

**INLS 585 – Management for Information Professionals**  
**Management for Information Professionals**  
**Fall 2017**

*A practical introduction to general management principles and practices intended for information professionals working in all types of organizations. Topics include planning, budgeting, staffing, leadership, organizational change and evaluation, and decision making.*

**INSTRUCTOR**

Susan Brown  
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**CLASS MEETINGS**

307 Manning Hall  
Tuesdays, 6:00 – 8:45 pm

**OFFICE HOURS**

As needed, by appointment, on campus, at CHPL, over coffee if possible. Phone also works.

**ABOUT THE COURSE**

This course is designed as a general introduction to key management concepts and practices. As a required course for all SILS students, both MSLS and MSIS, the content will be broad and applicable to any number of information agencies and situations, whether public libraries, academic institutions, private firms, or non-profits. **As part of their learning experience, students are expected to explore how content applies to their particular area of interest throughout the course.**

The course will rely on readings, class discussions, case studies, student presentations, guest speakers, and, occasionally, lectures from the instructor. This course is designed for students to explore and learn together rather than receive information from me. **My role is to facilitate your learning and I expect to learn as much as you do during our time together.**

Together, we will explore areas such as strategic planning, human resources, organizational change, budget management, and leadership. Generally speaking, I will provide a practical, real world approach to these topics. **Students with an interest in theoretical explorations of these topics are encouraged to share that interest and we can mutually agree on how to incorporate that interest into the course framework.**

**ABOUT THE INSTRUCTOR**

Susan Brown took her first library job to earn beer money while in college, never thinking it would turn into a career. After several years in academic and government libraries, she found her home at a public

library. In 2013, she returned to the “Southern Part of Heaven” to become the Director of the Chapel Hill Public Library. Before that, she was the Marketing Director at Lawrence Public Library in Lawrence, KS, where she spearheaded the Banned Books Trading Card Project, which won a John Cotton Dana Award from the American Library Association. Before moving to Kansas, she worked at libraries in Virginia and North Carolina, including Wake County and Orange County Public Libraries. Susan holds a B.A. from Virginia Tech and an M.L.S. from the University of North Carolina at Chapel Hill. She writes about marketing, management, leadership, and libraries at [www.658point8.com](http://www.658point8.com).

## **COURSE OBJECTIVES**

By the end of this course, students will be able to identify, describe, and articulate:

- A broad understanding of modern management practices and concepts
- The role that mission, values, and culture play in an organization
- Modern approaches to managing talent, staff, and teams
- Frameworks for managing budgets, resources, and operations
- How strategic planning, innovation, and change advance organizations
- Their own management philosophy and leadership style

## **COURSE EXPECTATIONS**

- Prepare for each class by not just reading the material for that session, but questioning, considering, and engaging with the reading.
- Come to class ready to talk, listen, question, and learn. Class participation counts for 25 percent of your grade, so not talking in class will not serve you well.
- Laptops, tablets, phones do have a place in the classroom – note taking, quick research, etc. Posting to social media, browsing the Internet, and prepping for other courses are the types of tasks that have no place in our classroom during our time together.
- I don't know what you know – or what you are concerned about, worried about, nervous about – unless you communicate with me. I am happy to help you, but I can't do that unless you tell me what's going on.
- Be flexible – with me, with yourselves, with each other. Readings will be added, dates might shift, things will change – let's roll with it together.
- You are expected to abide by the UNC Honor Code in all academic matters.

## **COURSE READINGS**

- *First, Break All the Rules: What the World's Greatest Managers Do Differently* by Marcus Buckingham & Curt Coffman
- *The Five Most Important Questions You Will Ever Ask About Your Organization* by Peter Drucker et al
- An assortment of popular, professional, and scholarly articles from library & business literature. See course calendar and Sakai.

## **GRADING**

- Participation in class discussions & exercises 25%
- Job Description/Interview Questions/Performance Evaluation 25%
- In-depth Case Study Analysis & Response 25%
- 5 Most Important Questions Exercise 25%

\*I don't believe that quizzes should be necessary in a graduate level course on management. Please don't make me create, administer, and grade quizzes in order to motivate you to read or test that you have read the assigned readings. That will make me cranky. Be prepared for and engage deeply in class discussions. That will make me happy (and not just because I won't have to write quizzes).

## **GRADING POLICY**

The SILS grading policy is based on the University Grading Policy. SILS uses the graduate grading scale, which is defined as follows:

- H - Clear excellence
- P - Entirely satisfactory
- L - Low passing
- F - Failed