

HRM 523: Social & Psychological issues in Business

This course serves two fundamental purposes: (1) to explore how businesses make money and how shifts in the environment change opportunities to do so and (2) to connect effective responses to those changes with fundamental principles in social psychology. To accomplish these objectives, students will be asked to consider the present day challenges confronting twelve firms spanning a range of industries. Firms will be drawn from around the world to highlight critical issues in global management.

Course contents:

-) Interdependence: Trust
-) Interdependence: New Relationship
-) Innovation: Tipping Points
-) Innovation: Collaboration
-) Innovation: New Business Models
-) Interdependence: Vision & Alignment

Text Books:

1. Gladwell, Malcolm (2002). The tipping point: How little things can make a big difference. First Bay Back.
2. 2. Friedman, T.L. (2000). The Lexus and the Olive Tree: Understanding globalization. First Anchor Books.