

**Dr. Dusya Vera**

**MANAGEMENT AND LEADERSHIP (3.5 HOURS)**

**Course Description**

The purpose of this class is to provide students with a holistic view of the role of leaders in organizations and the factors that determine effective leadership, and also to enhance students' competence in strategy formulation.

The students will develop an introductory understanding of effective leadership and strategic management by being able to answer the following questions:

- What are the levels of leadership that leaders need to develop?
- What is an effective leader?
- Why do some firms perform better than others?
- What are the sources of successes and failures in firms?
- How do firms get a competitive advantage?

Frameworks of leadership and strategy formulation will be introduced and applied using a case study. The class is discussion-based and requires students to read the case study prior to the class.

**Agenda**

<b>DATE</b>	<b>TOPICS</b>	<b>PRE-CLASS READINGS</b>
<b>Session on Management and Leadership</b>	<b>Multi-level Leadership</b> <ul style="list-style-type: none"><li>• Leadership of Self</li><li>• Leadership of Others</li><li>• Leadership of Organization</li></ul> <b>Effective Leaders</b> <ul style="list-style-type: none"><li>• Character</li><li>• Competence</li><li>• Commitment</li></ul> <b>Strategy Formulation Process:</b> <ul style="list-style-type: none"><li>• Environmental Analysis</li><li>• Resource and Capabilities Analysis</li><li>• Management Preferences Analysis</li><li>• Organizational Analysis</li></ul>	Case: Tesla: "Testing a Business Model at its (R)evolutionary Best"