BCM 450.500  LEADERSHIP COMMUNICATION FOR BUSINESS
Summer 2018
Course Syllabus

Instructor: Dr. Carol Wright
Email: Desire2Learn email or cwright@sfasu.edu
Office: 229D McGee Business Building
Office Phone: 936-468-1780
Class Meeting time: None – all course requirements are met online
Office Hours:
   Monday 8:00 – 9:00 am (Online Only)
   Tuesday None
   Wednesday None
   Thursday 8:00 – 9:00 pm (Online Only)
   Friday 10:00 am – 1:00 pm (In-office)
   Other times by Appointment

Class Meeting time: Online class – This is NOT a self-paced course
There are definitive deadlines for each assignment.

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.

Textbook:
ISBN 0-07-141496-7. Purchasing or renting the textbook is required. The book
may be purchased in one of the university bookstores or through an online book
seller.

Also Required: Video recording device (video camera, laptop with camera, or high
quality camera phone) with a microphone, personal computer, and high speed
Internet access. Do not take this class if you do not have a computer AND reliable
internet access.

This is a web-based class. You will need to visit D2L DAILY to keep up with
assignments, contact the instructor, and receive supplemental information for your
success in the course. Online lecture, homework assignments, other instructional
materials, and grades will all be posted in D2L.

Office Hours:
Please note office hours listed above. You are welcome to stop by my office during
my on-campus office hours. I also take calls during my office hours, but please DO
NOT call and leave a message for me to return your call. If you cannot reach me on
the phone during office hours, you need to email.
**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 the link to this policy.

**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.

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.

**Grades: (Tentative)**
Grades can be accessed through Desire2Learn (D2L). You must check your grades prior to final exam week and email the week prior to finals week with any questions.

<table>
<thead>
<tr>
<th>Grades (Tentative)</th>
<th>Points</th>
<th>%</th>
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<tbody>
<tr>
<td>Weekly Quizzes</td>
<td>120</td>
<td>30%</td>
</tr>
<tr>
<td>Reflection Journal</td>
<td>60</td>
<td>15%</td>
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<tr>
<td>Peer Reviews</td>
<td>70</td>
<td>17.5%</td>
</tr>
<tr>
<td>Presentations</td>
<td>150</td>
<td>37.5%</td>
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<tr>
<td><strong>Total Points</strong></td>
<td><strong>400</strong></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 60-69% of Total Points
- F Less than 60% of Total Points
Course Assignments: All assignments with instructions and due dates will be posted in D2L on the course’s home page. All assignments are due at 12 pm MIDNIGHT.

Weekly Quizzes: The course grade includes weekly quizzes based on information presented in the chapter text and the online content. These quizzes may consist of true/false, multiple-choice and short answer questions. These quizzes will be taken using the Quizzes section of D2L. See the schedule for exact dates.

Reflection Journal: Students will keep a reflection journal throughout the semester concerning thoughts as they progress in the course. The journal may include reactions to the text, challenges in developing communication skills, and experiences that relate to leadership communication. Responses written in the journal will be posted in the D2L Discussion Board in a private posting that only the student and instructor are able to see. A posting of at least 200 words in response to the prompt(s) provided should be posted each week.

Peer Reviews: As presentations are uploaded for the 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 classmate presentations. Peer review responses will be posted in YouSeeU.

Presentations: Several presentations will be required during the semester, and students are expected to show improvement in each of their presentations. Length of speeches will vary, and different concepts will be stressed for each presentation. There may be both individual and team presentations. Presentations will be video-recorded and uploaded in YouSeeU. Feedback on presentations will be provided by both the instructor and other students in YouSeeU.

Communication: – This is an online course – therefore, the primary contact method will be electronic communication through D2L. **You should log into D2L EVERY DAY to check your email and look for course announcements on the home page.** Be sure to read the announcements each time you log into the class. Every attempt will be made to respond to student emails in a reasonable amount of time. You can usually expect an email response within 48 hours, often sooner. When you send an email, if you would like a reply, please ask a specific question. If you send me a message that does not ask a question, I am unlikely to reply.

You will be held responsible for any instructions or assignments that are transmitted via D2L. If desired, you can set your email in D2L to forward to your other email accounts (instructions are provided in the course in D2L). I receive so many emails in MySFA account, that I am likely to miss your email.

Class Schedule: The semester schedule includes a listing of due dates and should be referred to daily in order to keep up with the dates for readings and assignments.
Though unlikely, changes could be necessary and will be announced on D2L’s home page. You can forward your messages from D2L to your phone or personal email, but you are still responsible to log in to receive all announcements, reminders, and emails.

**What to do if D2L is down** – Continue working – don’t think of it as an excuse. With technology, there is always a chance for a technology glitch. You will not get an extension on the work if the system is simply down for a relatively short period of time (less than 24 hours usually). Don’t get into a position where you are trying to beat the clock to submit your work. Again – work ahead. Print out a copy of your assignment schedule in advance so you can have what you need to be working if an outage does occur.

**Being off campus or out of town is not an excuse for not completing your work.** Please do not plan to take your summer vacation while taking this course. Taking a class in a compressed time frame means that you will have multiple assignments due each week. These assignments require interaction between you and your instructor and other students. Again, you should plan to log into the class EACH day.

**Attendance Policy:** This is an online course, so you are not expected to attend class. However, there are specific deadlines to meet. Students are expected to log into the course on a regular basis to submit assignments and check for updates.

**Makeup Policy:** Makeup assignments will be allowed only if arranged prior to the date of the test. There are multiple assignment and falling behind in class is detrimental because of the fast pace of a summer course. There is not time in the schedule for makeup assignments. Because class attendance is not required and all course requirements are submitted online, there are a limited number of reasons accepted as to why work is not completed.

**GETTING STARTED CHECKLIST:**
- Read and print a copy of the syllabus and schedule.
- Purchase textbook.
- Review the information provided in Getting Started in D2L.
- Sign up for YouSeeU – see Getting Started in D2L.

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 this link to the policy.

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 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 the complete policy.

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 the complete policy.

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 the complete policy.) 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.
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Summer 2018 - Tentative Schedule
The following is a tentative schedule of events for this course. Please remember that dates and assignments may change, and these changes will be reflected on the course homepage in D2L. All assignments are due at 12 pm MIDNIGHT.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics &amp; Assignments</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Modules 1 - 2 - Unit quiz due Sat. July 14</td>
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<td></td>
<td>Introduction Presentation due Thur. July 12</td>
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<td>Presentation #1 Evaluation due Sat. July 14</td>
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<td>Reflective Journal Writing Due Sat. July 14</td>
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<tr>
<td>Week 1</td>
<td>Modules 3 - 5 - Unit Quiz due Sat. July 21</td>
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<td>Presentation #2 due Thur. July 19</td>
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<td>Presentation #2 Evaluation due Sat. July 21</td>
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<td>Reflective Journal Writing Due Sat. July 21</td>
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<td>Week 2</td>
<td>Modules 6 - 8 - Unit Quiz due Sat. July 28</td>
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<td>Presentation #3 due Thur. July 26</td>
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<td>Presentation #3 Evaluation due Sat. July 28</td>
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<td>Reflective Journal Writing Due Sat. July 28</td>
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<td>Week 3</td>
<td>Modules 9 – 10 - Unit Quiz Due Sat. Aug. 4</td>
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<td>Presentation #4 due Thur. Aug. 2</td>
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<td>Presentation #4 Evaluation due Sat. Aug. 4</td>
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<td>Reflective Journal Writing Due Sat. Aug. 4</td>
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<td>Week 5</td>
<td>Modules 11 - 12 Unit Quiz/Final due Fri. Aug. 10</td>
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<td>Presentation #5 due Tue. Aug. 7</td>
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<td>Presentation #5 Evaluation due Thur. Aug. 9</td>
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<td></td>
<td>Reflective Journal Writing Due Thur. Aug. 9</td>
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