

York University
Faculty of Liberal Arts and Professional Studies
School of Administrative Studies
Summer 2026
AP/ADMS 3900 B 3.0
The Practice of General Management

Term: Summer 2026, asynchronous online course

Course Director: David Weitzner

Email: david.weitzner@yorku.ca

Note: the instructor reserves the right to change the course activities, the sequence of text materials, and the assignment of cases.

COURSE DESCRIPTION

This course develops the required organizational skills and practices of managers to meet their objectives in small, medium, and large organizations. Theoretical instruction is combined with cases and experiential exercises to help students develop a comprehensive understanding of the subject and the integration of functional areas in strategic analysis.

COURSE OVERVIEW

The course is divided into three four-week modules. We will start by exploring purpose, principles, and leadership in management. We will then move on to studying the process of managing the activities of a competitive firm, from planning to execution. We will end by looking at the challenges associated with managing change, innovation, and risk.

The majority of the course readings are cutting edge articles that you will download from the York library website or other websites for free. The exceptions are the book *Think Like a Human*, which is available for purchase through the bookstore or online, and the simulation, which must be purchased from the Harvard website.

The instructor will post recorded mini lectures online each week. Listening to the recordings of the mini lectures is mandatory and should be considered an extension of the required readings. The instructor will also host real-time meetings where the course material will be discussed in an interactive manner. Attending these synchronous sessions is not mandatory. The dates and times of these meetings will be determined with the class based on participant availability.

PREREQUISITES: ADMS 2400

REQUIRED TEXT

Weitzner, D. 2025. *Think Like a Human: The Power of Your Mind in an Age of AI*. Toronto: Harper Collins – ISBN 978-1443472098. Hard copies available through the York Bookstore. Hard, e-copies and audio copies available via Amazon, Indigo, Audible, etc. Hardcover: **\$24.99 + HST**.

Hubros Simulation – \$49: <https://hbsp.harvard.edu/import/1409503>

COURSE EVALUATION

Please note that late assignments will not be accepted.

Simulation: 35%

Assigned Week 2 and Due Weeks 3-12: Hubros Simulation

Students are required to complete the simulation over ten rounds weekly between weeks 3-12. Each round will take approximately 1 hour. Each round must be completed in the week it was assigned and due on the Monday as stated below; this simulation cannot be completed earlier, later, or in multi-round segments. Your score will be assigned to you by the simulation based on task completion, time spent, R&D value, net profit margin, and return on assets.

Midterm assignment – 35%

Assigned and Due Week 7

The midterm assignment will consist of several short-answer questions. It will take approximately 2 hours to complete, but students will be given 24 hours. The specific day on which it will take place will be announced on eClass.

Final group presentation - 30%

Assigned Week 8 and Due Week 12

Students will be placed into groups of approximately 6 members in Week 8. Each group will be provided with a unique prompt related to recent business events. They will respond to the prompt in a recorded presentation of approximately 15-20 minutes in length, using ideas from *Think Like a Human* and other course readings specified in the prompt. All group members will not necessarily receive the same grade as grades will be assigned based on individual performance in the presentation. Therefore, it is essential that every group member presents and is allocated an equal amount of time.

COURSE OUTLINE

Module 1: Purpose, Principles, and Leadership	
Week 1 May 4	<u>Managing with Purpose</u> Weitzner, D. 2025. Think Like a Human. Introduction and Chapter 1. Harper Collins. Weitzner, D. 2022. Manage or Co-create? Time to Choose. European Business Review, Nov. 24. Weitzner, D. 2024. Maybe We Need to Say Less About Ethics. Psychology Today, October 6.
Week 2 May 11	<u>Responsible Management</u> Weitzner, D. 2025. Think Like a Human. Chapters 2 and 3. Harper Collins. Weitzner, D. 2023. Re-Imagining Interdependence. Psychology Today, October 6.

	Weitzner, D. 2022. Three Ways Companies are Getting Ethics Wrong. MIT Sloan Management Review, 64(1), 1-3. Weitzner, D. & Deutsch, Y. 2023. <i>Harm Reduction, Solidarity, and Social Mobility as Target Functions: A Rortian Approach to Stakeholder Theory</i>. Journal of Business Ethics, 186: 479-492. Start simulation R1
Week 3 May 18	<u>Sustainable Management</u> Weitzner, D. 2022. Patagonia's grand gesture sends the wrong message about ethical capitalism. The Conversation, October 11. Jay, J., Isaacs, K. & Nguyen, H.L. 2025. Getting Strategic About Sustainability. Harvard Business Review, 103(1): 60–69. Visnjic, I., Monteiro, F., Tushman, M.L. 2025 Sustainability as a Business-Model Transformation. Harvard Business Review, 103(3): 80-89. Simulation R1 due
Week 4 May 25	<u>Managerial Leadership</u> Weitzner, D. 2025. Think Like a Human. Chapters 4 and 5. Harper Collins. Weitzner, D. 2023. 4 Steps to Creative Leadership. Psychology Today, September 11. Ingram, P. 2025. Who Are You as a Leader? Harvard Business Review, 103(2): 92–101. Quinn, R., Crane, B., Thompson, T., & Quinn, R.E. 2024. Why Real-Time Leadership Is So Hard. Harvard Business Review, 102(1): 56-59. Simulation R2 due
Module 2: From Planning to Execution	
Week 5 June 1	<u>Managerial Strategy Formulation</u> Weitzner, D. 2025. Think Like a Human. Chapter 6. Harper Collins. Chevallier, A., Dalsace, F., & Barsoux, J.L. 2024. The Art of Asking Smarter Questions. Harvard Business Review, 102(3), 66–74. Mankins, M. 2025. Lean Strategy Making. Harvard Business Review, 103(3): 42-51. Bansal, T. & Birkinshaw, J. 2025. Why You Need Systems Thinking Now. Harvard Business Review, 103(5): 124-133. Simulation R3 due
Week 6 June 8	<u>Management Communication and Negotiation</u> Weitzner, D. 2025. Think Like a Human. Chapter 7. Harper Collins.

	Weitzner, D. “The One Simple Secret to Better Communication.” Psychology Today, September 30, 2025. Weitzner, D. 2024. Bringing Mindfulness to Difficult Conversations. Psychology Today, January 4. Falcão, H. & Wiegmann, T. 2025. The Secret to Cross-Cultural Negotiations. Harvard Business Review, 103(2):82–91. Bazerman, M.H. 2025. What People Still Get Wrong About Negotiations. Harvard Business Review, 103(1): 70–77. Simulation R4 due
Week 7 June 22	<u>Managing Globalization and Political Risk</u> Weitzner, D. 2023. Our economic future depends on young reformers, not ineffective revolutionaries. The Conversation, February 2. Martin, R.L. & Reeves, M. 2022. Strategy in a Hyperpolitical World. Harvard Business Review, 100(6): 47-52. Lester, T. 2025. Getting Big Things Done. Harvard Business Review, 103(2): 146–147. Marquis, C. 2025. Is This a Moment for Strategic Hibernation? Harvard Business Review, 103(6): 62-71. Mid-term assignment due – Specific day TBA Simulation R5 due
Week 8 June 29	<u>Managerial Strategy Execution</u> Collis, David J. 2021. Why Do So Many Strategies Fail? Harvard Business Review, 99(4):82-93. Rigby, D. & First, Z. 2025. The Power of Strategic Fit. Harvard Business Review, 103(2):42-53. Weitzner, D. 2022. The Danger in Not Trusting Our Moral Compass. Psychology Today, December 9. Govindarajan, V., Finkstadt, D.J. & Eapen, T.T. 2025. In Turbulent Times, Consider "Strategic Subtraction". Harvard Business Review, 103(6): 39-42. Groups formed Simulation R6 due
Module 3: The Challenge of Change	
Week 9 July 6	<u>Managing Curiosity</u> Weitzner, D. 2025. Think Like a Human. Chapters 8 and 9. Harper Collins. Weitzner, D. 2022. Don't Be Too Smart for Awe. Psychology Today, October 2. Waytz, A. 2023. Beware a Culture of Busyness. Harvard Business Review, 101(2):58-67.

	Weitzner, D. “Uncomfortable About Creative Risks? Don’t Face It Alone.” Psychology Today, November 4, 2025. Simulation R7 due
Week 10 July 13	<u>Managing AI</u> Weitzner, D. 2025. Think Like a Human. Chapter 10. Harper Collins. Weitzner, D. “Algorithmic Supremacists and AI Hype.” Quillette, October 31, 2025. Barney, J.B. & Reeves, M. 2024. AI Won’t Give You a New Sustainable Advantage. Harvard Business Review, 102(5): 72–79. Simulation R8 due
Week 11 July 20	<u>Managing Change</u> Weitzner, D. 2025. Think Like a Human. Chapter 11. Harper Collins. Michels, D. & Murphy, K. 2021. How Good Is Your Company at Change? Harvard Business Review, 99(4): 62-71. Frei, F. & Morriss, A. 2023. Storytelling That Drives Bold Change. Harvard Business Review 101(6): 62–71. Weitzner, D. “Resilience Starts with a Story.” Psychology Today, August 30, 2024. Simulation R9 due
Week 12 July 27	<u>Managing Innovation</u> Weitzner, D. 2025. Think Like a Human. Chapter 12. Harper Collins. Petriglieri, G. 2025. Three Ways to Lead Learning. Harvard Business Review, 103(1):104–113. Kim, W.C. & Mauborgne, R. 2023. Innovation Doesn’t Have to Be Disruptive. Harvard Business Review, 101(3): 72-81. Weitzner, D. “AI Doom is Not Our Inevitable Future.” Psychology Today, November 14, 2025. Simulation R10 due Final group presentations due - Specific day TBA

RELEVANT UNIVERSITY POLICIES

Academic Honesty: The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Senate Policy on Academic Honesty is an affirmation and clarification for members of the University of the general obligation to

maintain the highest standards of academic honesty. As a clear sense of academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the general responsibility of all faculty members to foster acceptable standards of academic conduct and of the student to be mindful of and abide by such standards. Suspected breaches of academic honesty will be investigated and charges shall be laid if reasonable and probable grounds exist.

Students should review the York Academic Honesty policy for themselves at:

<http://www.yorku.ca/secretariat/policies/document.php?document=69>

Students might also wish to review the interactive on-line Tutorial for students on academic integrity, at:

<https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/>

Note on ChatGPT, Grammarly and External Essay Writers: Any unacknowledged use of ChatGPT, other AI applications, Grammarly, similar word-altering software, or external essay writers to generate writing included in your papers is plagiarism, just like the unacknowledged inclusion of material from any other source. Since ChatGPT is a particularly unreliable source, I strongly advise you to make no use of it whatsoever. Texts generated by ChatGPT are full of banal generalizations and arbitrary errors—traits which often make its products easily recognizable. If you use ChatGPT to generate content for essays, you may not be aware of the telltale mistakes and conceptual reductions it produces. Moreover, these will likely make your writing worse, not better. Most importantly: the point of university is not merely to advance toward a degree, but to learn, to think, to challenge yourself to understand and arrive at new ideas. Writing is a practice of taking responsibility for our thoughts, and it is also a practice of thinking in its own right, which relies upon the arduous and sometimes joyful process of composition and revision. Since the use of ChatGPT is contrary to these goals and values, reliance upon it will be treated with zero tolerance. When I suspect ChatGPT or an external essay writer has been used to generate ideas, I will request a meeting with the student to have an in-depth discussion of their essay and their writing process. If I conclude that a chat engine, another AI app, or an external essay writer has been used without acknowledgement, the assignment will be treated as plagiarized work.

Grading Scheme and Feedback Policy: The grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) shall be announced, and be available in writing, within the first two weeks of class, and, under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for ‘full year’ courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade, with the following exceptions:

Note: Under unusual and/or unforeseeable circumstances which disrupt the academic norm, instructors are expected to provide grading schemes and academic feedback in the spirit of these regulations, as soon as possible. For more information on the Grading Scheme and Feedback Policy, please visit:

<http://www.yorku.ca/univsec/policies/document.php?document=86>

Reappraisals: Students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being

raised, lowered or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at: <http://myacademicrecord.students.yorku.ca/grade-reappraisal-policy>

Accommodation Procedures: LA&PS students who have experienced a misfortune or who are too ill to attend the final examination in an ADMS course should not attempt to do so; they must pursue deferred standing. Other students should contact their home Faculty for information. For further information, please visit: <http://ds.info.yorku.ca/academic-support-accomodations/>

Religious Accommodation: York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. For more information on religious accommodation, please visit: <https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs>

Academic Accommodation for Students with Disabilities (Senate Policy)

The nature and extent of accommodations shall be consistent with and supportive of the integrity of the curriculum and of the academic standards of programs or courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established hereunder. For more information, please visit the Counselling and Disability Services website at <http://www.yorku.ca/dshub/>

York's disabilities offices and the Registrar's Office work in partnership to support alternate exam and test accommodation services for students with disabilities at the Keele campus. For more information on alternate exams and tests please visit <http://www.yorku.ca/altexams/>
Please alert the Course Director as soon as possible should you require special accommodations.