

UNDERGRADUATE SYLLABUS

1462 – Communication & Leadership, 4 ECTS

Semester 2

2024/25

Instructor: Catarina Lameira Grosso

Short Biography: Catarina is a Course Instructor at Nova SBE for the Bachelor's and Master's programs. She has been teaching courses on Communication, Leadership and Ethics since February 2018, taking part in the organization of the Nova SBE Academy of Purpose and she was also a Research Assistant.

She holds a Degree (BSc.) in Economics and a Master's in Management (MSc.) from Nova School Business and Economics and a Master of Laws (LL.M.) in Law and Economics from Queen Mary University of London. She did her Erasmus at Milano-Bicocca University, Italy.

She is a PhD Candidate in Communication Studies at Universidade Católica Portuguesa, where she is also a Researcher at the Centre for Communication and Culture (CECC), once she has a deep interest in the effect of Leadership Communication with Impact in Organizations, together with Interpersonal Relationships' Development, and she has contributed for different forums and training sessions, as a Certified Executive Trainer by IEFP. Moreover, she was hired by the University of London as main responsible for the organization of Career, Academic and Social Training Sessions of her Master's Program.

Besides the academic experience, Catarina also holds a business career as Advisor to the Councilor of Human and Social Rights, Health, Citizenship and Youth at Lisbon City Council (CML) and as a Business Developer in one of the main law firms in Portugal, in a Finnish Tech Company and in Portuguese startups.

Teaching Assistants: Francisco Mendes, Madalena Caetano and Sádiya Munir.

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Moodle

Password: C&LXXX, where XXX is your class number - E.g. C<PA

Office Hours: online and/or on campus, by appointment.

COURSE UNIT AIMS. (Purpose of the course using broad, general terms)

Many students probably have not considered how their personality influences other people; or explored their own values and attitudes. Because interpersonal relationships contribute so heavily to effective leadership, this course has been designed to provide students with the basics of communication skills in a way that will help them to be more aware of the way they communicate, as

well as to be ethical and effective in their leadership roles over the course of their careers, and in their personal lives. We created a course where learning means to be actively involved, and we want to help to turn the classroom into a dynamic interactive learning experience. Students will be challenged to learn more about Communication and Leadership through self-assessments, case studies and reflection challenges, but also through simulators (pitch, job interviews, presentations) where they can practice their human skills.

COURSE UNIT CONTENT. (Main topics covered in the course)

Dates	Topic	Contents	Elements for evaluation
Class 1	1. Communication: The Big Picture <i>Why are we here?</i>	Course introduction: oral and written communication. Professors' Self-Pitch and Students' Cross-Presentation. Verbal and non-verbal communication.	<u>Assignment #1</u>
Class 2	2. Communication Traps <i>How and when do we dis-communicate?</i>	Frequent Traps we fall into on Interpersonal Communication and how to mitigate these in oral and written communication.	Optional Challenge #1 <u>Assignment #2</u>
Class 3	3. Pitching Yourself & Personal Brand <i>There's no second chance to make a first good impression.</i>	Preparing for an Interview: interview script writing. During the interview: simulator. After the Interview: follow-up email.	Optional Challenge #2
Class 4	4. The Power of Stories & Feedback <i>Storytelling and how good feedback is the key to growth.</i>	Storytelling: why is it important? Feedback: rules and criteria. Giving and receiving oral and written Feedback.	Optional Challenge #3
Class 5	5. Individual Presentation <i>What do you want to present on the semester's topic?</i>	Pitch on Semester's Topic (presence mandatory)	<u>Individual Presentation</u>
Class 6	6. Preparation <i>By failing to prepare you are preparing to fail.</i>	Framework for writing a presentation script (Cicero). Script writing. Preparing for the final presentations and instructors' feedback.	
Class 7	7. Group Presentation – Leadership Voices <i>Becoming a Leader</i>	Group Presentation. Contemporary Leadership & Leadership Styles (Ethical, Servant and Self-Leadership) (presence mandatory)	<u>Group Presentation</u>

LEARNING OBJECTIVES. Upon completion of this course, students should be able to:

A. Knowledge and Understanding

- Learning how to listen and communicate more effectively;
- Putting yourself in the other person's shoes;
- Critically assess what we believe to be absolute truths.

B. Subject-Specific Skills

- Learning the importance of presence, body, and voice. Assertiveness and the importance of knowing how to convey oneself with authenticity;
- Identifying common communication traps. Developing listening skills;
- Learning how to prepare a self-pitch for job interviews;
- Analyzing and discussing the interviews simulation exercise results;
- Learning how to give and receive feedback and its importance;
- Practicing and presenting a final pitch.

C. General Skills

- Identifying and developing skills to communicate better;
- Learning how to address and solve professional and personal dilemmas, whilst recognizing the different communication traps.
- Practicing self-observation, raising self-awareness, and deepening self-knowledge.
- Empowering talent through generating confidence and enthusiasm on the way we communicate ideas, projects, and initiatives.

DEMONSTRATION OF THE COHERENCE OF THE SYLLABUS WITH COURSE UNIT AIMS

Students will apply the interpersonal communication theory adapted to the business context through group sharing, activities, role plays, case discussions, frameworks, pitches, video case analysis, storytelling and final presentations, in a learn-by-doing and communicate-by-communicating pedagogical approach.

TEACHING AND LEARNING METHODS.

A hands-on approach to the subject will be used with many practical exercises and materials from the field. Students will apply the theory in practice through group sharing and activities, role plays, case discussions, frameworks, pitches, video case analysis, storytelling, and final presentations. Classes will be highly dynamic – you will have exercises in which you have to speak to the class and give feedback. **The learning method will be based on feedback in the official revision and feedback slots.**

DEMONSTRATION OF THE COHERENCE OF THE TEACHING METHODS WITH COURSE
LEARNING OBJECTIVES

The teaching method will be the case, the case of each student. Even though it is impossible to evaluate each student individually in each class, students will always be encouraged to do a profound self-evaluation where they will have to reflect about their own personalities and experiences, on how they can improve, without losing their authenticity in their communication, and in the relationships they establish with others.

ASSESSMENT

Elements	Weight	Description
Participation	20%	Attendance & punctuality (10%) + attitude towards fellow students and professors/TAs with an active participation, engagement quality in class exercises, being committed, and fully present in each of the 7 classes (10%).
Assignments		In total, there are 2 assignments to be submitted through the Moodle Platform. All assignments can be delivered in Portuguese or in English.
Assignment 1	10%	Self-Assessment. Students are asked to complete a self-assessment form which relates the perception of how they see themselves and how others perceive them and to reflect upon the 1-minute video they recorded regarding their body language.
Assignment 2	30%	Listen to Lead. Students are asked to talk with a leader and characterize a leader who reinvented him or herself, his/her motivations, context, and purpose, as well as to describe the main characteristics that make him/her a good leader, by getting in contact with the leader chosen.
Individual Presentation	20%	Pitch on Semester's Topic. (details will be shared on class 4). All presentations must be in English.
Group Presentation	20%	Leadership Voices. (details will be shared on class 5). All presentations must be in English.

Notes:

- **To complete the C&L course**, students are expected to attend all classes in the assigned cohort.
- Students who fail to present their Individual Presentations in Class 5 and their Group Presentations in Class 7 or fail to obtain a minimum mark of 8 out of 20 (in each component) **are not eligible to pass** the course.
- Students must complete all the Assignments (1 and 2) in the eJournal, which is posted on Moodle after each class. Students must upload their eJournal filled in with the respective assignment (PowerPoint or PDF format) in the slot created on Moodle for that purpose (e.g. upload your Class 1 eJournal on "Submit Assignment 1").

Resit Exam Period

Not applicable.

Grade Improvement in Regular Period

The student is required to enroll in the following semester and complete **ALL** the grading parameters with no exceptions.

Grade Improvement in Resit Period

Not applicable: as mentioned above, the student is required to enroll in a subsequent semester and complete **ALL** the grading parameters again with no exceptions.

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RESOURCES.