

International Summer School in Iceland

Redefining the Rules of Power

The Entrepreneurial Woman of the 21st Century

Course Description (draft)

Term and length	Summer 2019: 3 weeks; June 29 – July 13
Program	International Summer School in Iceland
Course	Redefining the Rules of Power: The Entrepreneurial Woman of the 21 st Century (4 ECTS / 2 US credits)
Prior Requirements	Applicants must have an educational background equivalent to one year at a university before the beginning of the program. Open for undergraduate and graduate students, as well as professionals who have a university degree.
Language	English
Teacher(s)	XXX Guest Lectures: To be decided (XX from diverse academic background)
Teaching methods	Lectures, company visits, discussions, group work, individual journal (diary).
Aim and content	<p>It is a well-known fact that women are underrepresented in top tier role e.g. in business, politics and academia, fields that thereby forego a vast resource of leadership potential. Lack of diversity in terms of gender, race, religion and other aspects is therefore an ocean of lost opportunities and a general loss in terms of economic growth and general societal welfare. In the international political debate, Iceland is considered an excellent example of success in terms of gender equality, often considered as the 'equality's paradise' and will be particularly discussed in comparison with other countries and parts of the world. Research have demonstrated that companies and institutions who are inclusive in terms of leadership and governance are outperforming others that do not demonstrate the same diversity. Furthermore, there is a correlation between gender equality and the level of societal welfare. The aim of this course is to raise general awareness to the gender gap and bias women face when climbing the corporate ladder and provide participants with effective tools to deal with and change a gender-biased organisational culture; how to eliminate the glass ceiling, prevent women from getting lost / exhausted in the corporate labyrinth and stop them from disappearing through the leaky, gendered pipelines. Work-life balance will also be put in the forefront (how to create a family-friendly company culture) and the importance of formal and informal networking.</p> <p>The outline of the course consists of following:</p> <p>WEEK 1</p> <ul style="list-style-type: none"> • Introduction: History, gender and identity in society • The corporate reality of gender equality • Identifying and overcoming imposter syndrome • Public speaking, negotiation and how to price your worth • Corporate culture and networking <p>WEEK 2</p> <ul style="list-style-type: none"> • Creative thinking

	<ul style="list-style-type: none"> • Innovation and entrepreneurship • Marketing and digital communication • Business Planning <p>The course will include both academic lectures, discussion periods and more practical approaches that will include assignments, group work and field trips.</p>
Learning outcomes	<p>Knowledge</p> <ul style="list-style-type: none"> • Increased self-understanding and a sense for their leadership potential. • An insight into the historical context of gender and gender constructs in society • Awareness of inequity of privileges. • A basic understanding of the importance of gender equality and women’s access to education and leadership positions for the welfare of the state and to sustain economic and societal growth <p>Skills</p> <ul style="list-style-type: none"> • Ability to communicate effectively, both verbally and non-verbally, to a wide range of audiences. • Ability to successfully negotiate salaries and promote ideas and projects, both independent projects / business plans (innovative, entrepreneurial projects) and projects within the work place • Ability to respond to and neutralise negative gendered biases and minimize / eliminate toxic corporate culture in order to implement a family friendly environment and sustain diversity and equality in the workplace • Ability to connect with and develop effective and valuable relationships with peers and stake-holders. • Ability to participate in the public debate of eliminating gender-based violence and discrimination and sustaining women’s freedom to fight trafficking, slavery and sexual violence against women <p>Responsibility and Autonomy</p> <ul style="list-style-type: none"> • An understanding, insights and ability to make decisions in various contexts. • Ability to grasp and act on opportunities, involve and motivate others in the pursuit of common goals. • Ability to sustain and develop gender equality and diversity in the work place
Assessments	<p>Group project – Week 1: 20% Group project – Week 2&3: 40% Reflective journal: 30% Attendance and participation: 10%</p>
Reading material	<p>Articles, reports and other material that will be made available for students on the LMS (Learning Management System) or online.</p>