

Course Syllabus  
*CREATIVE LEADERSHIP IN CHAOS*

**A. General Information**

<b>1. Academic Unit</b>	SCHOOL OF BUSINESS AND ECONOMICS					
<b>2. Degree</b>	BUSINESS					
<b>3. Code</b>	DRI355					
<b>4. Location in curriculum</b>	5TH YEAR					
<b>5. Credits</b>	10					
<b>6. Course Type</b>	Mandatory		Elective	X	Optional	
<b>7. Duration</b>	bimonthly		biannual	X	annual	
<b>8. Weekly Modules</b>	Theoretical classes	1	Practical classes	1	Assistantship	
<b>9. Academic Hours</b>	Clases	64	Assistantship			
<b>10. Prerequisite</b>	None					

**B. Contribution to the Graduate's Profile**

This course is designed to train different abilities so the student will learn how to react positively in front of adverse contexts.

In addition, it will teach how to be creative individually and collectively so students can become positive leaders. The course will train storytelling tools as well so that leadership will be properly delivered.

The course relates directly to the curriculum because it promotes the development of practical tools, needed to lead a group in many circumstances so the students will transform into great professionals.

### C. General Learning Objective of the Course

Understand the main concepts of how to be a positive leader by showing your team that you are not perfect and that you can take advantage of mistakes in the same way that you can do it with success. Learn how to behave in front of a camera and still be able to project leadership to the ones on the other side. The course will prepare the students to react better than others in front of a chaotic situation.

### D. Units, Unit Content and Learning Objectives

Content of Units/Units	Learning Objective
<p><b>Unit I: Understanding chaos</b></p> <ol style="list-style-type: none"><li>1. Handling chaos</li><li>2. When paradigm changes</li><li>3. Accepting failure</li></ol>	<p><i>Comprehend the main concepts that explain what happens inside the brain when things don't go as you expected. Understand that a good leader is not a perfect one.</i></p>
<p><b>Unit II: Creativity</b></p> <ol style="list-style-type: none"><li>1. First approach</li><li>2. Thinking outside the box</li><li>3. The 9 barriers</li></ol>	<p><i>Understand the fundamentals behind creative thinking techniques that help improve performance, as students applied them in a practical way during class.</i></p>
<p><b>Unit III: Storytelling</b></p> <ol style="list-style-type: none"><li>1. Dramaturgy of the speech.</li><li>2. Non verbal tools</li><li>3. The good cocktail</li><li>4. The bad cocktail</li><li>5. Digital media</li></ol>	<p><i>Learn specific concepts of how to speak in a positive and natural way in front of your team. Understand how to do this in person and through digital media.</i></p>

<p><b>Unit IV: Leading</b></p> <p>1. The big picture</p>	<p><i>Train all the tools in the course together. Show how to be a good leader in your own way.</i></p>
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### **E. Teaching Strategies**

The teaching method will include:

- Lectures taught by the teacher where active participation of students is expected.
- Practical exercises that will be self applied in class.
- Students leading classes individually and as a team.

### **F. Evaluation**

- Exercises in class: 40%
- Midterm Presentation 30%
- Midterm Presentation 30%

**Attendance Requirement:** Students must attend 70% of classes.

### **G. Class Resources**

#### **MANDATORY READING:**

- 1- Blink – The power of thinking without thinking – Malcolm Gladwell . Black Bay Books – April 2007.
- 2- David and Goliath – Underdogs, misfits and the art of battling giants - Malcolm Gladwell . Black Bay Books – October 2013.
- 3- Leaders eat last – Simon Sinek - Goodreads- May 2014 –.