



## **SYLLABUS**

### **Business Administration Leadership & Communication**

**Instructor: Eric Boggs**

**Language of Instruction: English**

**UO Credits: 4**

**Contact Hours: 40**

**Summer 2020**

**SINGAPORE**

### **COURSE DESCRIPTION**

Business Leadership and Communication involves the use of interpersonal skills and strategies to become an effective business leader. This course dives into a subset of skills that hone in on using professionalism to establish connections with those in other organizations, while building and maintaining an effective, goal-oriented team. We examine the context in which business leaders build beneficial networks around their teams and propel their organizations into the future. Singapore has a particularly vibrant community of business leaders whose communication and team-building strategies will allow you to explore innovative solutions to problems encountered in business leadership.

This course explores personal leadership and communication skills that focus on self-awareness for leading, persuading, and working with others; effective business writing and speaking; and team development.

### **COURSE OBJECTIVES**

The objective of this course is to develop students into effective business leaders by increasing self-awareness; developing the personal skills necessary to successively lead and work with others in organizations; and by improving professional behaviors, like those of initiative, responsibility, and accountability. This course seeks to hone students' communication skills through improving their ability to communicate with others through writing, public speaking, teamwork, interpersonal and intercultural relations, and conflict resolution within the engaging and flourishing context of Singapore.

#### **Student Outcomes**

Students who successfully achieve the course objectives will:

- Produce persuasive and reflective documents
- Build a persuasive story around a core message and structuring a persuasive presentation to maintain the audience's attention

- Assess a business problem through researching its significance, causes, current attempts to address, and barriers
- Collect, analyze, and synthesize primary and secondary data
- Iteratively develop and prototype potential solutions using convergent and divergent processes in a business proposal project

## **INSTRUCTIONAL METHODOLOGY**

### **Course Organization**

This course is designed to be different. It weaves business writing skills, leadership development and business problem solving skills into a fast-paced, interactive experience that will challenge you.

You will work on individual and group assignments on this course. You will have individual reading and writing assignments on that focus on your personal leadership development and persuasive writing skills as you reflect on personal experience and leadership behaviors while in Singapore.

Your group assignments will focus on finding a problem, analyzing the situation and developing a solution that aims to solve that problem. As a team you will present your findings to the class during Week 2 and Week 4. You will also apply your business writing skills to create a written proposal reflecting your findings and solutions in Singapore through case-by-case client companies.

While you will have time to work on these projects in class, we will also be spending time developing leadership skills and team behaviors through activities, scenarios and reflection on individual and team performance. These are designed to be engaging, inclusive and based on research of team development. The objective is to assist your team in developing strategies to perform well on your group assignments.

### **Class Participation and Professionalism**

Think of “professionalism” as a collection of behaviors that your boss would expect from you in a job. In any job, positive attitude, respect for others, initiative, and responsibility are vital. This course will have the same expectations. We want to help you become professionals.

You will be graded on attendance, prompt arrival, active participation in class and in virtual activities, and professional conduct in the course, including your body language in class and your electronic communications. You will submit a self-assessment (please see Week 1 Module in Canvas) at the end of the term, and I will adjust points up or down based on peer comments and my own observations.

If you are ever unclear as to what would be the professional thing to do in a given situation, please ask: saying “I didn’t know that was unprofessional” is not a valid excuse.

### **Preparation**

You will need to spend enough time with assigned readings in order to add value to in-class and online discussions. I expect you to arrive at class prepared to deeply reflect on assigned readings. For example, I expect you to be able to draw connections between course concepts

and assigned readings and to connect readings to your personal experiences. When homework includes surveys or questionnaires, I expect you to come to class with the questionnaires completely filled out and scored.

### **Attendance**

While students are here in Singapore, attendance in class is critical. *You are expected to be on time and attend every class except for one excused absence cleared with me in advance.* If you miss more than one class without an allowable reason, you are responsible for contacting me to propose a suitable make-up assignment within one week of the additional absence. Tardiness and unexcused absences will result in escalating point deductions from your professionalism grade, beginning with 15 points for an unexcused absence.

If you miss more than one class and wish to make up the points, contact me with an idea for a makeup assignment. This will be the student's responsibility. I won't track down the students about makeups. Makeup assignments might consist of writing a 1-2 page critical analysis on a magazine or online article relevant to our class, attending a relevant event and completing a write up about it, etc.

### **Illness Policy**

If you have a severe respiratory or flu-like illness you must avoid attending class until you are without fever for 24 hours without the aid of fever-reducing medication. If you have absences related to severe respiratory or flu-like illness you will be given the opportunity to make-up your assignments and class content without penalty. It is your responsibility to notify the instructor, in advance, when absent due to influenza.

### **Course Readings**

All assigned course readings should be completed by class time on the date indicated. A 3-ring binder with tabbed dividers is recommended.

Required Textbook:

BA 308 Business Leadership and Communication Course Packet by Bramhall, Forrestel, Kalnbach, and Stolle.

Supplementary readings, videos, and questionnaires will also be posted on Canvas.

**Standard citation needs to include: APA**

## **METHOD OF EVALUATION (GRADING)**

### **Deliverables & Late Work**

Unless specified, all deliverables will be due at the start of class. **Late submissions will not be examined and will be given zero points unless you have made prior arrangements with me.** Specific and detailed assignment instructions will be posted on Canvas.

I reserve the right to adjust a student's team points up or down based on peer comments and my own observations as well as to grant additional individual points, beyond those given for professionalism, to students whose participation influenced the class in especially positive ways or who went "above and beyond" in their pursuit of course objectives.

### How Your Grade Will Be Determined

The Lundquist College of Business has adopted grading standards to ensure consistent student evaluations. The average GPA for class should fall within a range of 3.2-3.5. Some of you may be encountering these grading standards for the first time. Remember that everyone in this class has met the rigorous GPA requirements to be admitted as a business major, and therefore getting an A in business major courses could be much more difficult than in previous classes. As in the professional business world, receiving a top rating (A) requires exceptionally and consistently high performance.

**There are 1000 points possible in this course. Total points are divided evenly across 4 topics (250 points for each topic.)** Course deliverables and their *approximate* contribution to final course grades are:

LEADERSHIP DEVELOPMENT	
Personal Best Leadership Experience - Memo	50
Peer Feedback Memo	50
Professionalism Memo	50
Leadership Journal	100
VERBAL COMMUNICATION	
Personal Best Leadership Experience - Video	25
Elevator Pitch Story	25
Situation Analysis Presentation	100
Final Presentation	100
WRITTEN COMMUNICATION	
Situation Analysis Memo	50
Cover Letter & Resume	50
Written Communication Quizzes	50
<b>Final Exam</b>	100
TEAM PROPOSAL	

Team Agreement & Research Plan	50
Proposal – First Draft	50
Proposal – Second Draft	50
<b>Proposal – Final Draft</b>	<b>100</b>

### Grading Scale

Here is an outline of the letter grade criteria in this course. I round up anything .50 and higher.

Percentage for the Course	Letter Grade
98-100%	A+
94-97%	A
90-93%	A-
87-89%	B+
84-86%	B
80-83%	B-
77-79%	C+
74-76%	C
70-73%	C-
65-69%	D
Below 65%	F

An “incomplete” grade is **not available** barring an emergency of some kind.

### Communicating with the Instructor

You can email the instructor at [boggs@uoregon.edu](mailto:boggs@uoregon.edu). Instructors will offer open office hours every week. All written assignments should be uploaded to Canvas.

### COURSE OUTLINE AND ASSIGNMENTS

<u>Topic</u>	<u>Leadership Development</u>	<u>Verbal Communication</u>	<u>Written Communication</u>	<u>Team Project: Business Proposal</u>
<b>Week 1</b>	Personal Best Leadership Experience Memo	Personal Best Leadership Experience Story	Situation Analysis Memo	Team Agreement + Research Plan
<b>Due Date</b>	Tuesday	Wednesday	Thursday	Friday
<b>Points</b>	50	25	50	50

<b>Week 2</b>	Peer Feedback Memo	Situation Analysis Presentation	Cover Letter & Resume Assignment	Proposal First Draft
<b>Due Date</b>	Tuesday	Wednesday	Thursday – Week 4	Friday
<b>Points</b>	50	100	50	50
<b>Week 3</b>	Leadership Journal	Elevator Pitch Story	Written Communication Quizzes	Proposal Second Draft
<b>Due Date</b>	TBD	Wednesday	Tuesday	Friday
<b>Points</b>	100	25	50	50
<b>Week 4</b>	Professionalism	Final Presentations	Final Exam	Proposal Final Draft
<b>Due Date</b>	Tuesday	Wednesday	Thursday	Friday
<b>Points</b>	50	100	100	100
<b>Total</b>	<b>250</b>	<b>250</b>	<b>250</b>	<b>250</b>

### Academic Misconduct

The University Student Conduct Code (available at [conduct.uoregon.edu](https://conduct.uoregon.edu)) defines academic misconduct. Students are prohibited from committing or attempting to commit any act that constitutes academic misconduct. By way of example, students should not give or receive (or attempt to give or receive) unauthorized help on assignments or examinations without express permission from the instructor. Students should properly acknowledge and document all sources of information (e.g. quotations, paraphrases, ideas) and use only the sources and resources authorized by the instructor. If there is any question about whether an act constitutes academic misconduct, it is the students' obligation to clarify the question with the instructor before committing or attempting to commit the act. Additional information about a common form of academic misconduct, plagiarism, is available at [researchguides.uoregon.edu/citing-plagiarism](https://researchguides.uoregon.edu/citing-plagiarism).

### Prohibited Discrimination and Harassment Reporting

Any student who has experienced sexual assault, relationship violence, sex or gender-based bullying, stalking, and/or sexual harassment may seek resources and help at [safe.uoregon.edu](https://safe.uoregon.edu). To get help by phone, a student can also call either the UO's 24-hour hotline at 541-346-7244 [SAFE], or the non-confidential Title IX Coordinator at 541-346-8136. From the SAFE

website, students may also connect to Callisto, a confidential, third-party reporting site that is not a part of the university.

Students experiencing any other form of prohibited discrimination or harassment can find information at [respect.uoregon.edu](https://respect.uoregon.edu) or [aaeo.uoregon.edu](https://aaeo.uoregon.edu) or contact the non-confidential AAEO office at 541-346-3123 or the Dean of Students Office at 541-346-3216 for help. As UO policy has different reporting requirements based on the nature of the reported harassment or discrimination, additional information about reporting requirements for discrimination or harassment unrelated to sexual assault, relationship violence, sex or gender based bullying, stalking, and/or sexual harassment is available at [Discrimination & Harassment](#).

The instructor of this class, as a Student Directed Employee, will direct students who disclose sexual harassment or sexual violence to resources that can help and will only report the information shared to the university administration when the student requests that the information be reported (unless someone is in imminent risk of serious harm or a minor). The instructor of this class is required to report all other forms of prohibited discrimination or harassment to the university administration.

Specific details about confidentiality of information and reporting obligations of employees can be found at [titleix.uoregon.edu](https://titleix.uoregon.edu).

### **Mandatory Reporting of Child Abuse**

UO employees, including faculty, staff, and GEs, are mandatory reporters of child abuse. This statement is to advise you that your disclosure of information about child abuse to a UO employee may trigger the UO employee's duty to report that information to the designated authorities. Please refer to the following links for detailed information about mandatory reporting: [Mandatory Reporting of Child Abuse and Neglect](#).

### **Students with Disabilities**

The University of Oregon is working to create inclusive learning environments. Please notify me if there are aspects of the instruction or design of this course that result in disability-related barriers to your participation. You are also encouraged to contact the Accessible Education Center in 360 Oregon Hall at 541-346-1155 or [uoaec@uoregon.edu](mailto:uoaec@uoregon.edu).