

## Module Handbook

[TUK](#) [MODHB](#) [Homepage](#)

# Course WIW-BWL-LMT-K-7

Leadership and Management Topics (2V, 3.0 LP)

## Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study
2	V	Lecture	3.0 CP	30 h 60 h
(2V)			3.0 CP	30 h 60 h

## Basedata

SWS	2V
CP, Effort	3.0 CP = 90 h
Position of the semester	1 Sem. in SuSe
Level	[7] Master (Advanced)
Language	[EN] English
Lecturers	Roth, Stefan, Prof. Dr. (PROF   DEPT: WIW)
Area of study	[WIW-MKT] Marketing
Lifecycle-State	[NORM] Active

## Contents

Research by McKinsey tells us that most organizational change efforts fail and those that succeed take longer and cost more than anticipated. This course will approach the subject of change from a contingency perspective, which holds that there is no best way to lead it due to the complexity and dynamism of the factors at play. To address this, we will consider the concept of adaptive leadership and discuss how forward-looking organizations are able to create new ecosystems of leaders that successfully drive transformational change.

Course topics:

- Planned and emergent change

- Readiness assessment
- System mobilization
- Influence and persuasion
- Resistance management
- Adaptive leadership

### Requirements for attendance (informal)

None

### Requirements for attendance (formal)

None

### References to Course [WIW-BWL-LMT-K-7]

Module	Name	Context	
[WIW-BWL-LMT-M-7]	Leadership and Management Topics	P: Obligatory	2V, 3.0 LP