

Course: Change Management

credits: 5

Course code	CIVB20CHM	Modes of delivery	Tutorial
Name	Change Management	Assessments	Change Management - Other assessment
Study year	2022-2023		
ECTS credits	5		
Language	English		
Coordinator	O. Baart		

Learning outcomes

Upon successful completion of this course students will be able to:

1. take group decisions and understands what the impact is on a team with group members of a several backgrounds in a virtual situation such as a game;
2. analyse the personal learnings by participating in group decisions;
3. reflect and evaluate on their own style of learnings.

Content

Level:

Intermediate

Content:

Making the best marketing plans in world in one thing. But making sure that they actually are implemented is a completely different ball game all together. You have to work with people who all have their own goals, ambitions, perspectives and expertise and all of this is crucial to take into account if you make any form of proposal. In the change management course you will get a taste of this.

In the first block there is an intensive week scheduled which we will use for playing a Game with a partner University of Applied Sciences.

During this week all of you guys will play the role of a 'Junior Change Consultant' in a team of maximum 5 individuals. The teachers will transform into 'Senior Change Consultants' who try to help you going in the right direction.

In the second block of the semester you will work on assignments that will shine a different and more in-depth light on what you've experienced during the game.

Literature/study materials:

For the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course.

Included in programme(s)

Marketing Management Exchange Programme Semester 2 (Spring)
Marketing Management

School(s)

School of Business, Marketing and Finance