Stephen F. Austin State University  
Nelson Rusche College of Business  
Department of Business Communication and Legal Studies  
BUSD 5350. Executive Leadership (Fall 2023)

**Professor:** Dr. Jamie Humphries  
**Office:** MBB 229-E, Business Communication and Legal Studies Department  
**Cell:** 817-888-9900  
**E-mail:** jamie.humphries@sfasu.edu  
**Office Hours:** Monday, Tuesday, Wednesday, 9 -11 AM;  
Mon – Thurs 5-6PM via Zoom: [https://sfasu.zoom.us/j/8117472135](https://sfasu.zoom.us/j/8117472135)  
other times by appointment set by email or text to my cell via Zoom.

**Required Texts/Other Materials:**


   Kindle:$13.99, Paperback $16.50

3. Havard Business Review Coursepack  
   [https://hbsp.harvard.edu/import/1082116](https://hbsp.harvard.edu/import/1082116)  
   $99

**Technical Requirements:** MS Word, PowerPoint, and Zoom proficiency; reliable access to the Internet; and a computer Webcam. (The Internet will be used for library research, D2L access, and for submitting assignments.  

NOTE: Assignments must be completed using Microsoft Word for the PC. Other formats are not accepted and will receive zero credit. Some assignments may require Microsoft Powerpoint or Zoom as audio-visual accompaniment to presentations.

**Course Description:** This course introduces students to leadership theory and principles and the application of leadership concepts in business organizations towards the development of their personal leadership style. 3 Credit Hours.
Course Methodologies: Teaching/learning strategies will include individual assignments, individual and team projects, and video meetings and/or recordings. This course is an online class, and students will need to visit D2L Brightspace daily to keep up with assignments, contact the professor, and receive supplemental information for success in the course. All materials will be posted in D2L.

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. You may access the program learning outcomes for your major and particular courses in the Curriculum Management Handbook at http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources

Assignments: All assignments with instructions and due dates can be found in the Tentative Course Timeline and in D2L Brightspace.

Jack Talks Meeting Zoom Link: https://sfasu.zoom.us/j/99937516336?pwd=TE9lbGhRRy9aTVMrSXM2NHF5WFFhUT09

Case Discussion and General Meeting Link: https://sfasu.zoom.us/j/93229861603?pwd=bWhCVWRhSVhOK2EzMzMG11MFdGS09BZz09

Schedule and Points Per Assignment Grading (Tentative):

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Points</th>
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<tbody>
<tr>
<td>Module 1 Zoom Case Discussion 7 PM</td>
<td>Sep 4</td>
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<tr>
<td>Aug 28-Sep 10 Pitch Yourself Video</td>
<td>Sep 5</td>
<td>20</td>
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<tr>
<td>Discussion 1</td>
<td>Sep 10</td>
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<tr>
<td>Case Study Reflection Video: Truly Human Leadership at Barry-Wehmiller</td>
<td>Sep 10</td>
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<tr>
<td>Module 2 Discussion 2</td>
<td>Sep 17</td>
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<tr>
<td>Sep 11-Sep 24 Zoom Case Discussion 7 PM</td>
<td>Sep 18</td>
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<tr>
<td>Case Study Reflection Video: CEO Succession at Cisco (A): From John Chambers to Chuck Robbins</td>
<td>Sep 24</td>
<td>50</td>
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<tr>
<td>Module</td>
<td>Description</td>
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<td>Discussion 3</td>
<td>Sep 24</td>
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<td>Module 3</td>
<td>Discussion 4</td>
<td>Oct 1</td>
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<tr>
<td>Sep 25-Oct 8</td>
<td>Zoom Case Discussion 7 PM</td>
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<td>Case Study Reflection Video: Ingrid Johnson and Nedbank Business Banking</td>
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<td>Discussion 5</td>
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<td>Module 4</td>
<td>Discussion 6</td>
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<td>Oct 9-Oct 22</td>
<td>Jack Talks 1 - Dr Kofi Smith, CEO of the Atlanta-Hartfield Airport</td>
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<td>Case Study Reflection Video: Anne Mulcahy: Leading Xerox Through the Perfect Storm (A)</td>
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<td>Discussion 7</td>
<td>Oct 22</td>
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<td>Module 5</td>
<td>Jack Talks 3 - Karyl Fowler, CEO of Transmute</td>
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<td>Oct 23-Nov 5</td>
<td>Discussion 8</td>
<td>Oct 29</td>
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<td>Zoom Case Discussion 7 PM</td>
<td>Oct 30</td>
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<td>Jack Talks 4 - Dr. Claudia Martins, Sr. Director, ThermoFisher</td>
<td>Nov 1</td>
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<td>Discussion 9</td>
<td>Nov 5</td>
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<td>Case Study Reflection Video: Coaching Makena Lane</td>
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<td>Module 6</td>
<td>Jack Talks 5 – Dr Ginger Lange</td>
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<td>Nov 6- Nov 19</td>
<td>Discussion 10</td>
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<td>Zoom Case Discussion 7 PM</td>
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<td>Book Review &quot;Drive,&quot; Dan Pink</td>
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<td>Case Study Reflection Video: The Reinvention of Kodak Multimedia Case</td>
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<td>Module 7</td>
<td>Case Study Reflection Video: This Old House of Worship: St. Anthony Shrine</td>
<td>Nov 27</td>
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<td>Case Study Reflection Video: This Old House of Worship: St. Anthony Shrine</td>
<td>Dec 3</td>
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<tr>
<td>Nov 27-Dec 8</td>
<td>Leadership Simulation</td>
<td>Dec 8</td>
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**Total of 1000 Points**

A = 1000-900 points  
B = 899-800 points  
C = 799-700 points  
D = 699-600 points  
F >600 points

*The time to challenge a grade is 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. 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 discussions, activities, and lectures. Class activities provide opportunities to practice your communication skills. Discussions facilitate learning from your fellow students. Teams assigned for discussion and team assignments have the right to appeal to the professor to fire a team member for non-participation. A review of the allegations will be reviewed in-person or via zoom by all team members and the professor. The professor will
make the final decision. A team assignment turned in without the total team credited for the work will result in a zero for the team for the assignment. A team member who is not participating without extenuating circumstances will be assigned a zero for the assignment. If a team member is fired from two assignments, the student will be asked to drop the course.

3. In the event of technical issues or 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.

4. 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 D2L. In this compressed 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.

5. Work collaboratively. During this course, you will work collaboratively with each other to produce certain assignments. As a team, you must agree on a particular channel for your communication such as GroupMe, Google Hangouts, or Zoom for example, and a document-sharing repository such as Google Docs. When it comes to producing and sharing your work, don’t make your team members (and instructor) chase you down. It is your responsibility to keep up with the team about your activities. You are accountable to each other.

Note: Any team member who is not performing effectively with the team may be fired by the team after consultation with me. To institute a firing, team members must write a brief memo-style email to the instructor detailing their rationale for the firing with any supporting documentation. I will then make a final decision based on the rationale provided in the memo and/or observation of inappropriate levels of participation or behaviors. A fired team member will have the option to complete the assignment(s) alone, or to receive no credit for the team assignment(s); in addition, the fired team member will not be permitted to earn a higher grade than his/her team on the assignment(s).

6. 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 graduate 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.

Student Conduct (University Policy 10.4): http://www.sfasu.edu/policies/student-code-of-conduct10.4.pdf. 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 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

Academic Integrity (4.1)
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 benefit for oneself or another individual or to injure another student academically or financially.
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 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 due to 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.

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, seeking 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 St.

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

www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741