

Leadership

EM165M36B1

Program

PGE
Visitants

UE

Leadership & Influence

Semester

B

Discipline

Strategy

Contact hours

27 H

Number of spots

45

Open to visitors

Yes

Language



Coordinator



Jean Philippe BERQUE

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Jean Philippe BERQUE	jean-philippe.berque@em-strasbourg.eu	27 h

Pedagogical contribution of the course to the program

No educational contribution associated with this course for this program.

Description

This course will be delivered in a blended learning format with both face-to-face and distance learning classes. This is an introductory course to leadership and influence with a practical and innovative method. The method combines concepts and techniques, explains leadership styles and approaches needed to work successfully in an international environment.

Students will learn and develop leadership skills, understand how to achieve international business objectives, and finally learn how to inspire their future multinational teams and global customers.

This training package has been designed as part of the "Professional Development international training program", a business program which has been developed for international organizations.

Teaching methods

Face-to-face

- Lectures
- Tutorials
- E-learning

In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

Interaction

- Discussions/debates
- Games (educational, role play, simulation)
- Personal accounts

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Define** leadership and influence
- - (level 2) **Explain** leadership approaches
- - (level 3) **Determine** a strategic vision
- - (level 4) **Analyze** 5 key leadership soft skills
- - (level 5) **Develop** 4 leadership styles

Affective domain

Upon completion of this course, students should be able to

- - (level 5) **Influence** positively all stakeholders (Blue Ocean Leadership)

Outline

The course includes 3 parts:

PART 1: Defining leadership and sharing a vision

- Set a clear strategic vision of where your business needs to head and why

PART 2: Developing key leadership soft skills in a multinational business environment

- Learn and develop leadership skills through techniques and tools.

PART 3: Understanding leadership styles with Situational Leadership

- Achieve influence and power (Harvard Business method)

No prerequisite has been provided

Knowledge in / Key concepts to master

- Basic managerial and communication skills
- Basics in project and team management

Teaching material

Mandatory tools for the course

- Computer
- Reference manuals

Documents in all formats

- Newspaper articles
- Case studies/texts
- Worksheets

Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments
- Coaching/mentoring

Software

- Keynote

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Jean-philippe BERQUE is an experienced international executive with 30 years of leadership, management and negotiation abroad, working in public administration, international organizations and diplomacy (UNO, NATO,...), as well as in the private sector (training consultancies and firms).

Graduate of EM Business School, Ecole Pratique des Hautes Etudes, Sorbonne, INALCO and IHEDN.

J.P. BERQUE, Leadership and Influence handbook (provided in class).

G. BURNISON, No fear of Failure, real stories of how Leaders Deal with Risk and Change. Jossey-Bass.

F.E. DENT, Influence and Succeed, How to win people over every time.

J.R. KATZENBACH & Z. KHAN, Leading outside the lines. Jossey Bass

E.J. GARCIA, Leadership, perspectives sur l'exercice du pouvoir dans les entreprises. De Boeck

O. LAJOUS, L'art de diriger. L'Harmattan.

D. CARNEGIE, Comment trouver le leader en vous. Hachette.

Additional literature

J. COMFORT & P. FRANKLIN, The Mindful International Manager, Kogan Page.

DALE CARNEGIE, Stand and Deliver, how to become a masterful communicator and public speaker, Simon&Schuster.

PHILIPPE ROSINSKY, Coaching across Cultures, International Management, Nicholas Brealey, Boston.

J.P. BERQUE, International Professional Efficiency, to be published soon.

W.C. KIM & R. MAUBORGNE, Blue Ocean Leadership, Harvard Business Review.

Le must du leadership, Harvard Business Review

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Reference manual

Customized case studies

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Last class

Written and oral (30 Min.) / Group / English / Weight : 50 %

Details : Case study and oral presentation

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.3, L03.1, L04.1, L04.2

Final evaluation Exam week

Written (120 Min.) / Individual / English / Weight : 50 %

Details : MCQ, Course questions and a case study

This evaluation is used to measure L01.1, L01.2, L01.3, L02.2, L03.1, L04.2