

Datos del Curso			
Código:	GES62010	Curso:	LEADERSHIP AND COMMUNICATION
Área / Programa que Coordina:		DIRECCION DE DOBLE GRADO SIC	Modalidad: Presencial
Créditos: 03		Horas Lectivas: 48	Horas de Aprendizaje Autónomo: 96
Carrera: ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - DERECHO - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMIA Y GESTIÓN DE RESTAURANTES - GESTION AMBIENTAL EMPRESARIAL - INGENIERIA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA AMBIENTAL - INGENIERIA CIVIL - INGENIERIA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERIA INDUSTRIAL Y COMERCIAL - INGENIERIA INFORMATICA Y DE SISTEMAS - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA - RELACIONES INTERNACIONALES			

Detalle de Horas Lectivas							
Total:	Teoría:	Práctica:	Laboratorio:	Horas de Evaluación:	Evaluación Práctica:	Reforzamiento Teoría:	Reforzamiento Práctica:
48	42	0	0	04	0	02	0

Pre-requisito(s)		
Código	Curso - Créditos	Carrera
DGB-GOBBUSSTRAT	GLOBAL BUSINESS STRATEGY	
DGA-TOTALWELLNE	TOTAL WELLNESS	
DGB-STRAHOSMNGM	STRATEGIC HOSPITALITY MANAGEMENT	
DGB-STRATEMANGM	STRATEGIC MANAGEMENT	
DGB-BUSINMANAGE	BUSINESS MANAGEMENT	
FC-HOT GESCAPHU	GESTIÓN DE CAPITAL HUMANO	
DGB-ORGANBEHAV	ORGANIZATIONAL BEHAVIOR	
DGB-HUMRESOMNGM	HUMAN RESOURCE MANAGEMENT	

Coordinador del Curso			
Apellidos y Nombres	Email	Hora de Contacto	Lugar de Contacto
JAMER VIDALON, JORGE LUIS	JJAMER@USIL.EDU.PE	Martes 9-10 / Miércoles 9-10 / 15-16 horas	Facultad de ciencias empresariales

Docentes del Curso	
Puede consultar los horarios de cada docente dentro de su INFOSIL, en el menú Desarrollo de Clases , opción Profesores .	

Sumilla
The purpose of this course is to provide the students with the tools that will help them to develop the communication skills needed to be successful leaders. The students are expected to participate in open discussions where they will put in practice the communication skills acquired in class including verbal and non-verbal communication skills, understanding that they will lead through their actions and words.

At the end of this course the student will be able to:

- Understand the role of the leader and assess their own potential to exercise that role, as well as work on the necessary skills and competencies required to do that.
- Project a positive ethos and develop transformational leadership abilities, including leading and communicating with integrity.
- Analyze audiences and create targeted, meaningful messages.
- Develop effective communication strategies for all situations.
- Select and use the most effective media, including social media, to reach all audiences.
- Use the language if leaders, communicating clearly, concisely, and correctly.
- Create well-organized, coherent communication.
- Deliver presentations and use presentation technology with confidence.
- Display emotional intelligence and cross-cultural literacy.
- Value diversity and understand how to communicate interculturallly.
- Lead small groups, whether in teams or meetings.
- Function successfully in larger organizational contexts, including supervising, being supervised, mentoring, coaching, giving feedback, and networking.
- Select and use the appropriate leadership style, including the transformational style.
- Develop a vision and messages to guide and motivate others.
- Design and deliver messages to reach all stakeholders with positive results.

Cronograma de Actividades						
Ses	Sem	(hrs)	Tipo	Contenido	Logro Esperado y Actividades de Aprendizaje	Recursos
Unidad N° 1: Semana 1						
Resultado Especifico: • Describe the course. • Identify leadership with an emphasis on transformational leaders. • Connect leadership to communication. • Define leadership communication and relate it to other fields of communications studies. • Appreciate the importance of						

projecting a positive ethos. • Recognize and manage ethical issues.						
1	1	3	AP	• Review the syllabus. • Course dynamics and rules: personal expectations, the role of the professor, the role of the students, assessment and assignments. • Identifying and understanding leadership. • Our understanding of leadership, what leaders really are, and how culture shapes these definitions. • Leadership communication. • Leadership ethos and ethics.	Personal introductions. Discussion of syllabus. Study group formation.	Confirm which group you have been assigned to. Read chapter 1 pages 1-20. Complete Applications 1.1 and 1.2 on pages 21-24.
Referencias Básicas y Complementarias de Lectura Obligatoria: Not available						
Unidad N° 2: Semana 2						
Resultado Específico: • Establish a clear communication purpose. • Develop a communication strategy. • Analyze audiences. • Organize written and oral communication effectively. • Discuss cognitive biases and other thinking errors.						
2	2	3	AP	• Establishing a clear purpose, determining communication strategy, analyzing audiences and organizing communication effectively. • Cognitive biases, thinking styles, and common assumptions.	Chapter Topic Discussion. Review exercises from homework in class group activity.	Read chapter 2 pages 27-46. Complete the Applications 2.1-2.2 on pages 46-50.
Referencias Básicas y Complementarias de Lectura Obligatoria: not available						
Unidad N° 3: Semana 3						
Resultado Específico: • Understanding how context is created and the role of leadership communication in that process. • Achieve a positive ethos through tone and style. • Influence others through concise, direct, and memorable prose. • Communicate clearly and concisely. • Follow the language rules that matter. • Edit and proofread your own work more effectively.						
3	3	3	AP	• Context and the language of leaders. • How style can impact audiences and how to determine our own style. • Influence, persuasion and motivation. • Creating and editing appropriate written messages.	Chapter Topic Discussion. Review exercises from homework in class group activity.	Read chapter 3 pages 53-78. Complete Applications 3.1-3.5 on pages 78-81.
Referencias Básicas y Complementarias de Lectura Obligatoria: not available						
Unidad N° 4: Semana 4						
Resultado Específico: • Select the most effective written communication medium. • Organize written communication coherently. • Format e-communication and correspondence effectively. • Create and use social media and other e-communication strategically.						
4	4	3	AP	• Ineffective written communication and how to avoid it. • Social media, digital footprint, and online reputation. • Clarity, restraint, and appropriateness in written communication. TEST 1	Chapter Topic Discussion. Review exercises from homework in class group activity. TEST 1	Read chapter 4 pages 84-110. Complete Applications 4.1-4.3 on pages 110-112.
Referencias Básicas y Complementarias de Lectura Obligatoria: Not available						
Unidad N° 5: Semana 5						
Resultado Específico: • Determine purpose and type of report for different leadership situations. • Organize documents logically and according to the audience. • Include the appropriate content for popular types of reports. • Design documents for accessibility and professional appearance. • Plan your presentation, including developing a communication strategy. • Prepare a presentation to achieve the greatest impact. • Present effectively and with greater confidence in person and online.						
5	5	3	AP	• Creating leadership documents and reports. • Leadership presentations in person and online. • Storytelling.	Chapter Topic Discussion. Review exercises from homework in class group activity. Improvise group presentations.	Read chapter 5 pages 114-143. Read chapter 6 pages 144-170. Complete Application 5.1 on pages 137-141.
Referencias Básicas y Complementarias de Lectura Obligatoria: Not available						
Unidad N° 6: Semana 6						
Resultado Específico: • Review contents of chapters 1 through 5. • Recognize when to use graphics. • Employ fundamental graphic content and design principles. • Select and design effective data charts. • Create meaningful and effective text layouts. • Make the most of presentation software.						
6	6	3	AP	• TEST 1: Group presentation evaluation. • Graphics with a leadership edge. • Visualizations that work. • Visual data analysis and interpretation. • Kaplan and Norton's balanced scorecard. • Mind mapping.	Chapter Topic Discussion. Review exercises from homework in class group activity. Group presentations.	Prepare a 7-minute group presentation to review the topics covered so far (chapters 1 through 5). Read chapter 7 pages 173-195. Complete Applications 7.1-7.2 on page 196.
Referencias Básicas y Complementarias de Lectura Obligatoria: Not available						
Unidad N° 7: Semana 7						
Resultado Específico: • Identify the value emotional intelligence. • Measure and increase emotional intelligence. • Recognize the role of personality in emotional intelligence. • Display emotional intelligence through interpersonal skills. • Realize importance and improve nonverbal and listening skills. • Build awareness and empathy. • Identify the characteristics of actionable feedback and practice doing it. • Learn to address difficult conversations.						
				• Emotional intelligence and		

7	7	3	AP	interpersonal skills for leaders. • Building awareness through listening and making the right kind of questions. • Building decisiveness through feedback and difficult conversations.	Chapter Topic Discussion. Review exercises from homework in class group activity.	Read Chapter 8 pages 199-219. Complete Application 8.2 on page 219-220.
7	7	1	AV	Reforzamiento Académico	Resumen analíticamente los contenidos temáticos avanzados hasta la primera mitad del período académico.	Aula Virtual USIL
Referencias Básicas y Complementarias de Lectura Obligatoria: Not available						
Unidad N° 8: Semana 8						
Resultado Específico: • Emotional intelligence and interpersonal skills for leaders. • Building awareness through listening and making the right kind of questions. • Building decisiveness through feedback and difficult conversations.						
8	8	3	AP	Emotional intelligence and interpersonal skills for leaders. • Building awareness through listening and making the right kind of questions. • Building decisiveness through feedback and difficult conversations.	Chapter Topic Discussion. Review exercises from homework in class group activity.	Read Chapter 8 pages 199-219. Complete Application 8.2 on page 219-220
Referencias Básicas y Complementarias de Lectura Obligatoria: Read Chapter 8 pages 199-219. Complete Application 8.2 on page 219-220.						
Unidad N° 9: Semana 9						
Resultado Específico: • Define culture. • Value diversity and improve intercultural competence. • Connect and communicate across cultures. • Identify how cultural differences affect leadership styles and organizational dynamics. • Recognize prejudice and its effect on how we act.						
9	9	3	AP	• Diversity and intercultural communication. • Hierarchy and decision making across different cultures. • Representation and cultural appropriation.	Chapter Topic Discussion. Review exercises from homework in class group activity.	Read Chapter 9 pages 222-240. Complete Application 9.1 on page 240.
Referencias Básicas y Complementarias de Lectura Obligatoria: Not available						
Unidad N° 10: Semana 10						
Resultado Específico: • Define effective goals. • Establish an effective team. • Implement the necessary team work processes. • Manage the people side of teams. • Handle team issues and conflict. • Help virtual teams succeed. • Test group effectiveness and discuss cooperation. • Discuss and assess personal accountability.						
10	10	3	AP	• High-performing team leadership. • Teamwork and cooperation. • Goal setting. • Empowerment and responsibility.	Chapter Topic Discussion. Review exercises from homework in class group activity.	Read Chapter 10 pages 246-273. Complete Applications 10.1-10.4 on pages 274-279.
Referencias Básicas y Complementarias de Lectura Obligatoria: No available						
Unidad N° 11: Semana 11						
Resultado Específico: • Decide when a meeting is the best forum. • Complete essential meeting planning. • Conduct a productive meeting. • Manage meeting problems and conflict. • Ensure that meetings lead to action.						
11	11	3	AP	• Meetings: leadership and productivity. • Covey's time management matrix. • Time budgets. TEST 2	Chapter Topic Discussion. Review exercises from homework in class group activity. TEST 2	Read Chapter 11 pages 281-304. Complete Applications 11.1 and 11.2 on pages 304-305.
Referencias Básicas y Complementarias de Lectura Obligatoria: Not available						
Unidad N° 12: Semana 12						
Resultado Específico: • Understand the history and classical approaches to organizations. • Appreciate the human relations approach and role of organizational communication. • Manage supervisor-subordinate relationships, including mentoring and providing feedback. • Network to improve internal and external communication.						
12	12	3	AP	• Leadership communication in an organizational context. • The elevator pitch. • Motivation and job satisfaction.	Chapter Topic Discussion. Review exercises from homework in class group activity.	Read Chapter 12 pages 307-332. Complete Applications 12.1-12.3 on pages 333-335.
Referencias Básicas y Complementarias de Lectura Obligatoria: Not available						
Unidad N° 13: Semana 13						
Resultado Específico: • Review contents of chapters 6 through 12. • Select appropriate leadership style and know how to communicate as a transformational leader. • Recognize the strategic and cultural role of employee communication. • Establish effective internal communication. • Use missions and visions to strengthen internal communication. • Design and implement effective change communication.						
13	13	3	AP	• TEST 2: Team Questions Contest. • Transformational leadership through effective internal communication. • Challenges in organizational culture.	Chapter Topic Discussion. Review exercises from homework in class group activity.	Read Chapter 13 pages 338-371. Complete Applications 13.2 and 13.3 on pages 373-376. Prepare multiple choice questions based on the contents of chapters 6 through 13.
Referencias Básicas y Complementarias de Lectura Obligatoria: Not available						
Unidad N° 14: Semana 14						
Resultado Específico: • Develop an external relations strategy. • Build and maintain a positive reputation. • Work with the news media. • Handle crisis communications.						
14	14	3	AP	• Leadership through effective external relations. • Group project presentations.	Chapter Topic Discussion. Review exercises from homework in class group activity.	Read Chapter 14 pages 379-401. Complete Applications 14.1-14.3 on pages 401-403.
14	14	1	AV	Reforzamiento Académico	Resumen analíticamente los contenidos temáticos avanzados hasta la segunda mitad del período	Aula Virtual USIL

					académico.	
Referencias Básicas y Complementarias de Lectura Obligatoria: Not available						

Metodología
In developing methodological strategies, it is best to discuss them between teachers and students in an environment of freedom and agreement to ensure that the students make them their own and take responsibility for their execution and for attaining the goals of this course. The following strategies may be used in this class: 1. A review of the literature. 2. Check of the reading. 3. Analysis of assigned readings. 4. Group discussions. 5. Individual and group discussions. 6. Preparation of reports. 7. Preparation of a didactic plan. 8. Carrying out a micro-class.

Sistema de Evaluación				
Cada uno de los rubros del esquema de evaluación y la nota final del curso son redondeados a números enteros.La nota final del curso es el promedio ponderado de los rubros correspondientes: evaluación permanente, examen parcial y examen final.				
Los promedios calculados componentes del rubro 'Evaluación Permanente' mantendran su cálculo con 2 decimales.				
Tipo Nota	%Ponderación	Observación	Semana Evaluación	Rezagable
Continuous Assessment	70%			
Assignment 1	50%		14ta	No
Final Project	28,57%		14ta	No
Tests	21,43%			
Test 1	50%		4ta	No
Test 2	50%		11ma	No
Examen Parcial	15%			
Examen Final	15%			

Artículos aplicables del Reglamento de Estudios
Capítulo III: Asistencia Artículo 11°: La asistencia a clases teóricas, prácticas, laboratorios y talleres está normada en el sílabo del curso. Artículo 12°: El estudiante podrá revisar de manera permanente su récord de asistencia en la plataforma institucional. En caso de encontrar discrepancia, dispone de un plazo máximo de tres días hábiles de registrada la misma para solicitar su revisión. Capítulo V: Proceso de Evaluación Artículo 23°: El estudiante que no rinda uno o más componentes de la Evaluación Permanente podrá rezagar solo uno de éstos, siempre y cuando el sílabo lo permita expresamente. El Calendario Académico indica la fecha límite de solicitud de evaluación rezagada, la fecha de pago del importe de rezago y las fechas en que se rinde. Esta evaluación abarca todos los temas desarrollados en el sílabo del curso y reemplazará a la evaluación no rendida. Artículo 25°: Las evaluaciones se rinden de manera presencial y obligatoriamente dentro de las instalaciones del Campus de la Universidad o en las sedes autorizadas por el Vicerrectorado Académico para tal fin, previa comunicación a los estudiantes si dicha sede no fuere el lugar donde usualmente estudian. Se exceptúan las evaluaciones que se rinden vía Campus Virtual. Los exámenes parciales, finales y rezagados de los cursos de modalidad e-learning se rinden de manera presencial en las locaciones que la Universidad designe.

Normas específicas del Curso
A student is considered tardy/late if he/she comes to class 15 minutes late. With three tardies the student accumulates one full absence. If the student misses half of the class period, it is a full absence. When a student has more than 6 tardies, the instructor will contact the San Ignacio University Coordinator of Student Affairs and Academic Department and request an intervention session with the student. The goal of the intervention session is to develop and implement an intervention program to help students learn new ways to save and manage time. NOTE: Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of "Failure" on their exam or assignment.

Disposiciones sobre la asistencia		
	Limite de Inasistencia	30%
El alumno que alcance o supere el límite de inasistencia establecido para el curso, definido sobre el total de horas lectivas, será inhabilitado para rendir el examen final o la evaluación equivalente, la cual es precisada por la Coordinación del curso, correspondiéndole en dicha evaluación la nota cero (0).		

Referencias Básicas y Complementarias de Lectura Obligatoria
[1] Barrett, Deborah, 1949- (2014). <i>Leadership communication</i> (14th ed.). New York: McGraw-Hill Education.

Referencias Complementarias de Lectura no-obligatoria.

Aprobado por:	Validado por:
JAVIER VIDALON, JORGE LUIS	Gestión Curricular
Fecha: 28/01/2019	Fecha: 01/03/2019