

AD021 Modern Social Thought and Movements

Course Overview

Organizations have a history and culture in which the management discipline is exercised. Individual managers have histories and personal "cultures" that influence the way they manage in particular organizations. The discipline of management has a history that has contributed to the culture of management. This course focuses upon the rise of the concept of management as a distinct profession. It provides an overview of major schools or perspectives of management theory since the industrial revolution, with a focus on the twentieth century. It will also look at the persons and institutions involved in their dissemination.

Related courses

The Thought and Creativity course that the students take the second year on Mondays is linked to this course, such that Thought and Creativity overall course grade will have a weight of 30% in Modern Social Thought and Movements' overall grade.

Course Objectives

By the end of this course students should be able:

1. To summarize the basic theories of selected individuals in management thinking.
2. To discuss the basic theories in the current context.
3. To describe how the practice of management has changed our society

Learning Outcomes

On the completion of this course students will have acquired/achieved:

- Critical Thinking.
- Basic theoretical knowledge of the subject.
- Development of written and oral communication skills.
- Development of Information management skills.
- Problem-solving skills.
- Teamwork.
- Intrapersonal knowledge and development.
- Interpersonal skills.
- Cross-cultural skills.
- Creativity.
- A search for quality excellence.
- Self Motivation.
- Generative learning.

Course structure and calendar

AGENDA FOR THE SESSIONS: Below you can find a tentative schedule, subject to change if needed.

W1. Feb 12th	Sta. Eulalia Day (No Class)
W2. Feb 19th	Introduction to the Course & Lectures Introduction to the Course and introductory chapters
W3. Feb 26th	Lectures Chapter 4: Management pioneers in the early factory
W4. Mar 4th	Field Activity + Lecture Chapter 6: Industrial growth and systematic management Activity: Visit to Museum of Science and Technology in Terrassa
W5. Mar 11th	Lectures Chapter 7: The advent of scientific management
MIDTERM (No Class)	
EASTER (No Class)	
W6. Apr 1st	Lectures Chapter 8: Spreading the gospel of efficiency
W7. Apr 8th	Lectures Chapter 9: The human factor: Preparing the way
W8. Apr 15th	Lectures Chapter 10: The emergence of management process and organization theory
W9. Apr 22nd	Lectures Chapter 13: The Hawthorne studies
W10. Apr 29th	Lectures Chapter 14: The search for organizational integration
W11. May 5th	Field Activity + Lecture Chapter 15: People and organizations Activity: Betahaus Barcelona visit
W12. May 12th	Lectures Chapter 19: Management theory and practice
W13. May 19th	Lectures Chapter 20: Organizational behaviour and organization theory Current trends in Management theory and practice
W14. May 26th	Review Review for the final exam

Course evaluation

REQUIREMENTS, EXPECTATIONS, AND ASSESSMENT

EVALUATION

There are four requirements to pass this course:

- (1) To be prepared to participate in class discussions on assigned readings. Quality participation accounts for 20% of your final grade. Quality participation means involvement in class discussions (asking intelligent questions or contributing thoughtful insights).
- (2) As groups of three, to deliver to the professor a 4-5 pages summary of the chapter assigned to your group in a timely manner. This summary accounts for the 20% of your final grade. Summaries should be delivered to the submission file, late submissions will not be credited.
- (3) To take the midterm exam scheduled to take place in March 2016. This exam accounts for the 20% of your final grade.
- (4) To take the final exam scheduled to take place at the end of the semester. This exam accounts for the 40% of your final grade.

Retake Exam

It consists of a written exam, most you can get is 6, even though you score higher than this.

Class participation and Rules:

- Feel free to raise your hand anytime that you wish to raise a question, clarify something or offer an answer/input to the discussion ,
- Please respect the right of whoever is talking. Your ideas are important for the class so please share them during your turn.

Important : Use of electronic devices including text messaging, talking on a cell phone, emailing, listening to music, etc.) are not allowed in class. Students who insist on these activities will be marked absent for the day.

Cheating in any form will not be tolerated.

Cheating includes:

1. Plagiarism - lifting sentence/s from other materials or using someone else's ideas/findings without acknowledging the source in both writing assignments and presentations.
2. Passing off another person's exam/paper as one's own
3. Using crib sheets and prepared answers, written anywhere.
4. Copying from another student (this includes written assignments, quizzes and exams).
5. Downloading papers and/or information from the web and passing them off as your own
(remember: If they are not your words, reference the source.)
6. Signing the attendance sheet for another student.

IMPORTANT: Cheating is a serious academic offense and will mean an automatic "zero" for the exam or paper. The case will also be reported to the administration.

Methodology

The course will consist of a mixture of lectures, videos, readings, in-class and outdoor activities and class discussions. The lectures will be analysis and expansion of the required readings. To understand these concepts, it is essential that required readings be completed on time. Participative attendance is a major aspect of this course.

Readings

Required Textbook

Title: The Evolution of Management Thought, 6th Edition

Author: [Daniel A. Wren](#), [Arthur G. Bedeian](#)

Publisher: Wiley.

Edition: 2008

In addition to the required textbook, you will be provided with a range of additional materials through the university intranet. You may also be requested to search for particular readings in the library databases.

About the professors

Professor: Dr. Burçin Güçlü

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About the Professor:

Dr. Burçin Güçlü is assistant professor of Management in BES La Salle, Universitat Ramon Llull. Regarding her research, she is interested in quantitative methods in marketing, working on the applications of behavioural decision theory to managerial issues in marketing. Previously, she earned BA degrees in Business Administration and Economics from Koç University, and a Master of Research in Management (MRM) and PhD in Management from IESE Business School, University of Navarra. She also held teaching positions in EADA Business School, Toulouse Business School and Universitat Internacional de Catalunya.

Professor: Horacio Rousseau

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About the Professor:

Horacio Rousseau is a PhD Candidate at IESE Business School. His current research focuses on the intersection of Strategic Management and Corporate Sustainability. He presented his work in several major conferences including the Strategic Management Society and the Annual Academy of Management Meeting. Prof. Rousseau also has an extensive managerial experience in world-renowned multinational corporations, both in leadership positions and as external consultant.