

COURSE CODE: MGTREND

COURSE TITLE: Management Trends

COURSE DESCRIPTION:

This integrating elective identifies the important emerging trends in the practice of financial, marketing, human resources, and production management. Afterwards, the implications of these trends for innovating the governance of both domestic and international companies will then be explored.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- None - Materials will be provided by faculty thru Canvas

READING LIST:

- Uzialko, A. 20 Small Business Trends and Predictions for 2019” Retrieved from <http://www.businessnewsdaily.com/7608-2015-small-business-predictions.html>
- Bannick, M. and Sir Ronald Cohen “Is Social Impact Investing The Next Venture Capital?” Retrieved from <http://www.forbes.com/sites/realspin/2014/09/20/is-social-impact-investing-the-next-venture-capital/>
- Moyce, C. “Financial technology trends for 2019” Retrieved from <https://www.globalbankingandfinance.com/financial-technology-trends-for-2019/>
- Walker, P. “A practical guide to cross-sector collaboration“ Retrieved from <http://www.theguardian.com/sustainable-business/practical-guide-cross-sector-collaboration>
- Cunniffe, E. “Wait—What is Venture Philanthropy, Again” Retrieved from <https://nonprofitquarterly.org/philanthropy/23829-wait-what-is-venture-philanthropy-again.html>
- Newbery, C. “Eight key HR trends for 2019” Retrieved from <https://www.ciphr.com/features/eight-key-hr-trends-for-2019/>
- Morgan, J. “Five Trends Shaping The Future Of Work” Retrieved from <https://www.forbes.com/sites/jacobmorgan/2013/06/20/five-trends-shaping-the-future-of-work/#136f2076aece>
- Patel, D. “10 Marketing Trends to Watch in 2019“ Retrieved from <https://www.entrepreneur.com/article/324043>

- Hopwood, T., Rowena Merritt, Aiden Truss “Social marketing can help achieve sustainable behaviour change” Retrieved from <https://www.theguardian.com/sustainable-business/blog/social-marketing-behaviour-change>
- Gold, S. “The Five Most Important Manufacturing Trends” (17 January 2019) Retrieved from: <https://www.industryweek.com/leadership/five-most-important-manufacturing-trends>

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: