

DEREE COLLEGE SYLLABUS FOR: CN 4338 Leadership Communication							
<p style="text-align: right;">Instruction hours/lab hours/ US credits: 3/0/3 UK LEVEL: L6 UK CREDITS: 15</p> <p>(Updated: Fall 2025)</p>							
PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research						
CATALOG DESCRIPTION:	Communication styles of business and political leaders. The role of communication in effective leadership, with a focus on techniques used to develop successful public and corporate leadership communication strategies.						
RATIONALE:	Communication is fundamental to leadership. This course will improve students' understanding of the processes and practices of leadership and develop communication skills they will need as professionals.						
LEARNING OUTCOMES:	<p>As a result of taking this course, the student should be able to:</p> <ol style="list-style-type: none"> 1. Develop knowledge and understanding of what makes leadership communication styles effective. 2. Select and apply communication techniques to develop, deliver and sustain a leadership message. 3. Analyse and critically evaluate alternative communication strategies of selected leaders. 4. Apply the appropriate communication tools to the solution of a complex problem. 						
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> - Classes consist of lectures and interactive learning (class discussions on contemporary or past events, as well as case studies assigned by the instructor). - Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class - Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can discuss the course material. - Use of a Blackboard site, where instructors can post lecture notes assignment instructions, timely announcements, and additional resources. 						
ASSESSMENT:	<p>Summative:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">First assessment: Individual Project (analysis/evaluation of the communication style/strategy of a selected leader)</td><td style="text-align: center; padding: 5px;">40%</td></tr> <tr> <td style="padding: 5px;">Second assessment: Portfolio (may include analysis of leadership as depicted in mainstream media including cinema)</td><td style="text-align: center; padding: 5px;">10%</td></tr> <tr> <td style="padding: 5px;">Final assessment: Research Paper (analysis/evaluation of a communication leadership style in specific national/cultural context)</td><td style="text-align: center; padding: 5px;">50%</td></tr> </table> <p>The first assessment (individual project) tests Learning Outcome 1, 3.</p> <p>The second assessment (portfolio) tests Learning Outcome 1, 2, and 3.</p>	First assessment: Individual Project (analysis/evaluation of the communication style/strategy of a selected leader)	40%	Second assessment: Portfolio (may include analysis of leadership as depicted in mainstream media including cinema)	10%	Final assessment: Research Paper (analysis/evaluation of a communication leadership style in specific national/cultural context)	50%
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Final assessment: Research Paper (analysis/evaluation of a communication leadership style in specific national/cultural context)	50%						

	<p>The final assessment (research paper) tests Learning Outcomes 1, 2, and 4.</p> <p>Students are required to resit failed assessments in this module</p>
INDICATIVE READING:	<p>REQUIRED READING: Northouse, Peter (2021) <i>Leadership: Theory and Practice</i>. Ninth Edition, Sage.</p> <p>RECOMMENDED READING:</p> <p>Ruben, B.D. & Gigliotti, R. A. Gigliotti (2019) <i>Leadership, Communication, and Social Influence: A Theory of Resonance, Activation, and Cultivation</i>. Emerald Publishing Limited.</p> <p>McGregor Burns, James (2012) <i>Leadership</i>. Open Road Media</p> <p>Carvill Michelle (2018), <i>Get Social, Social Media Strategy and Tactics for Leaders</i>, Kogan Page.</p> <p>Jiang, Hua, Luo, Yi, & Kulemeka, Owen (2017). Strategic social media use in public relations: Professionals' perceived social media impact, leadership behaviors, and work-life conflict. <i>International Journal of Strategic Communication</i>, 11, 18-41</p>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL: Films depicting leadership cases to be assigned by the instructor</p> <p>RECOMMENDED MATERIAL: Speeches of great leaders accessed via YouTube or audio books</p>
COMMUNICATION REQUIREMENTS:	Blackboard and an active ACG email account. High standards of oral and written English for all assignments
SOFTWARE REQUIREMENTS:	Blackboard CMS; MSOffice
WWW RESOURCES:	<p>www.hbs.edu/leadership Harvard Business School- The Leadership Initiative</p> <p>https://cpl.hks.harvard.edu/ Harvard Kennedy School-Center for Public Leadership</p> <p>https://www.nationalleadership.gov.uk/ National Leadership Centre</p> <p>http://business-school.exeter.ac.uk/research/centres/excl/ Centre for Leadership Studies-University of Exeter UK</p> <p>https://www.henley.ac.uk/research/research-centres/henley-centre-for-leadership Henley Centre for Leadership-University of Reading UK</p>
INDICATIVE CONTENT:	<p>1. Leadership and Communication Leadership: At the Core of Human Experience; Defining Leadership; Viewing Leadership from a Communication Perspective</p> <p>2. Leadership and Followership Communication Styles: The Dimensions of Leadership Communication Style</p> <p>3. Traits, Situational, Functional, Skills, and Relational Leadership: Understanding and Explaining Leadership</p> <p>4. Transformational and Charismatic Leadership: case studies</p>

	<p>6. Leadership and Influence Credibility: The Key to Successful Influence</p> <p>7. Leadership in Groups and Teams: Fundamentals of Group Communication</p> <p>8. Social Media Strategies in Leadership Communication</p> <p>9. The Power of Public Leadership: Leading Public Opinion through Public Relations</p> <p>10. Leadership and Diversity: Understanding Cultural Differences and Fostering Diversity</p> <p>11. The Gender Leadership Gap: Empowering Women to Develop their Leadership Potential</p> <p>12. Cinematic Narrative Constructions of Leadership Styles</p> <p>13. The Ethical Challenges of Leadership: Aristotle and Positive ethos</p> <p>14. A Proactive Approach to Leader Development: Self Assessment and Improvement</p> <p>15. Leadership in Crisis: Key Aspects of Crisis Communication Management and Best Practices</p>
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