

Change Management Communication

MGT/MKT B493-002

Class Syllabus – Fall 2009

PROFESSOR: Kathy Barnett, Ph.D.
OFFICE: 346 Miller Hall
OFFICE HOURS: Mondays & Wednesdays, 1:45-2:45 and by appointment
PHONE: 864-7968
EMAIL: kbarnett@loyno.edu

TEXTS: *Making Sense of Change Management, 2nd Edition, by Esther Cameron and Mike Green. Kogan Page Publishers, ISBN: 978-0-7494-5310-7*

Course Objectives:

LEARNING OBJECTIVES:

- Demonstrate mastery of change course concepts
- Identify one's own communicator/compliance-gaining style(s)
- Develop a change plan template final project
- Demonstrate ability to apply course concepts to real-world situations
- Identify organizational change successes/failures

COURSE POLICIES:

Attendance: Participation in each class is vital to any communication-oriented class. Classes will normally be conducted utilizing a combination of lecture and discussion. For the classroom experience to be meaningful and interesting, students *MUST* come to class prepared and be willing to contribute to the discussion. Attendance will be taken each class.

Use of laptops, etc. in this class: Laptops may be used in this class for purposes of taking notes for this class only. Please put cell phones, etc. on *silent* when entering class.

Assignments: All assignments must be typed. Examinations, assignments, and presentations are due on the assigned date – no exceptions. If you have an emergency situation, notify me *prior* to the day the assignment is due and I will decide how to handle the situation (points may be deducted). There is no extra credit work given. **Leaving for school break early, job schedules and the like are not valid excuses for missing class or turning in assignments late.**

Blackboard: I have the course posted on BLACKBOARD. I post all assignments and grades to BB.

Disability Statement: A student with a disability that qualifies for accommodations should contact Sarah Mead Smith, Director of Disability Services at 865-2990 (Academic Resources Center, Room 405, Monroe Hall). A student wishing to receive test accommodations (e.g. extended test time) should provide the instructor with an official Accommodation Form from Disability Services in advance of the scheduled test date.

ASSIGNMENT VALUES:

Assignments

1. One-minute papers	6@5pts each	30
(you may drop your lowest OMP score)		
2. Misc. Assignments and In-class Activities		20
3. Film Analysis		25
4. Exams	3@45pts each	135
5. Final Project		75

Total	285
--------------	------------

Grading Scale:	93-100	A
	90-92	A-
	87-89	B+
	83-86	B
	80-82	B-
	77-79	C+
	73-76	C
	70-72	C-
	67-69	D+
	60-66	D
	59 and below	F

MGT/MKT 493 Fall 2009 Semester Course Outline

Class Session	Topics, Chapters to be Read Before Class Assignments
Monday, August 31	Review Syllabus; Student Profiles
Wednesday, September 2	Assignment 1 Due
Friday, September 4	Assignment 2 Due
Monday, September 7	Labor Day Holiday
Wednesday, September 9	Intro/Chapter 1 pp. 19-31
Friday, September 11	Chap. 1 pp. 32-47
Monday, September 14	Chap. 1 pp. 47-61
Wednesday, September 16	Org. Change Theories
Friday, September 18	Org. Change Theories
Monday, September 21	Org. Change Theories
Wednesday, September 23	Exam 1
Friday, September 25	Review Exam

Monday, September 28	Chapter 4/Leading Change
Wednesday, September 30	Chapter 4/Leading Change
Friday, October 2	Chapter 4/Leading Change
Monday, October 5	Persuasion and Influence
Wednesday, October 7	Persuasion and Influence
Friday, October 9	Persuasion and Influence
Monday, October 12	Communicator Style
Wednesday, October 14	Communicator Style
Friday, October 16	Exam 2
Monday, October 19	Fall Break* (This holiday may be cancelled due to earlier evacuations)
Wednesday, October 21	Review exam
Friday, October 23	Communication Climates
Monday, October 26	Communication Climates
Wednesday, October 28	Communication Climates
Friday, October 30	Chapter 7/Cultural Change
Monday, November 2	Chapter 7/Cultural Change
Wednesday, November 4	Chapter 7/Cultural Change
Friday, November 6	To Be Determined
Monday, November 9	Rebranding
Wednesday, November 11	Rebranding
Friday, November 13	Rebranding
Monday, November 16	Chapter 9
Wednesday, November 18	Chapter 9
Friday, November 20	Exam 3
Monday, November 23	Review exam/Film Analysis Assignment Discussion/Final Project Discussion
Wed-Fri November 25-27	Thanksgiving Holidays
Monday, November 30	Chapter 10
Wednesday, December 2	Chapter 10
Friday, December 4	Film Analysis discussion
Monday, December 7	Film Analysis discussion /Outline of final project due/discussion
Wednesday, December 9	Film Analysis discussion
Friday, December 11	Course Wrap Up/Meetings on Final Projects
Wednesday, December 16, 12 noon	Final Projects Due in Dr. Barnett's Office