



Friedrich-Alexander-Universität
Rechts- und Wirtschafts-
wissenschaftliche Fakultät

Management Institute

Chair of Corporate Management
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Leadership and Leadership Communication (Master)

- Course program -

The module deals with skills that are important for leading employees (leadership). Since leadership has an influence on people, the focus is on issues of communication (leadership communication). After establishing a fundamental overview, the course goes into detail on various areas of communication in leadership relationships (e.g., goal setting, feedback, assessment discussions). In addition, key content areas, such as coaching as a leadership style, as well as leadership and emotional intelligence will be addressed.

Overview of sessions:

Session 1: Leadership

Wednesday, December 3, 10:00 – 14:00

Room Lange Gasse (LG) 4.154

Content: What is Leadership?
 Leadership Roles
 My Leadership Personality
 Team Leadership
 Motivation

Literature: Kotter, John P.: What Leaders Really Do, Boston, Harvard
 Business Review, December 2001.

Session 2: Leadership Communication

Wednesday, December 17, 10:00 – 14:00

Room Lange Gasse (LG) 2.429

Content: Frames of Reference
 Listening and Asserting
 Inner Attitude

Goal Setting
Providing and Receiving Feedback
Assessment Conversations

Literature: Marquet, L.D.: Leadership is Language. New York 2020

Session 3: Leadership and Emotional Intelligence

Wednesday, January 28, 10:00 – 14:00

Room Lange Gasse (LG) 2.429

Content: Exceptional Leadership
Elements of Emotional Intelligence
The Neurophysiology of Emotions
SCARF – The Brain at Work

Literature: Goleman, D., What Makes a Leader? Harvard Business Review, January 2004.
Rock, D., Your Brain at Work, New York 2009.

Session 4: Coaching as Leadership Skill

Wednesday, February 4, 10:00 – 14:00

Room Lange Gasse (LG) 4.154

Content: Leadership in Agile Organizations
Fixing vs. Serving
The Function of Thinking Space
The Role and Function of Questions
GROW as Coaching Structure

Literature: Goleman, D., Leadership That Gets Results. Harvard Business Review, March-April 2000.
Withmore, J., Coaching for Performance, London 1992