| Modulbezeichnung: | Management of change processes in a global world (VHB) (MaChanPro) | 2.5 ECTS |
| --- | --- | --- |
| | (Management of change processes in a global world (VHB)) | |
| Modulverantwortliche/r: | N.N. | |
| Lehrende: | N.N. | |

| Startsemester: SS 2016 | Dauer: 1 Semester | Turnus: halbjährlich (WS+SS) |
| --- | --- | --- |
| Präsenzzeit: 30 Std. | Eigenstudium: 45 Std. | Sprache: Englisch |

**Lehrveranstaltungen:**

This course is an online course offered by the Virtual University of Bavaria (VHB). In order to take the course you have to create an account at www.vhb.org (free of costs). Please chose "Gesundheitstechnik" as your "Studienfach" (study program) when registering. FAU is not responsible for classes offered by external lecturers via VHB. If you have questions about the course please get in touch with the contact person on the course website.

Management of change processes in a global world (SS 2016, Vorlesung, 2 SWS, N.N.)

**Inhalt:**

Change processes are a core element of the professional life in companies today. The challenges coming with change, are well known. Already in 1532, Niccolò Machiavelli described in his book "The prince" the difficulties to implement changes. A variety of projects in companies still fail at these challenges today, for lots of different reasons. In globally operating companies intercultural aspects increase the difficulties. A number of prominent examples shows this: the attempt of the merger between Daimler and Chrysler, or BMW and Rover. Especially the cultural component is often neglected in an organizational change - too often the goals are purely data-driven. Yet many studies have shown, that the corporate culture is just as important for a successful change as the strategy and the structure of a company. This course offers an overview of this important topic: What is change management? Why is change so difficult? And what are the key success factors? These aspects are discussed with a specific focus on changes in international environments. Globalization offers both opportunities and challenges, which are considered in more detail. A prerequisite for participating in this course is a very god command of the English language. The course - all lectures, as well as all tasks and the exam - will be completely in English. In order to receive the ECTS for this course, participants need to hand in a group task every week (group size 4-6 students), as well as pass the exam at the end of the semester.

Chapter 1: The case for change
- Why change is necessary for a company in a global word
- What are the key triggers for change in a global world?
- Why is change inevitable if you want to continue to grow?
- What are typical scenarios to initiate change?

Chapter 2: The nature of change in an international setting
- How do people react to change - the psychological dimension
- forms of resistance and ways to overcome them

Chapter 3: Change Management or Change Leadership in a global context?
- Is Change Management an oxymoron?
- Who drives change?
- What is the key responsibility of leaders?

Chapter 4: Communication as the key tool to manage change effectively
- Why is communication crucial to the success of a change process?
- What are effective communication tools?

Chapter 5: Managing the (inter-)cultural aspect of a change process
- What is culture and how does it influence change projects?
- What is the role of culture in (international) mergers?

Chapter 6: Change Management - Summary and review
- Implement your learnings in a real change project
- preparation for the exam

**Lernziele und Kompetenzen:**

The learning goals for this course are listed here. You will:

- receive a comprehensive overview on the current status of change management in theory and in practice
- get to know the most important theoretical models and learn about their relevancy in corporate practice
- understand the biggest challenges in change projects, and the way people react to change
- learn about ways how to deal with these reactions
- understand the role of leaders in change

---

**Verwendbarkeit des Moduls / Einpassung in den Musterstudienplan:**
Das Modul ist im Kontext der folgenden Studienfächer/Vertiefungsrichtungen verwendbar:

[1] **Medizintechnik (Master of Science)**

(Po-Vers. 2013 | TechFak | Medizintechnik (Master of Science) | Grundcurriculum für alle Studienrichtungen | M4 Medizintechnische Kernkompetenzen | Einführung in die Medizinproduktebranche | Ökonomie und Innovation)

---