



APPLIES TO ACADEMIC YEAR 2006/2007

GRA 2425 Change Management

Program

Master of Science in Marketing (Management), Specialization Course

Responsible for the course

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Department

Leadership and Organizational Management

Term

According to study plan

ECTS Credits

6

The course will deal with the impact of the new economy on strategic and leadership change processes. How does the new economy affect knowledge processes in organizations, and what bearing does this have on the strategic choices facing the organization.

We will identify the principal forces driving the new economy, examine and analyze how, with the help of various models from future research, these factors affect the future focus. Knowledge can be divided into explicit and tacit knowledge, and throughout the recent years there has been a growing interest for the latest perspective. Core competence is often understood as tacit knowledge that cannot be copied.

The course will go through the concepts of knowledge, information and competence with emphasis on how knowledge can be managed and organized to change organizations. This course will, from a theoretical perspective, examine various models of leadership and change management in knowledge based production. From the practical perspective, the course will introduce the students to models and methodologies for how an organization can be changed to be able to create its own future.

Objective

The goal of this course is to understand how a corporation can create its own future, instead of adapting to what happens. The relationship to the world around the company will be central in this course. The company's relationship to the external surroundings/factors will be central in this course. This should be seen in the light of new organizational forms and new forms of management in the networked based economy.

In this course, we will be working with knowledge-based companies trying to maximize a high level of external and internal complexity. We will work with cases and tools to see how the organizations can form their own future through necessary changes.

Prerequisites

GRA2417 Leadership

Compulsory literature

Books:

Krogh, Georg von, Kazuo Ichijo and Ikujiro Nonaka. 2000. Enabling knowledge creation : How to unlock the mystery of tacit knowledge and release the power of innovation. Oxford University Press
Normann, Richard. 2001. Reframing business: When the map changes the landscape. Chichester: John Wiley

Recommended literature

Books:

Drucker, Peter F. 1999. Management challenges for the 21st century. Oxford: Butterworth Heineman

Course outline

- New forms of organizations and management in the knowledge economy
- Change management in an organization theory perspective
- A strategic perspective on organizations and organizational structures
- Competence-driven change management for knowledge-based organizations
- Change management with an emphasis on external driving forces

- Intellectual capital management and inter-organizational communication
- Visionary leadership and Creativity and innovation

Computer-based tools

Presentation tool such as PowerPoint

Course structure

The teaching is based on modern educational principles and varies between traditional lectures, cases, examples from films, class discussions and participant contributions. The aim is to provide participants with relevant and useful knowledge and competence. Lectures are given on a fixed day of the week, 36 hours in total.

Evaluation

50% - Term paper

25% - Written examination (2 hours)

25% - Plan for Term Paper, required presentation (1/2 hour).

All evaluations must be passed.

Evaluation code(s)

GRA24251 accounts for 100% of the final grade in the course GRA 2425.

Aids at the examination

Bilingual Dictionary

Makeup exam

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.

Honor Code

Academic honesty and trust are important to all of us as individuals, and they are encouraged and promoted by the honor system. This is a most significant university tradition. The honor system is the responsibility of students. As faculty, we share the commitment to the ideals of the honor system.

At no time should notes or papers or personal consultations based on previous semesters of this course be used. As part of the honor code papers handed in as part of the course is, at the discretion of the professor, scanned for plagiarism. We are using Safe Assignment in Black Board for this purpose. Any violation of the honor code will be dealt with in accordance with BI's procedures on cheating. These issues are a serious matter to everyone associated with the program. They are at the heart of the Honor Code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.