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 21st 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.
COURSE MATERIALS


AND


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.

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

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.

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 for more details.

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.

CLASSROOM ETIQUETTE AND EXPECTATIONS:

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

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.
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%

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 What’s 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!

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

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

[Rutgers University-Newark ODS phone (973)353-5375 or email 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]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email 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]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email 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 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at 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]
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]
[Rutgers–New Brunswick: 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.]