Syllabus for BCM 450.001 – Leadership Communication for Business
Dr. S. Ann Wilson, Professor
Department of Business Communication & Legal Studies
TR 12:30 – 1:45 — BU 167
Fall 2018

Phone: 936 468-3103
Office: BU 229L, Department of Business Communication & Legal Studies, McGee Business Building
E-Mail: wilsonsa@sfasu.edu

Office Hours:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Monday</td>
<td>8:00 p.m. – 9:00 p.m.</td>
<td>Online</td>
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<tr>
<td>Tuesday</td>
<td>8:30 a.m. – 9:30 a.m.</td>
<td>Office</td>
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<td>2:00 p.m. – 3:00 p.m.</td>
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<td></td>
<td>8:00 p.m. – 9:00 p.m.</td>
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<tr>
<td>Wednesday</td>
<td>9:30 a.m. – 11:30 a.m.</td>
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<td></td>
<td>8:00 p.m. – 9:00 p.m.</td>
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<tr>
<td>Thursday</td>
<td>8:30 a.m. – 9:30 a.m.</td>
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<tr>
<td></td>
<td>8:00 p.m. – 9:00 p.m.</td>
<td>Online</td>
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Class Hours:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Tues. /Thurs.</td>
<td>9:30 a.m. – 10:45 a.m.</td>
<td>BCM 247</td>
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<tr>
<td>Tues. /Thurs.</td>
<td>12:30 p.m. – 1:45 p.m.</td>
<td>BCM 450</td>
</tr>
<tr>
<td>Online</td>
<td>8:00 p.m. – 9:00 p.m.</td>
<td>GBU 550</td>
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Appointments for other times are available by contacting Dr. Wilson by email at wilsonsa@sfasu.edu. Allow at least 24 hours in advance to schedule times other than those listed in the office hours.

Textbook/Material Needed:
- Kiesau, Jason – *FOCUSED*. BookPress Publishing. ISBN 978-0-9862416-4-2. This is used for your Final Leadership Project.
- Selected additional readings/websites/YouTube videos to be assigned from selected current books related to leadership.
- Additionally each student will complete a personal assessment instrument that will become a part of their final project.

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.

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, understand power of influence, communicating and leading during crisis, chaos, and change, valuing diversity and other leadership principals 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.

- 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.

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/cob/ug-plo.asp.

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.
- There will be both individual and team projects providing the student many opportunities for improvement.

Course Requirements Policies/Tasks:
- Attendance: 10% of overall grade based on attendance. Attendance is expected and participation is enthusiastically expected and applauded. If you are on school business, arrangements should be made before the missed class for completion of the task.
- 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.
- Oral Presentations/Speeches: Several presentations will be required during the semester, and students are expected to show improvement in each of their presentations.
  - Each student will be given the opportunity to give several short, 2-minute presentations based on the textbook 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 may further develop. These presentations are graded on a pass/fail basis. Each student must complete these for successful completion of the course.
  - Five presentations will be assigned. These presentations will be critiqued by the instructor, by other students, and by the presenter; and also 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.
- Personal Reflective Journal: During the course of the semester, you are expected to reflect upon your own experiences and development as a leader-communicator. As part of this, you are to write reflective-type messages and submit them in BRIGHTSPACE. Your responses are private in that only you and the
professor will see your entries. These writings will be about your thoughts/reactions to the course material and your own development in leadership communication. You may wish to reflect on your own personal communication style and how you feel you are learning and developing your skills during this course.

- Peer Reviews: As presentations are made in class, students will be required to provide feedback to fellow classmates. These comments should focus on providing positive, constructive feedback to help each other improve their verbal and nonverbal communication skills. All students are to be involved in the critique process, both for their own presentations and for their classmates’ presentations.

- Special Passport Project Infomercial.

- Final Leadership Project: This project will include a review and analysis of the book, *Focused: Your Future Starts Now! by Jason Keisau* The project will include the development of a personal leadership assessment and communication plan.

### Grading (Tentative):

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<thead>
<tr>
<th>Grades</th>
<th>Points</th>
<th>Approx.%</th>
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<tbody>
<tr>
<td>Presentations (Individual &amp; Team)</td>
<td>300</td>
<td>30%</td>
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<tr>
<td>Video Self Evaluations</td>
<td>60</td>
<td>6%</td>
</tr>
<tr>
<td>Final Leadership Project</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Assignments</td>
<td>50</td>
<td>5%</td>
</tr>
<tr>
<td>Attendance</td>
<td>50</td>
<td>5%</td>
</tr>
<tr>
<td>Reflection Journal</td>
<td>120</td>
<td>12%</td>
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<tr>
<td>Quizzes</td>
<td>120</td>
<td>12%</td>
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<tr>
<td>Group Case Analysis</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
<td>10%</td>
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<tr>
<td><strong>Total Points</strong></td>
<td>1,000</td>
<td>100%</td>
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### Grading Scale:

- **A** 90-100% of Total Points
- **B** 80-89% of Total Points
- **C** 70-79% of Total Points
- **D** 60-60% of Total Points
- **F** Less than 60% of Total Points

### General Student Policies:

- **Student Academic Dishonesty (University Policy 4.1)** - 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/4.1-student-academic-dishonesty.pdf](http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf)

- **Course Grades (University Policy 5.5)** - 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 remaining few weeks of 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/5.5_course-grades.pdf](http://www.sfasu.edu/policies/5.5_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-code-of-conduct_10.4.pdf](http://www.sfasu.edu/policies/student-code-of-conduct_10.4.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 Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed. For information please see: [http://www.sfasu.edu/judicial/earlyalert.asp](http://www.sfasu.edu/judicial/earlyalert.asp).

**BCM 450.001 – Leadership Communication for Business**  
*Fall 2018*  
**Tentative Schedule**

**Homework assigned on each class date is due by the beginning of the next class date.**

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topics &amp; Assignments</th>
<th>Homework:</th>
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| **Tuesday, August 28** | In class:  
Introductions and overview of course, the learning environment:  
Homework Assignment Due  
Reflective Journal Instructions  
Group Case Analysis Discussion  
Final Project Discussion – *Focused: Your Future Starts Now!* | 1. *Great Communication Secrets of Great Leaders:* Read “Prologue” and prepare for class discussion  
2. *Focused: Your Future Starts Now!:* Read Chapter 1, “My Reality Check” |
| **Thursday, August 30**| In class:  
1. Prologue class discussion  
2. Book chapter group presentation assignments for the semester  
3. Discuss *Focused: Your Future Starts Now!* Chapter 1, “My Reality Check” | Access “How to Give a Killer Presentation” in BRIGHTSPACE  
Other Resources – Articles & Video Clips Read and complete Article Reflection in the Dropbox |
| **Tuesday, September 4**| In class:  
1. “How to Give a Killer Presentation” discussion  
2. Watch BRIGHTSPACE good speech example  
3. Discuss Individual Presentation #1 -- Introduction and begin preparation | 1. Prepare Presentation #1: Introduction  
2. Complete BRIGHTSPACE Reflective Journal Writing #1 |
| **Thursday, September 6**| In class:  
Presentation #1: Introduction | *Great Communication Secrets of Great Leaders:* Read Chapter 1: “What is Leadership Communications?” |
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</table>
| Tuesday, September 11        | **In class:** Student presentation of textbook, Chapter 1, “What is Leadership Communications” (upload PPT into BRIGHTSPACE in Team Presentations)                                                                 | **1.** *Focused: Your Future Starts Now!* Read Chapter 2: “Escaping the Maze”  
**2.** *Focused: Your Future Starts Now!* Read Chapter 3: “Shifting Out of Survival Mode”  
**3.** *Focused: Your Future Starts Now!* Read Chapter 4: “Cultivating Confidence” |
| Thursday, September 13       | **In class:**  
1. Discuss *Focused* Chapter 2 “Escaping the Maze”  
2. Discuss *Focused*, Chapter 3 “Shifting Out of Survival Mode”  
3. Discuss *Focused*, Chapter 4 “Cultivating Confidence”  
4. Complete online Leadership Style HBR Quiz and prepare for Presentation #2 – Leadership Style | **1.** Complete BRIGHTSPACE Reflective Journal Writing #2  
**2.** Prepare Presentation #2 – Leadership Style |
| Tuesday, September 18        | **In class:** Presentation #2: Leadership Style                                                                                                                                                                          | **1.** *Great Communication Secrets of Great Leaders:* Read Chapter 2: “Who Are You ... and Why Are You Talking to Me?”  
**2.** *Focused: Your Future Starts Now!* Read Chapter 5, “A Framework for Your Confident Life”  
**3.** Complete BRIGHTSPACE Reflective Journal Writing #3 |
| Thursday, September 20       | **In class:** Presentation #2: Leadership Style (Continued)  
1. Student presentation of textbook, Chapter 2, “Who Are You ... and Why Are You Talking to Me?”  
2. Class discussion  
**2.** *Focused: Your Future Starts Now!* Read Chapter 6 “Values, Standards & Passions”  
**3.** Take Chapters 1-2 Quiz in BRIGHTSPACE |
| Tuesday, September 25        | **In class:**  
1. Student presentation of textbook, Chapter 3, “Developing the Leadership Message”  
2. Class discussion  
3. Discuss *Focused: Chapter 6*, “Values, Standards & Passions” | **1.** *Great Communication Secrets of Great Leaders:* Read Chapter 4: “Leadership Communications”  
**2.** *Focused: Your Future Starts Now!* Read Chapter 7 “Putting It All Together”  
**3.** Complete BRIGHTSPACE Reflective Journal Writing #4 |
| Thursday, September 27       | **In class:**  
1. Student presentation of textbook Chapter 4, “Leadership Communications”  
2. Class discussion  
3. Discuss *Focused: Chapter 7*, “Putting It All Together” | **1.** *Great Communication Secrets of Great Leaders:* Read Chapter 5: Leading with E-Communications”  
**2.** *Focused: Your Future Starts Now!* Read Chapter 8, “Putting the Vision Into Place” |
| Tuesday, October 2           | **In class:**  
1. Student presentation of textbook Chapter 5, “Leading with E-Communications”  
2. Class discussion  
3. Discuss *Focused: Chapter 8*, “Putting the Vision into Place” | **1.** Chapters 3-5 Quiz  
**2.** Prepare for Presentation #3 – Strengths and Weaknesses |
| Thursday, October 4          | **In class:** Presentation #3: Strengths and Weaknesses                                                                                                                                                                    | **1.** *Great Communication Secrets of Great Leaders:* Read Chapter 6: “Structuring the Stand-Up Leadership Presentation”  
**2.** *Focused: Your Future Starts Now!* Read Chapter 9 “Fulfilling Your Vision with Smart Leadership” |
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<tr>
<th>Dates</th>
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| Tuesday, October 9 | **In class:**  
|                    | Student presentation of textbook, Chapter 6, “Structuring the Stand-Up Leadership  
|                    | Presentation”  
|                    | Class discussion  
|                    | Discuss *Focused*: Chapter 9, “Fulfilling Your Vision with Smart Goals” |
|                    | **Homework:**  
|                    | Audience”  
|                    | 3. Complete BRIGHTSPACE Reflective Journal Writing #5 |
| Thursday, October 11 | **In class:**  
|                    | Student presentation of Chapter 7, “Assessing Your Audience”  
|                    | Class Discussion  
|                    | Discuss *Focused*: Chapter 10, “Creating Your Plan” |
|                    | **Homework:**  
|                    | 1. Great Communication Secrets of Great Leaders: Read Chapter 8, “Delivering the  
|                    | Message”  
| Tuesday, October 16 | **In class:**  
|                    | Student presentation of textbook Chapter 8, “Delivering the Message”  
|                    | Class Discussion  
|                    | Discuss *Focused*: Chapter 11, “Working Your Plan” |
|                    | **Homework:**  
|                    | 1. Complete DL Reflective Journal Writing #6  
|                    | 2. Complete BRIGHTSPACE Quiz 6-8  
|                    | 3. Great Communication Secrets of Great Leaders: Read Chapter 9, “Connecting with  
|                    | People Beyond Words”  
| Thursday, October 18 | **In class:**  
|                    | Student presentation of textbook Chapter 9, “Connecting with People Beyond Words”  
|                    | Class Discussion  
|                    | Discuss *Focused*: Chapter 12, “Making an Impact” |
|                    | **Homework:**  
|                    | 1. Complete BRIGHTSPACE Reflective Journal Writing #7  
|                    | 3. Work on Final Leadership Project Preparation |
| Tuesday, October 23 | **In class:**  
|                    | Discuss *Focused*: Chapter 13, “Leaving a Legacy”  
|                    | Final Leadership Project Preparation |
|                    | **Homework:**  
|                    | 1. Great Communication Secrets of Great Leaders: Read Chapter 10, “Coaching – One-to-One  
|                    | Leadership Communication”  
|                    | 2. Complete BRIGHTSPACE Reflection Journal Writing #8 |
| Thursday, October 25 | **In class:**  
|                    | Student presentation of textbook, Chapter 10, “Coaching – One-to-One Leadership  
|                    | Communication”  
|                    | Class Discussion |
|                    | **Homework:**  
|                    | Communication Secrets of Great Leaders: Read Chapter 11, “Making Certain the Message Sticks” |
| Tuesday, October 30 | **In class:**  
|                    | Student presentation of textbook, Chapter 11, “Making Certain the Message Sticks”  
|                    | Class Discussion |
|                    | **Homework:**  
|                    | 2. Complete BRIGHTSPACE Reflection Journal Writing #9 |
| Thursday, November 1 | **In class:**  
|                    | Student presentation of textbook Chapter 12, “Leader as Storyteller”  
|                    | Class Discussion |
|                    | **Homework:**  
<p>|                    | Prepare for Presentation #4 – Business Topic |</p>
<table>
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<tr>
<th>Dates</th>
<th>Topics &amp; Assignments</th>
<th>Homework</th>
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</thead>
<tbody>
<tr>
<td>Tuesday, November 6</td>
<td><strong>In class:</strong> Presentation #4 – Business Topic</td>
<td><strong>Homework:</strong> Prepare for Presentation #4 – Business Topic</td>
</tr>
<tr>
<td>Thursday, November 8</td>
<td><strong>In class:</strong> Presentation #4 – Business Topic (Continued)</td>
<td><strong>Homework:</strong> 1. <em>Focused: Your Future Starts Now!</em> Read Chapter 14, “A Whole New World” 2. <em>Focused: Your Future Starts Now!</em> Read Chapter 15, “The Rest of the Story”</td>
</tr>
<tr>
<td>Tuesday, November 13</td>
<td><strong>In class:</strong> 1. <em>Focused: Your Future Starts Now!</em> Discuss Chapter 14, “A Whole New World” 2. Discuss <em>Focused: Your Future Starts Now!</em> Chapter 15, “The Rest of the Story”</td>
<td><strong>Homework:</strong> 1. Complete BRIGHTSPACE Quiz 9-12 2. Prepare for formal presentation after Thanksgiving - Presentation #5 — Leadership Example</td>
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<tr>
<td>Thursday, November 15</td>
<td><strong>Alternate class location:</strong> Prepare Presentation #5 – Leadership Example – Formal Presentation</td>
<td><strong>Homework:</strong> Prepare Presentation #5 – Leadership Example – formal presentation</td>
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<tr>
<td>Tuesday, November 20</td>
<td><strong>THANKSGIVING HOLIDAY</strong></td>
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<tr>
<td>Thursday, November 22</td>
<td><strong>THANKSGIVING HOLIDAY</strong></td>
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<tr>
<td>Tuesday, November 27</td>
<td><strong>In class:</strong> Presentation #5 – Leadership Example Group Case Analysis Discussion</td>
<td><strong>Homework:</strong> 1. Complete BRIGHTSPACE Reflection Journal Writing #10 2. Read Group Case Analysis and prepare for group work</td>
</tr>
<tr>
<td>Thursday, November 29</td>
<td><strong>In class:</strong> 1. Presentation #5 – Leadership Example (continued) 2. Group Case Analysis Preparation</td>
<td><strong>Homework:</strong> Work on Team Group Case Analysis for group work</td>
</tr>
<tr>
<td>Tuesday, December 4</td>
<td><strong>In class:</strong> Teamwork on Group Case Analysis Preparation</td>
<td><strong>Homework:</strong> Prepare for formal Case Analysis Presentations</td>
</tr>
<tr>
<td>Thursday, December 6</td>
<td><strong>In class:</strong> Formal Group Presentations – Group Case Analysis – for guest panel</td>
<td><strong>Homework:</strong> 1. Complete BRIGHTSPACE Reflection Journal Writing #11 2. Complete Reflective Journal #12</td>
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<tr>
<td>Tuesday, December 11</td>
<td></td>
<td>**Final Exam 10:30 a.m. – 12:30 p.m.</td>
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* This schedule is *tentative* and is likely to change throughout the semester.