



## LUNDS UNIVERSITET

Medicinska fakulteten

Board of Rehabilitation Sciences Education, NRU

### **IDRN04 Leadership and Communication**

7.5 Higher education credits

Second cycle

#### General Information

*Main field*

Sport Sciences

*Subject*

The course "Leadership and Communication" is part of the Master of Sport Sciences programme. The objective is to enable students to apply social science perspectives to leadership and communication. Students will identify and reflect upon the key terms in leadership and communication, with specific reference to sport. The emphasis is on how theories can be applied to concrete phenomena.

*Type of course*

Compulsory course in the Master of Sport Sciences programme and can be given as a special course for professionals. The courses within the programme have to be studied in the stated order. The course complies with the regulations of the Higher Education Ordinance (1993:100 with later amendments).

*Language of instruction*

English

#### Learning Outcomes

The overall aim of the course is to provide a deeper knowledge in leadership and communication with specific reference to sport.

*Knowledge and understanding*

On completion of the course the student shall be able to

- identify, describe, and reflect upon theories of leadership and communication, and their connection to social science theories,
- reflect upon leadership and communication in a variety of contexts, including trade and industry, public administration, and non-profit organisations.

*Skills and abilities*

On completion of the course the student shall be able to

- work independently and in a group demonstrate the theoretical and practical applications of his/her knowledge of leadership and communication,
- communicate knowledge both orally and in writing.

Adopted by the NRU on 26 May 2009  
Valid from 1 July 2009

### *Judgment and approach*

On completion of the course the student shall be able to

- independently reflect and show awareness of how leadership and communication relates to sport sciences,
- independently and critically interpret information,
- reflect about his/her personal development and the need of further knowledge in the subject area.

## Course Content

The course provides insight into social science theoretical constructs associated with leadership and communication, particularly in sport. The course also includes discussion of leadership and communication in a variety of areas such as trade and industry, public administration, and non-profit organisations.

### *Subjects examined*

Leadership and Communication, 7,5 credits

## Instruction and Examination

### *Instruction*

Teaching takes the form of lectures and group exercises.

### *Examination*

The examination consists of active participation in group works and seminars, combined with an individual take-home examination.

## Grades

Grades are set for a completed course. One of the grades Pass with distinction, Pass or Fail is awarded.

A student who has passed a course will be given a certificate to that effect by the higher education institution, on request.

## Admission Requirements

Besides the basic eligibility, i.e. a Bachelor's degree of at least 180 credits or an equivalent foreign degree, a special qualification in the English language, i.e. English B or its equivalent, is required.

## Literature

See appendix

## Further Information

*Number of examinations, new examiner etc.*

### **Theoretical courses**

One examination and one opportunity to retake the examination are arranged soon after the course. Students who do not achieve a pass on either of these occasions will be able to retake the examination on a later occasion. Students who have failed an examination on a theoretical course are entitled to retake the examination four times.

**New examiner**

A student who has failed two examinations on a course or sub-course is entitled to have another examiner appointed, unless there are special reasons to the contrary. (SFS 2006:1053) The request is made to the Programme Director.

## Appendix: Literature

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#### **Leadership:**

Northouse, Peter G. (2006). *Leadership: Theory and Practice*, London: Thousand Oaks & New Delhi: SAGE Publications (395 pages) ISBN10: 141294161X, ISBN13: 9781412941617

#### **Communication (two possible alternatives)**

Pedersen, Paul M., Miloch, Kimberly, S. & Laucella, Pamela C. (2007), *Strategic Sport Communication*, Human Kinetics Publishers (396 pages) ISBN10: 0736065245, ISBN13: 9780736065245

This book gives a more general presentation of communication:

Harris, Thomas E. & Sherblom, John C. (2004), *Small Group and Team Communication*, Allyn & Bacon (384 pages) ISBN10: 0205414915, ISBN13: 9780205414918

#### **Articles (all of these articles are accessible via ELIN: <http://elin.lub.lu.se/elin>)**

Armstrong, Ketra L. (1999), Nike's Communication with Black Audiences *Journal of Sport & Social Issues*, 1999, Vol: 23, 3, 266-287

Craig, Stewart, C. (1994), Parents and coaches: expectations, attitudes and communication *Physical Educator*, 1994 Vol: 51, 3, 130-138

Cunningham, Ian J. & Eys, Mark A. (2007), Role Ambiguity and Intra-Team Communication in Interdependent Sport Teams, *Journal of Applied Social Psychology*, 2007, Vol: 37, 10, 2220-2237

Funk, Daniel C. & Pritchard, Mark P. (2006), Sport publicity: Commitment's moderation of message effects, *Journal of Business Research*, 2006 Vol: 59, 5, 613-621

George, Christeen, Hartley, Andrew & Paris, Jenny (2001), The representation of female athletes in textual and visual media (2001), *Corporate Communications: An International Journal*, Volume 6, Number 2, 2001, 94-101

Loughead, Todd M. & Hardy, James (2005), An examination of coach and peer leader behaviors in sport, *Psychology of Sport and Exercise* 6 (2005) 303-312

McTeer, William & White, Phillip G. (1995), Manager/Coach Mid-season Replacement and Team Performance in Professional Team Sport, *Journal of Sport Behavior*, 1995 Vol: 18, 1, 58-69

Meân, Lindsey (2001), Identity and Discursive Practice: Doing Gender on the Football Pitch, *Discourse Society* 2001; 12; 789-815

Puchan, Heike (2004), Living 'extreme': Adventure sports, media and commercialisation *Journal of Communication Management*, 2004, Vol. 9, 2 171–178

Sullivan, Philip J. & Gee, Chris J. (2007), The Relationship Between Athletic Satisfaction and Intra-team Communication, *Group Dynamics: Theory, Research, and Practice* 2007, Vol. 11, No. 2, 107–116