Course Syllabus
BCM 450 Leadership Communication/Fall 2019
MW 1:00 p.m. – 2:15 p.m.

Professor: Lucia S. Sigmar, Ph.D.
Office: MBB 229-F, Business Communication and Legal Studies Department
Phone: 936-468-1747
E-mail: Lucia.Sigmar@sfasu.edu

Office Hours: Fall 2019 Classes:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>9:30 a.m. - 11:30 a.m.</td>
<td>GBU 550 Executive Leadership</td>
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<tr>
<td>Tuesday</td>
<td>9:30 a.m. - 11:30 a.m.</td>
<td>BCM 450 Leadership Communication</td>
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<tr>
<td>Wednesday</td>
<td>9:30 a.m. - 11:30 a.m.</td>
<td>BCM 247 Business Communication</td>
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<tr>
<td>Thursday</td>
<td>9:30 a.m. - 11:30 a.m.</td>
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<tr>
<td>Friday</td>
<td>9:30 a.m. – 11:30 a.m.</td>
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Fridays and other times by appointment. Allow 24 hours in advance to schedule hours other than those listed.

Required Texts/Other Materials:

- Baldoni, J. (2003). *Great Communication Secrets of Great Leaders*. McGraw-Hill. ISBN 0-07-141496-7. (Note: This text is required reading. You are unlikely to successfully complete the course without studying the textbook.)
- Selected readings/websites/YouTube videos on current leadership practices will also be assigned.
- Students will also complete a personal assessment instrument as a part of their final project.

Required Supplies:

- Student (SFASU) email account and reliable Internet access
- Proficiency in MS Word
- Proficiency in D2L online learning system (BRIGHTSPACE)

Course Description: This course focuses on the study of leadership communication and practices used by contemporary business leaders. Practical corporate communication and leadership skills will be discussed and practiced. The results of a communication/leadership assessment will help students assess their individual strengths and weaknesses and will lead to the development of a personal improvement plan. 3 Credit Hours.
Course Methodologies: Teaching/learning strategies will include lecture, individual assignments, individual and team projects, video recordings, and experiential learning exercises. This course is interactive, and students are strongly encouraged to participate in the learning process to achieve maximum results personally, professionally, and academically.

(Note: In this three-credit hour course, you can anticipate spending at least 9 actual hours per week reading assigned chapters, completing assignments, preparing presentations, and completing the final project. Some weeks may require more preparation time than others.)

Course Objectives: The primary course objective is to improve the student’s leadership ability through effective communication and an understanding of leadership concepts, practices, and skills that have led to business success. At the end of the course, students will be able to do the following:

1. Conduct research, study, discuss, and present specific information related to communication and leadership in business, including: inspiring vision, building trust, establishing credibility, listening as a leader, modeling integrity and core values, handling crucial conversations and confrontations, understanding the power of influence, communicating and leading during a crisis, chaos, and change, valuing diversity and other leadership principals used by successful corporate leaders.
2. Determine areas of individual improvement in leadership and communication based on a leadership/communication assessment tool.
3. Create a personal leadership improvement plan based on best practices.
4. Use a presentation formula to plan, organize, and deliver evidence-based informative presentations for domestic and international business situations.
5. Analyze audience needs and feedback.
6. Demonstrate non-verbal presentation behaviors (e.g. eye contact, voice control).

Program Learning Outcomes: Program learning outcomes define the knowledge, skills, and abilities that students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine the extent of student learning and to evaluate overall program effectiveness. Program learning outcomes for your major and for particular courses are available at http://www.sfasu.edu/cob/ug-plo.asp

Course Requirements:

1. Attendance (and participation) at each class meeting is necessary, expected, and evaluated. If you are unable to commit to taking the class, it is advisable to wait until you are able to make the commitment. Attendance will be taken at all class meetings. Absence from class will result in zero credit for that day’s exams, that day’s assignments, and other time-sensitive assignments—with the exception of extreme circumstances (in which case, arrangements for work must be made ahead of time with the instructor.)

Students enrolled in MW or TTH classes are allowed up to four class periods of “grace” absences without penalty. Reserve your “grace” absences for times when you really need
them such as required athletic events, accidents, funerals (preferably not your own), and medical issues. Beyond the fourth “grace” absence, 60 points will be docked from the student’s final course total for each day the student has exceeded the absence limit. So if a student has a total of six absences in the course, 120 points will be docked from the student’s final course point total.

Students unable or unwilling to accomplish reasonable attendance (those who will likely exceed the absence limit) are encouraged to enroll during a semester and in a section when they will be able and willing to attend the class. Tardiness or leaving early will count as one-half absence. If a student is tardy, it is his/her responsibility to inform the professor at the end of the class period, or the tardy will be counted as an absence. If you are unable to come to class on time, you are advised to switch sections or take the class in another semester.

Students with perfect attendance (no arriving late; no leaving early) will be rewarded with 10 bonus points at the end of the semester.

2. **Timely completion of all course assignments.** Due dates and times for all assignments are specified in the Course Timeline and in class. Late assignments will not be accepted. (See in the event of extreme circumstances in #1.)

**Course Assignments**

- **Oral Presentations/Speeches**
  - Each student will have the opportunity to present several short, 2-minute presentations based on the textbook to become accustomed to the camera and to the classroom. The instructor and in some cases, the audience, will identify skills that need improvement and what strengths can be further developed. These short presentations will be graded on a pass/fail basis and should indicate progressive improvement in presentation skills.
  - Five additional presentations will be critiqued by the presenter, the audience, and the instructor, and will be assigned a grade by the instructor. One of these presentations may be a team project, and one may be a presentation based on a book related to leadership.

- **Personal Reflection Journal**
  - Over the course of the semester, students will reflect on their own experiences relative to the coursework (thoughts and reactions to the material), their personal development as a leader-communicator, or the development of their own communication style. Students will post these reflections in BRIGHTSPACE. Only you and your professor will see these entries. Entries must be written in business communication style with correct grammar, punctuation, and sentence structure.

- **Peer Reviews**
  - Students will provide feedback to fellow classmates following in-class presentations. Comments should provide positive, constructive feedback to facilitate improvement of verbal and non-verbal skills.

- **Group Case Analysis**
- Final Leadership Project
  - This project includes a review and analysis of the Keisau’s book, *Focused*. The project also includes the development of a personal leadership assessment and communication plan. Students must use business communication writing style in addition to correct grammar, punctuation, and sentence structure.

**Grading (Tentative):**

<table>
<thead>
<tr>
<th>Item*</th>
<th>Point Value</th>
<th>%</th>
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<tbody>
<tr>
<td>Presentations (Individual and Team)</td>
<td>300.</td>
<td>30</td>
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<tr>
<td>Self-Evals</td>
<td>60</td>
<td>6</td>
</tr>
<tr>
<td>Final Leadership Project</td>
<td>100</td>
<td>10</td>
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<tr>
<td>Assignments (TBA)</td>
<td>50</td>
<td>5</td>
</tr>
<tr>
<td>Attendance</td>
<td>50</td>
<td>5</td>
</tr>
<tr>
<td>Group Case Analysis</td>
<td>100</td>
<td>10</td>
</tr>
<tr>
<td>Quizzes</td>
<td>120</td>
<td>12</td>
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<tr>
<td>Reflection Journal</td>
<td>120</td>
<td>12</td>
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<tr>
<td>Final Exam</td>
<td>100</td>
<td>10</td>
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<tr>
<td>12/9/19 (Monday)</td>
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<td>1:00-3:00 p.m.</td>
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<tr>
<td><strong>Total Course Points</strong></td>
<td>1,000</td>
<td>100</td>
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Grade Distribution:

- 900-1,000 points = A
- 800-899 points = B
- 700-799 points = C
- 600-699 points = D
- 599 points or below = F

*The time to challenge a grade is within a week after you have received it, not at the end of the semester.

Grades are based on points only. All point values are firm. Bonus points may be available at the discretion of the instructor.

General Student Policies:

1. **Communication.** In F2F courses, I communicate with students primarily through our classroom time and via email. Check your email account daily.

2. **Technical Issues.** In the event of an extended “hardware crisis,” you have the option of accessing course resources from another computer or contacting Tech Support for help in resolving your issue before the deadline (the latter works only if you have not waited until the last minute to complete your assignment). In the event you have technical problems, contact Tech Support and copy me via email at least six hours before the scheduled deadline.

   Don’t wait until the last minute. Again, late assignments are unprofessional and are not accepted.

3. **Student Conduct (University Policy 10.4)**

   This class will be conducted in a professional manner. This means 1) submit work on time 2) avoid profanity and/or offensive language in your communication, 3) participate fully and courteously with your classmates and team members, and 4) turn off cell phones.

   Classroom behavior should not interfere with an instructor's ability to conduct the class or the ability of other students to learn from the instructional program. 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, lab, 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 more information, see [http://www.sfasu.edu/judicial/earlyalert.asp](http://www.sfasu.edu/judicial/earlyalert.asp)
4. **Student Academic Dishonesty (University Policy 4.1)**

   An act of academic dishonesty, even a first offense, places you in jeopardy of severe forms of disciplinary action, including dismissal from the university. Academic dishonesty includes cheating and/or plagiarism.

   The work you submit for evaluation in this course must be your own. Academic dishonesty includes cheating, falsification of information/citations, plagiarism, interference (with another student’s work), and aiding others to commit an act of academic dishonesty. Avoid even the appearance of cheating. If you are discovered in an act of dishonesty, penalties will be at the discretion of the instructor, up to and including an “F” for the course. In this course, emphasis is placed on the following: behaving ethically, conveying honest and accurate information, showing equal treatment through non-sexist and nondiscriminatory writing, exhibiting fair-mindedness, showing sensitivity to the feelings of others, and respecting human rights.

5. **Students with Disabilities.**
   [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/)

   Individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Disability Services located in the Human Services Building, Room 325, or call 936-468-3004 or 936-468-1004. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

   If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SFASU Office for Disability Services and talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. (Note: No accommodation can be made until you register with the Office of Disability Services.)

6. **Student Absences on Religious Holy Days Policy.**

   Section 51.911(b) of the Texas Education Code requires that an institution excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose, without penalty. If you must miss class to observe a religious holy day, please notify me by email within the first two weeks of class so that I can make arrangements for you to complete the coursework ahead of the date due.