



2020

Management and Leadership in Media Organizations (CM2078)

TIMETABLE

Praktische informatie

Cursuscode

CM2078

Studiepunten

5 EC

Voertaal

Engels

Thema's

- Bachelor 2 - International Bachelor Communication and Media
- Bachelor 3 - International Bachelor Communication and Media

Aanmeldprocedure

IBCoM students via Osiris Student from 29-07-2019 till 14-08-2019. **Elective** and **Exchange** students via OSIRIS Case ("IBCoM Studyplan Term 1").

Secretariaat

Education Office ESHCC, M7-31, 010-4082482, educationoffice@eshcc.eur.nl

Cursusbeschrijving

Inhoud

The current challenges in media organizations and the media industry, such as the ongoing COVID-19 crisis, more generally a growing mediatization of organizations and society, rising competition, and an increasing complexity of organizational issues make managing and leading processes and practices of strategy and change highly relevant.

Therefore, the course provides an overview of key theories and topics around strategy, management and leadership and works towards their reflective adaptation and implementation in media organizations and other mediated contexts. Students will comprehend and evaluate classical and modern approaches from managing change and strategy to competitive forces, industry analysis,



resources and strategy processes and practices.

On this basis, we will discuss the possibilities of managing and leading individuals, teams and organizations through communication in strategic manner. Through diverse activities, students will apply these theories and approaches sensibly and creatively for learning how to develop successful actions in/for practice.

Leerdoelen

Students will gain knowledge and understanding of:

- Current concepts, approaches and theories of strategic management and leadership that are relevant for working in media organizations;
- How media organizations and practitioners strategically manage processes and practices around individuals, groups, and organization-wide phenomena.

Students will develop the skills to:

- Identify the need for and function of strategic management and leadership in their context;
- Apply strategy and leadership approaches and theories reflectively;
- Lead social and organizational action through communication.

Studiematerialen



Verplicht materiaal

- **Boek**

- Clegg, S. R., Schweitzer, J., Whittle, A., & Pitelis, C. (2017). Strategy: Theory and Practice. London: Sage. |ISBN: 9781473938458|

- **Boek**

- Additional readings via online resources.



Werkvormen

Werkvormen

- **Seminar**

Onderwijsperiode

Inschrijfperiodes

- **Blok TERM 1**

Start onderwijs 7 september 2020

Docenten

Contactpersoon

- **dr. S Horst**

Docent

- **dr. S Horst**

Toetsen

Toetsvorm

group-presentation, written project, and participation



Contactpersoon

- **dr. S Horst**

Docent

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Toetsen



Toetsvorm

group-presentation, written project, and participation

Extra informatie

Disclaimer: this information is subject to alteration. Always check the course manual for the up to date details.

Toetsen (resultaat in OSIRIS)

- **Attendance**
Weging 0
- **Group Presentation**
Weging 30
- **Individual Interview Assignment**
Weging 55
- **Participation**
Weging 15