

## Learning Guide Unit 2

**Reading Assignment**

**As you go through the readings and watch the video, consider the following:**

- Which are the early theories and approaches on management thought?
- What are the limitations of the early theories on management?
- What are the global and technological trends affecting contemporary business?
- What are some of the contemporary management approaches and practices that can address the modern global trends in business?

**Read:**

1. LibreTexts. (2024). *Principles of Management*. Open Education Resource LibreTexts Project. Licensed under [CC BY-NC-SA 3.0](#). [https://biz.libretexts.org/Bookshelves/Management/Principles\\_of\\_Management](https://biz.libretexts.org/Bookshelves/Management/Principles_of_Management)

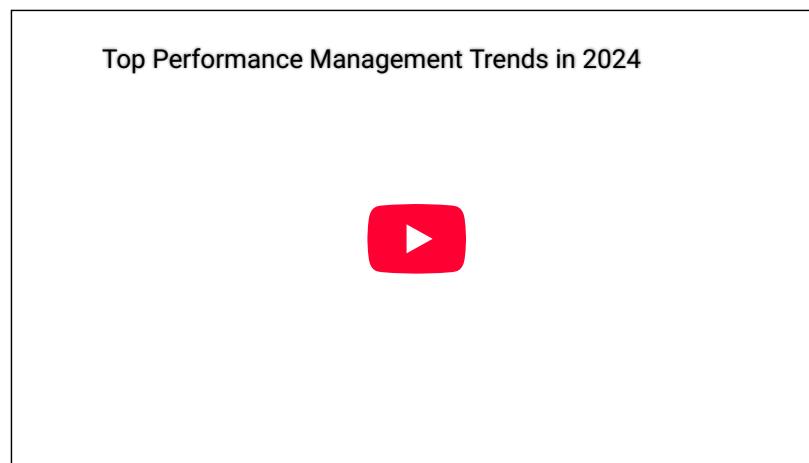
- Read [\*\*Chapter 3: History, Globalization, and Value-Based Leadership\*\*](#)

This chapter discusses the history of management thought, and the adaptation of the principles and approaches in management to the contemporary business world. The chapter also discusses some of the notable global trends that affect both the style and the substance of management.

**Watch:**

1. The Advantage. (2024, May 7). *Top performance management trends in 2024* [Video]. YouTube.

This video showcases the top eight trends in performance management in 2024.



2. AI Uncovered. (2024, November 27). *Top 20 new technology trends that will define the future* [Video]. YouTube.

This video showcases the top 20 new technology trends and cutting-edge innovations that are transforming industries, redefining lifestyles, and paving the way for a smarter, more connected future.

**Top 20 New Technology Trends That Will Define the Future**

3. Neon Business Education. (2024, August 15). *Contemporary approach to management / Management approaches* [Video]. YouTube.

This video showcases the contemporary approach to management by incorporating modern theories, tools, and practices that respond to the complexities and dynamics of the modern business environment.

**Contemporary Approach to Management | Management Ap...**