**University of North Carolina Wilmington**

**LED 311 – Communication and Leadership – Fall 2016**

**Section 001: MW 3:30 p.m. – 4:45 p.m., Friday Annex (FA) 136**

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**LEARN, LEAD, CREATE, INSPIRE** underscores the conceptual framework of the Watson College of Education (WCE). The WCE mission is based on the values of reflection, inquiry, innovation, ethics, advocacy, diversity, nurturing, and global perspectives. These values are those that form much of the basis of effective leadership for all learners, no matter the age.

**Course Description**

This course is designed to expand student understanding of leadership theory and practice, conflict management, and decision-making. Students must integrate personal ethics and a personal definition of leadership in assignments and projects as they focus on demonstrating an understanding of cohesion, trust, motivation, vision, and goals.

**Specific Course Objectives**

1. Identify the essential components of leadership and leadership communication styles.
2. Generate descriptions of successful leader qualities based on their communication styles.
3. Demonstrate your appropriate and effective use of listening, oral and written skills as well as your use of critical thinking skills and self-analysis in specific situations.
4. Generate critiques of the impact of leadership communication style on effective and ineffective leader/follower situations.
5. Demonstrate the ability to use your understanding of leadership in various situations.

**Course Books**

1. Start With Why – Simon Sinek, Penguin (2011) – **Required**
2. Leading Imperfectly – James Robilatta, James TRobo LLC (2015) – **Required**
3. 5 Levels of Leadership – John Maxwell, Center Street (2013) – **Required**

**GRADE EVALUATION**

1. *SCML* Test 10 points
2. *Leading Imperfectly* Application Paper 60 points
3. *5 Levels of Leadership* Application Paper 100 points
4. *Your PDL* TMO 30 points
5. *TED Talk* Presentation 100 points
6. *Start With Why & You* Application 100 points

**Total Possible Points 400 points**

**GRADE DISTRIBUTION** Final grade earned is awarded using the University letter system on this scale:

A 360-400

B+ 340-359

B 320-339

C+ 300-319

C 280-299

D+ 270-279

D 240-269

F 239 and below

**Academic Integrity and Student Support Information**

See the Code of Student Life in the online Undergraduate Catalogue for the UNCW Academic Honor Code and for information about Students with Disabilities Support, Diversity Initiatives, and Violence Prevention along with other topics. You are expected to adhere to the Academic Honor Code.

**CLASS ATTENDANCE & PROTOCOLS**

* Inappropriate use of cell phones, laptops, or other electronic devices will result in the loss of points.
* Recycle or trash your drink and food items, and their containers, or they will be prohibited in class.
* **None of the items below excuse you from fulfilling all course requirements.**
* On-time class attendance is essential and expected.
* Late arrivals to, or early departures from class are not conducive to a higher grade.
* Assignments are due as indicated, in person or online. If late, there is a point deduction.
* **UNCW Email is the required method for online class communication.**
* **Online assignments: Submit as Word document attachment using UNCW email.**
* *Email SUBJECT line must indicate the appropriate email content or it may not be opened or read, or it may be automatically deleted as spam. Include your full name in the email.*
* **Quiz/Tests: NO makeup quiz/tests will be given.**
* **Two class absences (starting 6 p.m., August 24th) results in a lowering of your grade by one level.**
* Grade deduction is by letter level: A to B+, B+ to B, B to C+, C+ to C, C to D+, D+ to D, D to F.
* Please make an appointment with me within the first three (3) weeks of class if you have scholarship responsibilities that may require you to miss classes due to events or performances.
* Course materials will be available in class, online through the text publisher’s webpages, and/or posted on my UNCW Web Page: <http://people.uncw.edu/nottinghamj/>
* Syllabus Revisions: Modifications (in class or by email) are not anticipated but may occur.

**EXPECTATION OF PARTICIPATION**

A quality learning experience in this course relies on an atmosphere of mutual respect among all of us (class members, visitors, and me). Active participation in class discussions is expected and the ideas of others are to be welcomed. Questioning and conflict may occur in discussions; we each may have differing opinions. If you disrespect or disrupt the class however, you will be asked to leave. There will be work in small teams and engagement in activities that allow you to apply leadership theory and concepts. Your contribution to a respectful and collaborative classroom environment is expected. Points will be assigned for thoughtful and reflective responses to assignments and for active and engaged participation in classroom activities and any out-of-classroom meetings.

**EXPECTATION OF FORMAT & COLLEGE LEVEL WRITING (CLW) SKILLS on WRITTEN ASSIGNMENTS**

Your College Level Writing (CLW) ability will be evaluated. Points will be deducted for lack of clarity of thought and/or lack of appropriate college level writing skills, including poor grammar, spelling, sentence construction, etc. **Contact the University Learning Center (ULC)** <http://www.uncw.edu/ulc/> **or a tutor for writing assistance**. **Points will be deducted** using the CLW Grammar & Writing Scale, the Citations & Reference items, and failure to follow the format guideline below or the assignment criteria.

**FORMAT GUIDELINE – NO COVER PAGES + Minus 2 points per item below, if not provided:**

1. HEADER at the top of each page, positioned in the TOP RIGHT CORNER:

* LED 311 – Fall 2016 – *Insert Assignment Title Here* + Your First & Last Name

1. FOOTER: Page numbers at the BOTTOM RIGHT of each page
2. Use .75 or 1-inch top and bottom margins PLUS 1-inch left and right margins
3. Double-space or 1.5 space in an 11-or 12-point, easy to read font.

Number of Items Deduction

1. < 4 items 0 points
2. 5-9 items 3 points

Number of Items Deduction

1. 10-14 items 5 points
2. 15-19 items 7 points

* There are no point deductions for a notation of “style”.

**CLW – Citations and Reference Page Information**

* Incorrectly used citation – 1 point, each occurrence
* Missing citation or reference page (if required) – 2 points, each occurrence
* Incorrect reference format on reference page – 1 point, each occurrence

**PERFORMANCE OBJECTIVES FOR ASSIGNMENTS**

**SCML Test (10 points)**

One short-answer/fill-in test on the Social Change Model of Leadership (SCML) concepts will be given.

**Your PDL Three-Minute Oral (TMO) – (30 points)**

You will have 3-minutes maximum to give this speech. Introduce yourself to the class in a way that any of your classmates are unlikely to know about. Include a clear and straightforward delivery of your personal definition of leadership and how it relates to who you are. Use some leadership terms.

**Grading Criteria:**

1. Level at which you effectively convey your authenticity, believability, and credibility (5 pts.)
2. Appropriate inclusion and use of leadership (SCML, ECV, skills, and style) terms (10 pts.)
3. Appropriate use of transitions, direct and inclusive eye contact, and voice and body (10 pts.)
4. Overall effectiveness of the organization (introduction, body, closing) of your speech (5 pts.)

***Leading Imperfectly* Application – (60 points)**

Read *Leading Imperfectly* and reflectively analyze the content. (2-3 pages)

**Grading Criteria:**

1. Provide a general critique of the book in terms of its effectiveness as a leadership guide. (30 pts.)
2. Provide evidence of how well *Art of Framing* concepts were utilized by the author in his message to readers. (30 pts.)

***5 Levels of Leadership* Application – (100 points)**

Read *5 Levels of Leadership* and reflectively analyze the content. (3-5 pages)

**Grading Criteria:**

1. Provide a general critique of the book in terms of its effectiveness as a leadership guide. (30 pts.)
2. Connect the author’s message, premises, and concepts using Nottingham, Northouse, and other leadership concepts you have previously learned. (40 pts.)
3. Provide evidence of whether or not some of the premises and concepts apply to you. (30 pts.)

**PERFORMANCE OBJECTIVES FOR ASSIGNMENTS, continued**

***Start With Why (SWW) and You* Application with PowerPoint – (100 points)**

You will have 30 minutes to give this speech. After reading *Start With Why,* reflectively analyze the content and explain how the author’s message and concepts do, or do not, apply to you. Provide connections to *Art of Framing* and *5 Levels of Leadership* concepts. Use situations from your life for context and clarity.

**Grading Criteria:**

1. Professionalism of PowerPoint, provided online no later than speech time (10 pts.)
2. Clear and engaging introduction of SWW’s relevance to leadership including an answer to the question: Why do you think (from a leadership context) Sinek wrote SWW? (10 pts.)
3. Direct and thorough analysis of Sinek’s main points, in general. (10 pts.)
4. Which of Sinek’s points best apply to you and why? (15 pts.)
5. Relevance of framing and framing concepts to Sinek and to your experience (10 pts.)
6. Relevance of *5 Levels of Leadership* concepts to Sinek and to your experience. (10 pts.)
7. Concluding comments that include the leadership insights you gained and lessons you learned after reading *Start With Why* (15 pts.)
8. Appropriate use of transitions, direct and inclusive eye contact, and voice and body (10 pts.)
9. Overall effectiveness of the organization (introduction, body, closing) of your speech (10 pts.)

**TED Talk Presentation – (100 points)**

You will have 30 minutes to give this presentation. Research TED Talks online. Select one that you feel exemplifies leadership (or an aspect of it) and that you want to share with the class. Use any full or partial *TED Talk* that is no more than 15 minutes in length. You may show an entire talk or clips of it. You can show the talk or clips at any point, or at different points, of your presentation to emphasize the relevance to your presentation objectives.

**Grading Criteria:**

1. Effective and creative introduction and explanation of your “WHY” for the selection (20 pts.)
2. Level of evidence with which you effectively convey your authenticity, believability, and credibility during the presentation (10 pts.)
3. Inclusion and appropriate use of leadership terms and course content (25 pts.)
4. Appropriate use of transitions, direct and inclusive eye contact, of voice and body (15 pts.)
5. Overall effectiveness of the organization of your speech (15 pts.)
6. Closing (15 pts.)

**INDIVIDUAL EVALUATIONS of Speeches and Presentations**

You will each lose points for uncompleted or poorly completed written evaluations of your classmates making your attendance and full attention critical on these days. Evaluation forms will be distributed in class on each day, prior to the speech of presentation.

**LED 311 Course Outline & Assignment Dates – FALL 2016**

Wed. AUG 17 Course Introduction, Goals, & Syllabus Review + Student Information Cards

Mon. AUG 22 SCML Review + *Leading Imperfectly* & *5 Levels* Introductions

Wed. AUG 24 SCML Review + *Art of Framing* (AOF Ch. 1)

Mon. AUG 29 **SCML QUIZ & PDL** (then *AOF* Chapters 2, 3, 4)

Wed. AUG 31 *AOF* Chapters 2, 3, 4

Mon. SEP 05 ***LABOR DAY HOLIDAY – NO CLASS***

Wed. SEP 07 *AOF* Chapters 2, 3, 4 + *5 Levels* Activities

Mon. SEP 12 *AOF* Chapters 5 & 6

Wed. SEP 14 *AOF* Chapters 5 & 6 + *5 Levels* Activities

Mon. SEP 19 **PDL TMOs in class** (then Conflict Resolution & Consensus)

Wed. SEP 21 AOF Chapters 7 & 8

Mon. SEP 26 Recap: *AOF* Chapters 1-8

Wed. SEP 28 Discussion of *LI & 5 Levels* Papers + *SWW/TED Talks* – Set Presentation Schedules

Mon. OCT 03 Research Day – **No Formal Class**

Wed. OCT 05 ***Leading Imperfectly* Application Paper Due online by 3 p.m. –** Research Day **– No**

**Formal Class** *\*\*\* OCT 06 – OCT 07 \*\*\** ***FALL BREAK – NO CLASSES \*\*\****

Mon. OCT 10 ***5 Levels* Application Paper Due online by 3 p.m. –** Research Day **– No Formal Class**

Wed. OCT 12 *SWW/TED Talk Prep Discussion*

Mon. OCT 17 *2 SWW Presentations*

Wed. OCT 19 *2 SWW Presentations*

Mon. OCT 24 *2 SWW Presentations*

Wed. OCT 26 *2 SWW Presentations*

Mon. OCT 31 Research Day – **No Formal Class**

Wed. NOV 02 *TED Talk Prep Discussion –* **Submit *TED Talk* link online by 3 p.m.**

Mon. NOV 07 *2 TED Talk Presentations*

Wed. NOV 09 *2 TED Talk Presentations*

Mon. NOV 14 *2 TED Talk Presentations*

Wed. NOV 16 *2 TED Talk Presentations*

Mon. NOV 21 **No Formal Class**

Wed. NOV 23 **NO CLASSES TODAY – *THANKSGIVING* is TOMORROW! NO CLASSES ON FRIDAY.**

Mon. NOV 28 Class Discussion – **LETTER GRADE REDUCTION FOR NON-ATTENDANCE**

Wed. NOV 30 LAST DAY OF CLASSES – **LETTER GRADE REDUCTION FOR NON-ATTENDANCE**