

Xavier Institute of Management, Bhubaneswar
Xavier University
COURSE OUTLINE

Course Name	Effective Leadership Communication for the Modern Workplace
Programme	EMBA
Batch	2023
Term	Term I
Credits	3
Faculty	Prof. Smeeta Mishra

Course Introduction and Objectives

Effective leaders need strong oral and written communication skills so that they can inform, persuade, motivate and steer specific audiences toward desired objectives. This course will reinforce skills that will help managers achieve their communication objectives by following a suitable communication style, establishing their credibility with their target audience and choosing the right channel for communication. It will also improve their public speaking skills. Apart from verbal communication skills, this course will also focus on non-verbal and paraverbal communication. Managers will also learn the art of crafting various types of business messages and tailoring them to specific audiences and contexts.

Course Learning Outcomes (CLO)

On successful completion of the course, the students should be able to:

CLO1: Make individual and group presentations and adapt them to the needs of specific business contexts

CLO2: Acquire strategic communication skills for a leadership role

CLO3: Acquire public speaking skills including verbal, non-verbal and paraverbal aspects of communication

CLO4: Prepare specific business documents

Reading and References

1. Bovee, C.L., Thill, J.V., Raina, R.L. (2021). *Business communication today*, 15e, Pearson.
2. Reference material will also be provided during the course.

Pedagogy and Student Workload

The pedagogy will include conceptual sessions, video analysis, role plays, class and group discussions. Both individual and group feedback will be provided.

Session Plan

Session	Topic	Session Learning/s	Reading Material	Mode of Delivery
1	Introduction – Course and students	Confidence building through impromptu presentations.		Discussion about the course and student presentations
2-3	Communication Strategy - Framework & Application	Meet the communication objective; Learn audience motivation techniques and credibility building techniques	Munter, Chapter 1	Conceptual session and discussion with students
4-5	Essential Communication Skills for Leaders: Principles of Persuasion	Acquire the ability to persuasively recommend solutions; Going beyond positional authority	“The Irresistible Power of Storytelling as a Strategic Business Tool.” <i>Harvard Business Review</i>	Video analysis and conceptual session
6-7	Persuasion: Applications in Public Speaking	Design a persuasive pitch with suitable content, body language, intonation and delivery	Gallo, C. Talk like Ted, Chapter 2 10 Powerful Body Language Tips from the American Management Association	
8	Principles and Barriers to Communication Discussion of public speaking project	Understand and overcome barriers to communication	Chapter 1 & 2 in your textbook M.M. Monippally (2013). Business Communication: From Principles to Practice. McGrawHill. Chapter 4 on Barriers	Conceptual session and role plays
9.	Public Speaking Project	Student Presentations		Student presentations
10	Feedback on Public Speaking Project			Discussions
11	Fundamentals of Business Writing	Learn the basics of business writing	Read chapters 4,5 and 6 from textbook You-Attitude	
12-13	Writing positive, negative and Persuasive messages	Learn how to write persuasive and negative messages effectively	Read chapters 10,11 and 12 from textbook	

14	Business Presentations Distribution of projects	Make corporate presentations by learning to manage self, content and the audience.	Chapter 16 & 17 on Presentations Skills in your textbook.	Conceptual session
15-16	Listening and Feedback (with special reference to Leadership Communication)	Understand the importance of effective listening	Adler, R.B. & Rodman, G.. Read chapter 4 on Listening. Seppala. E. When Giving Critical Feedback, Focus on Your Nonverbal Cues. <i>Harvard Business Review Ascend.</i>	Conceptual session and class activities
17	Types of Leadership communication: Discovering your authentic style	Discover your own style of leadership communication	George, B. et al., Discovering your authentic leadership. Harvard Business Review.	
18-19	Business Presentations by students	Presentation by students		Presentation by students
20	Feedback on Presentations, Revise and Recap			Feedback and Class discussion

Assessment Scheme

Component	Weightage (%)	Assessment of CLO
Public Speaking	30%	CLO 2 & 3
Business Presentation	30%	CLO 1
End-Term Exam	40%	CLO 1, 2, 3 & 4

**The assessment Scheme or the course content may change depending on the pace of the course and the needs of the students.*

Academic Discipline: Students are required to read the textbooks and reference material. They are expected to actively participate in class discussions and activities. All forms of academic dishonesty will be taken very seriously. Students are expected to take responsibility for their work. Originality in all assignments is expected. Plagiarism and dishonesty in assignments will invite punitive action. Students are advised to strive for 100 per cent class attendance. All the best!

Mapping Course Learning Outcomes (CLO) with the Program Learning Goals (PLG)

PLG#	Program Learning Goal	Trait	Addressed by Course	
			Yes	No
PLG1	Functional and Business Skills	The students will demonstrate understanding of elements of all functional areas		No

PLG2	Analytical Skills	The students will use analytical techniques to identify a business problem, and suggest a solution		No
PLG3	Collaboration and teamwork attributes	The students will exhibit voluntary cooperation and effective teamwork in a group setting	Yes	
PLG4	Ethical responsibility	The students will understand the ethical complexities of conducting business. The students will adopt techniques in scenarios involving ethical dilemma and offer resolution		No
PLG5	Communication	The students will produce reasonably good quality business documents. The students will become effective and confident communicators	Yes	

*The sequencing and allocation of sessions may vary in accordance with the needs of students and the pace of the course.