Managing Generational Differences
BUS 699(Selected Topics) - 3 Credit Hours
Doane College/Summer 2014

Instructor: Steve Rathman
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Location and Times:
Doane College – Lincoln Campus
Wednesday, 6:00 p.m. to 10:00 p.m.

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
ISBN 0066621070

ISBN 9780470876237

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:

Prior to the first class please read and be prepared to discuss:

Chapter 1 & 2 in When Generations Collide (Lancaster & Stillman)


Academic Integrity
The Doane College 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 undergraduate studies.