



UNIVERSITI TEKNOLOGI MARA

CMP542: LEADERSHIP COMMUNICATION

Course Name (English)	LEADERSHIP COMMUNICATION APPROVED
Course Code	CMP542
MQF Credit	3
Course Description	Leadership Communication is designed to introduce students to leadership perspectives and the role that communication plays in effective leadership and management strategies. This course examines the need for strategic leadership as well as the relationship between creativity and innovation in the context of modern organisations. It will also explore communication variables involved when leaders attempt to influence members to achieve goals in organisation. Students will have an opportunity to examine and develop their own personal leadership styles and potentials through collaborative and experiential learning experiences. Through this course, students will expose to the relevant theories and models to examine the dynamic relationships between leadership, communication, technology, culture, conflict and other variables that influence the behaviour of organisations. Case studies and exercise will apply knowledge, suggest strategies and tactics for communication with key external and internal audiences and prepare students to lead organisation through change.
Transferable Skills	Communication skills, crisis communication management, leadership skills
Teaching Methodologies	Lectures, Case Study, Presentation, Small Group Sessions
CLO	CLO1 Explain the basic concepts and theories of leadership communication in organisation. CLO2 Demonstrate leadership skills related to leadership communication. CLO3 Demonstrate teamwork related to leadership communication. CLO4 Apply knowledge of issues and challenge in leadership communication context.
Pre-Requisite Courses	No course recommendations
Topics	
1. What Does it Mean to Be a Leader? 1.1) 1.1 The Nature of Leadership 1.2) 1.2 The New Reality for Today's Organisations 1.3) 1.3 Comparing Management and Leadership 1.4) 1.4 Evolving Theories of Leadership	
2. Research Perspective on Leadership 2.1) 2.1 Know Your Strengths 2.2) 2.2 The Trait Approach 2.3) 2.3 Behavior Approaches 2.4) 2.4 Individualized Leadership 2.5) 2.5 Entrepreneurial Leadership 2.6) 2.6 Matching Leaders with Roles	
3. Contingency Approaches to Leadership 3.1) 3.1 The Contingency Approach 3.2) 3.2 Fiedler's Contingency Model 3.3) 3.3 Hersey and Blanchard Situational Theory 3.4) 3.4 Path-Goal Theory 3.5) 3.5 Substitutes of Leadership	

<p>4. The Leader as an Individual 4.1) 4.1 Personality and Leadership 4.2) 4.2 Values and Attitudes 4.3) 4.3 Social Perception and Attribution Theory 4.4) 4.4 Working with Different Personality Types</p>
<p>5. Leadership Mind and Heart 5.1) 5.1 Developing a Leader's Mind 5.2) 5.2 Emotional Intelligence –Leading with Heart and Mind 5.3) 5.3 Leading with Love versus Leading with Fear 5.4) 5.4 Overall Effect</p>
<p>6. Followership 6.1) 6.1 The Role of Followers 6.2) 6.2 Developing Personal Potential 6.3) 6.3 What Leaders Want from Followers 6.4) 6.4 Strategies for Managing Up 6.5) 6.5 What Followers Want from Leaders</p>
<p>7. Leadership Communication 7.1) 7.1 How Leaders Communicate? 7.2) 7.2 Leading Strategic Communication 7.3) 7.3 Communicating to Persuade and Influence 7.4) 7.4 Selecting Rich Communication Channels 7.5) 7.5 Nonverbal Communication 7.6) 7.6 Communicating in a Crisis</p>
<p>8. Using Social Media and Creating Other Leadership Correspondence 8.1) 8.1 Selecting the Most Effective Communication Medium 8.2) 8.2 Creating and Using Social Media Effectively 8.3) 8.3 Advantages and Disadvantages of Written Medium 8.4) 8.4 Interacting with Social Media</p>
<p>9. Developing Leadership Diversity 9.1) 9.1 Leading People Who Aren't Like You 9.2) 9.2 Diversity Today 9.3) 9.3 Challenges Minorities Face 9.4) 9.4 Ways Women Lead 9.5) 9.5 Global Diversity 9.6) 9.6 Becoming an Inclusive Leader 9.7) 9.7 Personal Qualities for Leading Diverse People</p>
<p>10. Leadership Power and Influence 10.1) 10.1 Three Kinds of Influential Leadership 10.2) 10.2 Power, Influence and Leadership 10.3) 10.3 Source of Leader Power 10.4) 10.4 Increasing Power Through Political Activity</p>
<p>11. Meetings: Leadership and Productivity 11.1) 11.1 Deciding When a Meeting Is the Best Forum 11.2) 11.2 Completing the Essential Planning 11.3) 11.3 Conducting a Productive Meeting 11.4) 11.4 Managing Meeting Problems and Conflict 11.5) 11.5 Ensuring Meeting Lead to Action</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Demonstrate teamwork related to leadership communication.	15%	CLO3
	Assignment	Explain the basic concepts and theories of leadership communication in organization.	25%	CLO1
	Final Test	Apply knowledge of issues and challenge in leadership communication context.	30%	CLO4
	Group Project	Demonstrate leadership skills related to leadership communication.	30%	CLO2

Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources