Stephen F. Austin State University  
Nelson Rusche College of Business  
Department of Business Communication and Legal Studies  
BCOM 4350. Leadership Communication Syllabus (Online Summer II 2024)

Professor: Dr. Lucia S. Sigmar  
Office: 229-F McGee (Suite 229)  
Phone: 936-468-1747 (Office)  
E-mail: Use e-mail in D2L to contact me with all course-related questions.

Office Hours: Online Monday through Thursday from 1:00 p.m. to 2:00 p.m. and by appointment.

Technical Requirements for this Web-Based Class:

You will need to visit Brightspace (D2L) DAILY to keep up with assignments, contact your instructor, 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 high-speed 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.

Valid for Summer II 2024 Only
Required Text:


Course Description/Objectives:

The primary course objective is to improve the student’s leadership ability through effective oral communication and an understanding of leadership concepts, practices, and skills used by business leaders in today’s workplace. Practical corporate communication and leadership skills will be presented and discussed. 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 tools.
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/international business situations.
5. Analyze audience needs and feedback.
6. Demonstrate effective non-verbal presentation behaviors (e.g. eye contact, voice control).

This online course is a presentations-based course and will 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 assignment dates. Any changes to these dates will be announced on D2L’s home page.

Grades (Tentative):

<table>
<thead>
<tr>
<th>Written Responses</th>
<th>(approx. 250 Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>(approx. 60 Points)</td>
</tr>
<tr>
<td>Presentations</td>
<td>(approx. 300 Points)</td>
</tr>
</tbody>
</table>

Total Points 610

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 in 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 wordprocessed 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 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.
6. Display appropriate academic conduct. Unprofessional, uncivil, or disrespectful behavior will not be tolerated. See http://sfasu.edu/policies/student-conduct-code.pdf You are required to produce and submit work that is original to you and that has been created by you for this class. 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.
7. The use of Chat GPT and other AI tools are expressly forbidden in this course without written permission from your instructor.

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You may review the university’s plagiarism policy at: http://sfasu.edu/policies/student_academic_dishonesty.pdf

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 students 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.

1. The student will be able to process foundational business information (sourced through active listening, reading comprehension, interpersonal dialogue, and research) in order to propose solutions to business problems. (Processing and Communicating Business Information)
2. The student will be able to produce effective business messages using communication channels appropriate to given business audiences. (Business Messaging)
3. The student will be able to use current technologies to render effective representations of data and/or subject-matter content to inform ethical business decisions. (Technology and Data Communication)
4. The student will be able to demonstrate an understanding of theories related to business communication and training in organizations. (Business Communication and Training Theory)

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.

Valid for Summer II 2024 Only
Students with Disabilities:

To obtain disability-related accommodations, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building at (468) 3004 or (468) 1004 (TDD) as early as possible in the semester. Upon approval, the ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services may delay your accommodations. For additional information, go to: http://www.sfasu.edu/disabilityservices/

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.)

Mental Health and Wellness:

SFA values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support student health, and many of these resources are free. All of them are confidential.

SFA Counseling Resources
www.sfasu.edu/counselingservices
Rusk Building, 3rd Floor
936.468.2401

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

Crisis Resources
Burke 24-hour Crisis Line: 1.800.392.8343
Suicide Prevention Lifeline: 1.800.273.8255
Crisis Text Line: Text HELLO to 741-741
BCOM 4350 Leadership Communication  Tentative Course Timeline for Summer 2024

The following is a tentative schedule of events for this course. Dates and assignments may change. These changes will be reflected on the course homepage under NEWS in D2L. Unless otherwise noted, all assignments are due no later than 11:59 p.m. CST.

| Week 1 | July 8-13 | Class begins July 8  
Office Hours: Zoom invitation/link posted in NEWS on D2L  
Introduction  
Presentations: Zoom invitation/link posted in NEWS on D2L |
| --- | --- | --- |
| | | Review Getting Started and Zoom Modules in D2L course site  
Print Course Syllabus and Tentative Course Timeline and refer to it often. Check into course daily.  
Review Presentation Instructions Module  
Order Textbook/Begin Reading  
Open Weekly Assignment Module for July 8-13  
Complete Live Introduction in Zoom (10 points) due 7/12  
Complete Leadership Quiz (20 points) due 7/12  
Chapter 1: Complete Written Assignment (20 points) due 7/13  
Communication Channels: Complete One Written Assignment in Dropbox (20 points) due 7/13 |
| Week 2 | July 14-20 | Office Hours: Zoom invitation/link posted in NEWS on D2L |
| | | Communication Channels: Complete One Written Assignment in Dropbox (20 points) due 7/17  
Communication Secrets: Complete Quiz (10 points) due 7/17  
Communication Channels: Complete Written Assignment in Dropbox (20 points) due 7/17  
Presentation Skills: Complete Quiz (10 points) due 7/20  
Chapter 2 – Complete Video in Zoom (20 points) due 7/20  
Chapter 3 Review – Complete Written Assignment (10 points) due 7/20 |
| Week 3 | July 21-27 | Office Hours: Zoom invitation/link posted in NEWS on D2L |
| | | Chapter 3 - Complete Video in Zoom (40 points) due 7/24  
Chapter 4 – Complete Written Assignment (20 points) due 7/24  
Chapter 4 Headline – Complete Written Assignment (10 points) due 7/27  
Chapter 5 – Complete Written Assignment (20 points) due 7/27 |
| Week 4 | July 28 – August 3 | Office Hours: Zoom invitation/link posted in NEWS on D2L |
| | | Chapter 6 - Complete Written Assignment (20 points) due 7/31  
Chapter 7 Message Map – Complete Written Assignment (20 points) due 7/31  
Chapter 7 – Complete Written Assignment (20 points) due 8/3 |
| Week 5 FINAL  
August 4 - 7 | Office Hours: Zoom invitation/link posted in NEWS on D2L | • Leadership Style Presentation – Complete Zoom Video and Visual Planner (50 points) due 8/3  
• Chapter 8 – Multisensory Experience Video and Visual Planner (50 points) due 8/7  
• Motivational Leadership – Complete Motivational Speech – Complete Zoom Video (Visual Planner and Video) (100 points) due 8/7 |

SFASU Summer Commencement Ceremony, 8/10

Final grades due to Registrar 8/12, Noon