LSPR Institute of Communication & Business
The Leading Graduate School of Communication & Business

Business Faculty
Department of Management Program
Subject Syllabus

Subject Code : EL06
Subject Title : Dynamic Leadership for Entrepreneur
Subject Specification : For Management Study Program
Subject Overview
Leadership in today's era needs agility, spontaneity and creativity to learn how to respond to unscripted situations and unexpected business challenges.

Course Objectives :

1. Understand the mindset that leaders should have
2. Learn how to read situations through study case
3. Understand the essentials soft skill sets to become dynamic leadership

Course method :

1. Lectures
2. Group discussion
3. Group presentation
4. Case studies
5. Group project

Learning Outcomes:

1. Knowledge:
   Understand how to become a dynamic and adaptive leader

2. Skills:
   Able to implement the knowledge into business management and business field

3. Attitude:
   a Enthusiasm
   b Commitment
   c Innovative
   d Confident

Course content :
This course will be delivered in 16 sessions as follows:

Week	Topic
1	Leadership and Management
2	The types of leadership perspectives: 1. A Charismatic (Visionary) Leadership
3	2.Transformational Leadership
4	3.Self – Leadership
5	4.Empowerment
6	Study cases of those four leadership perspectives
7	Review for mid test
8	**Mid Examination**
9	The Dynamic Market
10	The Need for Entrepreneurial Leaders in Dynamic Markets
11	
12	
13	
14	
15	Review for final test
16	**Final Examination**

Grading System

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate program is **60 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Leadership and Management (Harrison, C. 2018. Leadership Theory and Research. A Critical Approach to New and Existing Paradigms. p 1- 11.)	The intent of management is to meet organizational goals in an efficient and effective manner and it is definitely Conversely with leadership	lecturing
2	The types of leadership perspectives: 1. A Charismatic (Visionary) Leadership (A Journal Article of Takala, TA. 2004. Charismatic Leadership and Power)	The characters of charismatic (visionary) leadership	Lecturing and discussion
3	2.Transformational Leadership (A Journal article of Shahbazi, H. 2016. An Analysis of the transformational leadership theory)	The characters and concern in Transformational Leadership	Lecturing and discussion
4	3.Self – Leadership / personal leadership (A journal article of Reavley, MA. Personal Leadership Development Toolkit)	The characters and scope in self leadership/personal leadership	Lecturing and discussion
5	4. Empowerment (Hakimi, N. 2009. Leader Empowering Behaviour: The Leader's Perspective,	Understanding the motivation behind Leader Empowering Behaviour	Lecturing and discussion 1st Assignment:

	Understanding the motivation behind Leader Empowering Behaviour)		Find the case that relates to those 4 perspectives of leadership and analysis the study case based on the lesson that they have learned. 1 class divided into 4 different groups to do the assignment
6	Learn from study case (Osnes, G., Wilhelmsen, A. 2021. Leadership and Strategic Succesion. The How and Why for Boards and CEOs.	Choose study cases from the book	Discussion
7	**Review for Midterm Test**		Discussion
8	**Mid Term Examination**		
9	The Dynamic Market (A journal by : Tarabishy, A. Understanding Entrepreneurial Leadership in today's Dynamic Markets)	The condition of a rapidly changing business environment. To understand what makes a business dynamic, it is necessary to understand the market in which the business or business enterprise operates	
10	Leadership Communication and Influence	- Effective communication strategies for leaders - Persuasion and influence tactics - Building trust	- Lecture and Discussion: Explore the role of communication

		and credibility	in leadership effectiveness. Discuss various communication styles and their impact. - Group Activity: Role-play scenarios requiring persuasive communication and influence tactics.
11	Decision-Making and Problem-Solving in Dynamic Environments	- Models and frameworks for decision-making - Adapting decision-making to uncertain and complex situations - Creative problem-solving techniques	- Case Study Analysis: Examine a case study where a leader faced a complex decision in a dynamic market. - Group Activity: Brainstorm solutions to a challenging business problem using creative problem-solving techniques.
12	Building and Leading High-Performance Teams	- Characteristics of high-performance teams - Motivating and inspiring team members - Managing conflict and fostering collaboration	- Guest Speaker: Invite a successful team leader to share their insights on building and leading high-performance teams. - Team-Building Activity: Engage students in a team-building exercise to

			promote collaboration and communication.
13	Ethical Leadership and Social Responsibility	- The importance of ethics in leadership - Corporate social responsibility and its impact on business success - Leading with integrity and values	- Debate: Students debate the ethical implications of various leadership decisions. - Group Project: Research and present on a company known for its ethical leadership and social responsibility initiatives.
14	Leadership in the Digital Age	- The impact of technology on leadership - Leading virtual and remote teams - Leveraging digital tools for effective leadership	- Panel Discussion: Invite experts to discuss the challenges and opportunities of leadership in the digital age. - Technology Showcase: Students explore and demonstrate the use of digital tools for leadership communication and collaboration.
15	Review for Final Test	- Comprehensive review of all course material	- Q&A Session: Address students' questions and clarify any doubts about the covered topics. - Concept Mapping:

			Students create concept maps to visualize connections between different leadership concepts and theories.
16	Final Examination	- Evaluation of students' overall understanding of the course	- Group Project/Paper Analysis: Students work in groups to analyze a company's leadership strategies in a dynamic market and present their findings.

Guidelines

Midterm Exam Guideline : Essay (Case Studies)
Final Exam Guideline : Paper Analysis (Group)

References :

1. Harrison, C. (2018). *Leadership theory and research: A critical approach to new and existing paradigms.* Palgrave Macmillan.
2. Osnes, G., & Wilhelmsen, A. (2021). *Leadership and strategic succession: The how and why for boards and CEOs*. Emerald Publishing Limited.

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