WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION

COURSE NUMBER: MGT 7395
COURSE TITLE: Management Development

I. LEARNING OUTCOMES AND GOALS:

GOAL A: Evaluate the nature of contemporary management and leadership, and the differences between them.

Learning Outcome:
A-1 Develop and apply meaningful differences between the practices of leadership and management, using historical insights and literature analysis.
A-2 Evaluate the view that most American organizations are over-managed and under-led.
A-3 Examine future trends for the changing requirements of leaders and managers.

GOAL B: Understand the impacts on management requirements and styles, of downsizing, mergers, and acquisitions, and the consequent effects upon worker attitude, loyalty, and productivity.

Learning Outcome:
B-1 Evaluate the incidence of firm concentrations across industries, as driven by global competitive forces, and other factors.
B-2 Examine the general characteristics of successful v. unsuccessful mergers and acquisitions, and the lessons for managers and leaders.
B-3 Evaluate the major lessons of successful organizations in innovative uses of human capital.

GOAL C: Assess the modern expectations of, and challenges to, the leader/manager.

Learning Outcome:
C-1 Determine the major changes in the intellectual, emotional and attitudinal “DNA” of successful managers and leaders in the global economy.
C-2 Examine the lessons for successful organizations in cultivating the best leaders and managers.

GOAL D: Evaluate the major implications of the changing worker-manager compact, and the effect of flatter organizational structures upon work life.

Learning Outcome:
D-1 Evaluate the leadership and management challenges from radically different notions of worker loyalty, and work-life balance, especially across generations.

D-2 Examine the inherent conflict between changing patterns of work, e.g., job sharing, telecommuting, part-time assignments, teaming, and the resulting shifts in worker expectation – the “commitment paradox”.

**GOAL E:** Demonstrate an enhanced ability to communicate, both orally and in writing.

**Learning Outcome:**

E-1 Understand the importance of impact messages, especially in presentations.
E-2 Demonstrate the ability to write analytically and briefly.

**II. RATIONALE:**

Seismic shifts in organizational structure, function, and the shifting challenges and opportunities in the leveraging and use of human capital have been wrought by an increasingly competitive global economy. The roles of managers and leaders, and the necessary distinctions between them, are driven by competitive tsunamis that include technology, “virtuality”, cultures, and workforce differences. Organizational vitality – and survival – will depend, most importantly, on different strategies for the “mining” and coordination of human potential in the workplace.