

Course: Change Management 4

credits: 3

Course code	CIVB18CHM4	Modes of delivery	Assignment Lecture
Name	Change Management 4		
Study year	2020-2021	Assessments	Change Management 4 - 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
- Perseverance
- Curiosity

Learning Outcomes:

1. Ability to recognize different leadership styles and how to apply.
2. Ability to understand and connect the different styles of leadership with different change perspectives.
3. Ability to understand own style and apply where and when possible in practise.

Content

Level:

Intermediate

Content:

More and more change management is identified as a crucial competence to be an effective manager/leader. In this course a focus will be on different Leadership Styles and Personal Leadership. Based on your own experiences, linked to the course of Key Account Management and the previous simulation. Aim is to critically reflect on what you have learned and applied till today, create your own vision on change and understand how and why you can have a potential impact on this, by increasing your efficacy.

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

School(s)

School of Marketing Management and Financial Economic Management