

**Managing Generational Differences
BUS 699(Selected Topics) - 3 Credit Hours
Doane University/Summer Flex 2017**

Instructor: **Steve Rathman**

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Location and Times:

Doane College – Lincoln

Sunday 1:00 pm to 6:00pm (July 23rd)

Monday through Friday, 6:00 pm to 10:00 pm (July 24th through 28th)

Saturday, 9:00 am to 5:00pm (July 29th)

Course Description

There is a growing awareness of the "generational diversity" that exists in the workplace. Managers are faced with the clashing of older, middle-aged and younger staff members who may share common work tasks, but their values, approaches to work, communication styles and perceptions of each other may differ greatly. This course will explore some of the generational differences and provide useful approaches to creating a work environment that is productive and compatible for everyone.

Textbooks

Lancaster, Lynne C, and Stillman, David. (2002) When Generations Collide: Who They Are, Why They Clash, How to Solve the Generational Puzzle at Work. Collins, 2002. ISBN 0066621070.

Course Objectives

Upon completion of this course students will:

- Be able to explain how we come by our principles and values
- Describe how different generations of employees view the world
- Be able to list the major defining characteristics of the four generations who are currently active in the workforce.
- Be able to make connections between past, present, and future events and the impact that they had on a cohort's managerial style.
- Understand the impact of generational differences on today's work environment to attract, develop and retain employees.

Attendance

This class is experiential, participative, and collaborative. We are in this together. The absence of any one person will be felt by all so attendance at all class sessions is expected. If you need to miss a class, contact me prior to the class.

Course Assignments

- Attend all class sessions and participate in class discussions and activities.
- Complete all required reading.
- Four in-class presentations from the generations discussed (one from each generation), demonstrating in-depth knowledge of an iconic personality and how their generation shaped the direction of their life.
- Completion of all assignments given based on the activities discussed in the classroom setting.

A more detailed outline of the class presentations, assignments, and the point allotment for grading purposes will be explained on the first night of class.

Class 1 Assignment:

Read the book “When Generations Collide” by Lancaster and Stillman . With the course being conducted during the flex term students will need to read this text book prior to the first class. The text will provide an insight of what we will be talking about during the week.

Academic Integrity

The Doane University Academic integrity policy will be adhered to in this class. All projects and tests will represent your own work. Any use of others' ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and/or the dean of the graduate studies.