

Leadership and Communications CMPR6205

Course Outline

Description: Discover what makes a good leader in the communications industry. Learn how to lead a team in designing and implementing communication strategies and programs, and why effective leadership is important to these processes. This course explores various leadership styles and practices in order to identify the kind of leader you are and the best practices for improving your leadership skills.

Course Goals:

Learn about what makes a good leader
Discuss how you can be a good leader in your job
Learn why leadership is so important to organizations today

Course Objectives: At the completion of this course, the student will be able to:

Understand what makes a good leader.
What competencies do good leaders possess?
Are leaders born or made?
Compare three different leaders.
Communications and leadership.
Working with the leader.
What is emotional intelligence and why is it important to Leadership?
Is listening important to leadership?
Six key principles of leadership

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

Code of Student Conduct

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>

Western Continuing Studies

Course Schedule:

DAY ONE

What makes a good leader?
The conductor as leader
Are leaders born or made?
Look at three leaders
How do I be a communications leader?
Working with the leader

DAY TWO

What is emotional intelligence?
What motivates you?
Empathy
Listening
Six principals of leadership
Results based leadership
What do good leaders look like?

Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.