

LINCOLN UNIVERSITY

DEPARTMENT OF BUSINESS AND ECONOMICS

BA 323 – ORGANIZATIONAL DEVELOPMENT

**Course Units: 3 units (45 lecture hours)**

**Term: Summer 2014**

Dr. Merwyn A. “Pete” Bogue, Jr., Associate Professor of Business Administration  
E-Mail: [pbogue@lincolnuca.edu](mailto:pbogue@lincolnuca.edu) (checked periodically for messages)  
University telephone: (510) 628-8010 (messages only); Home telephone: (707) 746-5517  
(urgent calls only); Mailing address: P.O. Box 1371, Benicia, CA 94510; Office hours:  
By appointment

**Catalogue Course Description: BA 323 – Organizational Development: The course includes theoretical and experiential coverage of this management discipline. It aims to improve the organization’s culture and its human and social processes through a systematic change program. Both behavioral science and intuitive based assessment techniques are examined to give an integrated approach to organizational development; use of case studies and role-play exercises. (3 units) No prerequisites/co-requisites.**

**Course Objectives: The course provides a complete, comprehensive review of what it actually takes to lead and consult to transformational change successfully. This course highlights the missing ingredients in current change management practices and reveals the neglected people and process dynamics that so often cause failure to change. The course demonstrates the requirement that leaders become much more conscious of these unseen dynamics, which enables them to create an integrated, process-oriented, change strategy. The course introduces the new change leadership competency of process thinking and spotlights leader and employee mindset change as a key driver of successful transformation.**

**Methodology: Lectures supported by PowerPoint slides, discussion groups, class handouts and accompanying exercises, Internet based resources, written case studies; walking field trips to local businesses and/or government agencies, and guest lecturers when appropriate.**

**Instructional Materials and References:**

**Required Textbook: Brown, Donald R., and Donald Harvey, “An Experiential Approach to Organization Development,” 8<sup>th</sup> ed. (Upper Saddle River, New Jersey: Prentice Hall, 2011). ISBN-13: 9780136106890**

**Course Learning Objectives Keyed to Required Textbook Chapters:**

**\*\*Chapters to be covered in the course. Other chapters may be covered in lectures but will not be included in the content of examinations.**

**\*\*Chapter 1 Organization Development and Reinventing the Organization.**

- 1. Define the concept of organization Development and recognize the need for change and renewal.**
- 2. Describe organization culture and understand its impact on the behavior of individuals in an organization.**
- 3. Understand the expectations of the psychological contract formed on joining an organization.**
- 4. Describe the five stages of organization development.**

**\*\*Chapter 2 Organizational Renewal: The Challenge of Change**

- 1. Recognize the factors contributing to the accelerating rate of change.**
- 2. Identify the ways an organization used renewing processes to adapt to change.**
- 3. Determine the individual and group methods of coping with change.**
- 4. Understand and apply the sociotechnical-systems approach to OD.**

**\*\*Chapter 3 Changing the Culture**

- 1. Recognize the importance of corporate culture to organizational success.**
- 2. Identify the key factors used in assessing corporate culture.**
- 3. Describe the culture and organizational factors that lead to effective organizations.**

**\*\*Chapter 4 Role and Style of the OD Practitioner**

- 1. Define the role of an OD practitioner.**
- 2. Identify your strengths and areas of improvement as a potential practitioner.**
- 3. Experience and practice your own style of intervention and influence in a group.**

**Chapter 5 The Diagnostic Process**

- 1. Identify system parameters and recognize the symptoms, problems, and causes of organizational effectiveness.**
- 2. Recognize the various techniques for gathering information from client systems.**
- 3. Describe the major diagnostic models and techniques used in OD programs.**
- 4. Apply a systematic diagnosis to organizational situations.**

**\*\*Chapter 6 Overcoming Resistance to Change**

- 1. Identify the forces within individuals and organizations that cause resistance to change programs.**
- 2. Recognize strategies that can increase the motivation to change.**
- 3. Diagnose the forces driving and resisting organization change.**
- 4. Experience reactions to a change situation.**

### **\*\*Chapter 7 Process Intervention Skills**

- 1. Understand the key OD process skills and determine how they can be applied.**
- 2. Practice using OD process skills.**
- 3. Identify and gain insights into your own OD style.**

### **Chapter 8 OD Intervention Strategies**

- 1. Identify and understand the range of major OD intervention techniques and how they can be applied.**
- 2. Identify the way various interpersonal, team, and intergroup techniques fit into an OD program.**
- 3. Understand the change strategies.**

### **\*\*Chapter 9 Employee Empowerment and Interpersonal Interventions**

- 1. Recognize the need for employee empowerment interventions in an OD program.**
- 2. Experience the dynamics involved in interpersonal communication.**
- 3. Practice giving and receiving feedback on your personal communication styles.**
- 4. Describe career life planning and stress management as OD techniques.**

### **\*\*Chapter 10 Team Development Interventions**

- 1. Identify how team development techniques fit into an OD program.**
- 2. Recognize team problems and why teams may not be operating at optimum capacity.**
- 3. Understand and experience the process of team development.**

### **Chapter 11 Intergroup Development Interventions**

- 1. Identify problems of intergroup conflict and suboptimization.**
- 2. Experience the negative effects of competition on organization effectiveness.**
- 3. Observe and develop strategies for collaborative intergroup relations.**
- 4. Diagnose the causes of cooperative versus competitive group relations.**

### **\*\*Chapter 12 Goal Setting for Effective Organizations**

- 1. Recognize how goal setting can be used as part of an OD program.**
- 2. Apply the major findings of the research on goal setting to develop organizational and personal goals.**
- 3. Understand how management by objectives (MBO) can be applied as a management system.**
- 4. Experience and practice goal-setting approaches.**

### **\*\* Chapter 13 Work Team Development**

- 1. Describe the major OD quality and productivity interventions.**
- 2. Diagnose job design problems as part of an OD intervention.**
- 3. Identify the similarities and differences in job design, total quality management, and self-managed work teams.**
- 4. Experience how an OD practitioner can help an organization to make productivity changes.**

**\*\*Chapter 14 High-Performance Systems and the Learning Organization**

- 1. Recognize how learning organization approaches are used in organization development change programs.**
- 2. Identify several basic OD intervention techniques.**
- 3. Experience and practice these system approaches.**

**\*\*Chapter 15 Organization Transformation and Strategic Change**

- 1. Identify and define organization transformation in relation to the change process.**
- 2. Understand the basic strategy-culture matrix and other approaches to changing the culture to fit the strategy.**
- 3. Recognize the importance of corporate culture and its relation to strategy.**
- 4. Experience these concepts in a management simulation.**

**Chapter 16 The Challenge and the Future for Organizations**

- 1. Understand the basic issues in using organization development as an approach to planned change.**
- 2. Recognize ways of maintaining, internalizing, and stabilizing a change program.**
- 3. Identify some of the future trends and problems facing the OD practitioner.**
- 4. Understand the process of terminating the practitioner–client relationship.**

**Testing: Assessment Criteria and Method of Evaluating Students:**

**Attendance:** Regular attendance at classes is essential contributing ten percentage points toward the final grade. Excessive absences may result in lowering of the final course grade or even dismissal from class resulting in a loss of credit. Absences due to illness may be excused provided the absence excuses are accompanied by a licensed medical practitioner's signed note or letter attesting to the period of illness. Students are responsible for making up the class work missed.

**Assignments:** Various chapter behavioral objectives and readings in the textbook, related Internet exercises, written cases and selected case questions to be answered will be assigned during the course. Particular attention should be directed to chapter behavioral objectives and summaries containing implications for managers since they help to organize the content of the chapters and to identify the most important information to be included in the course examinations. Completion of reading assignments prior to the class dates is essential not only to understanding the subject matter but also to enhancing the quality of participation in class.

**Examinations:** The mid-term and final exams will consist of short answer or essay questions evaluating the student's understanding of the basic concepts, terms, processes, and issues covered in the course.

**Case Studies:** Students are required to submit one or more assigned case studies. Your case study solutions should cover the case scenarios in some detail, sources in addition to the class text should be used such as outside readings, computer searches, etc., the bibliographies, as well as facts and figures, must be documented

by proper annotation and referencing, and you should summarize the outcome or major concluding points of the case studies applying relevant concepts, theories, systems, strategies, and practical applications found in your textbook. You may submit attachments with your case studies, graphs, charts, etc., but sources must be properly documented.

**Grading Scale (Point/Grade Conversion):**

100-95 A	76-74 C
94-90 A-	73-70 C-
89-87 B+	69-65 D+
86-84 B	64-60 D
83-80 B-	59 or <F
79-77 C+	

**Assigned Grade Percentages:**

35% Mid-term examination  
35% Final examination  
20% Written case study responses  
10% Attendance

**Standards:** Students will be responsible to attend all lectures and complete the textbook chapter readings, final examination, written case study analyses, Internet assignments and/or quizzes, participate in class discussions and role-play exercises, and field trips when applicable.

**Integrity and Quality of Scholarship:** Integrity of scholarship must be maintained at all times. Plagiarism (copying directly from an author's work) is not permitted. All written work is to be word-processed unless otherwise indicated and should reflect college-level ability in structure, grammar, spelling, and sophistication of analysis.

**Supplemental Materials:** Handouts may be distributed during the class on related topics as deemed appropriate by the instructor. You may be held responsible for the content of handouts on the course examinations.

**Modification of the Syllabus:** The instructor reserves the right to modify this syllabus at any time during the course. An announcement of any changes will be made in class.

**NB (Note Well):** Read all assigned chapters in preparation for the examinations without regard to lectures which may supplement rather than follow the text.

**Class Schedule:**

**Summer 2014, 06/09/14 to 07/26/14, Meeting days/times: Monday/Wednesday, 6:30 p.m. to 9:15 p.m. (\*Chapters to be covered and included in examinations)**

Monday, June 9, \*Chapter 1, Organization Development & Reinventing the Organization

Case study "TGIF," pg. 28

Wednesday, June 11, \*Chapter 2, Organization Renewal: The Challenge of Change

Monday, June 16 \*Chapter 3, Changing the Culture

Wednesday, June 18, \*Chapter 4, Role & Style of the OD Practitioner

Case study "The Grayson Chemical Company," pg. 123

Monday, June 23 \*Chapter 6, Overcoming Resistance to Change

Case study "The Hexadecimal Company," pg. 180

Wednesday, June 25 \*Chapter 7, Process Intervention Skills

Case study "The OD Letters," pg. 210

Monday, June 30, \*Chapter 9, Employee Empowerment & Interpersonal Interventions

Wednesday, July 2, Mid-term examination (Chapters 1, 2, 3, 4, 6, 7)

Monday, July 7, \*Chapter 10, Team Development Interventions

Case study "Steele Enterprises," pg. 310

Wednesday, July 9, \*Chapter 12, Goal Setting for Effective Organizations

Case study "Western Utilities Company," pg. 364

Monday, July 14, \*Chapter 13, Work Team Development

Case study "Wengart Aircraft," pg. 395

Wednesday, July 16, \*Chapter 14, High Performing Systems & the Learning Organization

Monday, July 21, \*Chapter 15, Organization Transformation & Strategic Change

Chapter 16 The Challenge & the Future for Organizations

Wednesday, July 23, Final examination (Chapters 9, 10, 12, 13, 14, 15); ALL ASSIGNMENTS DUE.

**Date Syllabus Was Last Reviewed: June 2, 2014**