



Federal University of Santa Catarina UFSC
Social-Economic Center CSE
School of Management CAD
Florianópolis-SC BRAZIL

1. Course Information

Bachelor Degree: Business Administration (B.A. in Management)

Course Name: International Module in Management Trends

Professor: Marcos Bosquetti, PhD

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Course Code: CAD7824

Course Workload: 36 hours

Credits: 02

Prerequisites: none

Program Unit: Elective Course

2. Course Summary

This course critically examines the changing workplace, the future of work, the adult learning in our digital era and the roles and trends of formal education, corporate universities and informal learning in our knowledge society. It provides a framework to analyze real world learning programs and its impact on organizations, employees and community from the perspective of different stakeholders, including the young generation (Y-Gen). Lessons from case studies will stimulate reflections on key issues for developing a learning organization: a place where people continuously expand their capacity to learn and innovate, a place that transforms itself and create its own future.

3. Course Goals

The goal of this course is threefold:

- Introduce students to contemporary issues that will impact their career as trainees, employees, leaders or entrepreneurs in our knowledge society.
- Create an international learning environment where exchange students and Brazilian students have the opportunity to join an elective course run in English (similar to any exchange programs offered in developed countries, but here in the UFSC campus) and develop their intercultural competences in order to act professionally in a globalized world.
- Offer to exchange students and Brazilian students the opportunity to work together in hands-on real projects with incubators, dot-com startups and successful innovative companies in Florianópolis.

4. Content Outline

- The changing workplace and its multiple workforce generations.
- Definition, emergence, evolution and trends in adult education (andragogy & peeragogy), informal & social learning, knowledge management and corporate education initiatives.
- The impact of technology on the social view of organizations as networks of conversations.
- The art and practice of learning organizations: lessons from the real world initiatives.
- Building a systemic view on the future of work and role of adult education and learning organizations in our knowledge society.

5. Learning Strategies

Class dynamics include Socratic questioning as an active learning strategy, interactive lectures, small group and classroom discussions, change-your-mind debates, case study discussions, management decision simulations, hands-on projects with local organizations and other activities that can help translating learning into practice. The learning process for this course requires active participation from everyone in the class.

6. Course Assessment

The assessments will strongly emphasize students' ability to discuss and apply concepts in lifelike company scenarios. The main components of course assessments are: the individual evaluation/exam (30%) + individual in-class participation (30%) + the integrative group project report & presentation (40%) = 100% score (to succeed students must reach at least 60% score). *Students are welcome to discuss with the professor any difficulties related to this elective course.*

7. References

There is no prescribed textbook for the course. The downloadable material and some chapters selected from the suggested bibliography (listed below) form the recommended course readings.

CROSS, Jay. *Informal Learning: Rediscovering the Natural Pathways That Inspire Innovation and Performance*. San Francisco: Pfeiffer, 2006

GARVIN, David et al. Is Yours a Learning Organization? *Harvard Business Review*, pp. 109-116, March 2008.

DEISER, Holand. *Designing the Smart Organization: how breakthrough corporate learning initiatives drive strategic change and innovation*. San Francisco: Jossey-Bass, 2010.

EDMONDSON, Amy. *Teaming: How Organizations Learn, Innovate, and Compete in the Knowledge Economy*. San Francisco: Jossey Bass, 2012.

HONDZEL, Catharine et al. *Diverse Perspectives on Adult Education and Lifelong Learning*. New York: CreateSpace, 2013.

KNOWLES, Malcolm; HOLTON, Elwood & SWANSON, Richard. *Adult Learner*. 7 ed. New York: Elsevier/Butterworth-Heinemann, 2012.

NEMCIK, Bert. *You Can Teach An Old Dog New Tricks: the psychology of adult learning*. New York: Lifelong Learning Networks, 2011.

SENGE, Peter. *The Fifth Discipline: The Art and Practice of the Learning Organizations (Revisited Edition)*. New York: Doubleday, 2010.

RESSLER, Cali & Jodi Thompson. *Why Managing Sucks and How to Fix It: A Results-Only Guide to Taking Control of Work, Not People*. Hoboken: John Wiley & Sons, 2013.

RHEINGOLD, Howard. *The Peeragogy Handbook (3 ed e-book)*. Los Angeles: Peeragogy.Net, 2013.