



Management and Leadership

Introduction

The course covers a number of aspects of management and leadership, how leaders can influence change to traits of a leader. The course is based around a series of 30 teaching hours, which will be delivered by the course co-ordinator. Each lesson is a 3 hours length. The aim of these lectures is to outline the main points of each topic, but these can only be understood and appreciated fully with private study. Academic examples and case study materials will be used in class.

Learning Outcomes

- The various aspects of leadership and management
- The definition of a leader
- How leadership affects change
- Know some of the core ideas for conceptualising change
- How to measure change
- The nature of the executive process
- Understand that in systems thinking the human agent is part of the feedback process not standing apart from it.
- Be able to draw up a 'change methodology'
- How to implement successful strategies

Assessment /Reading List

- Ancona et al. (2005), Managing for the Future, MIT, Thomson,
- Flamholtz and Randle (2008), Leading Strategic Change, Cambridge.
- Johnson et al. (2006), Exploring Corporate Strategy

Students are expected to complete an assignment by the end of the programme

Course Contents

- The Kaleidoscope of Change in relationship to Management
- The nature of Managerial Work – Case Study: ACME Manufacturing Company
- Brief out first assignment on “ How to Change an International Company” – Reviewing David Ulrich Strategy, His change policy document for business, the golden rules of change in relationship to leadership
- Eight golden rules of leadership – how can we adapt them to modern business
- The military aspect of leadership, from Napoleon to present day-look at various models of leadership, and how affective they are
- What type of leader would you like to work for?
- Case study: The intolerable Boss
- What type of leadership do you need for a crisis programme
- Case study: (1) Echo Electronics (2) Alvis corporation
- Strategy as a key part of management – case study
- Different forms of strategy
- How to write a marketing strategy
- How to write a mission statement as a leader
- What is the difference between directors and managers – what are the different traits
- Case study: (1) Columbia Corporation and (2) Turnaround at Nissan
- Ethical Leadership and Diversity – Case study: Madison, Jones and Conklin

Lecturer: Ailson De Moraes

Ailson holds a Full time academic position and is a final year PhD researcher at Royal Holloway School of Management, University of London. He has a Bachelor's and Master's degrees from Andrews University, Michigan, USA and an MA in Business and Culture Studies from CASS, City University, London; Ailson has also a Postgraduate Certificate in Skills of Teaching to Inspire Learning (Accredited programme by the Higher Education Academy) from Royal Holloway, University of London and a PhD Researcher. In addition to his experience with LSB&F, ESCP-EAP, Royal Holloway, University of London, Newbold College, University of Wales and Katholieke Hogeschool Leuven (KHLeuven, Belgium) Ailson has substantial management experience, having been worked in a variety of industrial and commercial sectors in international organisations in Brazil, Portugal, Switzerland and the UK. Ailson is an International Academic, Entrepreneur and Life Coaching.

Ailson is an Associate of the Chartered Management Institute (ACMI). He is a member of the British Academy of Management (BAM) and the Center for Public Services Organisations (CPSO) at Royal Holloway, University of London. His research seeks to understand more about the role of leadership in the strategic management of public organisations.

Ailson lectures in Leadership and Teams, Organisational Behaviour, International Human Resources Management, Strategic Management, European Business, Modern Business in Comparative Perspectives and Cross-Cultural Management,