



Syllabus of the course «Reputation management»

Specialty	242 «Tourism and Recreation»
Study Programme	«Tourism»
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	elective
Language	English
Term	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester
ECTS credits	5
Workload	Lectures – 24 hours. Practical studies – 24 hours. Laboratory studies – 0 hours. Self-study – 102 hours.
Assessment system	Grading including Exam
Department	Department of tourism, building 1, auditorium 316, phone: (057)758-77-26 (ext. 451), website: http://tourism.hneu.edu.ua/
Teaching staff	Olena Anatoliivna Sushchenko, DrSc in Economics, Professor
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Course schedule	Lectures: according to the schedule Practical studies: according to the schedule
Consultations	At the Department of tourism, offline, according to the schedule, individual, PNS chat.
Learning objectives and skills:	
is to acquire knowledge and form competencies in the peculiarities of development, implementation and application of reputation management as the main element of managing the business reputation of the enterprise and forming its own brand.	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
-	-
-	-
Course content	
Module 1: Reputation in the enterprise management system.	
Topic 1: Reputation as an object of management and intangible asset in the system of modern economic relations.	
Topic 2. Reputation as a component of the organization's development strategy.	
Topic 3. Conceptual foundations of enterprise reputation	
Topic 4. Corporate social responsibility in the reputation management system.	
Topic 5. The process of forming a reputation strategy.	
Module 2: Reputation management technologies and anti-crisis measures.	
Topic 6. The concept of crisis in the reputation management system.	
Topic 7. Crisis communications in reputation management.	
Topic 8: Online reputation management.	



Topic 9: Online system of media monitoring and reputation analytics.

Topic 10. Reputation audit and consulting

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.