



Module 1 / Semester 1:	
Title of the course	SE Introduction to Core Competences II
Coordinator of the course:	Sergio Sparviero
Content/Description	<p>The main objective of this course is to familiarize students with some of the most important texts, recent and historical, dealing with fundamental theories, analyses and issues related to the field of digital communication and, in particular, with the core competencies of the DCLead master programme. In this course and in the parallel course KO Introduction to Core Competencies I, these competencies are articulated as follows: digital technologies and their developments; policy and innovation; digital communication and culture(s) in Europe; Business ethics, management and social responsibility; leadership beyond management. Students are asked to present, summarize and critically assess these texts and present their findings to fellow students. The final test consists of a written, critical literature review of texts proposed by the lecturer, but also chosen by the student, which addresses two or three of the core competencies. Such a critical review can provide part of the theoretical basis as well as the review of the 'state of the art' required for the completion of the master thesis.</p>
Workload: ECTS	<p>6 ECTS Credits</p> <ul style="list-style-type: none"> <li>• Total student working hours: 150 hours</li> <li>• Attendance: 28 hours</li> <li>• Mandatory readings: 42 hours</li> <li>• Final assignment, research and writing: 80 hours</li> </ul>
Objectives	<p>Subject-specific competencies: Understanding of fundamental literature in the fields of communication, innovation and media studies.</p> <p>Transversal competencies: Writing academic papers in English; Work in a team; - Use of citation software.</p>
Guest Lecturers (if applicable)	Birgit Breninger (University of Salzburg) and Simone De Colle (IESEG School of Management, Paris).



## Selected References

- Banaji, Bazerman & Chugh (2003) "How (Un)ethical Are You?", Harvard Business Review n. 81 (December 2003), pp. 3-10.
- Bowie, N. E. (1998). "A Kantian Theory of Capitalism." The Ruffin Series of the Society for Business Ethics, 1998, pp. 37-60.
- Breitwieser, Anja, and Neil Foster. 'Intellectual Property Rights, Innovation and Technology Transfer: A Survey'. WIIW Working Paper. Wiener Institut für Internationale Wirtschaftsvergleiche, 2012.
- Coutinho de Arruda, Maria C. and Boleslaw Rok eds. (2016) Understanding Ethics and Responsibilities in a Globalizing World. Heidelberg: Springer.
- Donaldson, T. and P. Werhane, "Introduction to ethical reasoning", in T. Donaldson, P. Werhane and M. Cording Ethical Issues in Business. A Philosophical Approach, 7th edition, 2002 Prentice Hall
- DuBrin, Andrew J. (2015) Leadership: Research Findings, Practice and Skills. 8th ed. Boston: South Western.
- Freeman, R.E., J.S. Harrison, A.C. Wicks, B.L. Parmar and S. de Colle (2010), Stakeholder Theory: The State of the Art, Cambridge University Press (only Chapter One, pages 3-29, and Chapter 8, pages: 235-264).
- Gillespie, Tarleton. 'The Politics of 'Platforms''. In A Companion to New Media Dynamics, edited by John Hartley, Jean Burgess, and Axel Bruns, 407-16. Chichester UK: Wiley Blackwell, 2015.
- Mackey, J. and R. Sisodia (2013), Conscious Capitalism, Harvard Business Review Press.
- Mansell, Robin. 'Social Imaginaries of the Information Society'. In Imagining the Internet: Communication, Innovation, and Governance, 29-65. Oxford, UK: Oxford University Press, 2012.
- Moodian, Michael A. ed. (2009) Contemporary Leadership and Intercultural Competence: Exploring the Cross-Cultural Dynamics Within Organizations. London: Sage.
- Murphy, Patrick E., Gene R. Laczniak and Andrea Prothero eds. (2012) Ethics in Marketing: International Cases and Perspectives. London: Routledge.
- Nelson, J. (2006), Economics for Humans, Chicago: Chicago University Press
- Northouse, Peter G. (2015) Leadership: Theory and Practice. 7th ed. London: Sage.
- Perez, Carlota. '11. Capitalism, Technology and a Green Global Golden Age: The Role of History in Helping to Shape the Future'. The Political Quarterly 86 (1 December 2015): 191-217.
- Phillips, R., R.E. Freeman and A. Wicks (2003), "What Stakeholder Theory Is Not", Business Ethics Quarterly 13(4):479-502.



- Rajasekar, James and Loo See Beh (2013) *Culture and Gender in Leadership: Perspectives from the Middle East and Asia*. London: Palgrave.
- Rowe, Glenn W. and Laura Guerrero (2015) *Cases in Leadership (Ivey Casebook)*. 4th ed. London: Sage.
- Solomon, R. (1992). "Corporate Roles, Personal Virtues: An Aristotelean Approach to Business Ethics", *Business Ethics Quarterly*, Vol. 2, No. 3 (Jul., 1992), pp. 317-339.
- Stout, L. (2012), *The Shareholder Value Myth*. San Francisco: Berrett-Koehler. (Introduction, chapter 1 and 3).
- Van Dijck, José. 'Users like You? Theorizing Agency in User-Generated Content'. *Media, Culture, and Society* 31, no. 1 (2009): 41.
- Webster, Frank. 'Information and the Market: Herbert Schiller'. In *Theories of the Information Society*, Third Ed., 124-60. Abingdon, Oxon, UK & NY, US: Routledge, 2006
- Webster, Frank. 'Post-Industrial Society: Daniel Bell'. In *Theories of the Information Society*, Third Ed., 32-59. Abingdon, Oxon, UK & NY, US: Routledge, 2006.

**Important note**

This syllabus describes the course as it was delivered in **Summer Semester 2016** Readers should note that courses of the DCLead programme are changed and adapted every year, also taking into consideration the feedback of the participants. This syllabus is for informational purposes only. The administration of the DCLead programme does not guarantee that the entirety of the information contained in this document clearly applies to any course that is delivered during another semester, also with the same title.