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KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI

BBA FINAL YEAR (HR ELECTIVE)

Course Title	:	CHANGE MANAGEMENT
Course Number	:	BBA - 636
Credit Hours	:	03

**Objective**

Objective of this subject is to enable the future managers & change agents to successfully manage change.

**Course Contents**

1. Defining Change Management
2. Cycle and Phases of Change
3. Dynamics of Change
4. Exploring Myths surrounding Change Management
5. Key Elements in Change Management
6. Why Manage Change?
7. Process of Successful Change Management
8. Scope of Change Management
9. Ten Guiding Principles of Change Management
10. Transmission Management
11. Managing Hard Side of Change
12. Rationalizing Resistance to Change
13. Role of Different Change Agents
14. Reactive vs. Proactive Approach to Change
15. Reinforcing Change
16. Cultural Change Management
17. Personal Change Management
18. Change Management in Government
19. Personal Change Management
20. The "ADKAR" Model
21. Change Triangle
22. Training & Learning for Change Management

**Recommended Books**

1. Bernard Burner, Managing Change, (2<sup>nd</sup> Edition), Pitman Publishing.
2. Sarah Cook, Steve Macaulay & Hilary Coldicott, Change Management Excellence, (1<sup>st</sup> Edition), Kogan Page.
3. Carnall, C., Managing Change in Organization, London Prentice Hall, 2007.