Managing Change / Strategic Change
E-716-MCSC

Lecturer:
Kent Seltman

Content:
The course provides real-world insight and practical lessons for managers in health-related service organizations.

Learning outcome – objectives:
The primary aims of the course are to 1) provide a basic understanding of the management disciplines and 2) to use that information to analyze management issues and opportunities in the workplace. Students will be challenged to apply the assigned reading and class discussions to the challenges they have encountered in their work experience – discussions and exercises in the class will require that class members think analytically and critically about their past or current work environments. Topics include strategic planning, marketing management, human relations management, organizational structure, and operations management.

Course assessment:
Two short group assignments (20%), individual final assignment (60%), and participation in classes (20%).

Reading material:
Management Lessons from Mayo Clinic
Leonard L. Berry & Kent D. Seltman
2008