



Lincoln University
BA 370 - COMMUNICATIONS IN LEADERSHIP
Course Syllabus
Fall, 2017

Lecture Schedule: Mondays & Wednesdays 3:30 – 6:15 P.M
Credit: 3 Units (45 lecture hours)
Instructor: Professor Richard S. Rachlin
Email: rrachlin@lincolnuca.edu
Office Hours: Wednesdays 2:30-3:30 PM

Instructional Materials & References:

REQUIRED TEXTS:

Barrett, D.J. (2014). Leadership Communication (4th. Ed.) McGraw-Hill
ISBN: 978-0-07-340320-5. Make sure you have this Edition.

Fisher, Ury & Patton (2011). Getting to Yes (3d Ed. Updated & Revised) Penguin
ISBN: 978-0-14-311875-6

RECOMMENDED TEXTS:

Lewicki, Saunders & Barry (2007). Essentials of Negotiation (5th Ed.) McGraw-Hill
ISBN: 978-0-07-353036-9

Alred, Brusaw & Oliu (2009). The Business Writer's Handbook (9th Ed.) St. Martin's
Press. ISBN: 0-312-57510-6

Course Description

This course concentrates on critical skills, particularly those needed for intelligent, face-to-face interactions, for effective tactics to achieve cooperation and gain consensus. There is emphasis on various strategies used in negotiating, for both individuals and leaders. Both written and oral assignments are involved. (3 units)

Purpose of Course

The course will stress leadership communication and the development of skills in negotiation. The leadership component of the course will cover both written and verbal communications, strategy, expressing visions, and introducing change. The negotiations component of the course will consider fundamentals of negotiation, conflict management, managing interdependence, defining objectives, selecting the best negotiating strategy, evaluating communication dynamics, finding and using negotiation power through ethical conduct.

By the end of the course you should be able to do the following:

1. Analyze audiences and develop format messages specific to them.
2. Communicate appropriately across different cultures with diverse audiences.
3. Structure and write clear, correct, and confident professional correspondence and reports.
4. Plan and deliver impromptu prepared individual and team presentations confidently and persuasively.
5. Recognize and exemplify communication ethics.
6. Work constructively in teams and evaluate peers effectively.
7. Project a positive ethos and display emotional intelligence and interpersonal skills.
8. Understand transformational leadership and the role of communication in organizations.

Individual Oral Presentations

You will make at least two five minute oral presentations. The first will be with or without the use of Power Point or slides, at your option. The second will be on a topic of your own choice. Please wear professional attire for the second oral presentation at which time Power Point or slides shall be used.

Homework

The Applications (Problem-Case Studies) at the end of each chapter in ‘Leadership Communication’ shall be typed (double-spaced), printed and turned in at the **beginning** of each class section.

Grading Standards

Grades will be based on the following allocation:

Final examination: 50 per cent

Class Attendance & Participation: 25 per cent

Individual Presentations: 25 per cent

Grading

Point/Grade Conversion

| | | | |
|--------|----|---------|----|
| 100-94 | A | 76-74 | C |
| 93-90 | A- | 73-70 | C- |
| 89-87 | B+ | 69-65 | D+ |
| 86-84 | B | 64-60 | D |
| 83-80 | B- | 59 or < | F |
| 79-77 | C+ | | |

Course Calendar and Assignments

The assigned material for each date should be thoroughly read **before** each class. Homework and class participation on the material is expected and plays an important part of your grade.

Date

Assignments

Oct. 16: Lecture on leadership; overview of the course.

Oct. 18: Chapters 1 & 2 of **'Getting to Yes.'**

Oct. 23: Barrett: Chapter 1. Homework: All Applications.

Oct. 25: Chapters 3 & 4 of **'Getting to Yes.'**

Oct. 30: Barrett: Chapter 2. Homework: Applications 2.1, 2.2; impromptu speech.

Nov. 1: Barrett: Chapter 5. Homework: Applications 5.1 and 5.2.

Nov. 6: Chapters 5 & 6 of **'Getting to Yes.'**

Nov. 8: Chapter 7 thru conclusion of **'Getting to Yes.'**

Nov. 13: Barrett: Chapter 6. Leadership Presentations

Nov. 15: Barrett: Chapter 8. All Applications to be done in class.

Nov. 20: Class Discussion of the movie 'Twelve Angry Men.'

Nov. 22: Thanksgiving Recess- No Class

Nov. 27: Barrett: Chapter 9. Homework: Application 9.2

Nov. 29: Barrett: Chapter 10. Team Leadership.

Dec. 4: Five minute presentation on a topic of your choice. **Review for Final.**

Dec. 6 : Final Exam

Revised: August, 2017

Appendix. Program and Institutional Learning Outcomes.

| Institutional Learning Outcomes (ILOs) | |
|---|---|
| <i>MBA Graduates of Lincoln University should be able to:</i> | |
| 1b | Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference. |
| 2b | Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards |
| 3b | Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare |
| 4b | Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same. |
| 5b | Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values. |
| 6b | Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace. |
| 7b | Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline. |

| Program Level Outcomes (PLOs) | |
|---|---|
| <i>Students graduating our MBA program will be able to:</i> | |
| 1 | Develop and exhibit applied and theoretical knowledge in the field of management and business administration |
| 2 | Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management |
| 3 | Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters |
| 4 | Demonstrate autonomy, creativity, and responsibility for managing professional practices |
| 5 | Demonstrate leadership and set strategic objectives for team performance |
| 6 | Identify ethical issues/problems in business organizations and reach decisions within ethical framework |

| Institutional Learning Outcomes (ILOs) | |
|--|--|
| <i>DBA Graduates of Lincoln University should be able to:</i> | |
| 1c | Incorporate various modes of thinking, among them: scientific thinking, mathematical thinking, historical thinking, anthropological thinking, economic thinking, and moral thinking. |
| 2c | Operate within alternative systems of thought, recognizing and assessing the needs, with related assumptions, implications, and practical consequences; and being able to communicate results effectively with others in figuring out solutions to complex problems |
| 3c | as exemplary business professionals, minimize the possibility of indirectly harming others by following accepted standards at local, national or international levels; to be able to assess the likelihood and physical and social consequences of any developed product's harm to others. |
| 4c | Integrate collaboration into organizational workflows, create a supportive environment for collaboration and teamwork, and lead by example. |
| 5c | Have perseverance to accomplish a goal despite potential obstacles, use sound judgments to make decisions at a right time, and make timely appropriate changes in thinking, plans, and methods in achieving organizational goals. |
| 6c | Set up realistic goals for the organization, encourage innovative strategies, and convey a clear sense of future direction to employees. |
| 7c | Formulate and arrange ideas, designs, or techniques, and apply them to specific issues and problems. They should be able to apply current research, scholarship and or/techniques in the field. |

| Program Level Outcomes (PLOs) | |
|--|--|
| <i>Students graduating our DBA program will be able to:</i> | |
| 1 | Demonstrate advanced knowledge and competence in the latest academic theories, concepts, and techniques in the field of business administration. |
| 2 | Demonstrate effective research skills including formulation of research problem; integration of previous literature into an appropriate literature review; design of a research study; data analysis; and summary and presentation of results. |
| 3 | Create and present advanced forms of oral and written communications, including teaching and advising. |
| 4 | Generate, evaluate and assess the ethical obligations and responsibilities of business for the purpose of responsible management. |
| 5 | Apply the knowledge from the area of specialization and provide consulting to other business industries or other fields. |