

Centre: Barcelona

Course: **Leadership, Business and Society**

Programme: Business, Design & Innovation

Semester: 1 and 2 (Fall and Spring)

ECTS credits: 6

Duration: 45 hours (3 hours/week)

Language of instruction: English

Instructor: Joan Albert García Moga

Course description

As an introduction to leadership and management skills, the aim of the course is to familiarise students with practical issues within the business world regarding effectiveness, organization, communication and ethics, by taking a look at the leadership role of both managers and collaborators in the organizations. During the course students will be required to work on their personal and interpersonal skills.

Course objectives:

- To identify the roles of managers and leaders and their impact on businesses and society.
- To learn about topics such as management, leadership, effectiveness, organization, communication and business ethics.
- To develop management and leadership skills through a personal project.
- To develop teamwork skills and apply them in a group project.
- To develop analytical and creative skills in order to apply them in the projects.

Prerequisites

None

Attendance policy

Attendance is mandatory for all classes, including study visits. In case of an absence, this should be notified beforehand to the instructor. Unjustified absences will have a negative effect on the final grade. Seven unjustified absences during the course will result in a Fail grade.

Learning outcomes

On completion of the course, students should have a clear understanding of their expected role as managers and leaders within organizations. Students will have improved their communication competency and will also be expected to develop critical thinking, analysis and problem-solving skills. Students will learn about different change models applicable to both organizations and their personal lives. Moreover, they will develop an insight into project management.

Method of presentation

The course is divided into thematic blocks and the methodology is interactive. Students will be required to read articles, case studies or books and watch videos, as well as to participate in class activities.

Lectures and discussions: The lectures will introduce the various models that will be used during the course. Lecture sessions will be used as platforms to induce open discussion.

Class participation: The course is highly participative and students will be encouraged to take on different roles in class activities.

Oral presentations: Students are expected to present the results of their projects with visual support.

Visiting lecturers: Visiting lecturers will be invited to several of the sessions, with the aim of sharing their experiences and insights with students. Visiting lecturers will be experts or professionals with specific experience in the field of the session concerned.

Required reading: Books on the required reading list will be the object of analysis and discussion in class and critically analysed in an essay form.

Required work and form of assessment

The final grade will be based on the work that students do throughout the course. This includes a class grade, written activities, a test, a personal project and a group project. There is no final exam. The breakdown is as follows:

- Active participation in class – 25% - Students should be present at all classes in order to provide critical comments on the course materials and participate

actively in the discussions. They are strongly encouraged to actively participate in class. This implies arriving in time, completing the readings before class, and taking part in class discussions.

- Written activities – 25%. Students will be asked to write two essays. One will be an individual task whereas the other will be done in groups.
- Mid-term test – 25%. The mid-term test will be based on required course reading and activities done in class.
- Personal project – 10%. A project that students would like to develop, approached from a personal perspective. The main aim is to develop management skills and apply them in real life situations.
- Group project – 15%. The group project will be done in groups of 3 or 4 students, with a mix of origins in each group. Details about this project will be given during the semester. This project will be presented in class and it will have to be submitted in written form as well.

Contents

Leadership and management

- Theoretical models and leadership styles
- Motivation
- Personal leadership style

Self-management

- Emotional intelligence
- Time management
- Stress management

Project management

- Business project management (overview)
- Small projects management
- Network-based personal project

Teamwork

- Theoretical frame and team roles

- Team building and team coaching
- Teamwork performance

Interpersonal communication

- Persuasion and sales for non-salespeople
- Conflict management and assertiveness
- Interest-based negotiation and integrative bargaining

Change management

- Change models
- Learning organizations
- Personal change plan

Leading by coaching

- Human resources development
- Competency/competence management
- Assessment and coaching

Organizational communication

- Internal communication
- External communication
- Crisis management

Leadership in society

- Cultural aspects of management
- Business ethics
- Defining one's role as leader in the society

Required reading

Johnson, S (1998): *Who moved my cheese?* New York City: Putnam Adult

Kotter, J (2006): *Our iceberg is melting.* New York City: St. Martin's Press

Recommended reading

Buttrick, R. (1997): *The project workout*. London: Financial Times Management

Drucker, P. F (2008): *Management (Revised edition)*. New York City: HarperCollins e-books

Goleman, D., Boyatzis, R.E., & McKee A. (2001): *Primal leadership*. Brighton (MA): Harvard Business School Publishing

Schein, E. H. (1986); *Process consultation: Lessons for managers and consultants*. Reading (MA): Addison-Wesley Publishing

Senge, P. M. (1990): *The fifth discipline*. New York City: Century Business