The Next Generation Management Initiative is a pilot project for full-time postgraduate students in DCU Business School. Starting with a team and activity-based immersion course, the initiative continues over two semesters providing students with the opportunity to develop the competencies required for successful management careers and to contribute to business success.

WHAT IS NEXT GENERATION MANAGEMENT?

The Next Generation Management Initiative is a pilot project for full-time postgraduate students in DCU Business School. Starting with a team and activity-based immersion course, the initiative continues over two semesters providing students with the opportunity to develop the competencies required for successful management careers and to contribute to business success.

Particular emphasis is placed on:
- reflective and critical thinking
- collaborating with people
- creating, sharing and applying knowledge,
- and dealing with complexity.

The module is structured around the major personal, organisational and contextual challenges in modern management and will focus on four key themes.
- 1. Personal and career development
- 2. Leadership, teamwork and corporate accountability
- 3. Global and societal awareness
- 4. Research, media and communication

LEARNING OUTCOMES

On successful completion of the Next Generation Management initiative, students will be able to:
- 1. Appraise personal strengths and weaknesses in career-related competencies and engage in personal development and assessment
- 2. Evaluate and manage creative processes including forming routine and non-routine solutions
- 3. Demonstrate mastery of effective communications including the selection and use of media for professional and non-professional audiences
- 4. Critically assess and apply a range of research methods
- 5. Evaluate the arguments for business ethics, corporate social responsibility and sustainability development

THE NEXT GENERATION MANAGEMENT IMMERSION COURSE

The Next Generation Management Immersion Course is an intensive 35-hour course where students engage in individual and team activities over a week. It is a 5-credit module with 15 assignments, given each day during the course and for completion by the end of the first semester.

Some of the activities during the Immersion Course include:
- DCU Business School and Programme Orientation
- Library and Research Skills
- Key Learning Technologies
- Analytical Reasoning and Tools
- Case Method, Analysis and Discussion
- Presentation Skills with Hass Management Consultants
- Meet the Alumni
- University Induction
- Web Content Management
- Social Media
- Strategic Selling
- IT/Marketing
- Research ethics
- Research planning
- Research proposals
- Literature Reviews
- Qualitative Research Methods
- Quantitative Research Methods
- Preparing oral presentations
- Case preparation and analysis

These are supplemented by weighted learning events proposed by students and approved by the Next Generation Management Steering Group. Weighted learning events (WLEs) may include:
- Professional and practitioner lectures (with associated readings)
- Relevant seminars, including those organised by DCU, DCUBS groups, the Library and other units within DCU
- Workshops on learning and thinking skills, ethics, research methodology, career development, and other related topics organised by DCU or other units within DCU
- Achievement of (professional) certification or participation in approved courses, including those organised by DCU Business School; the International Office or other units within DCU
- Participation on approved DCU Business School research projects
- Representing DCU Business School in approved national or international business competitions
- Contributing to the DCU Business School community through student representation or the organisation of approved events to benefit students, faculty and alumni and the wider community;
- Attendance at approved conferences and seminars outside of DCU.

THE NEXT GENERATION MANAGEMENT AWARD

Next Generation Management operates under a points system whereby students are allocated attendance points and assignment points for each learning activity completed. Students are responsible for providing conclusive evidence of attendance and completion of the learning activity within one week of the learning activity. Points are awarded as follows:
- Timetabled activities are awarded 3 attendance points per scheduled hour
- Non-timetabled weight learning events are awarded attendance points per hour
- Assignment points range from 0 to 20 points depending on the type and quality of the work submitted

The student with the highest number of points at the end of Semester 2 is awarded the Next Generation Management Award.

NEX T GENERATION MANAGEMENT ASSESSMENT

Next Generation Management is a 20-credit module delivered over two semesters. Student accountability for learning is an essential component of the module. Each Friday, there are four contact hours of scheduled learning activities to support each of the module’s key themes. For example:
- 1. Personal and career development
- 2. Leadership, teamwork and corporate accountability
- 3. Global and societal awareness
- 4. Research, media and communication

The Next Generation Module is a 20-credit module delivered over two semesters. Student accountability for learning is an essential component of the module.

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NEXT GENERATION MANAGEMENT STEERING GROUP

Next Generation Management is a shared module with representatives from different groups within DCU Business School and supported by Teaching Assistants.

- Dr John Connolly (Marketing Group)
- Gerry Coningham (Management & IS Group)
- Dr Theo [Surname] (Management & IS Group)
- Dr Aoife McDermott (Human Resource Management Group)
- Dr Caroline McMillan (Management & IS Group)

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NEW DCU BUSINESS SCHOOL NEXT GENERATION MANAGEMENT IMMERSION COURSE

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DCU Business School Next Generation Management