WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
COURSE SYLLABUS

FACULTY MEMBER: Leave Blank
TERM: Leave Blank
COURSE TITLE: Management Development
COURSE NUMBER: MGT 7395
OFFICE HOURS/METHOD OF CONTACT: Leave Blank

Technical Requirements that may be required to utilize technology in this course:
- A headset or microphone.
- A webcam.

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.

COURSE DESCRIPTION:
The rapidly changing business of management, including its new paradigms, cultures, challenges, techniques, and opportunities is the focus of this course. The content and future direction of leadership and management, including organizational architecture and the "virtual" enterprise, morale, motivation, productivity, diversity, teamwork, the changing contract between worker and organization, and the effect of changing expectations on reward systems are closely examined.

MAJOR INSTRUCTIONAL 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.

PROGRAM COMPETENCIES: (Intended student learning outcomes)
• Develop an understanding of contemporary leadership and management models and theories.
• Develop an understanding and the ability to apply change frameworks and models.
• Articulate personal values and goals as guideposts to personal behavior.

WILMINGTON UNIVERSITY GRADUATION COMPETENCIES: (Broad based goals)
Oral Communication
• Speak with confidence, clarity, and conciseness.
• Research, prepare, and deliver professional presentations.

Written Communication
• Write clearly, concisely and appropriately using correct English grammar, punctuation, usage, mechanics, sentence structure, and vocabulary.
• Use appropriate APA format for scholarly writing.

Disciplined Inquiry
• Use quantitative, qualitative, and scientific reasoning to solve problems.
• Exercise critical thinking strategies including reasoning, problem solving, analysis and evaluation.
• Define a problem or issue and develop questions and methods to address the problem or issue and/or create new knowledge.

Information Literacy
• Access and use information effectively, efficiently, and appropriately.
• Evaluate the quality of sources and content.
• Use technology to effectively locate and communicate information.

Ethics
• Demonstrate knowledge and application of prescribed ethical codes and/or behaviors promoted by professions.

METHODOLOGY:
A. Teaching Methods: Describe what methods will be used to convey information to students.
B. Evaluation Procedures: Describe specifically how course objectives/outcomes
will be evaluated (e.g. essays, projects, discussions, quizzes/exams, etc.)

C. Major Assignments used for Outcomes Assessments: Describe any Outcomes Assessments mandated in the course. For example, Peregrine testing. Any OA assessments required should be supplied by the Chair. This is a mandatory assessment used in all sections of all courses.

COURSE SCHEDULE AND CHECKLIST:
Provide a list of assignments by week, point values, and due dates (e.g. Sunday of Week 1). For online sections, Your instructional designer can help you build this table from the Grade Center in Blackboard.