

Leadership: Course Outline

Lecturer: Dr John Hoffmire

Credits: 3

Total of Direct Contact Teaching Hours: 36 hrs

Weekly Teaching Hours: 6 hrs

Pre-request for attending the Course: elementary economics, and adequate English

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MAIN AIMS OF THE COURSE

Leadership of business is about managing people, understanding what motivates individuals through monetary and non-monetary means, innovating, understanding and using new technologies, growing organically and perhaps through mergers and acquisitions, implementing correct strategies; directing resources to the right places and projects, negotiating, taking advantage of globalization and demographic trends and addressing challenges.

Towards developing the abilities to use knowledge in these areas, the leadership course will focus nine days of class, four hours each day, on lectures and simulations structured around themes of: wealth development; disruptive innovation; crowdfunding; growth; strategic development as promoted by Bain, BCG and McKinsey; corporate investment prioritization; practicing negotiations; understanding China and India from a Western perspective; and knowing how to take advantage of future trends.

Classes will be taught through lecture and discussion. But, there will be a large concentration on using simulations to demonstrate the points that are being taught. Often half of the four-hour time blocks will be taken up by simulations relying on strong class participation and presentations. Grading will be based on essays that will be expected to be original and researched. Expectations of essays will be that writings demonstrate creative approaches are taken to explore ideas and examples that involve stretching beyond past experiences and materials presented in readings and class lectures.

LEARNING OUTCOMES FOR THE COURSE

The course aims to contribute towards the academic and professional development of students. In particular, the module provides opportunities for students to acquire or develop in-depth knowledge and understanding, skills and other attributes in the following areas:

(A) Knowledge and Understanding

1. An understanding of how leadership is applied across a broad swath of a corporate environment.
2. A very good comprehension of creativity as applied at the level of the firm.
3. A critical evaluation of strategic thinking as practiced by some of the largest consulting firms in the world.
4. An awareness of financial and demographic tools.

(B) Cognitive skills

5. Problem solving ability in regard to how to create sales and profit growth.
6. Critically analysing the factors that contribute to thinking about the future and what trends will influence business.

(C) Other Skills and Attributes (Practical/Professional/Transferable)

7. A working knowledge of disruptive innovation theory and practice.
8. Developing a greater awareness of negotiating skills.

MAIN TOPICS OF STUDY:

Topic 1: Understanding wealth

Topic 2: Disruptive innovation

Topic 3: Crowdfunding

Topic 4: Growth and corporate investment prioritization

Topic 5: Tools of the great consulting firms

Topic 6: Employee ownership

<p>Topic 7: Negotiations</p> <p>Topic 8: Understanding China and India from a Western perspective</p> <p>Topic 9: Profiting from trend analysis</p>

<p>ASSESSMENT METHODS WHICH ENABLE STUDENT TO DEMONSTRATE THE LEARNING OUTCOMES FOR THE MODULE:</p> <p>80 hour original research paper. Each student must choose an original topic on a theme related to the subjects presented in the class. It must be assumed that the paper breaks new ground and is not a simple recitation of the thoughts of others.</p>	<p>WEIGHTING:</p> <p>100 %</p>
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