



Module 1 / Semester 1:

Title of the course	SE Critical Analysis of Digital Communication Literature
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 Paradigm Shifts in Leadership and Competencies, 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"> • Total student working hours: 150 hours • Attendance: 28 hours • Mandatory readings: 42 hours • Final assignment, research and writing: 80 hours
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)	Anders Henten (Aalborg University, Copenhagen) and Simone De Colle (IESEG School of Management, Paris).



Selected References

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- 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.

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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.