

Draft

Culture, Organization, and Technology PUBP 503

PUBP 503 sec. xxx
Fall 2008
Time TBD
Arlington Campus, TBD

Instructor:
Dr. Rainer Sommer
Associate Professor
Enterprise Engineering & Public Policy
The School of Public Policy / Policy Analysis Center
e-mail rsommer@gmu.edu

**School of Public Policy
George Mason University**

Office: Arl. 291
Phone: 993-2267,
Hours: Monday 2:30-4:30PM
After class and by appointment

Course Description

The variety of cultural norms coupled with technological innovation in modern organizational structures has proven to be a complex management issue. To be effective, managers must increasingly deal with ever more complex policy, regulatory and process-based influences. The effects of globalization, corporate mergers, outsourcing, and public sector “business transformation” initiatives have necessitated increased awareness of organizational change management perspectives, and have forced traditional management cultures to become obsolete. As a result, new organizational management and cultural paradigms have emerged to take advantage of the opportunities offered by our expanding global economy.

Course Objectives

This course is designed as an indepth study. We will cover the following:

- The increasing cultural influences that dictate organizational effectiveness;
- Develop a modern managerial view that looks at competitive advantage in terms of organizational awareness, organizational learning, and technological innovation; and
- Study Globalization from a domestic as well as international point of view.

Textbooks

- **The World is Flat A Brief History of the Twenty-first Century**
Thomas Friedman (Updated and Expanded 2006 edition) ISBN 978-0-374-29288-1
- **The No-Nonsense Guide to Globalization (Paperback)**
Wayne Ellwood (2006) ISBN 1-85984-336-0

Projects, Examinations, and Grading

- **Mid-Term Examination:** 15%
- **Project Term Paper:** 35%
- **Final Examination:** 25%
- **Class Project:** 25%

Total	100%
--------------	-------------

Draft

Course Policies

1. Attendance and up-to-date lecture notes are your responsibility.
2. No late or make-up exams are given unless the appropriate arrangements have been made well in advance with the instructor.
3. Assignments are to be handed in at the beginning of class on the day they are due. Late assignments will be accepted up to the start of the following class session, but with a 20% penalty. Assignments that are not turned in after this grace period will not be accepted.
4. No incomplete grades will be given, unless arrangements have been made well in advance with the Instructor.
5. **The GMU Honor Code is in effect with regard to honesty, personal integrity and plagiarism.**

SPP Policy on Plagiarism, as follows:

The profession of scholarship and the intellectual life of a university as well as the field of public policy inquiry depend fundamentally on a foundation of trust. Thus any act of plagiarism strikes at the heart of the meaning of the university and the purpose of the School of Public Policy. It constitutes a serious breach of professional ethics and it is unacceptable.

Plagiarism is the use of another's words or ideas presented as one's own. It includes, among other things, the use of specific words, ideas, or frameworks that are the product of another's work. Honesty and thoroughness in citing sources is essential to professional accountability and personal responsibility. Appropriate citation is necessary so that arguments, evidence, and claims can be critically examined.

Plagiarism is wrong because of the injustice it does to the person whose ideas are stolen. But it is also wrong because it constitutes lying to one's professional colleagues. From a prudential perspective, it is shortsighted and self-defeating, and it can ruin a professional career.

The faculty of the School of Public Policy takes plagiarism seriously and has adopted a zero tolerance policy. Any plagiarized assignment will receive an automatic grade of "F." This may lead to failure for the course, resulting in dismissal from the University. This dismissal will be noted on the student's transcript. For foreign students who are on a university-sponsored visa (eg. F-1, J-1 or J-2), dismissal also results in the revocation of their visa.

To help enforce the SPP policy on plagiarism, all written work submitted in partial fulfillment of course or degree requirements must be available in electronic form so that it can be compared with electronic databases, as well as submitted to commercial services to which the School subscribes. Faculty may at any time submit student's work without prior permission from the student. Individual instructors may require that written work be submitted in electronic as well as printed form. The SPP policy on plagiarism is supplementary to the George Mason University Honor Code; it is not intended to replace it or substitute for it.

High Level Course Topics

- Organizational Dynamics
- Organizational Learning
- Organizational Entrepreneurship
- Culture (Media, Gender, Political Correctness)
- Culture (Public Policy vs. Political Concerns)
- Knowledge Management
- Change Management
- Strategic Planning
- Technological Change Agents
- Organizational Informatics
- Globalization (Domestic View)
- Globalization (International View)

Draft

Course Topics

- Week 1:** Course overview and introductions
Suggested Reading: Freedman 1
- Week 2:** Impact of the Micro-Computer: Changing a Generation.
Suggested Reading: Freedman 2
- Week 3:** History of Modern Networking: Enabling Commerce.
Suggested Reading: Freedman 2,3
- Week 4:** Modern Telecommunications: How it works.
Suggested Reading: Freedman 4,5
- Week 5:** Class Presentations (Group 1)(**paragraph paper outline due**)
Suggested Reading: Freedman 6,7
- Week 6:** Integrated Systems Approach: Leveling the Playing Field
Suggested Reading: Freedman 8,9
- Week 7:** Organizational Dynamics: Reversing Traditional Roles
Suggested Reading: Freedman 10,11
- Week 8:** **Guest Speaker**
- Week 9:** **Mid-term Exam**
- Week 10:** Strategic Planning: New Competitive Advanatge
- Week 11:** Class Presentation (Group 2)
Suggested Reading: Ellwood 1,2; Freedman 14
- Week 12:** Knowledge Management Information Culture: (**Paper Draft Outline Due**)
Suggested Reading: Ellwood 3,4; Freedman 15
- Week 13:** Emergence of the modern “Luddites”
Suggested Reading: Ellwood 5,6; Freedman 16
- Week 14:** Change Management: Modern Change Agents
Suggested Reading: Ellwood 7
- Week 15:** Class Presentations (Group 3) (**Exam Review and Papers Due**)
Suggested Reading: Freedman 17
- Week 16:** **Final Exam**