LSPR Institute of Communication & Business
The Leading Graduate School of Communication & Business | ASEAN Global Campus
DOCTORAL PROGRAMME

THE GUIDANCE OF TEACHING PROGRAMME

Doctoral Programme of The London School of Public Relations-Jakarta (Doctoral)

Revisi: 00

Course Subject	:	Leadership & Innovation Management (Doctoral Programme)		Lecturer	:	
Code of Subject / Credit	:	…./ 3 credit		Valid date / Semester	:	September / Odd 2024 - 2025

Subject description/ Overview	This course explores the intersections of leadership and innovation management within the context of strategic public relations and communication leadership. The focus is on how leaders can foster innovation and drive strategic change in organizations, particularly in today's fast-evolving digital and global landscape. The course will also examine the role of public relations in shaping and communicating innovative strategies that enhance organizational reputation and stakeholder engagement. **Learning Objectives:** By the end of the course, students will be able to: 1. Analyze the principles of leadership and innovation management within the framework of strategic public relations. 2. Develop strategies for fostering an innovative culture in organizations. 3. Evaluate the impact of digital transformation on leadership and innovation. 4. Integrate leadership theories with practical approaches to managing innovation. 5. Formulate and implement strategic communication plans that support innovation and change. 6. Assess the role of ethical leadership in driving innovation and sustainable development.
Specific Learning Outcome	**Skills** 1. **Analytical Skills**: Ability to critically analyze and assess the principles and theories of leadership and innovation management within the context of strategic public relations.

	2. **Strategic Planning**: Proficiency in developing comprehensive strategies to foster an innovative culture in various organizational settings. 3. **Digital Competence**: Skilled in evaluating the impact of digital transformation on leadership styles, innovation processes, and public relations practices. 4. **Leadership and Innovation Integration**: Expertise in integrating leadership theories with practical approaches for managing innovation within organizations. 5. **Communication Proficiency**: Capability to formulate and implement effective strategic communication plans that facilitate innovation, organizational change, and stakeholder engagement. 6. **Ethical Decision-Making**: Ability to assess and apply ethical considerations in leadership roles to drive innovation and sustainable practices. **Knowledge** 1. **Leadership Theories**: In-depth understanding of various leadership theories and their application in fostering innovation and managing organizational change. 2. **Innovation Management**: Comprehensive knowledge of the principles, processes, and tools used in innovation management within organizations. 3. **Digital Transformation**: Awareness of how digital advancements are reshaping leadership, innovation, and public relations landscapes. 4. **Strategic Public Relations**: Insights into the role of public relations in shaping, communicating, and supporting innovative strategies that enhance organizational reputation. 5. **Ethical Leadership**: Understanding the significance of ethical leadership in promoting sustainable development and responsible innovation. **Attitudes** 1. **Innovative Mindset**: Encouragement of a proactive and open-minded approach to fostering innovation within organizational and communication contexts. 2. **Ethical Awareness**: Commitment to ethical considerations and responsible leadership in the pursuit of innovation and strategic change. 3. **Adaptability**: Willingness to embrace and adapt to digital transformations and evolving global communication trends. 4. **Collaborative Spirit**: Fostering a collaborative approach to leadership, recognizing the importance of teamwork and stakeholder engagement in driving successful innovation. 5. **Reflective Practice**: Encouraging a reflective attitude towards personal leadership style, continuously seeking ways to improve and adapt to new challenges and opportunities in strategic public relations and innovation management.

Grading & Evaluation Criteria	**Attendance** : 10% **Coursework** : 40% **Midterm Exam** : 20% **Final Exam** : 30% A (Excellent) : 90-100; A- (High Distinction) : 85-89,99; B+ (Fair) : 80-84,99; B (Fair): 75-79,99; B - (Pass) : 70-74,9; **Below 70 will be FAILED.** *Except for Communication Studies / ACT, Communication Research / Methodology of Communication Research, & Seminar & Publication / SAC course* ***has a minimum grade of 75.*** Final Grades Grades will be assigned according to the following criteria: **A** **:** Excellent; Full mastery of the subject. **A-** **:** Extraordinary distinction. **B+** **:** Good comprehension of the course materials; a good command of the skills needed to work with the course material, and the students have engagement with the course requirements and activities. **B** **:** Students work indicates an adequate and satisfactory comprehension of the course material and the skills needed to work with the course material and indicates the student has met the basic requirements for completing assigned work and participating in class activities. **B-** **:** Students work indicates some minimal command of the course materials and some minimal participating in class activities. **E/FAIL:** Unsatisfactory and unworthy of course credit towards the degree.
Class Environment / Policies	All modules will be communicated to students prior to the relevant class schedule usually one week through Edlink, email or via WA group. Students are expected to read the module and study the previous one(s) since the lecturer will check upon students' understanding of the previous module before proceeding to a new one.
Description of Teaching Method.	Lecturer will prepare the module or at least a slide presentation in the form of multimedia presentation as reference to the references of the course. The module should be given in advance to have learned before the sessions begin.

Academic Honesty: Anti Plagiarism Policy	We expect to see students' academic integrity and matching attitude. All assignments will need to have a signed declaration on the 2nd page (after the cover) that the material submitted is the students' own work and that all work taken from other sources is properly acknowledged (An example was given on Introduction of Postgraduate Studies).
Referencing Styles	The Postgraduate Programme applies APA (American Psychological Association) as a reference system for all paperwork (research, assignments, paper examination) in each subject (latest version is 7th Edition, 2019, however 6th edition 2010 still applicable).
Course Work / Assignment	Each subject must have 4 Course Work to achieve the learning outcomes of students. The different kinds of Course Work can be given in one of the following forms - Simulations, Case Study, Focus Group Discussion, Presentation, Collaborative and Cooperative Learning, Project, etc.
Lecturers may add another things, if needed – by approval of Programme Director/Director	

LECTURER DISTRIBUTION (Odd, 2024 – 2025)

Week	Topics	Lecturer
Week 1	Foundations of Strategic Public Relations Leadership and Innovation Management	Taufan Teguh Akbari, Ph.D
Week 2	Contemporary Theories of Innovation Management in Strategic Communication	Taufan Teguh Akbari, Ph.D
Week 3	Change Management & Organization Transformation (Restructuring)	Prof. Dr. Rudi Harjanto
Week 4	Organizational Designing (Building an Innovative Organization, Structures and Culture)	Prof. Dr. Rudi Harjanto
Week 5	Inclusive Innovation (Communication for Inclusive Innovation)	Dr. Irwansyah
Week 6	Digital Transformation and Leadership in the Communication Age	Dr. Irwansyah
Week 7	National System of Innovation and Entrepreneurship	Dr. Irwansyah
Week 8	**Mid Test**	Taufan Teguh Akbari, Ph.D
Week 9	Innovation-Driven Leadership for Sustainability and ESG	Taufan Teguh Akbari, Ph.D
Week 10	Leadership Communication and Stakeholder Engagement	Prof. Dr. Rudi Harjanto
Week 11	Managing Innovation Within Firms/Organization	Prof. Dr. Rudi Harjanto
Week 12	Operations and Process Innovation	Dr. Irwansyah
Week 13	Managing The New Product Development Process	Dr. Irwansyah
Week 14	Coursework - Project Development (1)	Prof. Dr. Rudi Harjanto
Week 15	Coursework - Project Development (2)	Taufan Teguh Akbari, Ph.D
Week 16	FINAL TERM EXAMINATION (Project Presentation and Final Examination)	Taufan Teguh Akbari, Ph.D

Session	Specific Objectives	Subject	Teaching Strategy		Assessment		Achievement	References
			Method	Duration	Task & Mechanism	Weighting	Indicators	
1	2	3	4	5		6	7	8
Foundations of Strategic Public Relations Leadership and Innovation Management	Students understand the advanced concepts of leadership and innovation in the context of public relation and apply basic principles in real scenarios	● Introduction to leadership theories and innovation management ● Innovation as a management process ● The integration of public relations and leadership in the context of innovation ● Strategic leadership responsibilities, principles and practices ● A typology of leadership profiles. Examine various leadership profiles and their influence on communication and innovation. ● CEO as Fixer, Grower, and	Lecturing Presentation & Discussion	150'				✔ Willis, Paul E & Gregory, Anne. (2022). Strategic public relations leadership. Routledge ✔ Pascual, Jara. (2021). Innovation and Collaboration in the Digital Era: The Role of Emotional Intelligence for Innovation Leadership and Collaborative Innovation. De Gruyter

		Transformer. Discuss the different roles leaders play in driving innovation and transformation. ● The strategic leadership matrix ● Taxonomy of workplace competencies						
Contemporary Theories of Innovation Management in Strategic Communication	Students able to analyse and apply the latest innovation theories in public and organisational communication strategies.	● Overview of traditional and The New Leadership World. Analysis of various leadership styles and their influence on innovation ● New Leadership in Communication (Vision, Mission, Strategy, and Tactics). Develop a comprehensive leadership approach that aligns with innovative	Lecturing Presentation & Discussion	150'				✔ Willis, Paul E & Gregory, Anne. (2022). Strategic public relations leadership. Routledge ✔ Pascual, Jara. (2021). Innovation and Collaboration in the Digital Era: The Role of Emotional Intelligence for Innovation Leadership and Collaborative Innovation. De Gruyter

		communication strategies. ● Innovation Communication and the role of communicators — Investigate the role of communicators in promoting and managing innovation. ● Innovation Leadership and Communication Intelligence (CI). Understand the role of CI in enhancing innovation and leadership effectiveness. ● Building a communication blueprint for innovative leadership (Develop a communication strategy blueprint that supports innovation and change) ● Case studies on leadership in						

		innovative organizations (Leadership styles and their impact on innovation)						
Change Management & Organization Transformation (Restructuring)	Students able to develop strategies to design and manage structural change in organisations	● Strategic leadership for innovation and change management. Leadership communication strategies for managing change. ● Change management model ● Merger and acquisition ● Restructuring methods ● The role of leaders in driving innovation (case studies of successful innovation-driven organizations	Lecturing Presentation & Discussion	150'	.	10%		✔ Tipurić, Darko. (2022). The Enactment of Strategic Leadership: A Critical Perspective. Palgrave Macmillan. ✔ Duwe, Julia. (2021). Ambidextrous Leadership: How leaders unlock innovation through ambidexterity. Springer

Organizational Designing (Building an Innovative Organization, Structures and Culture)	Students able to analyse and design organisational structures and cultures that encourage innovation	● The role of a leader in shaping organizational culture and communication strategies ● Explore organizational structures that promote innovation. ● Building and sustaining a culture of innovation through communication ● Dynamics of leading innovative teams and fostering collaboration ● Interdependence of people attributes ● Redesign and reengineering ● Internal and external variable ● Flexibility and adaptability	Lecturing Presentation & Discussion	150'				✔ Tipurić, Darko. (2022). The Enactment of Strategic Leadership: A Critical Perspective. Palgrave Macmillan. ✔ Duwe, Julia. (2021). Ambidextrous Leadership: How leaders unlock innovation through ambidexterity. Springer. ✔ Morrison, et al. (2019). Ten Skills for Agile Leadership. Wiley

Inclusive Innovation (Communication for Inclusive Innovation)	Students able to design communication strategies that encourage inclusive innovation within organisations and the wider community	• How inclusive communication strategies promote innovation for diverse groups. • Integrative approach	Lecturing Presentation & Discussion	150'				✔ Willis, Paul E & Gregory, Anne. (2022). Strategic public relations leadership. Routledge ✔ Wilbers, Stephen. (2023). Persuasive Communication for Science and Technology Leaders: Writing and Speaking with Confidence. Wiley-IEEE
Digital Transformation and Leadership in the Communication Age	Students able to develop and implement effective leadership strategies in the face of digital transformation	• The impact of digital technologies on leadership and communication • The path for leadership in the digital age • Leading digital innovation and transformation in public relations • Strategies for digital communication leadership in innovative environments	Lecturing Presentation & Discussion	150'		10%		✔ Singh, Harbir & Useem, Michael. (2021). The Strategic Leader's Roadmap, Revised and Updated Edition: 6 Steps for Integrating Leadership and Strategy: University of Pennsylvania Press. ✔ Espindola, David & Wright, Michael W. The Exponential Era : Strategies to Stay Ahead of the Curve in an Era of Chaotic Changes. IEEE Press

National System of Innovation and Entrepreneurship	Students able to analyse the national innovation system and develop innovative entrepreneurial strategies	• The role of the state • National systems of innovation • Innovation in Indonesia and abroad	Lecturing Presentation & Discussion	150'				✔ Pascual, Jara. (2021). Innovation and Collaboration in the Digital Era: The Role of Emotional Intelligence for Innovation Leadership and Collaborative Innovation. De Gruyter. ✔ Espindola, David & Wright, Michael W. The Exponential Era: Strategies to Stay Ahead of the Curve in an Era of Chaotic Changes. IEEE Press
8	**MID TEST**					**20%**		
Innovation-Driven Leadership for Sustainability and ESG	Students able design and implement leadership strategies that support sustainability and ESG objectives	• Sustainability leadership. Understanding the principles and practices of sustainability in leadership roles • Integrating ESG into innovation strategies: How environmental, social, and governance considerations can drive	Lecturing Presentation & Discussion	150'				✔ Ritz, Aixa A & Rimanoczy, Isabel (eds). (2021). Sustainability Mindset and Transformative Leadership: A Multidisciplinary Perspective (Sustainable Development Goals Series). Palgrave Macmillan. ✔ Dalby, et al., (eds). (2019). Achieving

		sustainable innovation ● Stakeholder Engagement for Sustainability-Oriented Innovation (SOI). Explore methods for engaging stakeholders to support sustainable innovation ● ESG Reporting and Transparency. The role of communicators in ESG compliance and reporting						the Sustainable Development Goals Global Governance Challenges. Routledge
Leadership Communication and Stakeholder Engagement	Students able to design and implement effective communication strategies for stakeholder engagement	● Communicating innovation to internal and external stakeholders ● Case studies on stakeholder engagement in innovation initiatives ● Effective communication strategies for ESG initiatives						✔ Willis, Paul E & Gregory, Anne. (2022). Strategic public relations leadership. Routledge ✔ Wilbers, Stephen. (2023). Persuasive Communication for Science and Technology Leaders: Writing and Speaking with

								Confidence. Wiley-IEEE
Managing Innovation Within Firms/Organization	Students able to develop and manage innovation processes in organisations to improve competitiveness	● Organizational ambidexterity ● Innovation management processes: from idea generation to implementation. ● The role of leadership in fostering creativity and innovation. ● Innovation in public relations strategies and campaigns	Lecturing Presentation & Discussion	150’		10%		✔ Espindola, David & Wright, Michael W. The Exponential Era : Strategies to Stay Ahead of the Curve in an Era of Chaotic Changes. IEE Press ✔ Leipzig, Dominique Shelton. (2024). Trust: Responsible AI, Innovation, Privacy and Data Leadership. Forbes Books ✔ Morrison, et al. (2019). Ten Skills for Agile Leadership. Wiley
Operations and Process Innovation	Students able to analyse and implement innovations in operations and processes to improve organisational efficiency and effectiveness.	● Operation Management ● Process Design and Innovation ● Innovation and Management Process ● Supply Chain Management	Lecturing Presentation & Discussion	150’				✔ Espindola, David & Wright, Michael W. The Exponential Era : Strategies to Stay Ahead of the Curve in an Era of Chaotic Changes. IEE Press ✔ Leipzig, Dominique Shelton. (2024). Trust: Responsible AI, Innovation, Privacy and Data Leadership. Forbes Books

								✔ Morrison, et al. (2019). Ten Skills for Agile Leadership. Wiley
Managing The New Product Development Process	Students able to effectively manage the new product development process, from ideation to market launch	• Managing the new product development process from a leadership perspective • Communication strategies for successful product innovation • The marketing and R&D interface	Lecturing Presentation & Discussion	150’				✔ Tipurić, Darko. (2022). The Enactment of Strategic Leadership: A Critical Perspective. Palgrave Macmillan. ✔ Duwe, Julia. (2021). Ambidextrous Leadership: How leaders unlock innovation through ambidexterity. Springer ✔ Singh, Harbir & Useem, Michael. (2021). The Strategic Leader's Roadmap, Revised and Updated Edition: 6 Steps for Integrating Leadership and Strategy: University of Pennsylvania Press. ✔ Morrison, et al. (2019). Ten Skills for Agile Leadership. Wiley

Coursework - Project Development (1)	Students able to lead product development and process innovation in the organisation effectively and efficiently, and according to the principles of sustainability .	• Development of a strategic leadership and innovation management project • Presentation of project proposals • Peer review and feedback • Course reflection and future directions in leadership and innovation management	Student Presentation & Lecturing Discussion	150’		10%		✔ Štreimikienė, et al., (2020). Sustainable Development, Leadership, and Innovations. CRC Press. ✔ Sachs, et al., (eds). (2022). Ethics in Action for Sustainable Development. Columbia University Press. ✔ Duwe, Julia. (2021). Ambidextrous Leadership: How leaders unlock innovation through ambidexterity. Springer
Coursework - Project Development (2)	Students able to lead product development and process innovation in the organisation effectively and efficiently, and according to the	• Development of a strategic leadership and innovation management project • Presentation of project proposals • Peer review and feedback • Course reflection and future	Student Presentation & Lecturing Discussion	150’				✔ Štreimikienė, et al., (2020). Sustainable Development, Leadership, and Innovations. CRC Press. ✔ Sachs, et al., (eds). (2022). Ethics in Action for Sustainable Development. Columbia University Press.

	principles of sustainability	directions in leadership and innovation management						✔ Duwe, Julia. (2021). Ambidextrous Leadership: How leaders unlock innovation through ambidexterity. Springer
16	**FINAL EXAM**					**30%**		

REFERENCES

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4. Singh, Harbir & Useem, Michael. (2021). The Strategic Leader's Roadmap, Revised and Updated Edition: 6 Steps for Integrating Leadership and Strategy: University of Pennsylvania Press.
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22. Argus, Don & Samson, Danny. (2021). Strategic Leadership for Business Value Creation: Principles and Case Studies. Palgrave Macmillan
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24. Moratis, Lars & Melissen, Frans. (2023). Business Schools, Leadership and Sustainable Development Goals: The Future of Responsible Management Education. Routledge
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Prepared by:	**Checked by:**	**Authorized by:**
Taufan Teguh Akbari, Ph.D *Lecturer*	Mayang Lalita Ratri, M.Si. *Deputy Academic Manager*	Dr. Rino F. Boer *Director of Postgraduate Programme*
Date Juli | | 2024	Date March | | 2024	Date March | | 2024