative Stakeholder Engagement Process for Solving Complex Problems, Sheffield: Greenleaf.

Seitanidi, MM and Crane, A (2013) Social Partnerships and Responsible Business: A Research Handbook, London: Routledge.

Stott, L (2006) Partnership Matters: Current Issues in Cross-Sector Collaboration, Issue 4, Special Edition for The Partnering Event, University of Cambridge, UK, September 24-26, 2006, London: The Partnering Initiative.

In addition refer to Quest, ABI-Inform and other e-resources for journal articles and reports. See http://www.cumbria.ac.uk/StudentLife/Learning/Resources/Subjects/Business/Home.aspx for more information

Additional Notes

Part time delivery of the module will be supported by optional workshops. The option to join workshops remotely will be promoted to students.

Linked webinars and forum discussion opportunities will be utilised to promote inclusive cohort atmospheres amongst part time students and encourage the sharing and discussions of ideas.

This module is a standalone module. There are no specific entry requirements for this module but you must demonstrate that you are able to study at the appropriate level. Students registering and enrolling for the module as a standalone qualification will, upon passing, receive a University Certificate of Achievement.