Stephen F. Austin State University  
College of Business Administration  
BCOM 4350 Leadership Communication  
Course Syllabus/Spring 2024

Professor: Dr. Lucia S. Sigmar  
Office: 229-F McGee (Suite 229)  
Phone: 936-468-1747 (Office) (Please Note: I do not check phone messages.)  
E-mail: Use e-mail in D2L to contact me with all course-related questions

Spring 2024 OFFICE HOURS  
Mondays and Wednesdays from 9:00 a.m. to 1:00 p.m.  
Tuesdays and Thursdays from 9:00 a.m. to 9:30 a.m.; 11:00 a.m. to 12:30 p.m.; and from 2:00-3:00 p.m.  
Fridays online by appointment  
Note: Please allow 24 hours in advance to schedule hours other than those listed.

Spring 2024 CLASSES  
BUSI 2304.4 MW 1:00 p.m.-2:15 p.m. (BUSI 222)  
BCOM 4350.1 TTH 9:30 a.m.-10:45 a.m. (BUSI 167)  
BUSI 2304.8 TTH 12:30 p.m.-1:45 p.m. (BUSI 222)

Required Texts/Other Materials:

- Selected readings/websites/YouTube videos on current leadership practices will also be assigned within the weekly modules.

Required Supplies:

- Proficiency in D2L online learning system (BRIGHTSPACE)
- Student (SFASU) email account and reliable Internet access
- Proficiency in MS Word, Powerpoint, and Zoom
- Adobe Reader (to read PowerPoint slides and to review some documents and graded assignments in PDF format) and Grammarly subscription available free on SFASU website.

All documents and assignments that are submitted online must be submitted using Microsoft Word PDF and PPT only. Assignments made with other technologies will not be accepted. To record your presentation, you will need to access your free Zoom account through the SFASU website and have a video recorder with a microphone.
Revised 1/15/2024
NOTE: Assignments submitted in Microsoft Works, WordPerfect, as graphics, as zipped files, or as handwritten documents will not be accepted—your score on those assignments will be zero.

If you do not have Microsoft Word or Microsoft PowerPoint on your computer, plan to use the software in an on-campus computer lab or some other location where you have access to such software. SFA offers free downloads of Office 365 and Grammarly within the SFASU site. Zoom access is also free though the SFASU site.

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).

Course Description: This senior-level 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.

Hours Per Week: For this three-credit hour online course, you should plan to spend about 9 actual hours per week in working on the course. During this time, you will be reading chapters in the textbook and online content, taking assessments completing assignments from the chapters, participating in
discussions, conducting research, designing visuals, and completing oral presentations. During some weeks you may find yourself spending more than 9 actual hours per week.

As a student in the Rusche College of Business, you are expected to conduct yourself in a professional manner. All communications in this upper-level class (including assignment submissions, email messages and class discussions) should present you as a professional in the field. This means that you should always use professional language, proper spelling/grammar/punctuation, appropriate addresses and completeness in your communications. Each communication you make will help shape your professional image, and this class is the time to practice this skill. Always proofread your messages and revise or edit as needed before sending them. You may use Grammarly. Remember, you establish your own reputation.

**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](http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources)

**Course Assignments**

**Peer Reviews:** As presentations are delivered, students will be required to provide written feedback to fellow classmates. These comments should focus on providing positive, constructive feedback to help each other improve 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. More formal peer review responses may be submitted in the D2L Dropbox.

**Presentations:** A variety of presentations (instructional, motivational, social, informative, persuasive, visionary) will be required throughout the semester, and students are expected to incorporate the course content into their presentations. Emphasis will be on continuous improvement in each of these successive presentations.

The length of these presentations will vary, and different concepts will be stressed for each presentation. Both individual and team presentations will be delivered. Presentations will be presented in-class and video-recorded in Zoom with links uploaded to D2L.

You may be asked to pre-record your presentation by using the One-Button Studio on the 3rd Floor of the business building. You will need to review comments left on your presentations and respond to these comments to show improvement in each submission.

**Comprehensive Final Exam or Final Project:** Specific instructions will be provided in the final D2L Module

<table>
<thead>
<tr>
<th>Tentative Grade Categories</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentations (Individual &amp; Team)</td>
<td>600</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-----</td>
</tr>
<tr>
<td>Peer Reviews/Self Evaluations</td>
<td>120</td>
</tr>
<tr>
<td>Leadership MTI/ETI Survey</td>
<td>150</td>
</tr>
<tr>
<td>Other Assignments</td>
<td>150</td>
</tr>
<tr>
<td>Final Exam/Project</td>
<td>150</td>
</tr>
</tbody>
</table>

**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 – Below 60% of Total Points

*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.)

Grades can be accessed through Brightspace by D2L. You should check your posted grades often and communicate with your instructor should you have any questions.

**Makeup Policy:** (University Excused) Makeup work will be allowed at the instructor's discretion and only if arranged prior to the due date of the assignment. The student must provide verifiable documentation for the excused absence. Notes from clinics will not be accepted as excused unless the note specifically states that the student is unable to attend. Please see your General Bulletin for a further explanation of excused absences. Being out of town is NOT AN EXCUSE for missing an assignment. Your course work can be completed using any internet-accessible device (even a phone), and it is the student’s responsibility to ensure that he/she plans ahead to complete assignments before the final submission date and time.

Please note that under all other circumstances, I will not accept late work.

**Other Requirements:**

**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 or scheduled presentations, 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 six class periods** of absences without penalty. Beyond the sixth absence, a grade of "F" will be recorded for the student. 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. A potential COVID quarantine will likely cost you at least three absences so use your discretion when taking your absences. **Student athletes:** Your game absences do **count** towards my attendance policy; consequently, your attendance record for class at all other times must be perfect.

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 who have perfect attendance (present at all class meetings and events, with no tardies and no leaving early) will earn 10 bonus points on their final course points.

**Communication.** I will communicate with students primarily through the classroom, the “News” function on D2L, and via email. Students should communicate with me through the D2L course site, **not** through my SFA email. I do not check D2L on the weekends.

**Tech Support.** In the event of a “hardware crisis,” you have the option of accessing these 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.

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

**Timely completion of all course assignments.** Due dates and times for all assignments will be specified **in class and on D2L** by your instructor. It is important to attend class so that you can receive these dates when specified. Assignments are due **at the beginning of class or in the Dropbox** by the due date. **Late assignments will not be accepted.**

**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 course, and in the final documents that you upload for grading, exceeding the 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.

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

Tutors will help you generate, organize, or revise a draft of any assignment. They will not proofread or edit your work—this is your job. (Note: Working with the AARC does not guarantee a satisfactory grade on any assignment in this course.) The Center is located in the Steen Library. You may walk in or call for an appointment.

**Academic Affairs Statement on Code of Student Conduct**
[https://www.sfasu.edu/acadaffairs/curriculum/course-syllabus](https://www.sfasu.edu/acadaffairs/curriculum/course-syllabus)

**Academic Integrity**
[The Code of Student Conduct and Academic Integrity](https://www.sfasu.edu/acadaffairs/curriculum/course-syllabus) 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.
**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 it 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.

An act of academic dishonesty, even a first offense, places you in jeopardy of severe forms of disciplinary action, including dismissal from the university. The College of Business now requires that each instructor complete a **Student Plagiarism Report** for submission to the Associate Dean to track repeat offenders.

**AI is prohibited in this class.** To summarize, the work you submit for evaluation in this course must be your own, created for this class and not used in other classes. **Unless otherwise specified,** you may not use AI of any kind to generate in part or in whole assignments for this course; AI-generated assignments will be awarded a 0 and may qualify as plagiarism. Use of any artificial intelligence (AI) software or tool, such as ChatGPT, to complete any assignment, including but not limited to any exams, research projects, or written work produced in the class, is considered a violation of the Academic Dishonesty policy and will be treated by the instructor as such. 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. In accordance with this policy, I will cooperate with administrators in detecting (Turnitin.com), documenting, and reporting any person committing an act as described above. When you successfully submit a document to Turnitin, you will receive a confirmation receipt; if you have not received this receipt, your document is not in the Turnitin Dropbox. All documents must be in the Turnitin Dropbox before the deadline to be evaluated.

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. If two or more students submit similar work, all students involved will receive a 0 for the work or an “F” in the course. I place emphasis 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.

**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-conduct-code.pdf](http://www.sfasu.edu/policies/student-conduct-code.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
iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

**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](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/](http://www.sfasu.edu/disabilityservices/).

The College of Business also offers a proctored, testing center in the Rusche College of Business. This accommodation allows students to remain in the vicinity of the business school for classes and in the event of inclement weather. Contact Dr. Sigmar to set up an appointment.

**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**

**Tech Support**

For D2L technical support, contact student support in the Office of Instructional Technology (OIT) at d2l@sfasu.edu or 936-468-1919. If you call after regular business hours or on a weekend, please leave a voicemail. To learn more about using D2L, visit SFA ONLINE at [http://sfaonline.sfasu.edu](http://sfaonline.sfasu.edu), where you will find written instructions and video tutorials.
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/thehub
936.468.4008
thehub@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
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- Crisis Text Line: Text HELLO to 741-741

Tentative Course Schedule (see page 11)

*This schedule is tentative and is likely to change throughout the semester.
** Unless otherwise specified, assignments are due by 11:59 p.m. on the date due.
## BUSI 2304 Leadership Communication TENTATIVE SCHEDULE*

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapter in Text</th>
<th>Topic</th>
<th>Assignments</th>
</tr>
</thead>
</table>
| 1 1/22-1/27 | Intro. | *Credibility and Leadership Lecture* | Slide Design  
Visual Planning |
| 2 1/28-2/3 | Chap. 1 | *Unleash the Master Within* | Team Instructional Presentation (1/30) |
| 3 2/4-2/10 | Chap. 2 | *Master the Art of Storytelling* | Team Instructional Presentation (2/6) |
| 4 2/11-2/17 | Chap. 3 | *Have a Conversation* | Business Social Speech (2/15)  
Team Instructional Presentation (2/13) |
| 5 2/18-2/24 | Chap. 4 | *Teach Me Something New* | Team Instructional Presentation (2/20) |
| 6 2/25-3/2 | Chap. 5 | *Deliver Jaw-Dropping Moments* | Team Instructional Presentation (2/27) |
| 7 3/3-3/9 | Chap. 6 | *Lighten Up* | NHS Pitch (TBA)  
Team Instructional Presentation (3/5) |
| 3/11-3/17 | SPRING BREAK | | |
| 8 3/17-3/23 | Chap. 7 | *Stick to the 18-Minute Rule* | Team Instructional Presentation (3/19) |
| 9 3/24-3/30 | Chap. 8 | *Paint a Mental Picture with MultiSensory Experiences* | MultiSensory Motivational Speech (3/28)  
Team Instructional Presentation (3/26) |
<p>| 3/28-3/31 | EASTER HOLIDAY | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>10 3/31-4/6</td>
<td>Chap. 9</td>
<td><em>Stay in Your Lane</em></td>
<td>MTI/ETI Survey and Analysis (4/4), Team Instructional Presentation (4/2)</td>
</tr>
<tr>
<td>11 4/7-4/13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 4/14-4/20</td>
<td></td>
<td></td>
<td>Visionary Presentation</td>
</tr>
<tr>
<td>13 4/21-4/27</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 4/28-5/4</td>
<td></td>
<td></td>
<td>BOARDROOM PERSUASIVE PRESENTATIONS (Team)</td>
</tr>
<tr>
<td>15 5/6-5/10</td>
<td>FINALS WEEK</td>
<td></td>
<td>Final Exam TTH. 5/9, 8-10:00 a.m.</td>
</tr>
</tbody>
</table>