Course: Change Management — credits: 5

Course code	CIVB20CHM
Name	Change Management
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	O. Baart
Modes of delivery	Tutorial
Assessments	Change Management - Other assessment

Learning outcomes

Learning Outcomes

After successfully completing this course, the student is able to:

- make group decisions and analyse the impact on teams with diverse backgrounds in a virtual simulation environment;
- identify and analyse personal learning outcomes from participating in group decision-making;
- reflect on and evaluate their own learning style critically.

Content

Content:

This course teaches you how to effectively manage change within organisations. You will learn that creating strong marketing plans is only the first step; implementing them requires collaboration with people who have different goals, perspectives and expertise.

In Block 1, you participate in an intensive week in collaboration with a partner University of Applied Sciences. You work in teams of up to five students as a Junior Change Consultant. Lecturers act as Senior Change Consultants to guide you in a virtual simulation game focused on change management and decision-making.

In Block 2, you complete individual and group assignments that deepen your understanding of the experiences from the simulation game. You apply theory, reflect on personal and team performance, and explore the human and organisational factors that influence successful change processes.

Literature/study materials:

See Brightspace or intranet.

Included in programme(s)

Marketing Management
International Marketing Management Exchange Programme
Semester 2 (Spring)

School(s)

Entrepreneurship, Communication & Marketing

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