



Course syllabus

School of Business and Economics
Department of Organisation and Entrepreneurship

4FE521 Ledarskapandets konst och kreativitet, 15 högskolepoäng
The art of leadership and leadership as art, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by School of Business and Economics 2014-12-11

The course syllabus is valid from autumn semester 2015

Prerequisites

General entry requirements for studies at second cycle and specific entry requirements:
Bachelor's degree in social science main field of study or equivalent. Swedish
B/Swedish 2 and 3 and English A/5 or equivalent.

Objectives

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

- evaluate the strategic importance of leadership as an integrated process that consists of a great number of perspectives within a business such as marketing, strategy and organisation
- problematize traditional business administration prerequisites concerning creativity, entrepreneurship, leadership and organisational action
- contribute with qualified points of view on the connection between business operations and artistic practice
- critically and independently analyse current business administration literature and its empirical application

Content

Within business administration, there is more and more talk about design, aesthetics, art and culture being a base for business when it comes to creating new products and operations. This is where art can show the way, both internally (organisation, leadership and product development) and externally (design, advertisement and marketing). Management and marketing perspectives are united through design, creativity, art and entrepreneurship.

The themes of the course are: education and rhetoric, creative leadership, identity and brand names, art and business, creative environments, organisational change and entrepreneurship.

Type of Instruction

Throughout the course, themes will be dealt with on a weekly basis through practical exercises, lectures, guest lectures and visits to organizations. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Examination of students is carried out through written themereports and written examinations with oral defence.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Required reading

Bergqvist, E. *Snacka snyggt. Modern retorik*. Stockholm: Norstedts förlag. Latest edition, about 232 p.

Christensen, S., Daugaard Jensen, P.E. & Lindkvist, L. *Makt, beslut, ledarskap*. Stockholm: SNS förlag. Latest edition, about 121 p.

Hewison, R. & Holden, J. *The Cultural Leadership Handbook. How to Run a Creative Organization*. Farnham: Gower Publishing. Latest edition, about 211 p.

Holmgren Caicedo, M. *Retorik*. Malmö: Liber. Latest edition, about 125 p.

Lindeborg, L. & Lindkvist, L. *Kulturens kraft för regional utveckling*. Stockholm: SNS Förlag. Latest edition, about 464 p.

Rehn, A. *Farliga idéer. När det opassande tänkandet är din värdefullaste resurs*. Stockholm: Bookhouse Editions. Latest edition, about 148 p.

Stenström, E. *Konstiga företag*. Stockholm: Natur & Kultur. Latest edition, about 217 p.

Stenström, E. & Strannegård L. (Red.) *Kreativt kapital. Om ledning och*

organisering i kulturella och kreativa näringar. Stockholm: 8tto förlag. Latest edition, about 250 p.

Sveningsson, S. & Alvesson, M. *Ledarskap*. Malmö: Liber. Latest edition, about 128 p.