



# LITHUANIA BUSINESS COLLEGE

## DESCRIPTION OF STUDY MODULE (FOR ERASMUS+ STUDENTS)

### IMAGE OF ORGANIZATION

<b>Volume of subject</b>	<b>6.0 ECTS</b>
<b>Lecturer in charge</b>	Assoc. prof. Putinas Bielskis
<b>Annotation</b>	<p>The course aims to introduce students to the methodologies and techniques of creating an organization's image, creating universal tactical plans and strategies in the ever-changing external and internal environments of the organization. Students will be provided with thorough knowledge of factors affecting image and reputation of organizations, the role of communication and public relations in creating positive image of the organization.</p> <p>After the course students:</p> <ul style="list-style-type: none"> <li>✓ Will be able to understand the fundamental principles of the image of organizations.</li> <li>✓ Will develop knowledge and ability to apply effective solutions for creating the image of the organization.</li> <li>✓ Will be able to prepare a strategy for creating the organization's image.</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>• The concept of the organization's image.</li> <li>• Formation and structure of the organization's image.</li> <li>• Models and tools for creating the organization's image.</li> <li>• The mechanism of consumer attitude formation.</li> <li>• The role of PR and communications in formation of organization's image.</li> <li>• Cultural and national differences.</li> <li>• Ethics and organizational culture.</li> <li>• The role of leadership and top management in formation of positive image of organization.</li> <li>• Communication and negotiations.</li> <li>• The role of organization's stakeholders in the creation of its image.</li> <li>• Organizational actions in times of crisis.</li> </ul>
<b>Procedure for assessment of knowledge and competences</b>	<ul style="list-style-type: none"> <li>✓ <b>20 percent</b> – individual task assignment No.1</li> <li>✓ <b>20 percent</b> – individual task assignment No.2</li> <li>✓ <b>60 percent</b> – exam test.</li> </ul>