

**Management**  
**Course Number: 33:620:362**  
**Course Title: Effective Leadership Communication**

## **COURSE DESCRIPTION**

Welcome to Effective Leadership Communication!

This course is designed to provide you with a practical and theoretical knowledge of leadership communication in an era of complexity, fast pacing and heightened scrutiny. Studies have shown a direct correlation between being a successful leader and being an effective communicator. You will learn the leading edge leadership communication competencies, techniques and skills that are needed by 21<sup>st</sup> Century leaders. Most studies of what CEOs want in new or promotable employees consistently highlight four personal characteristics: being collaborative, communicative, creative and flexible. In today's dynamic environment leaders need to be able to communicate effectively in all three main modalities: one to one, one to many and the various "e" forms. This course will explore the connections between communication and leadership to help you develop your own leadership communication abilities and by understanding the role of leadership communication inside and outside of organizations.

This highly interactive class will blend evolving leadership communication theory with practical applications of leadership communication. We will deploy a 'learn it today, apply it tomorrow' approach that enable you to put what you learn into practice. The course will rely heavily on in-class experiences including cases, scenarios, assessments, exercises and vignettes where you can apply what you are learning. You will be exposed to the leadership communication practices of some of the world's best leadership development firms like GE and J&J. We will have subject matter experts who will share the best practices of effective leader communicators. This is a unique opportunity to extend your leadership learning, create your leadership brand and enhance your personal communication skills.

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## **COURSE MATERIALS**

Textbooks: 1) John C. Maxwell: "The 21 Indispensable Qualities Of A Leader", Thomas Nelson Publishing ISBN-978-0-7852-7440-7

AND

2) John C. Maxwell: "The 21 Irrefutable Laws of Leadership" Thomas Nelson Publishing ISBN-9780785288374

Additional Readings and Assignments - To be handed out in class or posted on Canvas.

### **Canvas:**

Canvas is the primary course management tool for this course. Therefore, please make sure that you have proper access to Canvas. Canvas will contain course announcements, documents, assignments, readings that are not included in the course packet, and other important information. In addition, you will be required to submit individual assignments and team deliverables through Canvas. Finally, I will be using Canvas as one avenue of communication with the class; therefore, it is important that the e-mail address you are using for Canvas is correct and is one that you check frequently.

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## **LEARNING GOALS AND OBJECTIVES**

By the end of this course, it is expected that you will:

- Understand the importance of emotional intelligence
- The importance of "soft skills" and your success

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## **PREREQUISITES**

**620:302 MANAGEMENT SKILLS.**

Learn how to communicate with various stakeholders within differing situations, in an effective and efficient manner.

Understand the power of “Soft skills” in connecting with those you lead and work with. Learn and understand who you are as an individual and how you are seen and perceived by others.

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## ACADEMIC INTEGRITY

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## CLASS PARTICIPATION AND PREPARATION

Equally important is your individual involvement and participation in the course. Individual and team learning in this course hinge on the quality of the interactive discussions that occur amongst the students and between the students and instructor during class time. **It is expected that you will spend 5-6 hours per week outside of class completing homework, projects, and studying.**

**Class participation and preparation will comprise 30% of your final course grade.**

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## CLASSROOM ETIQUETTE AND EXPECTATIONS:

It is expected that all students will conduct themselves in professional manner.

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## TEACHING PHILOSOPHY

Individuals learn through a variety of means and mediums. Therefore, we will explore course topics and foster skill-building through a selection of teaching methods, including: lectures, group work, case analyses, video analyses, simulation, role plays, and other experiential exercises. In so doing, we fully expect learning to occur in both the individual and group levels of analysis.

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## **GRADING POLICY**

Your final course grade will be comprised of four (4) elements, each of which is described in greater detail below:

1. Class participation 30%
2. Class projects 20%
3. Midterm 25%
4. Final 25%

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## **COURSE SCHEDULE**

note: This is a flexible document and is subject to change during our semesters work, assignments as well will be added as we progress in our discussions. All assignments will be available on Canvas in advance.))

### **WEEK**

1A Introduction to Effective Leadership Communications.  
What are the challenges and why this course.

1B “ Soft Skills “  
Skills vs. Attitude  
Everyday Leadership

2A Character Influence  
“Who are you,” The Johari Window

2B What is your communication style?  
How do you connect with others and yourself?

3A People skills and the ability to communicate  
from the heart and brain.

3B Emotional Intelligence.

4A Communicating across cultures

4B Persuasive communications in voice and

body

- 5A The importance of body language
- 5B Leader as transforming communicator
- 6A Communicating one to one or to a thousand and one
- 6B Leader as follower and team building
- 7A Difficult conversations
- 7B Leader as coach
- 8A Listening; really listening
- 8B Logos/Pathos/Ethos
- 9A Likability. Is it important?
- 9B Communications and the impact of Social Media
- 10A Trust and believability
- 10B “The voice” and how you negotiate
- 11A Story telling and its importance
- 11B Whats your story? Interviewee challenge
- 12A Crisis communications, and its impact
- 12B Crisis continued
- 13A Impact of Social Media
- 13B Building morale, importance of humor and fun at work
- 14A Bringing it all together
- 14b Final thoughts. “from ordinary to extraordinary “ its up to you!

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## **SUPPORT SERVICES**

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the

Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]