

DEREE COLLEGE SYLLABUS FOR: : CN 4338 LEADERSHIP COMMUNICATION							
(Previously CN 4438 Leadership Communication) (Updated: Fall 2020)	US CREDITS: 3/0/3 UK LEVEL: 6 UK CREDITS: 15						
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:	<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. Analyze and critically evaluate alternative communication strategies of selected leaders. 4. Apply the appropriate communication tools to the solution of a complex problem. 						
METHOD OFTEACHING 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%;"> <tr> <td>First assessment: Individual Project (analysis/evaluation of the communication style/strategy of a selected leader)</td> <td style="text-align: center;">40%</td> </tr> </table> <p>Summative</p> <table border="1" style="width: 100%;"> <tr> <td>Second assessment: Portfolio (may include analysis of leadership in cinema or case study on assigned films)</td> <td style="text-align: center;">10%</td> </tr> <tr> <td>Third assessment: Final examination - 2-hour comprehensive - problem-case study/essay questions</td> <td style="text-align: center;">50%</td> </tr> </table> <p>The first assessment(individual project) tests Learning Outcome1, 3. The second assessment (portfolio) tests Learning Outcome 1, 2, and 3.</p> <p>The third assessment (final examination) tests Learning Outcomes 1, 2,and 4.</p> <p>Students are required to resit failed assessments in this module.</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 in cinema or case study on assigned films)	10%	Third assessment: Final examination - 2-hour comprehensive - problem-case study/essay questions	50%
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<p>INDICATIVE READING:</p>	<p>REQUIRED READING: Hackman, M.Z and Johnson, C.E., Leadership: a Communication Perspective, Waveland, 7th ed., 2018</p> <p>RECOMMENDED READING:</p> <p>Barrett Deborah, Leadership Communication, 4th ed., McGraw-Hill/Irwin; 2014</p> <p>Carvill Michelle, Get Social, Social Media Strategy and Tactics for Leaders, Kogan Page, 2018</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. International Journal of Strategic Communication, 11, 18-41</p> <p>Gallo, Carmine, Talk Like Ted: The 9 public speaking secrets of the world's top minds, St. Martin's Griffins, 2014</p>
<p>INDICATIVE MATERIAL: <i>(e.g. audiovisual, digital material, etc.)</i></p>	<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>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>All presentations using proper English (oral and written)</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Word, PowerPoint, Excel</p>
<p>WWW RESOURCES:</p>	<p>www.hbs.edu/leadership Harvard Business School- The Leadership Initiative https://cpl.hks.harvard.edu/ Harvard Kennedy School-Center for Public Leadership https://www.nationalleadership.gov.uk/ National Leadership Centre http://business-school.exeter.ac.uk/research/centres/excl/ Centre for Leadership Studies-University of Exeter UK https://www.henley.ac.uk/research/research-centres/henley-centre-for-leadership Henley Centre for Leadership-University of Reading UK</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Leadership and Communication Leadership: At the Core of Human Experience ; Defining Leadership ; Viewing Leadership from a Communication Perspective 2. Leadership and Followership Communication Styles: The Dimensions of Leadership Communication Style 3. Traits, Situational, Functional, Skills, and Relational Leadership: Understanding and Explaining Leadership 4. Transformational and Charismatic Leadership: case studies 6. Leadership and Influence Credibility: The Key to Successful Influence 7. Leadership in Groups and Teams: Fundamentals of Group Communication

	<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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