

ORGANIZATIONAL BEHAVIORAL CHANGE IN THE DIGITAL AGE

Professor

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Audencia Business School

July 4 – July 14

Monday-Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

ON CAMPUS

DESCRIPTION

This course offers students the opportunity to improve their capacity to deal with behavioral change in organizations by helping them identify, analyze and justify influencing factors, namely, culture, structures, resistance, motivation, role of technology, and the role of the leader, in order to tackle business contingencies amid challenges facing organizations during transformations in the Digital Age.

OBJECTIVES

- To analyze complex situations when undergoing transition on the individual, team, and the systems levels.
- To use practical approaches to promote change within organizations in the Digital Age.
- To identify and understand stakeholders' interests in achieving strategic objectives through operational goals.
- To differentiate among perceptions and cognitive behavior to prioritize choices when making organizational decisions.

METHODOLOGY

Approaching this course from a very practical perspective, this course is based on presentations, case analyses, simulations and in-class exercises that are prepared and presented by those teams that will later on work on the concluding Group Assignment to create synergy for optimal quality of work. In this regard, my teaching style focuses on employing fact driven cases from the business world and sharing them in class to be able to bridge the gap between theory and applications within organizations and thereby equip the students with more practical and relevant instruments in tackling and rectifying pressing issues in Organizational Behavior.

EVALUATION

- Individual report submission
- Group case study
- Participation
- Attendance

PRE-REQUISITES

N/A