Leadership Communication for Business

Spring 2016  BCM 450.001  TTH 11:00-12:15  McGee 167

College of Business—Stephen F. Austin State University

Instructor:
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Student Learning Outcomes:
The major course objective is to improve the student's leadership ability through his or her use of effective communication and an understanding of leadership concepts and practices. Specific attention will be focused on skills which have led to business success.

Students will research, study, discuss, and present specific information related to communication and leadership useful for business leaders including: inspiring vision, building trust, establishing credibility, listening as a leader, modeling integrity and core values, handling crucial conversations and confrontations, understanding power of influence, communicating and leading during crisis, chaos, and change, valuing diversity and other leadership principles used by successful corporate leaders. Students will develop a personal leadership improvement plan based on this study and an individualized leadership/communication assessment.

Focus will be to build the student’s confidence in delivery of information through the development of personal communication skills. Students will learn how to write and present information in a manner that is both informative and interesting. Students will also learn how to read the feedback of an audience, demonstrate specific non-verbal supporting behavior, practice effective eye contact and voice control.

Course Description:
Study of leadership communication and practices used by business leaders in today’s prevailing economic climate. Practical corporate communication and leadership skills will be presented and discussed. A communication/leadership assessment will be administered and the results used to help the student assess his or her strengths and weaknesses; leading to the development of a personal improvement plan.

Office Hours:
Monday
By appointment
Tuesday
9:55-10:55, 1:55-3:55
Wednesday
1:30-2:30
Thursday
9:55-10:55
Friday
By appointment
Other times may be arranged before or after class to accommodate student’s schedule.
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Additionally students will discuss and learn a formula for composing and delivering speeches that may be used in a wide variety of business situations. Students will increase their understanding of how to analyze an audience, research information, organize a presentation, create an effective introduction, prepare main topics with supporting illustrations, and present solid conclusions.

Textbook/Material Needed:
Textbook:
The Quick and Easy Way to Effective Speaking by Dale Carnegie

Selected additional readings to be assigned from selected current books related to leadership.

Additionally each student will complete a personal assessment instrument that will become part of their final project.

Course Requirements Policies/Task:
Exams “Celebrations” will cover material from lectures, presentations and readings.

You mean I have to make a speech...; or oral presentations. A series of presentations will be assigned for your enjoyment and our enrichment or visa versa.

Journal: Students will keep a reflection journal throughout the semester, which will provide input for the final project.

Final Project will serve as an opportunity for the student to review and apply information learned in the course.

Attendance Policy:
Attendance is expected and participation is enthusiastically expected and applauded. 10% of your overall grade will be based on attendance.

No assignment will be accepted after the assigned class period for completion. If you are on school business, arrangements should be made before the missed class for completion of the task.

Course Methodologies:
This course is taught in a highly interactive and participatory style. Everyone will participate in the learning process.

Video recording will be done throughout the semester to help the student identify both strengths and weaknesses in his or her presentation and leadership style.

All students will participate in the critique process, both for their own presentations and for their classmate presentations. There will be both individual and team projects providing the student many opportunities for improvement.
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Grades:

Attendance 10%

Celebration 20%
There will be a celebration of knowledge related to the text.

Reflection Journal 10%

and

Final Leadership Project 20%

This project will include a review and analysis of primary and secondary research on leadership and communication that the student investigated throughout the semester, both inside and outside the classroom. The project will include the development of a personal leadership assessment and communication plan.

Presentations 40%
Each student will be given the opportunity to give several short, 2—3 minute presentations to become accustomed to the camera and to the classroom. These will also be used as an opportunity for the instructor and student to evaluate what major areas need to be improved and what strengths the student has which can be further developed.

These presentations are graded on a pass/fail basis. Each student must complete these for successful completion of the course.

One-two presentations of 5—6 minutes in length will be assigned. These presentations will be critiqued by the instructor, by other students, and by the presenter; and graded by the instructor. One of these presentations may be a team project and one may be a presentation based on a book review related to leadership.
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Calendar of Semester Activities

The proposed calendar of activities may be modified during the semester by the professor if determined it is needed or would be more useful for the class.

**Week One:**
Introductions and overview to course, the learning environment
Leadership emphasis: Leadership principles that have helped corporations succeed in tough times.
Communication emphasis: Seek first to understand and then to be understood, the power of listening in leadership

**Week Two:**
Leadership emphasis: Leadership/communication assessment activity
Communication emphasis: Intrapersonal communication in leadership/reflection assignment.
Presentation one: Who I am/ results of assessment activity

**Week Three:**
Leadership emphasis: Inspiring vision
Communication emphasis: Presentation design, discussion on stage fright, speech preparation and delivery

**Week Four:**
Leadership emphasis: Building trust
Communication emphasis: The power of enthusiasm and self-confidence, review of presentation technology and visuals

**Week Five:**
Leadership emphasis: Power and Influence
Communication emphasis: Eye contact and nonverbal messages, how and what you say makes a difference
Assign team presentations

**Week Six:**
Leadership emphasis: Establishing Credibility
Communication emphasis: Communication inventory

**Week Seven:**
Leadership emphasis: Modeling integrity and core values
Celebration One

**Week Eight:**
Leadership emphasis: Valuing diversity
Communication emphasis: Individual presentations on leadership reflections

**Week Nine:**
Group Presentations on Successful Corporate Leaders and Leadership Practices

**Week Ten:**
Leadership emphasis: Leading during chaos, crisis and change
Communication emphasis: Communicating during chaos, crisis and change
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Week Eleven:
Leadership emphasis: Business Guest Leader Panel
Communication emphasis: Crucial Conversations

Week Twelve:
Leadership emphasis: Traits of Successful Corporate Leaders
Communication emphasis: Strength and Weakness Presentation
Review of Final Project

Week Thirteen:
Leadership emphasis: Crucial Confrontations
Communication emphasis: Conflict assessment

Week Fourteen:
Individual Presentations on selected leadership topics

Week Fifteen:
Leadership emphasis: Build a Leader or what did we miss, other leadership considerations
Communication emphasis: Reflections on the semester, learns, relearns and surprises

Week Sixteen:
Final Project /Presentation
Program Learning Outcomes:
Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at [http://www.sfasu.edu/assessment/index.asp](http://www.sfasu.edu/assessment/index.asp)

Student Academic Dishonesty (University Policy A-9.1)
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one’s own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one's paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp)

Course Grades (University Policy 5.4)
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at [http://www.sfasu.edu/policies/course-grades.pdf](http://www.sfasu.edu/policies/course-grades.pdf).

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).
Student Conduct (University Policy 10.4)
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.) Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
Legal Release:
I am eligible to take undergraduate business courses as prescribed in the SFASU general bulletin and I have received a copy of the syllabus for BCM 450 and understand the requirements for successful completion of this course.

Name______________________________
Date_______________________________

As part of our on-going commitment to improving teaching, the Department of Business Communication and Legal Studies is developing a Department Portfolio. Random samples of students' work in the various courses taught by the department will be selected for inclusion. This portfolio will be reviewed by both internal and external evaluators to make recommendations for program improvement.

Please sign below to indicate that you would be willing to have your work, if selected included in the Department Portfolio. Names and factors that would be readily identifiable, when possible, will be omitted from the work included.

Your decision will not affect your grade in this course.

Name______________________________
Date_______________________________