



**BARÇA
INNOVATION HUB**
Universitas

COURSE

LEADERSHIP, ETHICS AND SOCIAL RESPONSIBILITY

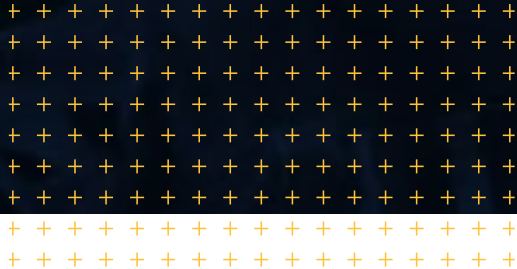
100% ONLINE • 1 MONTH

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Barça Universitat, with the support of renowned international expert Michael P. Hoffman, gives you the opportunity to investigate the different theoretical frameworks related to the study of business leadership. In this course, you will use different theoretical frameworks from leadership studies and the global philanthropic outlook in order to consider corporate social responsibility, how business leaders resolve ethical issues, and the role business professionals play in the process of leading (managing) the organization so that prioritizing the “common good” can be optimized personally and professionally to make a social and market impact.

Michael P. Hoffman

EXPERT ADVISOR



An expert in Philanthropy who has supplied strategic orientation to leading worldwide non-profit organizations, philanthropic organizations and corporations in areas such as organizational development, fundraising, branding, and corporate social responsibility.



- **DELIVERY MODE ONLINE**
- **DURATION 1 MONTH**
- **ACADEMIC DEGREE EXECUTIVE EDUCATION**
- **DELIVERED IN ENGLISH, SPANISH, PORTUGUESE**



OBJECTIVES

This course is designed to explore the manner in which business leaders in the fields of sports and entertainment deal with ethical issues as they guide (steward) their organizations in such a way that prioritizing the “common good” can, in turn, be personally and professionally optimized for social and market impact.

AIMED AT

- Managers of organizations linked to the world of sport (clubs, federations, companies which offer sports products and/or services).
- Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialized knowledge.
- Professionals in general, interested in this subject.

LEARN TO

- Compare and contrast the major leadership theories and discuss the key points of each theory.
- Given different organizational scenarios, discuss and analyze the responsibilities and privileges of leaders, including ethical and moral decisions and the right use of authority and power.
- Analyze their own leadership style(s) and evaluate the impact of each approach to leadership on the workplace.
- Examine the differences between a leader and a manager and analyze the perspectives that shape each role for maintaining a healthy organization.
- Understand and articulate significant concepts relating to the study of leadership.
- Discuss the interplay between leadership, ethics, and social responsibility, and the linkages between various leadership models and the concept of moral leadership.
- Understand and articulate how prioritizing the “common good” can be personally and professionally optimized for social and market impact.

COURSES

The Philosophical Foundations
of Socially Responsible Leadership

Employees as
Co-Entrepreneurs

LEADERSHIP, ETHICS AND SOCIAL RESPONSIBILITY

Ethical Issues in a 21st Century Global
Business Economy

The Role of the Sports and
Entertainment Industry
as a Force for Social Good



EXPERIENCE

All your learning experience will take place in an online platform where you will find all the resources you need to study:

LECTURES

which address the main topics.

VIDEOS

that deepen some subjects of the readings.

ACTIVITIES

to apply the content addressed in each module.

RUBRICS

that will evaluate you in each module.

ONLINE EXPERT

Along the course, you will have the support and virtual follow-up of a subject-matter expert. This online expert will perform interventions throughout the different modules to ensure your learning, as well as the interaction with the rest of your peers.

In addition, he will be available in the forum and by internal messaging so that you can appeal to him as many times as you need.

FORUMS

where you can interact with your colleagues.

SELF-ASSESSMENTS

which will help you measure your learning progress.



BENEFITS

- **World-class content, designed by experts and sports-industry oriented for an immediate impact.**
- **Round-the-clock access to study material, wherever you want and from any device.**
- **Custom feedback for every individual and teamwork activity.**
- **Spaces of discussion and interaction with industry professionals from all over the world.**
- **Certificate of participation for each course, issued by Barça Innovation Hub - Universitas. If you pass each of the courses that make up the program, and complete and pass the comprehensive final exam, you will also receive a verified certificate of completion for the entire program, with confirmation of identity, issued by Barça Innovation Hub - Universitas.**



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**CREATING A NEW GENERATION OF
SPORTS PROFESSIONALS**

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