TEACHING GUIDE - 2026-2027

Communication & Leadership

UGRA_009534

Departments	Department of People Management & Organisation
Teaching Languages	English
ECTS	4
Teacher responsible	Steven Guest - steven.guest@esade.edu

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

Prerequisits

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

AI26-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
- AI26 Year 1 (Optative)

AI26S-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
- AI26S Year 1 (Optative)

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 4 (Optative)
- BBA23 Year 3 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA25 Year 1 (Optative)
- BBA25 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)

GBD23-Double Degree in Business Administration and Law (Undergraduates: Law)
- GBD23 Year 5 (Optative)
- GBD23 Year 4 (Optative)

GEL19-Bachelor in 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 in Global Governance, Economics and Legal Order (Undergraduates: Law)
- GEL23 Year 3 (Optative)
- GEL23 Year 4 (Optative)
- GEL23 Year 2 (Optative)
- GEL23 Year 1 (Optative)

GEL25-Bachelor in Global Governance, Economics and Legal Order (Undergraduates: Law)
- GEL25 Year 3 (Optative)
- GEL25 Year 1 (Optative)
- GEL25 Year 4 (Optative)
- GEL25 Year 2 (Optative)

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