

**BMA402  
Management Honours  
Seminar**

**Contemporary Ideas Shaping Management**

*Semester 1, 2009*

This unit will be offered in:

**Location/s:**

**Hobart and Launceston**

The lecturing team responsible will be:

**Professor David Adams (Lecturer-in-Charge)**

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<http://www.utas.edu.au/mgmt/student.htm>

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## Introduction to the Unit

At any point in time a small number of important ideas shape the discourses and practices of management. In this Unit we examine five proximate ideas both to understand their meanings but also to learn how to identify and reason about ideas and the conditions under which they emerge. Some important contemporary ideas are old ideas being reworked ( such as social capital) whereas others ( such as, 'the creative class') are relatively new. Why and how do such ideas emerge? Can we predict and shape such ideas and with what objectives in mind?

### Enrolment in the unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School cannot guarantee:

- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

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## Learning Outcomes

On completion of this unit, you should be able to:

- understand the origins and significance of contemporary ideas
- analyse and contextualise ideas shaping Management
- reason with clarity

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## Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

### Knowledge

- To develop detailed understandings of the aetiology of contemporary ideas and their relevance to management ideas and practices
- To promote interest in the social sciences and demonstrate the importance of this for Management writing
- To develop the ability to analyse and critically appraise key concepts and arguments in the evolution of wide-ranging social theory
- To use a wide range of academic skills (including research, analysis, and synthesis)
- To be able to discuss implications of theory in terms of writing theses and other Management writing

### Communication Skills

- To communicate effectively using oral and written media and to present well-reasoned arguments in a logical and coherent manner
- To demonstrate excellent management theory writing
- To develop oral presentation skills through the process of presenting research seminars

### Problem Solving Skills

- To demonstrate the ability to plan, execute and evaluate written and oral assessment
- To conceptualise problems and formulate a range of solutions
- To find, acquire, evaluate, manage and use relevant information

#### Global Perspective

- To demonstrate an awareness of the local and global context of Management theory

#### Social Responsibility

- To acknowledge the social and ethical implications of social science theory and research

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## Prerequisites

Completion of BBus, BTourism, BBA, or equivalent, and approved entry into the Management Honours program.

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## Texts

### Prescribed Texts

All essential material will be provided.

### School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

*Writing Assignments: A Guide*

*School of Management Referencing Style*

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## Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

### Books

Any social sciences or science theory material is useful. In fact, anything that you can incorporate into discussion is of use.

### Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

### Library Resources

The library offers a variety of electronic and physical resources that may be helpful for completing assignments. The library's subject guide for management can be found at the following address:

<http://www.utas.edu.au/library/info/subj/management.html>

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## Flexible Learning: MyLO

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web-based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See *Learning Online* <http://uconnect.utas.edu.au/> for computer software you will need.

*Note:* Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties. The School of Management has prepared a MyLO Information Sheet which includes access guidelines and contact information. It is available to download as a Word document from the School of Management website: <http://www.utas.edu.au/mgmt/student.htm>

### Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on <http://www.utas.edu.au/coursesonline/privacy.htm>.

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## Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date	Length*
<b>Coursework</b>			
Participation in Seminars	50 marks	Various	Your contribution to discussion – including the evidence of wide reading, the number of contributions of worth and the depth of insights provided.
Essay	50 marks	22 May 2009	3000 words
Total Marks	100		

\* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

### Study Week

The Honours programme does not recognise the School of Management study week.

## Examination

### *Format*

There is no examination in this unit.

## Special Consideration and Student Difficulties

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Catalyst Officer, who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Catalyst Officer is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. There is also a range of University-wide support services available including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/index.html>

Should a student require assistance in accessing the Library, visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

[http://www.studentcentre.utas.edu.au/examinations\\_and\\_results/forms\\_files/index.htm#eits](http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits)

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, it must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

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## Submission of Coursework

### Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which are available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

**All assignments must include the tutor's name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.**

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

Note that you may also be required to submit an electronic copy of your Coursework. More details of this will be given in Lectures.

*Hobart students:* Lodge in assignment box next to room 321, Commerce & Economics Building.

*Launceston students:* Lodge in assignment box beside room A170.

**All coursework must be handed in at 2.00 pm on the due date.**

## Late Coursework

### *Written Work*

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

### *Tests*

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. If you do need to request alternative Coursework, you should do so in writing to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

## Return of Coursework

Coursework will be returned during classes or it can be collected from the lecturer's or tutor's room at nominated times; it will not be available from the School's offices.

## Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.

**If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor** for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/plagiarism/> & <http://www.academicintegrity.utas.edu.au/>

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

**The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.**

## **Occupational health and safety (OH&S)**

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at:  
[http://www.admin.utas.edu.au/hr/ohs/pol\\_proc/ohs.pdf](http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf)

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## Assignment Topics

### Seminars

*Due Date:* Various; as per the seminar schedule at the end of this unit outline

*Length:* Two- to three-hour seminar sessions.

*Value:* 50% of marks for the unit. Assessment will be based on your contribution to discussion, the evidence of wide reading you provide, the number of contributions of worth you make, and depth of insights provided.

The coursework for this unit involves attending a series of reading-based seminars throughout the semester. In these seminars you will discuss material that has been provided which reflect the best social science research of the last generation. It is essential that you are able to discuss the issues outlined as significant in the readings. Every participant will contribute to discussion regularly. The basic rule is courtesy at all times but within that allowance for free expression of opinion.

You are also expected to attend and participate in the Faculty and School of Management Seminar Series.

## **Essay**

*Due Date:* 22 May 2009

*Length:* 3000 words

*Value:* 50%

**Topic :** Choose one idea ( either from this Unit or elsewhere) and on the basis of your analysis discuss how important the idea is likely to be over the next 20 years and why

## Workshops

In each of the workshops we will examine the aetiology and currency of the ideas and specifically

- What do the ideas mean?
- Why have they arisen at this point in time?
- How is agency theorised?

### ***Workshop 1: Freedom and security the unfinished story of a tempestuous union***

Somewhere through the last decade the idea(s) of boundless freedom, individuality and growth hit a snag and are now increasingly being tempered by the idea of security.

#### ***Readings:***

Adams, D (2004) *Usable knowledge in public policy*. Australian Journal of Public Administration, 63 (1). pp. 29-42

Bauman, Z., ( 2001) *The Individualised Society*, Polity Press, London Ch 3, Ch 4.

Bauman, Z., (2002) *Society Under Siege*, Polity Press, London pp 1-51

Furedi, F. 2004. *Where have all the intellectuals gone? Confronting 21<sup>st</sup> century philistinism*, London: Continuum. p. 1-24.

Hutton, W., and Schneider, P., (2008) *The failure of market failure*, NESTA, London

### ***Workshop 2: The Creative Class Debate***

Is the future of wellbeing and prosperity linked to the energy and creativity of a nomadic class of people who will be courted by cities and markets around the globe?

#### ***Readings:***

Bohm, D. 1998. *On creativity*; New York: Routledge. P. xv–32.

Florida, R. 2004. *The great creative class debate: Revenge of the squelchers, the next American city, disposable cities*. Issue 5 July p. 1–7.

Florida, R., (2002) *The Rise of the Creative Class*, Basic Books , New York ( Preface to the paperback edition pp xiii – xxvi)

Florida R. 2007. *The Flight of the Creative Class*. Collins: New York. ( Ch 1)

Scanlon, C. 2005. The cult of creativity. *The Age*. February 4, 2005-02-22.  
Further Reading

See also [www.creativeclass.org](http://www.creativeclass.org).

### ***Workshop 3: Social Capital and Community***

Has the emphasis on the economy and growth been at the cost of our social fabric? Is the social fabric being shredded leaving us – or at least some of us – ‘bowling alone’?

#### ***Readings***

Durlauf, S., and Fafchamps, M., (2004) Social capital NBER Working paper series, National Bureau of Economic Research Cambridge

OECD, (2008) Measuring the progress of societies, Newsletter Issue 3, November, Paris

Putman, R., (2000) Bowling Alone, The Collapse and Revival of American Community, Collins, New York

Social Inclusion Unit (2008) Discussion Paper, Tasmanian Government, Hobart

### ***Workshop 4: Constructing Innovation***

After two decades of efficiency and productivity reform innovation is now seen as the solution to the risks of globalisation and the competitive advantage of nations and regions. Is it?

#### ***Readings***

Fagerberg, J., (2005) Innovation: a Guide to the Literature, in Fagerberg, J., Mowery, D., and Nelson, R., (eds) The Oxford Handbook of Innovation, OUP Oxford.

Cooke, P., and Leydersdorff, L., (2006) Regional Development in the Knowledge-Based Economy: The Construction of Advantage, Journal of Technology, 31 (1) pp5-15

ASIX (2007) Submission to the Cutler Review, Australian Social Innovation Exchange

Cutler, T., (2008) Venturous Australia: Building Strength in Innovation, (Overview and Recommendations)

West, J., (2008) *Six myths about innovation* Australian Innovation Research Centre Hobart

### ***Workshop 5: Liveability***

What is liveability and why does it matter anyway? Who constructs liveability indexes and with what objectives in mind?

#### ***Readings***

Victorian Competition and Efficiency Commission (2008) A State of Liveability: An Inquiry into Enhancing Victoria's Liveability, VCEC Melbourne (Draft Report, May)  
<http://www.vcec.vic.gov.au>

google your local council and see what you can find promoting the ‘liveability’ of your municipality.

Launceston City Council, (2007) Vision 2020: Your Thoughts for the Future, Launceston City Council, Launceston

## Seminar Schedule

Semester 1, 2009

Week	Date of Workshop	Text Chapter	Topic	Due Dates
1				
2	06 March		Introductory workshop	
3	13 March		Workshop 1: Freedom and security the unfinished story of a tempestuous union	
4				
5	27 March		Workshop 2: The Creative Class Debate	
6				
7			<i>Study Week 6<sup>th</sup> - 8<sup>th</sup> of April &amp; 16<sup>th</sup> - 17<sup>th</sup> of April</i>	
<i>Mid-Semester Break 9<sup>th</sup> - 15<sup>th</sup> of April</i>				
8	24 April		Workshop 3: Social Capital and Community	
9				
10	08 May		Workshop 4: Constructing Innovation	
11				
12	22 May		Workshop 5: Liveability	Essay Due 22 May
13				
A Calendar/Study Planner showing dates is available from School of Management website at <a href="http://www.utas.edu.au/mgmt/student.htm">http://www.utas.edu.au/mgmt/student.htm</a> .				

N.B: Launceston students will meet with Professor Adams at workshop times to be negotiated.