Stephen F. Austin State University  
Nelson Rusche College of Business  
Department of Business Communication and Legal Studies  

BCOM 4350. Leadership Communication (Online Fall 2023)

Professor: Dr. Lucia S. Sigmar  
Office: 229-F McGee (Suite 229)  
Phone: 936-468-1747 (Office) Do not leave messages.  
E-mail: Use e-mail in D2L to contact me with all course-related questions.  
W ednesdays from 6:00 p.m. to 7:00 p.m.  
Office hours: Tuesdays and Thursdays from 9:00 a.m. to 11:00 a.m. and from 2:00 p.m. to 4:00 p.m.  
Mondays and Fridays from 10:00 a.m. to noon and online by appointment

Technical Requirements for this Web-Based Class:

You will need to visit Brightspace (D2L) DAILY to keep up with assignments, contact the instructors, and receive supplemental instruction and material for your success in this course. Online lecture, homework assignments, other instructional materials and grades will be posted in D2L. This class is not a class that will allow you to only log in and complete assignments once a week—you will have assignments due during the week.

Do not take this class if you do not have a computer and reliable Internet access.

You will need to be proficient in MS Word, PowerPoint, and Zoom. You will also need **high-speed access to the Internet** and a video recording device (computer Webcam and microphone).

Please note:

1. Assignments must be completed using Microsoft Word for the PC. Other formats are not accepted and will receive zero credit.
2. Some assignments may require Microsoft Powerpoint or Zoom as audio-visual accompaniment to presentations. You will need to access Zoom using your SFA credentials. This access is free and will allow you to record, view, and upload links for your assignments.
3. Your primary contact method for this online course is e-communication through the course site on D2L. Log into D2L daily for messages or announcements from your instructor. If you like, you can set your email in D2L to forward to your other email accounts. (Instructions are provided in the course in D2L or call the Help Desk.) Please allow 24-48 hours for a response from your instructor.
4. Do not use my SFA email account for messages.
5. Being off campus or out of town is not an excuse for not completing your work. Please do not take your summer vacation while taking this course; the compressed time frame necessitates having multiple assignments due each week.
**Required Text:**

**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 leadership plan.

This course is a presentations-based course and may include individual and team presentations. Students are expected to show improvement after each of their presentations. The length of the presentations will vary, as will different concepts stressed for each presentation. Presentations will be recorded in SFA’s Zoom and the links uploaded to D2L. You will need to review your instructor’s comments and respond to them by showing improvement in your next presentation. See the tentative course schedule for exact dates. Any changes to these dates will be announced on D2L’s home page.

**Grades (Tentative):**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Written Responses</td>
<td>250</td>
</tr>
<tr>
<td>JackTalks (3)</td>
<td>60</td>
</tr>
<tr>
<td>Quizzes</td>
<td>50</td>
</tr>
<tr>
<td>Presentations</td>
<td>360</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>720</strong></td>
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**Grading Scale:**

- A (90-100% of total points)
- B (80 to 89% of total points)
- C (70 to 79% of total points)
- D (60 to 69% of total points)

Note: Points, not percentages, are used to determine final grades. **All cut-offs are firm. Grades are not curved.**

Note: The proper time to challenge a score on an assignment is immediately after receiving your score, not at the end of the semester.
General Course Requirements:

1. **Stay on schedule.** Please stay on schedule with the assigned material every week (in other words, do not work ahead or lag behind) and check D2L daily for announcements, etc. The learning modules begin and end on the dates indicated in your Course Timeline and on D2L. Assignment due dates are indicated in your Course Timeline and on D2L and will not be extended for any reason in this compressed class.

2. **Participate in all class activities.** Class activities provide opportunities to practice your communication skills. Discussions facilitate learning from your fellow students.

3. **Computer proficiency is required.** Especially in the use of MS Word, PowerPoint® graphics software and the Internet for conducting research. All written assignments are to be word-processed and submitted in .doc or .docx format (not .pdf).

4. **Webcam/microphone, Adobe Flash Player, and DSL, Cable, or other high-speed connections are required for this course; dial-up connections will not work.** Do not rely on Wi-Fi, especially when taking online exams.

5. **Submit all course assignments on time.** To receive credit for the course, every gradable assignment must be completed. All assignments must be submitted through the D2L link by the deadline date indicated on the Course Timeline and on Blackboard. In this class, **late assignments will not be accepted.** Do not wait until the last minute to submit your assignments – technology has been known to fail. Assignments will be evaluated electronically within D2L.

6. **Display appropriate academic conduct.** Unprofessional, uncivil, or disrespectful behavior will not be tolerated. See **The Code of Student Conduct and Academic Integrity.**

You are required to produce and submit work that is original to you and that has been created by you for this class. Unless otherwise specified by your instructor, you are prohibited from using AI tools in this course. Plagiarism will result in a failing grade on the assignment and/or in the course, or expulsion from the university. Plagiarism includes, but is not limited to: 1) submitting an assignment as if it were one’s own work when it is wholly or partly the work of another person, 2) submitting a work that has been obtained or purchased from the Internet or another source, and/or 3) incorporating the words or ideas for an author into one’s work without giving the author credit. In this business course, we will be using APA Style, the documentation style for all social sciences. Other documentation styles will not be accepted.

7. **Expectations on writing quality in this course.** Your business communication reflects your professionalism, intelligence, and business acumen, as well as your attention to detail. These documents also reflect the care that your employer or organization takes in its interactions with its customers, shareholders, suppliers, and regulators. As such, your writing must be free of obvious or surface errors such as spelling, grammar, punctuation, pronoun usage, word choice, etc. Moreover, you must use Standard American English (SAE) in your writing. **In this 4000-level course, and in the final documents that you upload for grading, exceeding a three-error limit per document will insure a grade of C or below on your assignment(s).** If writing is still a challenge for you at this stage in your academic career, take steps now to get help from AARC (see below), proofread out loud, and/or use the
Microsoft tools or Grammarly to find and correct these credibility-killing errors before you submit your work.

**Program Learning Outcomes**

Program learning outcomes define the knowledge, skills, and abilities that student are expected to demonstrate upon completion of an academic degree program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness.

**Student Learning Outcomes**

The major course objective is to improve the student’s leadership ability through the use of effective communication and an understanding of leadership concepts and practices. Specific attention will be focused on skills that have led to business success. Students will research, study, discuss, and present specific information related to communication and leadership such as 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 crises, chaos, and change, valuing diversity and other leadership principles used by successful corporate leaders. 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 an informative and interesting manner. Students will learn how to read the feedback of an audience, demonstrate specific non-verbal supporting behavior, and practice effective eye contact and voice control.

Students will discuss and learn a formula for composing and delivering their speeches that may be used in a 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.

**Academic Assistance and Resource Center (AARC)**

AARC tutors will help you generate, organize, revise or edit a draft of any assignment. The center is located in Steen Library. To arrange an appointment, contact them at (936) 468-3401 or at arccdesk@sfasu.edu (Note: Working with the AARC staff does not guarantee a satisfactory grade on any assignment in this course.)

**Academic Affairs Statement on Code of Student Conduct**

https://www.sfasu.edu/acadaffairs/curriculum/course-syllabus

**Academic Integrity**

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.
Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one's self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one's own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one's own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial

Withheld Grades *Semester Grades Policy (5.5)*

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.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), Human Services Building, and Room 325, 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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Wellness and Well-Being

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seek help. SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-Campus Resources

The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic (Human Services, Room 202)
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet Streets
www.sfasu.edu/thecub
936.468.4008
thecub@sfasu.edu

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

Crisis Resources

- Burke 24-hour Crisis Line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
Ready to Get Started in the Course?

1. Read and print a copy of this Course Syllabus and the Tentative Course Timeline.
3. Review the information in Modules 1, 2, and 3.