

COURSE GUIDE



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- Terms A, C
- 5 EC
- Minor Globalizing Business
- Full time
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Managing Change and Innovation

Minor Globalizing Business

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1 Course Description

Contemporary organizations face change on an increasing scale. This course will elaborate on how to manage change in organizations. Innovative capabilities of organizations can be managed too. In this course the latest insights in this field will be discussed.

Businesses that fail to innovate will run the risk of losing ground to competitors, losing key staff, or just operate inefficiently. Innovation will help business discover new opportunities, now or in the future. Innovation helps organizations to stay ahead.

2 Course Goals and Learning Objectives

General learning objectives

- This course aims at preparing students for managing change and adoption of new ideas & views in a 21st century organization.

The student:

- Understands the importance of change & innovation for organizations & business
- Is aware of recent developments in change & innovation in international business & literature
- Understands the impact of business models, structure, culture & nature on organizations
- Understands the management process
- Understands the innovation process
- Can analyse different types of innovation in terms of business impact
- Can describe the organizational design & activities in organizations to foster change & innovation
- Recognizes the various innovation strategies and determine the appropriate circumstances in which to use them
- Recognizes the importance of managing & adopting personal skills, learning & development to operate in this field
- Can apply these concepts, content and processes to assignments, case studies and explorations
- Can work in teams, carry out field work and develop communication skills

3 Place in the Curriculum and Related Courses

Place in the Curriculum:

This course is an obligatory regular part of the minor Globalizing Business. It is a course for students with high interests in innovation in business. The student has an interest following the latest trends in business management.

Related Courses:

- Topics in International Business
- Consultancy
- Business in Society
- Global Management Project

4 Study Burden

Total study burden in hours per student = 5 EC (European credits);
28 hours x 5 EC course = 140 hours.

Workshops (6 weeks x 2 x 120 minutes):	24
Self study; reading:	24
Assignments:	92
Total hours:	140

5 Pre-requisites

Basic knowledge of: Business, Marketing, Management & Organisation, International Economics, Management Skills, Research Skills, presenting and report writing.

6 Exemption Possibilities

Generally not applicable.

7 Competencies

- Professional Competencies (Knowledge, Skills, and Attitude)

International Business Awareness. *The ability to evaluate patterns and trends in (international) companies and markets, elaborate further on the theory and practice of international strategies. The ability to identify competitive advantage and strategy. The student is aware of recent international developments in specific regions.*

Intercultural Adaptability. *The student can identify dimensions of business culture and human resource. He can indicate the importance of the viable (international) relations of a company within the total value chain.*

International Strategic Vision Development. *The ability to recognise trends and the consequences they could have for the vision and (internationalisation) strategy.. He can assess the consequences of a company strategy for the evaluation of management options.*

Entrepreneurial Management. *The ability to independently take actions and risks to create opportunities for both existing and new products/services in the market. To ability to write and defend a business plan for a company.*

- Generic Competencies (Task Oriented)

Creative Problem Solving. *The ability to take several aspects of the problem into account with a broad view. The ability to find solutions that are less predictable and cannot be derived directly from the tools given*

Analysis and Information Processing. *To be able to work in a more complex situation and to systematically execute a research, report on the findings and to translate them into useful conclusions. To use theoretical concepts and the ability to translate these concepts into an information need.*

Planning and Organizing. *The ability to independently make a realistic and effective planning and to determine the required time, actions, tools and priorities in relation to the activities of others.*

8 Didactic Forms

Workshops, teamwork, lectures, discussions, assignments and different reading materials.

Each week there are lectures introducing new topics in the areas of Managing and Innovation. There are also practical in class assignments to be prepared individually and in groups. To prepare for the classes reading materials are provided.

On week 5 instead of a lecture there is time provided to visit a hotspot. This is to be organized by students themselves and it could be a place, company visit or setting which provides relevant knowledge or skills for the students joining. The visit is part of the evaluation and includes a reflection of the visit based on management and innovation principles.

Planning MCI	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Managing topics	Managing managing	Managing structures	Managing communication	Managing differently	Hotspot visit - Consultations business idea	Managing teams and yourself	Work on your business idea & storyboard
Innovation topics	Exploring innovation	Exploring trends	Exploring views	Exploring Biomimicry	Hotspot visit – Consultations business idea	Exploring creativity	Presentations business idea & storyboard

9 Assessment

1 Team (40%) Business idea and Storyboard (Osiris: Essay) min. grade 5.5

- A business idea is developed through design principles and contributing to the Doughnut economy. A supporting storyboard shows the understanding of business processes such as customer journeys.

2 Individual (60%) Personal reflection and PowerPortfolio (Osiris: Portfolio) min. grade 5.5

- The personal reflection focusses on the skills and knowledge development throughout the course. Including a combination of theoretical and practical assignments. The power portfolio is a self-made summary of the weekly lessons and topics, including personal and critical views.

10 Course Material and Literature

All material used will be provided on the Canvas page of the course and the MS Teams site

11 Course Evaluation

Evaluation of the course and assessment will take place at the end of the block by the management and the minor coordinator by use of Evalytics