

## Communication & Leadership

UGRA\_009534

---

Departments	Department of People Management & Organisation
Teaching Languages	English
ECTS	4
Teacher responsible	Steven Guest - <a href="mailto:steven.guest@esade.edu">steven.guest@esade.edu</a>

---

### Course Goals

This course is intended to:

- Explore the relationships between communication and leadership.
- Allow the student to examine their communication style and improve those aspects of this in need of further development.
- Help the student explore their leadership potential and craft a development plan related to the actualization of such potential.

### Previous knowledge

None

### Prerequisites

None

### Teaching methodology

Highly interactive, activity based learning and learning-by-doing approach. The course will be based on students' active participation and will make an extensive use of the following methodologies:

- Group dynamics: simulations and group discussions...
- Role-plays
- Students' presentations
- Brief lectures on selected topics
- Feedback processes

### Description

## Course contribution to program

Communication and leadership are intimately intertwined. On an individual basis, communication skills are the cornerstone of leadership. On a group level, communication is the means by which teams and whole organizations can be led. Communication proficiency is, therefore, one of the conditions for the successful practice of leadership.

## Short description

Leadership Communication is the management skill required by effective leaders, says the American Management Association[1], yet we often perceive these softer skills as secondary to more technical skills, say marketing, finance or any other of the content usually covered in management courses. The over-riding objective of this course is to provide a space for students to practise and develop their communication skills in a safe environment. Mainly the course deals with inter-personal communication skills that allow students to develop into managers that are comfortable communicating with those around them and communicating with purpose.

## Bibliography

Grint, K., Leadership. A Very Short Introduction., Oxford: Oxford University Press.  
 Hargie, O., Saunders, C., Dickson, D. ., Social Skills in Interpersonal Communication, London: Routledge.

Northouse, P.G., Leadership. Theory and Practice., London: SAGE Publications Ltd.  
 Robbins, S.P. & Judge, T.A., Organizational Behavior., New Jersey: Pearson Prentice Hall.  
 Yukl, G., Leadership in Organizations., New Jersey: Prentice-Hall Inc.  
 Grint, K., The Arts of Leadership., Oxford University Press.

## Activities

In-class discussions and debates  
 On communication topics

Analytical exercises  
 Analysis of communication

Role-play exercises and simulations  
 On various topics related to communication

Group presentations  
 On communication topics

Readings  
 Presentations of readings

## Content

#	Topic
1	The dynamics of interpersonal communication.
2	The dynamics of group and organisational communication
3	The manager qua leader
4	Communicative techniques for leadership

## Assessment

Tool	Assessment tool	Category	Weight %
Learning report analysis	My communication style: learning and development	Retake and ordinary round	30.00%
Group project	Group presentation of assigned reading	Retake and ordinary round	20.00%
Learning report analysis	Personal development plan for leadership	Retake and ordinary round	30.00%
Participation in program activities	Participation and feedback	Retake and ordinary round	20.00%

## PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA20 Year 3 (Optative)  
BBA20 Year 4 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA23 Year 3 (Optative)  
BBA23 Year 4 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)  
  
DBAI21 Year 4 (Optative)  
DBAI21 Year 3 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)  
  
DBAI23 Year 4 (Optative)  
DBAI23 Year 1 (Optative)  
DBAI23 Year 3 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)  
GBD20 Year 4 (Optative)  
GBD20 Year 5 (Optative)

GEL19-Bachelor of Global Governance, Economics and Legal Order (Undergraduates: Law)  
GEL19 Year 1 (Optative)  
GEL19 Year 3 (Optative)  
GEL19 Year 4 (Optative)  
GEL19 Year 2 (Optative)

GEL23-Bachelor of Global Governance, Economics and Legal Order (Undergraduates: Law)  
GEL23 Year 4 (Optative)  
GEL23 Year 2 (Optative)  
GEL23 Year 1 (Optative)  
GEL23 Year 3 (Optative)

N90-BI Norwegian Business School (Summer School: Business)  
N90 Year 1 (Optative)