

Course: Change Management 1

credits: 3

Course code	CIVB18CHM1	Modes of delivery	Assignment
Name	Change Management 1		Lecture
Study year	2020-2021	Assessments	Change Management 1 - Other assessment
ECTS credits	3		
Language	English		
Coordinator	H. Meijer		

Learning outcomes

Competences:

- CREATING VALUE; The Marketing professional gives substance to the marketing approach by creating long-term value for both the client, the organisation and society. He/she does this based on an analysis of data and research, with the aim of gauging the client's actual behaviour. He/she is able to translate this analysis into an action plan.

21st-century skills:

- Creativity
- Curiosity
- Critical thinking

Learning Outcomes:

1. Appoint several perspectives of organizing (change);
2. Able to apply Organisation theory of Change Management into Organisational change by using 7S model of McKinsey;
3. Able to apply perspectives of organisational change into types of Organisations;
4. Able to know (at least) four types of Organisation Cultures by using characteristics of organisations;
5. Able to reflect critically on used theories, changes identified and come with insights that might be new.

Content

Level:

Intermediate

Content:

A rapid changing world emerges; organizations need to change along to survive. Sounds easy, but is more complex than people think.

Many projects of change fail and lead to frustration and costs, and sometimes even companies stops existing.

How can an organization keep everyone on board and guide them to a new future?

In this block a focus on organizations itself and external forces: different types, cultures. So an internal perspective of organizations, combined with reasons why to change.

Literature/study materials:

- For Marketing Management Bachelor Programme student: For the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course.
- For Exchange Students/Certificate Students: For the latest info, go to the reading list on intranet: Hanzegroningen.eu/exchangemm or the Blackboard course.

Included in programme(s)

Marketing Management
Marketing Management Exchange Programme Semester 1 (Autumn)

School(s)

School of Marketing Management and Financial Economic Management
School of Marketing Management