

Syllabus
Course description

Course title	Communication Skills and Leadership
Course code	27018
Scientific sector	SPS/08
Degree	L18 – Economics and Management
Semester and academic year	1st semester, 2018/2019
Year	2nd year
Credits	4
Modular	No

Total lecturing hours	40
Total lab hours	-
Total exercise hours	60
Attendance	suggested, but not required
Prerequisites	none
Course page	https://www.unibz.it/en/faculties/economics-management/bachelor-economics-management/course-offering/

Specific educational objectives	<p>The course refers to the complementary educational activities. The course will provide the students with a general overview of scientific contents regarding basic communication and leadership skills.</p> <p>Specific educational objectives [Presentation skills section] Students will increase their communication skills with respect to:</p> <ol style="list-style-type: none"> 1. Structuring presentations and statement 2. Visualisation 3. Body language 4. Voice <p>[Leadership skills section]</p> <ol style="list-style-type: none"> 1. Students will increase their written communication skills; 2. Students will learn multiple theoretical perspectives and approaches on leadership; 3. Students will be able to recognize the psychological, organizational, and social factors that impact the leadership process in a critical manner; 4. Students will master the concepts and technical vocabulary of leadership; they will be able to use that technical language in the appropriate contexts; 5. Students will understand the critical factors involved in leadership development and will be able to develop and improve their own leadership style.
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Lecturer	Mario Klarer SER E310
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	mario.klarer@unibz.it https://www.unibz.it/en/faculties/computer-science/academic-staff/person/3404-mario-klarer
	Davide Girardelli SER E310 davide.girardelli@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/28048-davide-girardelli
Scientific sector of the lecturer	SPS/08
Teaching language	English
Office hours	Klarer See timetable Girardelli See timetable
Lecturing assistant	-
Teaching assistant	Robert Spindler
Office hours	To be defined
List of topics covered	<p>[Presentation skills section] Structures, introduction, main part, conclusion; rhetorical elements of different parts of presentations; short statements; visualization, slide design, handling of PowerPoint, tips and tricks for PowerPoint use, solutions to boring list slides; body language, positioning, movement, gestures, eye contact; voice.</p> <p>[Leadership skills section] Leadership and communication fundamentals; leader/follower communication styles; traits/situational/functional/situational leadership; transformational vs. charismatic leadership; power and influence in leadership; empowerment; credibility and compliance gaining strategies; leadership in groups and teams; symbolic leadership and organizational culture; leadership in the public sphere.</p>
Teaching format	Frontal lectures, individual presentations, in-class exercises, group discussions, short case studies.
Learning outcomes	<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> • have demonstrated knowledge and understanding in a field of study that builds upon their general secondary education, and is typically at a level that, whilst supported by advanced textbooks, includes some aspects that will be informed by knowledge of the forefront of their field of study. <p><u>Applying knowledge and understanding:</u></p> <ul style="list-style-type: none"> • can apply their knowledge and understanding in a manner that indicates a professional approach to their work or vocation, and have competences typically demonstrated through devising and sustaining arguments and solving problems within their field of study. <p><u>Communication skills:</u></p> <p>can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences</p> <p><u>Learning skills:</u></p> <p>have developed those learning skills that are necessary for them to continue to undertake further study with a high degree of autonomy</p>

Assessment	<p>Attending and non-attending students: The assessment of the course consists of:</p> <ol style="list-style-type: none"> 1) [Presentation skills section - 30 points total] 10 to 15-minute presentation in PowerPoint + holding the presentation in class (oral presentation on a relevant topic chosen by the student); 2) [Leadership skills section – 20 points total] Leadership reaction paper (written essay to test knowledge application skills); 3) Final exam: 50 points (written exam with review questions).
Assessment language	English
Evaluation criteria and criteria for awarding marks	<p>Attending and non-attending students: Sum of marks from partial assessments. 100 points total to be converted into a 30-point scale.</p> <ul style="list-style-type: none"> • relevant for assessment 1): mastery of language, ability to summarize the chosen topic and present it in front of the class in a clear and concise manner; • relevant for assessment 2): mastery of language, critical thinking skills, ability to apply knowledge and identify new areas of application, ability to summarize in own words; • relevant for assessment 3): mastery of language, ability to use technical language, ability to summarize in own words.
Required readings	<p>Klarer, M. (2010). <i>Präsentieren auf Englisch</i> (4th ed.). Heidelberg: Redline. Klarer, M. (2007). <i>Meetings auf Englisch</i>. Heidelberg: Redline. Hackman, M. Z., & Johnson, C. E. (2009). <i>Leadership: A communication perspective</i> (5th ed.). Long Grove, IL: Waveland.</p>
Supplementary readings	===